

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 50, NO. 1

NEW YORK, TUESDAY, JANUARY 3, 1950

TEN CENTS

## PRESS POLLED ON PROGRESS OF TV

### McConnell Forecasts Good Year For NBC

NBC achieved its greatest gross income in its history for the year 1949 with record sales of the web's radio and TV facilities, according to the year-end statement of its president, Joseph H. McConnell, just released. McConnell said that 1950 would be a good year for "all of us in the industry who are nimble of foot and mind."

He pointed to the new accounts sold by NBC during the past year which included U.S. Steel which sponsors "Theater Guild On The

(Continued on Page 8)

### Six AM, 3 FM Outlets Get FCC Transfer OK

Washington Bureau of RADIO DAILY Washington—The FCC has approved the transfer of control of six stations—three AM and three FM—from Merrit C. Speidel to John Ben Snow to satisfy an indebtedness of \$1,245,000. The stations include KDON, Santa Cruz, Calif.; KWRN, Reno, Nev., and WKIP, Poughkeepsie, N. Y., all AM and FM stations KSNJ, Salinas, Calif.; KWRN-FM, Reno and WHVA, Poughkeepsie.

Also okayed were transfers of

(Continued on Page 2)

### Fly Tries To 'Circumvent' FCC, Says Pope Attorney

Attorneys for Generoso Pope, New York publisher and licensee of WHOM, have charged that James L. Fly, counsel for WFDR, New York, is trying to "circumvent a formally-determined commission policy" in

(Continued on Page 2)

### Scientific Advances Noted By Jolliffe

The ten outstanding developments in radio science in the past 50 years listed by Dr. C. B. Jolliffe, executive v-p in charge of RCA laboratories are: 1. Wireless communication; 2. Electron tube; 3. Radiotelephone communication; 4. Radio broadcasting; 5. All-electronic television; 6. Facsimile; 7. Radio navigation and direction finding aids; 8. Radar; 9. Radio remote control of airplanes, rockets and vehicles; and 10. Microwave radio relay systems.

### Taylor Leaves CBS; Other Staff Changes

Resignation of Davidson Taylor as CBS vice-president in charge of public affairs highlighted the realignment of executive personnel announced Saturday by Frank Stanton, president of the network. Taylor's resignation came after six executives had been assigned to new posts in a move to improve coordination between CBS radio and television network operations. The realignment of executives follows:

William C. Gittinger, vice-

(Continued on Page 5)

### March Of Dimes Staff Named By London

Six staff members have been added to the radio-television division for the 1950 March of Dimes, Howard J. London, director of mo-

(Continued on Page 2)

### Nation's Top TV Columnists Participate In Radio Daily's Second Annual Television Survey

Burr Tillstrom's "Kukla, Fran and Ollie," aired five nights a week over NBC, was voted the favorite network program by the nation's critics responding to RADIO DAILY'S second annual poll of TV editors. The program just nosed out Milton Berle's "Texaco Star Theater" and "Arthur Godfrey & His Friends" was a close third. Others receiving votes in the favorite program category were "Studio One" and "Toast Of The Town."

Berle, who romped away with all popularity honors in last year's poll, was tied with Arthur Godfrey this year as the favorite star of the reviewers. Runners up in this category were Fran Allison, girl-friend of Tillstrom's; Kuklapolitan Players, and Ed Wynn and Dave Garroway, headliners of their own shows on CBS and NBC, respectively.

By a three-to-one margin, the editors voted yes in answer to the question: "Do you think television is fulfilling its public service responsibilities?" Most of those who answered in the affirmative offered qual-

(Continued on Page 7)

### Cosgrove Optimistic About 1950 Outlook

Washington Bureau of RADIO DAILY

Washington — The public paid about one and one quarter billion dollars in 1949 for television and radio sets and servicing, RMA President, R. C. Cosgrove estimated late last week. Predicting an even busier year for manufacturers in 1950, Cosgrove said RMA figures for the entire industry point to a turnout of over 10,000,000 sound radio sets in 1949 and 2,750,000 video receivers.

The proportion of dollar volume accounted for by TV receivers went from about 30 per cent in 1948 to 70

(Continued on Page 5)

### Ford Dealers Take 15 MBS Network Shows

Mutual has signed the Ford Dealers of America for sponsorship of 15 programs between the period January 4 through 18 to promote the new 1950 Ford, Ade Hult, MBS vee-pee in charge of sales, announced Friday. The 15 evening shows, all Mutual web "package shows," represents a total of six-hours and five-minutes of broadcasts during the two-week period. J. Walker Thom-

(Continued on Page 5)

### Phenomenal Growth Of TV Emphasized By Folsom

"No other new enterprise of the past has moved ahead so far in so short a time" as television, Frank M. Folsom, RCA president declared in a year-end statement released at the week-end. The rise of TV as a new service of mass communication "is without precedent in the industrial history of the United States," he continued.

"After only three years of production, television achieved the going

rate of a billion-dollar-a-year industry." He pointed to the fact that "the automobile industry, operating in a much higher price bracket, required more than ten years to achieve a similar status."

Looking to 1950, Folsom said that the industry may be expected to produce and sell between 3,500,000 and 4,000,000 TV receivers in the year. The total sets sold in 1949 was about

(Continued on Page 7)

### Topical

Business, Labor and Agricultural leaders representing six organizations with national membership will present their views on President Truman's "State of The Union" message which will be delivered to Congress next week, in a series of six weekly "Cross-Section, U. S. A." programs over CBS starting Saturday, Jan. 7 at 3:45 p.m.

### Spot Campaign

Jersey City—Block Drug Company tomorrow will launch a heavy spot radio campaign for Minipoo Dry Shampoo in selected markets throughout the country. In New York City announcements will be used to point out the advantages of Minipoo during the water shortage. The New York office of The Joseph Katz Company is handling the drive.

ME8660  
R2



# ★ COMING AND GOING ★

Vol. 50, No. 1 Tuesday, Jan. 3, 1950 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**  
Allen Kushner, Manager  
6425 Hollywood Blvd. Phone: Gladstone 8438
- WASHINGTON BUREAU**  
Andrew H. Older, Chief 6417 Dahlgren Rd.  
Phone: Wisconsin 3271
- CHICAGO BUREAU**  
Hal Tate, Manager.  
612 N. Michigan Ave.  
Phone: Superior 7-1044
- 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.

## Six AM, 3 FM Outlets Get FCC Transfer OK

(Continued from Page 1)  
 control of WBFX, Chillicothe, O., from D. C. Summerford and others to Walter A. Graham and others for \$68,000, and of WKLZ, Ludington, Mich., from Karl L. and Grant F. Ashbacher to Raymond L. Plank for \$50,000.  
 Another transfer okayed was that of WGAD, Gadsden, Ala., which passed for \$40,000 from E. L. Roberts to General Newspapers, Inc.

## Corporate Name Change

A change in the name of the corporation operating WOR from Bamberger Broadcasting Service, Incorporated, to General Teleradio, Inc., was announced on Friday by Theodore C. Streibert, president. The company also operates WOR-FM, WOR-TV, New York, and television station WOIC, Washington, D. C.

In making the announcement, Streibert said:

"Of course we are known primarily by the name WOR. The only purpose of the change in our corporate name is to make it more descriptive of our broadcasting and television activities."

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

**BILL DOWNS**, Columbia network's newsman in Berlin, and **DAVID SCHOENBRUN**, of the web's Parisian bureau, arrived in New York on Friday and on Sunday participated in the special 45-minute program on world events which was aired on CBS.

**ALAN HANDLEY**, video producer for WNBT, on Saturday left by plane for the British West Indies, where he will spend a two-week vacation.

**MAXINE KEITH**, of the television program, "Tonight On Broadway," motored to Florida late last week and saw in the New Year while in the Sunshine State.

**HERB SHRINER** has returned from Maryland, where he and **PIXIE JOY**, Chicago dancer, were recently married. Herb now has resumed his CBS video show.

**PETER DONALD**, comedian, and his wife, **JO**, welcomed 1950 at Mt. Tremblant, Quebec winter resort.

**KEN MURRAY**, television star on CBS, has left for Hollywood to begin rehearsals for his new video series which will start on CBS Jan. 7. He is being accompanied to the West Coast by **MRS. MURRAY**.

## March Of Dimes Staff Named By London

(Continued from Page 1)  
 tion pictures, radio and television for the National Foundation for Infantile Paralysis announced today.

Jeanne C. Austin, formerly of J. Walter Thompson Company, Barbara Boothe, one-time CBS writer; Anna-Lou Davis, former writer for Compton Advertising, Inc.; Joe Gratz, who was a CBS producer-director; Edward E. Scovill, former director of public affairs for CBS in Washington; and Connie Martin Ryan, who was CBS trade news editor, are the new additions.

John Becker will continue as assistant to London with Kirk B. Alexander as production assistant, Charles C. Bennett as radio script writer and Michigan Kroll as script editor. The campaign will begin on January 16.

## Special Holiday Program

A recording flown from Rome was one of the featured New Year's programs heard over WOV on Saturday, December 31. Special selections by a 100-piece Air Force band were included. The station also broadcast a narration by Pietro Novasio of the celebration of St. Sylvester at 6:15 p.m.

## WJR Gross Sales Up

Detroit—With gross sales of approximately \$3,301,000 for 1949, WJR completed the biggest business year in the history of the station, General Manager Harry Wismer announced. The gross sales figure for 1949 surpasses the previous station record of \$3,136,000, set in 1948.

## KRMG On The Air

Tulsa, Okla.—Oklahoma's 50kw station, KRMG, went on the air for the first time on December 23 with U. S. Senator Robert S. Kerr taking part in the dedicatory program.

**HARRY WISMER**, American network sports-caster, and **JIM BRITT**, sports announcer, returning from New Orleans, where yesterday they broadcast a play-by-play description of the Sugar Bowl football game.

**J. B. CONLEY**, general manager of Westinghouse Radio Stations, Inc., is back in Philadelphia and again on the job after having recuperated in Miami from a recent operation. With him in Florida was **MRS. CONLEY** and daughter, **NANCY JEAN**.

**ART FORD**, conductor of "The Milkman's Matinee" on WNEW, accompanied by his ubiquitous Boswell, **BUDDY BASCH**, flew to Bermuda over the week-end via BOAC for a five-day holiday at Elbow Beach.

**CHARLES COLLINGWOOD**, chairman of the "People's Platform" program on CBS-TV, is back in Washington, D. C., following a quick trip to New York during which he handled the debate on the subject, "Should Federal Taxes Be Reduced."

**CHARLOTTE PALEY**, production assistant to Barry Wood, Columbia network's supervisor of musical programs, left yesterday for Hollywood. She plans to vacation for a month in the film capital.

## Fly Tries To 'Circumvent' FCC, Says Pope Attorney

(Continued from Page 1)  
 his attempt to win consideration for WFDR's bid to buy WINS, New York. Pope had contracted to buy the station from Crosley for \$512,000 only to have WFDR, FM station owned by the International Ladies Garment Workers' Union, offer to match the price and ask the Commission to reinstate the AVCO procedure.

Fly, former Commission chairman, "is here undertaking to do indirectly" for his client "what the Commission has already determined cannot be done directly," said Attorney Marcus Cohn for Pope.

In a statement going into the history of the Commission's decision to throw overboard the AVCO rule, which provided for comparative hearings when additional parties offered to match the terms for station sales negotiated by the seller and the would-be buyer, Cohn said "certainly the Commission must reject any such device to accomplish a result contrary to its carefully considered and recently determined policies."

"The reasons assigned by the Commission for the revocation of those rules (the AVCO procedure) are as applicable today as they were on June 9, 1949," Cohn said.

The latter date was when the Commission voted to throw out the AVCO procedure.

## KLM Newscasts For WHOM

KLM Royal Dutch Airlines will sponsor newscasts and announcements in Italian over WHOM to promote flights to Italy. The first five-minute newscast was heard yesterday, and now Monday, Wednesday and Friday thereafter. One-minute announcements on Tuesdays and Fridays will also be used by the airlines. The account was placed by the Charles W. Hoyt Agency.



# Ha! Ha! Meow!

If you think a cat can't smile, just take a look at this kitten—happy as can be snuggled up to its adopted mother—an old hen.

Time buyers have found a way to keep clients happy about their advertising in Baltimore. They put the sales message on W-I-T-H—the BIG independent with the BIG audience.

Then they get results—at real low cost—and that makes everybody happy. You can do such BIG things on W-I-T-H, for so LITTLE money! Call in your Headley-Reed man and get the full W-I-T-H story today.

AM  FM

# WITH

**Baltimore 3, Maryland**  
**TOM TINSLEY, President**  
 Represented by Headley-Reed

6-8-50



Here's a Cross Section of the Scores of Stations that are Sold on M-G-M—

KFI, Los Angeles . . . WLNH, Laconia, N. H. . . .  
 WFIL, Philadelphia . . . KEYY, Pocatello, Idaho . . .  
 WGN, Chicago . . . KICA, Clovis, N. M.

... **M-G-M's**  
**GREAT**  
**FOR**  
**ALL!**

**M-G-M RADIO ATTRACTIONS ARE THE BIGGEST, BOOMINGEST HIT ON THE AIR—TODAY!**

M-G-M THEATRE OF THE AIR • AT HOME WITH LIONEL BARRYMORE • HOLLYWOOD, U.S.A. • GOOD NEWS FROM HOLLYWOOD • THE STORY OF DR. KILDARE  
 CRIME DOES NOT PAY • THE ADVENTURES OF MAISIE • THE HARDY FAMILY

**THE TRADE PRESS RAVES!**

**VARIETY**

Adventures of Maisie. "Topflight air adaptation of pix series . . . zany situations . . . bright and brittle dialogue make snappy comedy all the way."

**THE BILLBOARD**

M-G-M Theatre of the Air. "In slickness of production this hour-long program compares very favorably with its network brothers. Name value stars."

**VARIETY**

Crime Does Not Pay. "Solid commercial package . . . slombong entertainment."

The Story of Dr. Kildare. "Crackerjack show . . . solid dramatic impact . . . rising line of tension."

**THE NATION'S PRESS CHEERS!**

**WALTER WINCHELL**

"The 'Hardy Family' has moved from the cameras to the mikes . . . Thanks to Mickey's peppery Rooneying."

**ST. LOUIS GLOBE DEMOCRAT**

M-G-M Theatre of the Air. "Hollywood at its all-out best . . . the usual fine quality production associated with the film capital. Superb background music, stories and stars."

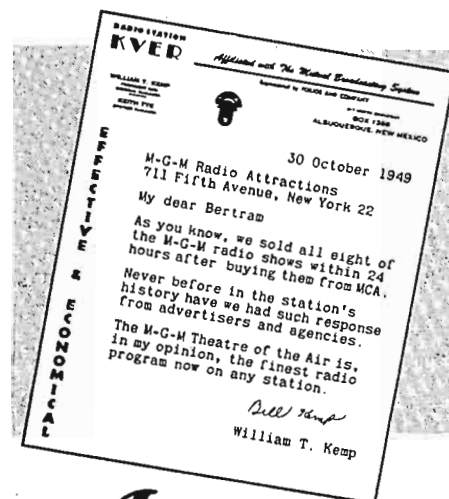
**CLEVELAND PRESS**

"Offers stations an inexpensive way of competing with such enterprises as NBC's 'Theatre Guild'."

**HOUSTON PRESS**

"With all due respect to Lux Radio Theatre, and some of those half-hour quickies, I think you'll like M-G-M Theatre of the Air best."

**THE STATIONS ACCLAIM!**



**Metro-Goldwyn-Mayer Radio Attractions**

Exclusive Representatives . . . . . **MUSIC CORPORATION OF AMERICA**

578 MADISON AVENUE NEW YORK    430 N. MICHIGAN AVE CHICAGO    9270 SANTA MONICA BLVD. BEVERLY HILLS    105 MONTGOMERY ST. SAN FRANCISCO    450 N. MICHIGAN AVE. CLEVELAND    2102 N. AKARD ST. DALLAS    1612 BOOK TOWER DETROIT    1044 LITTLE BLOC. BOSTON    NORTHWESTERN BANK BUILDING MINNEAPOLIS  
 PHONE PLAZA 9-7500    PHONE DELAWARE 7-1100    PHONE CRESTVIEW 6-2001    PHONE EXBROOK 2-8722    PHONE CHERRY 6010    PHONE CENTRAL 1448    PHONE WOODWARD 2-2604    PHONE LIBERTY 2-4823    PHONE LINCOLN 7503

## AGENCIES

**JIM BROWN**, effective immediately, has been placed in charge of radio publicity and promotion in the publicity department of Batten, Barton, Durstine & Osborn, Inc., it was announced last week by William P. Maloney, publicity director of the agency. Brown succeeds Jim McGarry, who is taking on a new assignment with Ben Duffy, president of BBD&O.

**CURTIS BERRIEN** has joined the copy department of Kenyon & Eckhardt Inc. as copy supervisor. He was formerly with Tatham-Laird, Inc., Chicago, as copy chief and, prior to that, was with the copy department of BBD&O, New York, Lennen & Mitchell, New York, and McCann-Erickson, New York & Chicago.

**JOHN H. BAXTER** has been appointed executive vice-president of Robert W. Orr & Associates. The agency has also named Eldon Sullivan as assistant to the president and a member of the board.

**LIQUID GLAZE, INC.** of Lansing, Michigan, has named George H. Kahn Company, Inc. of New York, for newspapers, television and trade publications.

**WILLARD HEGGEN** has been elected a v-p of Compton Advertising, Inc. He was associated with the Etnyl Corporation before joining the agency in 1944.

**CHESTER FEITEL** is the new representative of Walt Disney Productions in the licensing of Disney characters for advertising and merchandising.

**MRS. CATHERINE FINERTY** has been elected v-p and a member of the plans board of Anderson, Davis & Plate.



### Man About Manhattan. . . !

● ● ● **WEEK-END CUFF NOTES:** Well, the Ford Dealers of America, for one, aren't selling 'll' ol' radio down the river. As a matter of fact, they just concluded a deal buying up most of the sustainers on CBS and Mutual to promote the new 1950 Ford. Deal starts Jan. 4th and will run for several weeks. This is prob'ly the biggest short term expenditure in the history of the medium, involving almost a million bux. Did we hear somebody murmur that radio was through? . . . CBS and NBC, who haven't exactly seen eye-to-eye these many months, likewise differ on office policy regarding radio and teevee. Former has just decided to consolidate their radio and television departments, while NBC has split them but definitely. . . The N. Y. and H'wood press departments of J. Walter Thompson can now take a bow. They grabbed top honors in two recent polls in the agency field so far as public relations are concerned. . . "Auction-aire" renewed another 13 weeks and goes West to Chicago, Detroit and Columbus, O., starting Jan. 13th. . . Ben Schneider, former World-Telly city desk ace, now publicity head of the H'wood Beach Hotel, H'wood, Florida. . . Billy Eckstine and his manager, Milton Ebbins, headed for H'wood, Calif., to iron out the singer's MGM picture deal. . . Alan Dale set for the Milton Berle show on the 10th. . . These are the days when radio columnists are preparing their New Year's Razzolutions, points out Ed Rosen.

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● ● ● Johnny Stearns, of the "Mary Kay and Johnny" stanza, lost his wallet the other day and placed this ad in the Lost & Found col'ns: "Lost: Brown wallet containing business cards, lock of daughter's hair, family pictures and \$120. Would appreciate the return of the \$120 because of its sentimental value."

★ ★ ★ ★

● ● ● Allen Funt, star of "Candid Camera," who tried to get into the White House to see the Pres. but couldn't get past the White House guards (he did, however, get a recording of their conversation via a hidden mike) has been chosen Top Practical Joker of 1949 by the Comedy Writers Guild. Also chosen in the list of ten top jokesters were: Ed Wynn, Marie Wilson, Herb Shriner, Betty Hutton, Herb Sheldon, Mae West, Bob Hope, Jimmy Durante and Celeste Holm.

★ ★ ★ ★

● ● ● **MAIN STREET SEEN-ery:** Mary MarTNT at the Fishermen's Net, being besieged by "So. Pacific" ticket-seekers. . . Well-groomed Lauritz Melchior, the Dapper Dane, at Eliz Norman's. . . Kate Murtah, at Lindy's after seeing the M. Berle flicker, said it was the first week that had two Tuesdays in it. . . Murray Grand, the singing-pianist at the Fireside Inn, serenading Phil Rizzuto and his lovely blonde missus.

★ ★ ★ ★

● ● ● **PREDICTIONS AND OTHERWISE:** Throwing away our customary 8 ball and concentrating instead on the ol' crystal ball, here are a couple of things you may or may not see in the new year: The networks will smoke the pipe of peace—but at least one of them will forget to inhale. . . Some H'wood star is gonna boast of his wide following which will consist of all his ex-wives trying to collect back alimony. . . TV's good judgment will come from experience and experience from poor judgment. . . Some programs will bring happiness wherever they go—while others will bring joy whenever they go. . . When sponsors and agents huddle, they'll still be wary of getting deals from the bottom of the pact. . . It'll be a wise television stock that knows its own par. . . With the continuation of giveaways, the housewives will learn less and less about making bread and more and more about making dough. . . And with that tender thawl, I further predict: **A HAPPY NEW YEAR!**

## SAN FRANCISCO

By NOEL CORBETT

**KGO-TV's** telecast of the Christmas Eve midnight mass from St. Mary's Cathedral was a big success. KGO-TV engineers went all out to put this program over, even having a special Balowstar Lens flown out from the east.

One-man survey of how TV is progressing in the Bay Area: Lee Kolm, NBC master control tells us he is having a hard time finding the set he wants. So, the buying public is under way.

Don Fedderson, general manager KYA, KLAC and KLAC-TV and Dave Lundy, general sales manager same stations, hosted 300 radio, advertising and press people at a party at the Fairmont Hotel for Gil Palttridge, new manager KYA. At the affair were Don Staley, of Katz Agency, national representatives for KLAC-TV; Mike Newman, Mike Newman Agency; Gus Maehl, KYA sales; Hal Deal, Associated Oil; Charles Collier, Advertising Association of the West, and Art Primm, special events and news for KYA.

Mel Venter's "Breakfast Gang" on KFRC and the Don Lee Coast Network (7:15 to 7:45 ayem) tried a listening audience pull by offering a picture of the Gang. They got 14,000 requests.

KRON-TV, San Francisco, television station of the San Francisco Chronicle, has appointed Norman Louvau as sales manager.

Dave Scofield and Bill Niefeld, former KFRC newscaster and latter newswriter, have proved a winning three-year team. Their 8:15 ayem newscast is the highest Hooper rated in the Bay Area.

Here 'N' There . . . KYA threw a wing-ding for the press and advertising people Thursday. Ty Power was a guest of Jane Lee on "Woman's Magazine of the Air." At the end of eight weeks of play in the bowling league the team of Bill Gavin-Florence Crowell leads the field for first place.

**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

**NEW**  
on the Air!  
**NEWS**  
That's Fair!  
Listen to  
**FRANK EDWARDS**  
Coast to Coast  
Mutual Network  
10 P.M., E.S.T.  
Sponsored by  
**AMERICAN**  
FEDERATION OF LABOR

## Taylor Leaves CBS; Other Staff Changes

(Continued from Page 1)

president in charge of AM network sales, relinquishes that post to join the company's senior management as vice-president and assistant to the president.

Hubbell Robinson, Jr., vice-president in charge of network programs, takes over general direction and supervision of all programming, both radio and television.

**Van Volkenburg Heads Sales**  
J. L. Van Volkenburg, vice-president in charge of television operations, becomes vice-president in charge of network sales, directing and coordinating both AM and TV sales.

James M. Steward, vice-president in charge of operations, becomes vice-president in charge of business affairs, network programs. He will direct all negotiations and contracts for network talent, rights and programs, literary clearance, budgets for the program department and CBS Package Programs, and the business management of all CBS program subsidiaries.

Frank Falknor, presently assistant general manager of WBBM, Columbia-owned station, Chicago, is appointed vice-president in charge of program operations. All departments and divisions of AM and TV having to do chiefly with putting programs on the air, as well as various general service departments, will be grouped under Mr. Falknor's direction.

Sig Mickelson, WCCO, Minneapolis-St. Paul, who was recently named director of the division of discussions in network public affairs, now becomes CBS director of public affairs succeeding Davidson Taylor.

**Resignation Was Sudden**  
The resignation of Taylor was a surprise development on Friday. It came shortly after the announcement had been made of the realignment of the network executive staff. Until now Taylor as v-p in charge of public affairs operated on the same level as Robinson v-p in charge of programs. Under the realignment, Taylor's operations would have been under Robinson's jurisdiction.

Taylor told RADIO DAILY that the reason for his sudden resignation was that "I felt that I could not work effectively under the plan for reorganization" just announced.

**Statement By Stanton**  
Commenting on the changes, president Stanton said: "In view of the rapid and tremendous strides that CBS has taken in both radio and television during the postwar years, and looking ahead to further growth, we are taking steps toward greater coordination between our radio and television network operations."

## Cosgrove Pleased With 1949 And Enthusiastic About 1950

(Continued from Page 1)

per cent in 1949—with the reverse reported for sound radio sets. Cosgrove predicted TV sales of one billion dollars in 1950 at the retail level—for from 3,500,000 to 4,000,000 sets. "But," he added, "in spite of the sensational success of television, radio can by no means be written off as a has-been. In fact, most set manufacturers found out too late in 1949 that there is still a healthy demand for radios, not only in non-television areas, but also in cities well served by the newer form of entertainment.

**"Audience Expanding"**  
"Actually, the radio audience has been expanding almost as rapidly as the television audience due to the high rate of sales of portables and auto sets for outdoor listening.

"Some of the more popular radio programs and radio stars haven't yet switched to television, consequently, most families want a modern radio as well as a television set, and many prefer to keep them separate so that they can tune in television and radio programs simultaneously in different parts of the house."

**Receiver Trends Noted**  
The past year, also developed some marked trends in public taste or buying habits, said the RMA head. He pointed out that:

"One of the most interesting of these trends was the rise in popularity of the console or small TV console without either radio or phonograph. This type of console, in the radio field, had virtually disappeared since World War II. Table model television receivers, while still a popular item in the lowest price field, were about equalled in number by consolettes and consoles combined, including the large models with both radios and phonographs.

"Another marked trend in 1949 was toward larger picture screens and direct viewing tubes. During 1949, television receivers using the 12½-inch picture tube took the lead over sets with the 10-inch tube, and sales of receivers with the 16-inch tube gained rapidly during the last quarter. The 12½-inch tube and the 16-inch tube are expected to be the most popular types in 1950.

"And radio set sales, while secondary, will add substantially to retailers' income."

**Comments On FCC**  
Cosgrove cautioned that the TV industry's "continued growth and high rate of set production in 1950, however, are contingent upon the outcome of the broad inquiry being conducted by the Federal Communications Commission. The judgment

### Wedding Bells

Barney Peck, sound effects engineer for WOR, and Nancy Dice, WOR receptionist, were married in Yonkers on Saturday, December 24.

of the members of this Government agency will vitally affect both the industry and the rapidly expanding television audience for years to come.

"Of major importance in the development of a nation-wide television system is the question of when the Federal Communications Commission will lift its freeze on new television station authorizations and will open a new band for television's expansion into the ultra high frequencies.

**Color-Tele A Factor**  
"Equally important is the complex question as to whether color television experiments have progressed far enough to assure a public service that will compare favorably with the highly satisfactory black and white television broadcasting of today. The industry has testified to the contrary and believes more time is needed to develop color television. The industry also hopes that no color system will be authorized which will make obsolete the more than 3,500,000 television sets in use today."

## Ford Dealers Take 15 MBS Network Shows

(Continued from Page 1)

son Company, New York, was the agency.

The complete roster of individual programs to be sponsored by the Ford Company follows: (All times EST)

January 4—"Can You Top This?"; 6—"Mutual Newsreel"; 7—"Hawaii Calls"; 8—"The Saint"; 9—"Peter Salem"; and "Crime Fighters," 9:30 to 10 p.m. 10—"Mysterious Traveler"; 13—"Mutual Newsreel"; 14—"Hawaii Calls"; 15—"The Saint"; 16—"I Love A Mystery"; Dance Orchestra; 10:30 to 11 p.m. 17—"Official Detective," 8:30 to 8:55 p.m.; 18—"Can You Top This?" 8 to 8:30 p.m.

### Will Continue Derby Airings

Joe Hasel and Ken Neidel will continue, through the month of January, broadcasting descriptive accounts of the Roller Derby to the full ABC web. Airings will originate on Jan. 2, 9, and 16 from Roseville Avenue Armory, Newark, N. J. and on Jan. 23 and 30 from the New Jersey National Guard Armory in Paterson, N. J.

*Will you asked for it*

*Sure headaches go with New Year's Day—like ham and eggs... or corned beef and cabbage... or Romeo and Juliet—but there's no need to keep the headache all year long.*

*Sales headaches vanish like magic when in-the-know timebuyers select big, power-packed KYW to deliver their sales message throughout the heart of the rich Middle Atlantic Area.*

*The prescription, simple—contact KYW Sales or any Free & Peters Office.*

**KYW**

*1060 on Your Dial*

RADIO DAILY

COAST-TO-COAST

Returns To KFH

Wichita, Kans.—Ed Stawniak, formerly with radio station KFH and KFH-FM, has returned to this station after nine months absence during which time he was with station KSOX in Arkansas City, Kansas, in the capacity of program manager.

Announcer Graduates

Atlanta, Ga.—Bob Watson, WSB announcer graduated last week from Emory University with an AB degree in journalism. Bob has been featured for the past three years as emcee of a late night record show, the "Platter Party."

Takes More Duties

Akron, O. — Gretchen Goodwin, who has been affiliated with WHKK for the past two years as receptionist, secretary, and commentator on "Listen Ladies" and other programs, is now adding continuity director of WHKK to her duties.

ISC Games On WOI-FM

Ames, Iowa—An announcement by Iowa State College that it would broadcast all college basketball games on WOI-FM resulted in booming sales of FM sets. Six dealers reported a sellout of FM sets in one week's time. WOI-FM is the non-commercial outlet for Iowa State College.

Airing Additional Show

Wichita, Kans.—The Ark Valley Boys, frontier band featured by KFH and KFH-FM, for the past ten years, will go on the air for an additional fifteen minutes each day, Monday through Saturday. The boys will now be heard each week day morning, including Saturday from 7:45 to 8:00.

New KSTP Member

Minneapolis, Minn. — William (Bill) L. Wallace, formerly associated with the Frederick W. Ziv Company, joined the sales staff of KSTP, 50,000-watt NBC affiliate on January 1, 1950, as an account executive. Wallace was also associated with the John E. Pearson Company, Chicago, where he served as midwest sales manager.

Mutual Broadcasting System 1949 Sponsor Expenditures

Table listing 1949 Sponsor Expenditures for Mutual Broadcasting System, including companies like Milles Laboratories, Inc., Philip Morris & Co., Ltd., Johns-Manville Corp., etc.

TOTAL ..... \$18,071,695

Note: December billings estimated.

TV Version Of 'Queen' Show Debuts On KTSJ

West Coast Bureau of RADIO DAILY Hollywood—When "Queen For A Day" inaugurates regular presentation on Don Lee Television-KTSL, Jan. 5, at 8:00 p.m., it marks the introduction of the first big time daytime radio show to the new medium.

"Queen" goes into Channel Two Thursday nights for 39 weeks, and will be surrounded by other proven successful shows, both live and filmed. Preceding the Queen are the "Norma Young Show," "Lee's Lair," "Stranger Than Fiction" and "It's A Neat Trick." Following "Queen" are "What's The Name Of That Song?" and "Morey Amsterdam Show," with "Telenews" concluding the evening's programming.

Mutual Broadcasting System 1949 Agency Gross Billings

Table listing 1949 Agency Gross Billings for Mutual Broadcasting System, including agencies like Cecil & Presbrey, Inc., Wade Advertising Agency, J. Walter Thompson Co., etc.

WPAT Starts Schedule Of 24-Hour Broadcasting

Paterson, N. J.—With increased power of 5,000-watts beamed on a four-element directional antenna, WPAT, the Herald-News station, began broadcasting on a 24-hour daily schedule the past weekend. Herman Bess, vice-president in charge of sales and programming, announced.

Increased programming has brought many new names to the staff of WPAT. Among them are Milo Boulton, of "We The People" fame; Emery Deutsch, composer and conductor; John Henry Faulk, satirist and humorist; Dave Miller, well known disc jockey and Joe Cumminskey, nationally known sports broadcaster and newspaperman.

New Galen Drake Show

A new Galen Drake show, patterned after his very successful WCBS "Housewives Protective League" and "Starlight Salute," preems over the full web on Sunday, Jan. 8 from 2:30 to 2:45 p.m. New show is entitled "The Galen Drake Show." Doubleday & Co. sponsors.

NEW BUSINESS

WENR-TV, Chicago: The Curtis Publishing Company, through Batten, Barton, Durstine & Osborn, Inc. one five-minute program from 9:00 to 9:05 p.m. Friday, Jan. 6; Murphy & Miller, through Arthur Meyerhoff Agency, Chicago, one spot announcement weekly for three weeks; Clem Heinz Motors, Ford dealer, placed direct, two spot announcements weekly for three weeks; The Fair Department Store, Chicago, through Ivan Hill Advertising Agency, Chicago, one spot announcement weekly.

WIND, Chicago: Inhiston (cold remedy) has purchased ET announcements through Cecil and Presbrey, New York; Lever Brothers (Spry) has bought a one-minute schedule through Ruthrauff & Ryan, New York; General Electric (Lamp Division) purchased a half-minute schedule through BBD&O, New York; R. J. Reynolds Co. (Camels) renewed their schedule of announcements for 52 weeks. William Esty, N. Y., handles the account.

Lemuel Roy Hughes, Jr.

Dothan, Ala. — Lemuel Roy Hughes, Jr., announcer for WAGF here, was killed when his motor cycle collided with an automobile.



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.

Advertisement for WIBW featuring a map of the 'MAGIC CIRCLE' (Nebraska, Kansas, Oklahoma, Arkansas, Missouri) and the slogan 'The Voice of Kansas TOPEKA' with 'REH LUDY, General Manager'.

# TELEVISION DAILY

Section of RADIO DAILY, Tuesday, January 3, 1950 — TELEVISION DAILY is fully protected by register and copyright

## 'KUKLA' VOTED CRITICS' TOP SHOW

### TELE TOPICS

WE CAUGHT two variety shows aired back-to-back by WOR-TV last week and regretfully have to use the word mawkish to describe both. In word and execution the programs resembled material aired two years ago when the pioneer New York stations were groping in the dark in search of acceptable material. Perhaps WOR-TV has an excuse in the fact that it is a new station, but we recall that the outlet's toppers said they had held up the debut so that they might profit from the early experiences of their competitors. If the two stanzas we saw last week were at all cognizant of competing program fare, it was not apparent on a ten-inch screen. . . . Dick Kollmar's "Manhattan Sketch Book" offered a New Year's Eve tour of Gotham nite clubs. There was an excellent opportunity for good satire which, we think, is what they had in mind. But with one notable exception the show was as flat as they come. The one saving grace was a girl named Lydelle Robbins who did a "take-off" on Edith Piaf that was truly hilarious. Program is produced by Kollmar and directed by Jerry Freedman. . . . The other stanza, "Al Siegel's Music Shop," was a melange of musical numbers by a group of hard-working youngsters tied together with some insane chatter. Involved were Siegel, Benny Carroll, Pat Wilkes, Jimmy Dolan, Erry Ames, Glenn Abbott and the Heathstones. Ken Later produces and Ed Reaux directs.

WE ARE INDEBTED to Jim Cassidy, of "Station X," Cincinnati, for the following wire: "Have read your column of Dec. 28 and would like to report that as you surmised, 'Stations X and Y' did indeed throw consternation back into the consternation-throwing ranks of 'Station X.' In fact everybody threw so much consternation at everybody else that Cincinnati viewers hardly had time to open their Christmas presents." Many thanks, Broth. . . . Jim, hope you all had a happy holiday. . . . Rudy Bretz, formerly with CBS and WPIX, has been named head of the Dramatic workshop's tele section. Robert Annun, another WPIX alumnus, will be his associate in production.

ABE BURROWS, billed as "the hairless Hildegard," starts his own variety show on CBS tomorrow nite, 9 p.m., in the slot vacated by the Bigelow show. Burrows will co-produce with Alan Dineart, who will direct. Adolph Green and Elton Comden will guest on the preem. Milton DeLugg fronts the ork. . . . The double feature, held responsible by some for the decline of the movies, came to TV Sunday in the form of "Hudson Double Feature," two-count 'em—two full-length films on WGN-TV bankrolled by local Hudson dealers. One is a feature and one a western. Now if the station can only figure out a way to sell popcorn.

### Second Annual TV Editors Poll Reveals Berle And Godfrey Tied As Favorite Star; Reviewers Cite Progress In Shows, Comm'ls

(Continued from Page 1)

ifying comment to take into account the youth of the medium and its red-ink operation.

Asked if, in their opinion, the color versus black-and-white controversy has retarded receiver sales in their cities, the editors answered no by more than two-to-one.

#### Commercials Improving

By almost four-to-one the editors expressed the opinion that commercials are improving. The Lucky Strike marching cigarette films received greatest mention as the most effective commercial, followed by BVD, Chevrolet, Ford and demonstration type commercials generally.

The editors' opinions of recorded shows ranged from "very good" to "lousy" with most responding that picture quality was bad and detracted from enjoyment of a program.

TV will not replace commercial radio, the editors answered by more than three-to-one. Most, however, said that big nighttime AM shows would suffer most at the hands of video, with radio retaining supremacy in the morning and afternoon.

#### Crosby Is Critical

Some of the reviewers' general comments on programming follow:

**John Crosby, New York Herald Tribune:** "Too many vaudeville shows disguised as something else. They're using the same acts over and over again or acts that so resemble one another as to be indistinguishable."

**Mary Wood, Cincinnati Post:** "I think tremendous progress has been made in the past year. Programs are more varied, production is smoother and new faces have been added. I think, however, that the variety show which depends on guest acts is on the way out."

**Frank Adler, Wilmington Sunday Star:** "Although the quality of TV shows is considerably improving, the industry still has to work out an economical means to use good talent and good shows. In finding this, I believe the TV stations should look away from the glamour of Hollywood and the big Broadway names and employ the small community theaters and use its best talent."

#### 'Blue' Material Scored

**Nick Kenny, New York Daily Mirror:** "Too much dirt and smut—too many sexy dames—too much female impersonation—too much wrestling—too few Fred Warings."

**Beatrice Hynes, Indianapolis Star:** "Speaking from a non-connected city and judging purely from network films, there has been little noticeable progress. . . . Mr. Berle, Mr. Godfrey we love. But where are all the new faces promised?"

**Dan Anderson, New York Sun:** "Progress has been rather in smoother handling of shows; basic program ideas haven't changed much, but some programs have become better to see, some have become feasible."

**George Voigt, San Francisco Chronicle:** (Pet Gripe) "Weak writing on dramatic shows that could be fine drama equal to top legit stuff."

**Emery Wister, Charlotte News:** (Pet Gripe) "Overlong commercials. I think some advertisers are prone to make their ads too long. This will work itself out when advertisers see their folly."

**Dorothy Mahoney, San Diego Tribune-Sun:** TV needs "better scripting on drama and mystery shows. There's no need to be so obvious. We're not sitting in the back row of a theater."

### Rapid Growth Of TV Stressed By Folsom

(Continued from Page 1)

2,500,000, he reported. By the end of the coming year, Folsom estimated that seven million video sets would be in use with the potential television audience at least 25,000,000 persons.



FOLSOM

The RCA official indicated that industrial capacity would be increased by nearly 50 percent in the new year to keep pace with the demand. One of the new RCA plants is in Indiana, he said, and it is devoted exclusively to the production of 16-inch metal-cone kinescopes.

The "high standards of performance and value adhered to by most manufacturers" and the "rapid increase in the number, variety, and quality of television programs" are the reasons for the public's acceptance of video, the president explained. He said that there is also much evidence to show that TV is helping to establish closer family relationships "reversing a trend set in motion by modern developments." Contrary to general beliefs, Folsom said, "television's appeal is to the masses—people in all economic levels—and its greatest support has come from families in the middle and lower income brackets."

"While the progress of television held the spotlight during the past year," he went on to say, "sound broadcasting steadily advanced. Far from being doomed—as some pessimists predicted—broadcasting continued to function as the greatest, single medium of mass communication available to the American people."

He estimated that eight to 10 million radio receivers would be sold in 1950 with a market of six to eight million radio sets a year for an indefinite period in the future expected.

The new 45-rpm record playing system has also enjoyed a good year, Folsom added. Its progress justifies "the prediction that it will be the standard of the phonograph industry within a period of five years."

The new records were being sold at the rate of 20-million a year in October and players at the rate of 65,000 a month.

## The Week In Television

### TV Sets & Stations Double '48 Figures

At the end of last year (it's the new year now-remember?) there were almost 4,000,000 TV receivers in use throughout the U.S. and 98 stations operating in 58 cities. . . . Exclusive TV rights to 75 J. Arthur Rank feature films, all produced since 1944 were acquired by Standard Television Corp., according to Irving Shapiro, president of Standard, who negotiated the deal with Robert S. Benjamin, president of the Rank organization in the U.S. . . . A year-end statement by David Sarnoff, chairman of the board of RCA, said "The year 1949 has been a good one for the radio-television industry and 1950 promises to be another good year." Sarnoff predicted that by the end of 1954, there will be about 20,000,000 receivers in American homes for a total audience of about 75,000,000.

## Lever Radio Budget Remains Unchanged

Lever Brothers, one of the heaviest spenders in the nation in commercial radio, has appropriated substantially the same amount of money for radio advertising in 1950 as it did in 1949 even though the company plans to expand TV operations during the coming year, Charles Luckman, president of Lever Brothers said Friday.

### Plans Video Program

The company, he said, is now negotiating contracts with CBS-TV and actress-authoress Ilka Chase for a weekly video program entitled "Ilka Chase At Home" to pre-empt over the full TV web in February in the 9:30 p.m. time slot on Thursday. Lever Brothers sole entry in the TV field thus far is "The Clock," over NBC-TV.

Luckman said the company and its agencies were already mulling plans for other TV shows but he refused to divulge what the shows were, which products they would push, or what TV webs would carry them.

Luckman met the press Friday in his "temporary" New York office for the purpose of discussing the reasons behind the move of Lever Brothers to New York and outlining some of the company's accomplishments during 1949 and its plans for 1950.

### Discusses Move To N. Y.

Discussing the company's recent move from Boston to New York, soft-spoken Luckman said it was entered into as a method of integrating Lever's wide spread operations. It will cost in the neighborhood of \$2,500,000, he intimated, but will pay for itself in overhead operations savings in the first year.

One of the departments least affected by the New York move will be Lever's radio division for, says Luckman, "how much can you improve a radio department that places every one of its shows in the top fifteen in everybody's rating."

### Majority In New York

Luckman said that about one-third of Lever's lower echelon employees had moved to New York with the firm and that about two-thirds of its executive personnel had done likewise. He said Lever had expended "about \$600,000" in renovating the Varick Street quarters it now operates in New York.

One of the outstanding accomplishments of the move has been to enable Lever's TV department to service the parent company and its many subsidiaries with a maximum of efficiency. The Ilka Chase show on behalf of Harriet Hubbard Ayers products is one of the first concrete successes connected with the move. In addition, Luckman said, the centralization in New York enables the company's many advertising agencies to better service the accounts of Lever Brother subsidiary companies.

### Expanding Promotion Program

Promotion-wise, Lever Brothers just completed the purchase of the largest premium order in the history of the company when it bought more than two million aluminum

## ★ THE WEEK IN RADIO ★

1949 Earnings Estimated

By BILL SILAG

THE FCC reported that total AM earnings for 1949 amounted to \$407,000,000, a 10.9 per cent increase over 1947, and later in the week the NAB estimated that 1949 earnings hit \$435,000,000. On the other side of the ledger, however, was the dismal news that operating costs in 1948 had increased 17.5 per cent and the NAB also estimated an additional 4 per cent increase in operating expenses for 1949.

In his year-end CBS statement, Frank Stanton pointed to the web's 1949 accomplishments which included a record sales year, consistent program rating leadership, many top name talent additions to the web's programming during the year, and the increased public acceptance of Columbia's LP records. TV-wise, the CBS net also had a big year with gains in billings, introduction of new programs and expansion of physical facilities.

David Sarnoff, RCA chairman of the board, in his year-end statement applauded the "good year" that radio and television experienced in 1949 and predicted another good year for 1950. Sarnoff said that TV had passed out of adolescence and was quickly coming of age. He said 1949 was the new medium's first big year and predicted that by 1954, there would be 20,000,000 TV receivers in operation in the U. S. with a total audience of 75,000,000 persons. He said that "eventually" every radio home in the United States should also be a video home. He commented on TV's progress in color transmission and reception and said that additional work would have to be done before color TV attained the status currently held by black-and-white.

New sales records in the electronics industry were predicted by Dr. W. R. G. Baker, General Electric Co. vee-pee, and the Second Study of the BMB is still not ready for release, according to Dr. Ken Baker, BMB research chief, even though 21 of the "49" (including District of Columbia) states being surveyed are completed.

WJL, Detroit, recorded \$654,533 in renewals during the first three weeks of December for its best month in the station's history. . . . Lever Brothers announced the com-

panies for over-the-counter disposal to consumers of Lever products, Luckman said. In addition, he continued, the Swan Soap-CARE promotion, originally entered into as a good-will gesture, has resulted in the sale of almost 3,000,000 bars of Swan Soap and the company had already forwarded a million and a half bars of the soap to Europe's needy children.

### Contest Exceptionally Successful

Luckman said the recently completed "Lux 15 Year Old Girl" contest had generated more "human interest" than Lever execs had anticipated with teen-age boys in local

towns even buying paid advertising space in newspapers to plug their favorites. The contest, heavily promoted via radio on "Lux Radio Theater" was a huge success.

A strike by members of the New York local of the Radio and Television Directors Guild was averted when the major webs granted the Guild recognition as bargaining agent for TV floor managers. Web and Guild officials, urged to do so by the New York State Mediation Board's Frederick Bullen, postponed the possibility of a strike by agreeing to continue negotiations for wage and hour adjustments in the new contract for another month.

Robert Kintner announced an increase in gross sales by ABC during 1949 amounting to \$2,000,000 for a total of \$44,300,000. . . . WOR, New York, announced that recording production had increased in the station's studios. . . . and Chevrolet Automobile dealers announced heavy promotion of the new 1950 models via radio and TV on WJZ and WJZ-TV, New York.

Dean Drewry, allegedly shot by his wife, was reported improving. . . . Ed Gardner denied rumors that he planned to give up recording his show in Puerto Rico. . . . and Henry F. Woulfe was designated as vice-president of Lever Brothers midwestern operations.

The week just passed saw surprisingly heavy turnovers in top network personnel with Clay Morgan bowing out of NBC to form his own Public Relations agency. Mark Woods being upped to vice-chairman of the board of ABC, Robert Kintner being named president.

Don Lee's license was renewed by the FCC even though Chairman Wayne Coy and Commissioner Frieda B. Hennock voted to refuse the renewal petition. In another action the Commission told Paramount Pictures that it could not give a quick answer on the flicker company's application for the transfer of all licenses now owned by Paramount to the newly formed United Paramount Theaters, Inc.

Dorothy Schiff denied rumors that she was pulling out of radio. . . . Walter Winchell got a new sponsor in the person of the William R. Warner Co., Inc.

### Cites Acceptance Of Surf

Commenting on the successful tests in three cities of the company's new synthetic soap product "Surf," Luckman said that it would gradually replace Swan Soap as sponsor of the Bob Hope Show over NBC as it is introduced into a nationwide market. Plans, he said, were for local commercial cut-ins in cities where the soap product was available.

## McConnell Forecasts Good Year For NBC

(Continued from Page 1)

Air"; the Association of American Railroads which sponsors "The Railroad Hour"; Bristol-Myers which sponsors "Break The Bank"; Blatz Brewing Co. and "Duffy's Tavern"; Gulf Oil and "We The People".

Wildroot which sponsors "Sam Spade" and others. He said these helped account for the web's record year.

He said that 82 per cent of NBC advertisers renewed their accounts during the year just passed and said that 27 of these advertisers had been with the network for more than ten years.

Radio, according to McConnell "will more than ever be the most massive and economical of the advertising media, while television will continue to offer more of the unique opportunities which have already been so well capitalized upon by forward looking advertisers."

He said that NBC had increased its web of TV stations from 24 on Jan. 1, 1949 to 55 by Dec. 15. Of this number, he said, 28 were interconnected and the remainder were not. Two AM stations joined the web for a total of 172 and six stations connected with the network improved their power. FM stations operated in conjunction with AM affiliates amount to 93 at this date compared with 87 on Nov. 15, 1948, McConnell said.

"On the basis of this record and with our newly realigned organization, I am confident that NBC is in a favored position to meet the new challenges as well as the new opportunities which 1950 will hold for advertisers and their media," McConnell said.

## Tex And Jinx Program To Herald Scout Drive

Tex McCrary and Jinx Falkenburg will take their "Hi Jinx" show to the Waldorf-Astoria next Wednesday morning to broadcast directly from the Dawn Patrol Breakfast opening the 1950 finance drive for the Greater New York Councils Boy Scouts of America.

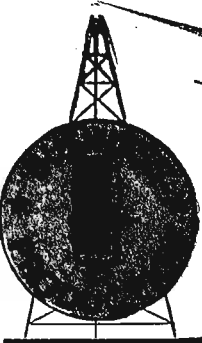
Aired over WNBC, the program will be on the air from 8:30 to 9:15 a.m. This will be the fourth time in as many years that Tex and Jinx have carried the launching of the Scout's campaign.

Included in the program will be interviews with Brigadier General Carlos P. Romulo, President of the United Nations General Assembly, and Robert Merrill, former Scout and singing star.



McCONNELL





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 50, NO. 2

NEW YORK, WEDNESDAY, JANUARY 4, 1950

TEN CENTS

## NBC SATURDAY NIGHT TV PLAN OPPOSED

### CBS Names Heller N. Y. Program Chief

Robert P. Heller, formerly CBS' executive producer in New York, has been named New York director of programs for the CBS radio web, it was announced yesterday by Hubbell Robinson, CBS vee-pee in charge of network programs. Charles Underhill will continue as CBS-TV program director for all video shows emanating from New York.

Hollywood programming, both AM and TV, will continue under the direction of Harry Ackerman, coast vee-pee in charge of programs.

Changes have also been made in  
(Continued on Page 8)

### MacPherson, BBC Star Signed For WCCO Show

Minneapolis—Stewart MacPherson, well known BBC personality, has been signed by the Gleuk Brewing Co. for a half-hour weekly quiz program over WCCO, Minneapolis-St. Paul, it was announced yesterday by Wendell C. Campbell, WCCO general manager. The program preems on January 18.

MacPherson is best known for his "Twenty Questions" and "Ignor-  
(Continued on Page 2)

### Eight CBS Packages Signed For Ford Drive

The Ford Dealers of America, following their purchase Friday of 14 network programs to be broadcast in a two-week period on Mutual, have also purchased eight CBS package programs to be aired during the period of Jan. 4 through 17;  
(Continued on Page 2)

### Payoff

Radio won a decision over TV Monday and a 1950 car and \$1,000 worth of prizes for Mrs. Bernard Petrow of Forest Hills, who got a TV set six weeks ago. She interrupted a TV party to tune into WMCA's "Tune-O" program amid semi-violent protests from her guests. Half an hour later, Mrs. Petrow was announced winner of "Tune-O's" first jackpot.

### State of the Union

President Truman's State of the Union message will be carried today by all of the major networks starting at 1 p.m. (EST). In addition to CBS' announced series of six "reaction" programs, MBS has announced that it will carry a special program starting at 10:30 p.m., Wednesday night, to gauge reactions in fourteen major American cities and London to the President's statement.

### WMCA-FM On Air, Near Deal For Sale

WMCA-FM, which was scheduled to go off the air last Friday, has continued in operation and will be sold to an undisclosed syndicate, it was learned yesterday by RADIO DAILY. WMCA estimated that it was costing about \$25,000 a year to keep on the air and when all efforts to sell it previously had failed, decided to cease operations.

However the offer to buy the FM station by the syndicate changed the  
(Continued on Page 8)

### Barton, Kenway Head Salvation Army Drive

The largest publicity committee ever organized for a Salvation Army campaign in New York has been formed for the 70th anniversary appeal which opens today, Bruce Barton, chairman of the group has announced.

Ivor Kenway, v-p of ABC, will  
(Continued on Page 2)

## DuMont's '49 Sales Double '48, 70 Million This Year Expected

With final sales figures still remaining to be tallied, Dr. Allen B. DuMont, president of Allen B. DuMont Laboratories, Inc., in his year-end statement, anticipates that his company's sales figures "will reach the 45 million mark, almost double the 1948 figure," and that "during 1950," he expects "sales to reach the 70 million figure for the entire company."  
Stressing the vast strides made

### DuMont Urges The FCC To Intervene; Charges 'Attempt To Monopolize Existing Video Facilities'

### RCA Victor To Make 33 1/3 RPM Records

Long-playing 33 1/3 rpm records will be introduced about March 1 by RCA Victor, Frank M. Folsom, RCA president announced yesterday. The LP's will be produced, Folsom said "to serve those music lovers who wish to play certain classical selections on long-playing records."

At the same time, Folsom declared that the 45 rpm record sales have  
(Continued on Page 8)

### Benny, Lux and McGee Top Hooperatings First

Jack Benny leads the latest Hooperating, just released, with a first rating of 24.2 followed in positions two and three by, respectively, "Lux Radio Theater," 21.0; and "Fibber McGee and Molly," 20.3. Hooper reported a 0.5 drop from the  
(Continued on Page 8)

### FM Operator Asks FCC To Cut AM Time On Air

A suggestion that the FCC reduce AM operating hours as proof of their "avowed intention to let FM replace AM" has been made by Sol Chain, manager of WBIB-FM in New  
(Continued on Page 2)

Washington Bureau of RADIO DAILY

Washington—DuMont yesterday called upon the FCC to step into the picture as NBC seeks to line up two-and-one-half-hour periods on Saturday nights for a series of TV network shows. The Commission was told that NBC has offered to take the period of 8:00 to 10:30 from  
(Continued on Page 7)

### Ryan, Of KFI, To Head New NAB Adv. Group

Washington Bureau of RADIO DAILY

Washington—William B. Ryan of KFI, Los Angeles, will chair the NAB's new Broadcast Advertising Committee, President Justin Miller announced yesterday. Serving with him will be Gordon Gray of WIP, Philadelphia; F. C. Sowell, of WLAC, Nashville, Tenn.; Howard Lane, of WJJD, Chicago, and other Marshall Field stations and Frank  
(Continued on Page 2)

### Dark Future For FM Painted By "Journal"

A dark future for FM was forecast by the Wall Street Journal yesterday in an article by Joseph H. Guilfoyle. The paper said that the history of FM shows "Scores of fail-  
(Continued on Page 8)

### Reprisal

Cecil Brown, MBS newsmen now in Europe, last Friday conducted a man-in-the-street interview with a native Berliner in the city's Russian Zone. Prior to the interview, Brown had applied for, and seemed sure of getting, a visa to visit Czechoslovakia. Twenty four hours after the interview he was notified that no visa would be granted.



Vol. 50, No. 2 Wednesday, Jan. 4, 1950 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
Allen Kushner, Manager
6425 Hollywood Blvd. Phone: Gladstone 8436
WASHINGTON BUREAU
Andrew H. Older, Chief 6417 Dahlonega Rd.
Phone: Wisconsin 3271
CHICAGO BUREAU
Herbert M. Kraus
188 West Randolph St.
Phone: ANdover 3-6050
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

(January 3)

NEW YORK STOCK EXCHANGE

Table with columns: Stock Name, High, Low, Close, Net Chg.

NEW YORK CURB EXCHANGE

Table with columns: Stock Name, Bid, Asked

OVER THE COUNTER

Table with columns: Stock Name, Bid, Asked

Tess Gardella

Tess Gardella, 400-pound ex-blues singer who originated the role of Aunt Jemima in radio and on the stage, died yesterday in an ambulance while en route to New York's Kings County Hospital. She was a victim of diabetes.

'Crime Photographer' Renewed

Philip Morris & Co., Ltd., has renewed "Crime Photographer" over CBS for 52 weeks effective January 26. "Crime Photographer" is a CBS package. Biow is the agency.

THIS IS KGW'S BANNER YEAR
KGW FM
PORTLAND, OREGON
AFFILIATED WITH NBC
REPRESENTED NATIONALLY BY EDWARD PETRY CO., INC.

COMING AND GOING

SIG MICKELSON, formerly director of public affairs and production manager for WCCO, Columbia's O & O station in Minneapolis-St. Paul, has arrived in New York to take over his new duties as director of public affairs for the network.

GEORGE FISHER, air columnist for "Confidential Closeups" on NBC, is in town from Hollywood to line up some personal interviews for the program.

JEAN GOLDSTEIN, knitting authority featured regularly on "Market Melodies" over WJZ-TV, is back from a three-day stay in Atlantic City, where she was narrator on a fashion show series.

PAULA CARR, of Roberts & Carr Productions, will return today from a trip to the Middle West, where she demonstrated a new film-commercial technique to advertising agency executives.

DEAN MARTIN and JERRY LEWIS, comedians on NBC, now completing a night club engagement in Florida, will return tomorrow to the West Coast, there to start on a picture for Paramount.

GENE AUTRY, Columbia network cowboy star, is leaving his ranch outside of Hollywood for a series of one-night stands in 35 cities with a stage company of 18 persons. First stop will be Pueblo, Colo., on Saturday of this week.

BERTRAM B. TATE, investment counselor to radio and film companies, left yesterday for Florida and Alabama on business.

DONALD A. STEWART, general manager of WDTV, DuMont outlet in Pittsburgh, is back at the station after having spent the Christmas holidays in Washington, D. C., with an incidental business trip to New York.

BILL DOWNS, Berlin correspondent for CBS who was in the States during Christmas week, left yesterday by plane on the return trip to Germany.

FM Operator Asks FCC To Cut AM Time On Air

(Continued from Page 1) Haven, Conn. In a letter to T. J. Slowie, secretary to the FCC, Chain said "If the FCC has authority to add more hours to FM operating schedules, then by the same token it can begin reducing AM operating schedules."

The station manager said he had put "money, blood, sweat, tears and years into FM because I believed the Commission was sincere about FM and would do everything possible to foster its growth." Continuing, he asked "where is the concrete action to let the American public know that FM was intended to replace AM?"

Chain also asked the Commission "Why cannot AM stations duplicating FM be required to use some AM time to explain FM to their listeners instead of keeping it as dark a secret as possible?"

Barton, Kenway Head Salvation Army Drive

(Continued from Page 1) serve as vice-chairman. Other volunteers include: Milton Berle; Leo Brecher, president of the Metropolitan Picture Theaters Association; Carlos Franco of the Kudner Agency; Douglas Leigh, president of an outdoor advertising concern; Henry Callahan, director of window displays for Lord and Taylor; Theodore Oberfelder, ABC advertising, promotion and research director; and Philip A. Williams of Fortune magazine.

Will Represent Ziv

Carroll Gardner, general manager of WLEX in Lexington, Ky. has been named an account executive for the Frederic W. Ziv Company in Florida and southern sections of Georgia. Gardner, who will now make his headquarters in Jacksonville, started in radio with WAPI in Birmingham in 1929 and before joining WLEX, was with WMBR in Jacksonville.

Eight CBS Packages Signed For Ford Drive

(Continued from Page 1) all programs will advertise the new 1950 Ford.

The 22 program purchase is reportedly one of the largest ever made by a single advertiser over a comparable period. J. Walter Thompson is the agency.

CBS programs which Ford bought include: Jan. 4—"Lum and Abner" Jan. 6—"Pursuit" Jan. 7—"Adventures of Philip Marlowe" Jan. 8—"CBS Orchestra" Jan. 11—"Lum and Abner" Jan. 13—"Young Love" Jan. 15—"CBS Orchestra" Jan. 17—"Escape."

As a result of the short term purchase by Ford, "The Show Goes On," starring Robert Q. Lewis, which had been set to premiere on January 6, will not bow over CBS until Friday, January 20 at 9:30 p.m.

Ryan, Of KFI, To Head New NAB Adv. Group

(Continued from Page 1) U. Fletcher, of WARL-FM, Arlington, Va.

Robert D. Enoch of KTOK, Oklahoma City, has been named as an alternate on the committee, with another alternate yet to be appointed by Judge Miller. Enoch was chairman of the original BAB executive committee, which is replaced by the Broadcast Advertising Committee under the NAB's structure realignment affected last year. Fletcher and Lane served on that committee with him.

MacPherson, BBC Star Signed For WCCO Show

(Continued from Page 1) ance is Bliss," both of which were heard over the BBC.

Campbell said that the station plans an intensive teaser promotion campaign preceding the British star's debut.



Presenting the bill

When a pelican presents his bill, it's something pretty big.

Not like the bills W-I-T-H presents. They are so small. And the money spent does such big things!

You see, W-I-T-H provides advertisers with more home listeners-per-dollar than any other station in Baltimore. And in addition, a survey made under the supervision of the Johns Hopkins University showed that of all radios playing in grocery stores, 42.3% were tuned to W-I-T-H.

That means that just a little money goes a long way on W-I-T-H. Get W-I-T-H on your schedule fast! Call in your Headley-Reed man for the whole story today!

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

# DuMont's '49 Sales Double '48, 70 Million This Year Expected

(Continued from Page 1)

country. Figures prove it to be one of the fastest growing industries in the nation's history. At the end of last year there were only 49 stations on the air in 29 cities. At this writing there are 98 stations operating in 58 cities. Last year approximately 950,000 receivers were produced by the industry. During the past month of November alone, the industry turned out 490,000 television sets, making a total of more than 2,400,000 for eleven months. Even in those cities with but one station and limited programming, even in communities with no stations at all came the realization that no home in the future will be complete without at least one television set.

"What of 1950? A great deal depends upon the FCC's action on lifting the freeze," Dr. DuMont stated. "Regardless of this factor, the total investment in the television industry in 1950 will top 5 billion dollars. By the end of 1950, there should be more than 8 million receivers in homes and public gathering places. If the FCC ban is lifted soon enough, there could be 100 new stations by the end of the year, with an increase in the number of sets to at least 10 million.

"1950 will see a decided increase in industrial applications of television. It will also mark a trend to two-television homes, with extra sets being used in children's rooms, maid's rooms and rumpus rooms. The year should also see a vast improvement in programming, as budgets increase in line with the added circulation. The trend to large direct view screens should also continue."

Speaking of his own organization, Dr. DuMont said: "During 1949 we equipped and opened two new manufacturing plants in order to estab-

lish the strongest possible position in this new industry. The East Paterson plant, the largest television assembly plant in the world under one roof, and the new cathode-ray tube plant in Allwood, N. J., now enable us to produce more of our products with greater efficiency. . . . The 'Freeze,' which has existed since September 24, 1948, continues to handicap the Transmitter Division. At the present time the group is busy with industrial applications of transmitting equipment. Units and versatile applications for transmitting equipped which are still in the blueprint stage, will crystallize during 1950. Electronic Parts, a new division of the company formed during 1948, has largely doubled its number of employees and anticipates further expansion both in personnel and dollar volume in 1950.

"Increased production schedules for both the Cathode-Ray and Television Receiver Divisions are already in operation in order to supply the ever increasing demand for DuMont products in these fields. The acute shortage of top quality television receivers and our expanding dealer organization has forced us to allocate receivers to assure an equitable distribution to our outlets. The demand for these receivers compels us to continue these allocations for an indefinite period, at least for the first four months of 1950.

"1949 has seen extensive progress by DuMont Television Network. In April, the company celebrated ten years of telecasting, a record of which we are rightfully proud. At this writing, there are 51 affiliated stations in the DuMont Network, carrying programs either 'live' or by our Teletypewriter system."



## He Pulls Lumber Sales Out of Thin Air

Says Mr. O. T. Griffin, President of the Griffin Lumber Co., to Station WWSC, both of Glens Falls, New York: "We are glad to send you our signed renewal contract for our sponsorship locally of the Fulton Lewis, Jr. program for another year. We have been thoroughly convinced by results in sales of items promoted through this program that this tie-in with Fulton Lewis, Jr. is a most valuable medium to get our messages across. . . . We know that we must have the local audience because definite tests on merchandise advertised on this program have shown increases in sales . . . and we wouldn't trade the program for any other one on the air locally available."

Currently sponsored on more than 300 stations, the Fulton Lewis, Jr. program 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**, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

## NLRB Orders Station To Recognize AFRA

Washington Bureau of RADIO DAILY  
Washington — The NLRB has ordered WSTV, Steubenville, O., to recognize the legal right of AFRA to represent its program employees and to be willing to bargain with the American Federation of Radio Artists on wages, hours, etc.

The order arose from a complaint brought in by the union in the fall of 1948, that the management had refused to recognize the union but had instead proceeded with individual wage negotiations.

Four members of the five-man board found for the union, although Senator Abe Murdock, the fifth member, dissented. While not challenging the union's right to represent the WSTV employees, Murdock held that the station's management had not been properly notified of the union's desire to negotiate a contract.

## Cunningham & Walsh Holds Election Of Officers

Fred H. Walsh was elected president of the recently-formed New York advertising agency, Cunningham & Walsh, Inc. The firm previously was known as Newell-Emmett Company.

Other officers elected yesterday were: John P. Cunningham, executive vice-president; and, vice-presidents, Earl H. Ellis, George S. Fowler, G. Everett Hoyt, Robert R. Newell and William Reydel; secretary, Richard L. Strobridge.

Cunningham and Walsh said the basic purpose of the new incorporation is to permit a wider distribution of ownership within the company and a more flexible structure for servicing the differing advertising needs of clients.

Clarence D. Newell, who founded the Newell-Emmett Company in 1919, and Clifford S. Walsh, an original associate, are retiring.

545891

## CHICAGO

By HERB KRAUS

JOHN WIGGINS, midwest sales promotion manager for CBS, has just had one of his tunes waxed by London Records. It's a novelty and is entitled, "The Dog, The Cat, and Me."

Dirk Courtenay, the conductor of the Dirk Courtenay show over WENR at 12:30 p.m. Monday through Saturday, topped all local WENR shows in mail pull during his first month back on the airwaves with 3,500 pieces. Sponsor is a local all-night theater in the Loop named The Clark. Courtenay, a veteran late-night jock, is dickering with sponsors for two proposed TV shows which would be aired locally. One is a five-minute segment five times a week and the other is a half-hour variety show once a week.

Dr. Preston Bradley, one of Chicago's best known pastors who has broadcast for many years over WJJD and WGN, has inaugurated his first video show, which began Monday, December 26, over WGN-TV. The famed Unitarian minister, who presides over the largest Protestant congregation in Chicago, will speak on inspirational and philosophic topics. There will be no interviews or personal items discussed.

Dr. Bradley broadcasts his sermons from the People's Church each Sunday over WJJD, in addition to his regular evening WGN show. In addition to his religious and radio activities, he holds honorary degrees in law and divinity and is the author of seven books.

Edgar R. Murrow's "I Can See It Now," Volume II, was a feature WMOR's special New Year's Day program, beginning at 2:00 p.m. The transcription is documentary in form with actual voices of men who made the news between 1945 and 1949 and includes the V-J Day celebration, Babe Ruth's farewell at Yankee Stadium, Mayor La Guardia reading the comic strips, the Chambers-Hiss affair, etc.

John Baker, WLS writer and announcer, left the Prairie Farmer station on January 1 to become information chief in the Chicago office of the U. S. Department of Agriculture's Production and Marketing Administration. Baker was formerly head of the U.S.D.A. radio service in Washington.

Bill Turner, former merchandise man for the Chicago Herald-American is now with WLS in a similar capacity.

## New ABC Series

"Art Baker's Notebook," featuring Art Baker, premiered as a co-operatively sponsored daily quarter-hour program over the full ABC web on January 2 at 1:45 p.m., EST. Baker has broadcast the program over KECA, the American network's key west coast station located in Los Angeles. A film actor, Baker has previously been heard coast-to-coast as an announcer.



## Man About Manhattan. . . !

• • • Paul Gardner's recent blast here at radio's method of handling news drew forth the following official report from NBC of their News and Special Events department's activities during the past year, quote: "Realizing that AM news was facing a serious challenge in the growing TV industry and that, as time went on, we would have to develop new techniques to match TV's news pictures, the AM dep't took these major steps in 1949:

(1) We instituted the most complete and thorough-going News Dep't tape recording setup of any network.

(2) We began to deploy news staffs into the field to get the story first-hand, rather than wait for the story to come to us; and by the same token, to familiarize the nation with radio news gathering and to mine heretofore untouched fields of news.

(3) We spent an estimated 500 hours in new recording work outside the newsrooms in N. Y., Washington, Cleveland, Chicago, Denver, Los Angeles and San Francisco covering and transcribing for news presentation later, virtually ever major hearing, arrivals of important personages, leading public events and news breaks.

"This growth is over and above our normal endeavor—endeavor which can be best be summed up by these facts: In 1949, the seven NBC Newsrooms produced for local and network consumption 417 weekly shows, or 21,684 for the year. In 1949, our work was recognized by: (A) The award of the Overseas Press Club to Henry Cassidy, European news director, for the best reporting on foreign affairs by radio; (B) The Sigma Delta Chi Award for distinguished service in radio journalism to Merrill Mueller, our London news manager; (C) The Headliners Award to Robert Trout for outstanding radio reporting and (D) Stories on Morgan Beatty in both Time and Newsweek magazines.

"That, briefly, is the story of the new direction our AM news is taking."

★ ★ ★ ★

• • • Irving Hoffman reports that Ralph Bellamy showed up for a rehearsal of his video show one morning with a tired look on his face. "Meeting of the American Federation of Radio Artists," he explained to his director. "H'm," h'mmed the latter, "the morning-AFRA feeling, hey?"

★ ★ ★ ★

• • • AROUND TOWN: Trade talk has Henry Morgan huddling with WNBC for a return to his daily quarter-hour sessions a la his old WOR routine. . . . Merger of several top H'wood agencies is giving some acts the chance to break contracts since agreements provide they don't have to stick with an agency when it merges. . . . There's No Biz Like Show Biz dep't: Herb Shriner has to split-week his honeymoon with his brand new bride, the former Eileen McDermott. (They're spending two weekends in Wash.) . . . NBC wants Hank Ladd to fly to Chi to televise three shows from there—in the Garroway manner. . . . Jean Carroll's guest shot on Perry Como's teevee show Jan. 15th will be a warm-up for the comedy series Tommy Rockwell has in mind for her. Tommy figures she'll be one of 1950's television biggies.

★ ★ ★ ★

• • • SMALL TALK: Jo (WMGM press chief) Ranson's missis, Nancy, is holding an exhibition of her paintings at the George Binet Gallery from Jan. 7th to the 25th. . . . Carl King doing the narration on the wrestling from Chi via DuMont every Sat. . . . Edith Dick, WWRL station manager, being urged by Queens County women's groups to seek political office. She's spurned similar offers in the past.

## SAN FRANCISCO

By NOEL CORBETT

"GREATEST FIGHTS OF THE CENTURY," TV show which has met with success in the east, is now sponsored on KGO-TV Tuesdays by Chesebrough Manufacturing Company. Maury Baker, station press and promotion head gave a preview of first showing for the press last week. Caton, Inc., is the advertising agency.

Heavy fan mail brought two kids back for repeats on KNBC's "Light and Mellow" program. They're Joan Trangsrud and Jack Washburn of the guest relations staff, and according to the mail pull, singers who're going places.

A. E. "Shorty" Evans, chief engineer of ABC's TV and AM stations is in his 25th year as a KGO engineering man. "Shorty" opened 'GO back in '23 before it went on the air.

Dogs are having their day on Les Malloy's KGO-TV show. Each Thursday, Charley Friedrichs, head of the San Francisco SPCA brings dogs they've picked up in the past few hours to Les's program in an endeavor to locate owners. Also, some dogs who've been abandoned are put on the air, and Les makes a pitch for a new home for these pooches.

Tony Martin, who started in these parts (at the Bal Tabarin) and then went on to radio and picture fame, is back at the Bal this week knocking 'em dead.

Another who's known to radio, is currently playing the Fairmont Hotel; Rudy Vallee.

George Fuerst, KJBS salesman is the pa of two more youngsters. Darby and Rory, they're a couple of twins who bring the Fuerst group of kiddies up to six.

## Wedding Bells

Herb Shriner, star of CBS-TV's "Herb Shriner Show," announced yesterday that he was married Thursday, Dec. 21, to Eileen McDermott, daughter of Dr. M. F. McDermott, of Chicago, Ill., in a double ceremony in which Paul Gray, colleague of Shriner, was married to Lisa Jayne.

The weddings took place in Hyattsville, Md.

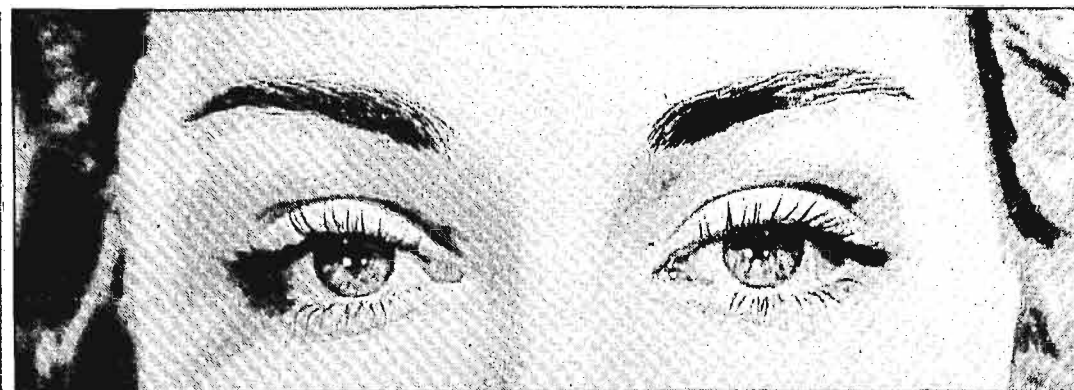
1906 1949

*Henri*  
CONFISEUR

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

*Famous French Candies*  
15 East 52nd St.  
AIR CONDITIONED

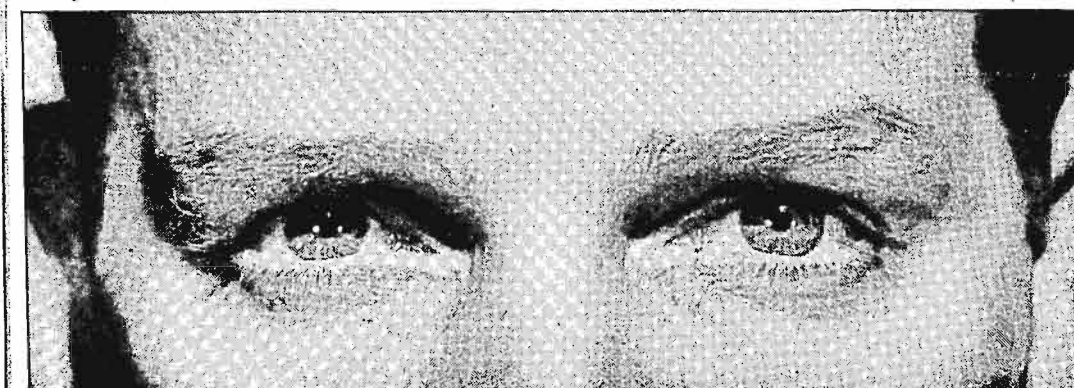
# How will they look to YOU a few years from now?



**Your wife's eyes:** What will you read in hers when she asks whether you can afford that modest cottage that's for sale?



**Your boy's eyes:** What will you see in his eyes the day he asks whether you can afford to send him to college?



**Your own eyes:** What will the mirror tell you about them when it's time to retire, and take things easier?

**There's no better time** than right now to sit back and think what *you* will see in your family's eyes a few years from now.

Whether they glow with happiness or turn aside with disappointment depends, to a very large extent, upon what you do *now*.

So plan *now* for that home you plan to buy eventually . . . set aside money *now* for his college education . . . plan *now* for the day you can retire.

Decide now to put part of your salary, week after week, year after year in U. S. Savings Bonds, so

that you will have the money for the *important* things you and your family want.

**Insure your future** by signing up on the Payroll Savings Plan where you work, or the Bond-A-Month Plan where you have a checking account. Chances are you won't miss the money now, but you certainly will a few short years from now if you haven't got it!!

**P. S.** Remember, too, that every \$3 you invest now in U. S. Savings Bonds returns \$4 to you in just ten short years.

## Automatic saving is sure saving — U.S. SAVINGS BONDS



THIS SPACE CONTRIBUTED BY RADIO DAILY

**SOUTHWEST**

**E**D HYMAN, sports director of WOAI-TV, San Antonio, premiered his new "Trophy Room" with Game Warden A. E. Hitzfelder as the first guest. Opening program in the new series, which will be heard weekly, accented Texas game laws with a particular emphasis on the new license regulations now in effect. Future "Trophy Room" programs will feature local and visiting sportsmen, with the trophies they have bagged, and special hunting and fishing films with commentary by Hyman.

Howard Davis, owner and general manager of KMAC, San Antonio, has named John Paul Lee, widely known advertising executive, as commercial manager of KMAC and the FM operation, KISS. Lee has had broad experience in advertising, as commercial artist for outdoor companies, publisher representative, and circulation executive. For the past two and a half years Lee has been doing special radio sales work in Texas covering the markets of Houston, Corpus Christi, Waco, Dallas, Austin and San Antonio.

The commercial film production department of WBAP-TV, Fort Worth, has been engaged to film and produce a series of spot announcements for Grand Prize Beer. Two of the announcements will feature a famous local colored man called "Showboat" and the others will use semi-animation with Archibald McTuff, a character described as a fearless hunter. The TV spots were arranged by Bill Bryan, account executive for Grand Prize and WBAP-TV will make additional prints for use on other Southwest TV stations.

George C. Collie has been appointed merchandising manager of WOAI, San Antonio, succeeding Louis E. Smith, recently transferred to the commercial department of WOAI-TV. Collie has had previous sales experience with several San Antonio firms and his radio background includes announcing and sports coverage.

**RCA-Victor To Exhibit At Chi. Furniture Show**

Chicago—RCA Victor will exhibit its complete 1950 line of radio and television sets at the Winter Furniture Mart Show which opens here on January 9. Fourteen new television models reflecting current trends will be displayed.

Officials of the company to attend the show include: J. B. Elliot, v-p in charge of RCA Victor consumer products; Henry G. Baker, general manager; Charles P. Baxter, assistant general manager; Allen B. Mills, general sales manager of the home instrument division; Harold A. Renholm, regional manager; Dan D. Halpin, television receiver sales manager; Joseph P. Bannon, field sales manager, and J. M. Toney, advertising and sales promotion manager.

**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 December 23-29, 1949

TITLE	PUBLISHER
A Dream Is A Wish Your Heart Makes.....	Walt Disney
A Dreamer's Holiday.....	Shapiro-Bernstein
A Thousand Violins.....	Paramount
All The Bees Are Buzzin' 'Round My Honey.....	Sanly-Joy
Bibbidi Bobbidi Boo.....	Walt Disney
Bye Bye Baby.....	J. J. Robbins & Sons
Charlie My Boy.....	Bourne
Daddy's Little Girl.....	Beacon
Dear Hearts And Gentle People.....	E. H. Morris
Don't Cry Joe.....	Harms
Envy.....	Encore
Festival Of Roses.....	Witmark
Hush Little Darlin'.....	Michael
I Can Dream Can't I.....	Chappell
I Never See Maggie Alone.....	Bourne
I Only Have Eyes For You.....	Remick
I've Got A Lovely Bunch Of Coconuts.....	Cornell
Johnson Rag.....	Miller
Just For Fun.....	Paramount
Mule Train.....	Walt Disney
Old Master Painter.....	Robbins
River Seine.....	Remick
Rudolph The Red-Nosed Reindeer.....	St. Nicholas
She Wore A Yellow Ribbon.....	Regent
Slipping Around.....	Peer
Sorry.....	Henry Spitzer
Stay Well.....	Chappell
That Lucky Old Sun.....	Robbins
There's No Tomorrow.....	Paxton
Toot Toot Tootsie Goodbye.....	Feist
'Way Back Home.....	Bregman-Vocco-Conn
You're My Thrill.....	Sam Fox

**Second Group**

TITLE	PUBLISHER
Ain't She Sweet.....	Advanced
Crocodile Tears.....	Johnstone-Monteil
Echoes.....	Laurel
Enjoy Yourself.....	E. H. Morris
Happy Times.....	Harms
Hop Scotch Polka.....	Cromwell
I Must Have Done Something Wonderful.....	Simon House
In Santiago By The Sea.....	Life Music
Merry Christmas Polka.....	Alamo
Merry Christmas Waltz.....	Advanced
Mistletoe Kiss.....	Shapiro-Bernstein
My Love Loves Me.....	Famous
My Street.....	Campbell
Open Door—Open Arms.....	Leeds
Room Full Of Roses.....	Hill & Range
Sitting By The Window.....	Shapiro-Bernstein
Sleigh Ride.....	Mills
Souvenir.....	Beacon
Sweetest Words I Know.....	Life Music
Why Don't We Do This More Often.....	Bregman-Vocco-Conn
You're Always There.....	Bregman-Vocco-Conn
You're Breaking My Heart.....	Mellin
You're Different.....	Sanly-Joy

**AGENCIES**

**C**LYDE E. RAPP has been appointed advertising director of Theo. Hamm Brewing Co. of St. Paul, Minn. He is formerly of J. Walter Thompson Company.

**F**ERWERDA - BOONE, INC. has announced the dissolution of the company and the formation of a new company, Ferwerda Co. Inc. to carry on its activities.

**R**OBERT H. DAVIDSON has been named assistant advertising manager of the Jell-O division of the General Foods Corporation.

**H**OBART MANUFACTURING CO., Troy, Ohio, to the Buchen Co. of Chicago for advertising of the company's Kitchen Aid division.

**R**OSS ROY, INC. of Detroit has acquired an interest in C. C. Fogarty Co. of Chicago. The Chicago company will henceforth be known as Ross-Fogarty, Inc. Ross Roy will serve as president with Jack Fogarty, executive v-p.

**S**TEPHEN JOSEPHS has joined Modern Merchandising Bureau, Inc. as an account executive. He was formerly with J. Walter Thompson Company.

**Renew Lang-Worth Series**

In the past ten days 38 additional radio stations have signed renewal contracts for the New 8-inch Lang-Worth library. These stations are: KBIO, Burley, Idaho; WICA, Ashtabula, Ohio; WING, Dayton, Ohio; WFIN, Findlay, Ohio; WPFB, Middleton, Ohio; KFOX, Long Beach, Cal.; KXIC, Iowa City, Iowa; WMDN, Midland, Mich.; WKNX, Saginaw, Mich.; KYJC, Medford, Ore.; WISR, Butler, Pa.; WMCK, McKeesport, Pa.; WMGW, Meadville, Pa.; WJAS, Pittsburgh, Pa.; WPIC, Sharon, Pa.; WMAJ, State College, Pa.; KMHT, Marshall, Texas; KXLE, Ellensburg, Wash.; WSOY, Decatur, Ill.; WTAX, Springfield, Ill.; KCOG, Centerville, Iowa; KWOS, Jefferson City, Mo.; WFAH, Alliance, Ohio; WJMO, Cleveland, Ohio; WHKC, Columbus, Ohio; WTNS, Coshocton, Ohio; WHUN, Huntingdon, Pa.; KXIT, Dalhart, Texas; KMUR, Murray, Utah; WKZB, Muskegon, Mich.; KGW, Portland, Ore.; WSNY, Schenectady, New York; WOOD, Grand Rapids, Mich.; WFUR, Grand Rapids, Mich.; WKNK, Muskegon, Mich.; WPIK, Alexandria, Va.; KOMW, Omak, Wash.; WGBA, Columbus, Ga.

**Interviewing Stars**

Interviews with stars of stage and screen are currently being spotlighted by Art Scanlon each morning at 7:15 on his Breakfast with Romance program over WINS. Vic Damone and Ralph Flanigan have already appeared on the show with Patti Page, Lisa Kirk and Fran Warren, among others, scheduled to give their backgrounds in 1950.

# TELEVISION DAILY

Section of RADIO DAILY, Wednesday, January 4, 1950 — TELEVISION DAILY is fully protected by register and copyright

## DuM. HITS NBC 'SATURDAY' PLAN

### TELE TOPICS

ON MOST COUNTS, "Carmen," the initial offering of the Opera Television Theater on CBS Sunday was superlative television. Music, production and direction were truly exciting, but the program's faults were basic and marred what could have been perfection. First of all, it should have been done in English. Henry Souvaine and Lawrence Tibbett hope to help popularize opera through the series, but they'll never do it if their audience can't understand what's going on. Secondly, the acting of the principals was entirely too broad for the precise requirements of video. Gladys Swarthout's Carmen was insipid and awkward, while Robert Rounseville, as Don Jose, seemed to be playing to the galleries of the Met, and Robert Merrill was not at his best as Escamillo. By far the best performance was turned in by Priscilla Gillette, as Micaela. Most disappointing scene was the gypsy dance, which was static and colorless. Production as a whole, however, overshadowed these deficiencies. . . . Program was produced by Souvaine, staged and conducted by Boris Goldovsky and directed by Byron Paul. Barry Wood was associate producer and Walter Ducloux musical supervisor, with sets by Richard Rychtarik.

BY FAR the most sensational dance number we've seen on TV was aired on the Paul Whiteman show on ABC Sunday night. Jim McNaughton's set was a striking work of art with an amazing three-dimensional quality, even on a small screen. Music was the first movement of Gershwin's Concerto in F for which Valerie Bettis conceived and executed a highly imaginative and tasteful routine. Skillful and daring camera work, directed by Whilliam H. Brown, Jr., blended these elements into a series of thrilling pictures that were truly a delight to behold. Making fullest use of ABC's huge studio, a camera was mounted on the paint frame elevator and used most effectively in an almost vertical shot from a height of about 35 feet. 'Twas truly a great production and one for which we say thanks to producer Ward Byron and those mentioned above.

SIGN OF THE TIMES: SMPE has changed its name to Society of Motion Picture and Television Engineers and has invited all video engineers to join. . . . Burr Tillstrom, who took part in the opening ceremonies of the RCA Exhibition Hall in April, 1947, will originate "Kukla, Fran and Ollie" in the hall's Johnny Victor Theater during his New York visit, Jan. 16-18. . . . Warren Hull will introduce the films making up the WPIX "Premiere Theater" for Doubleday. Initial feature, to be aired Friday, is George Bernard Shaw's "Pygmalion."

### Loewi, In Warning Of The 'Monopolistic' Effects, Points To The 'Scarcity Of Stations' And 'Totally Inadequate Cable Facilities Or Microwave Relays'

(Continued from Page 1)

DuMont—presumably over WDTV, Pittsburgh—at the station's half-hourly card rate. Actually, there is nothing in the NBC wire to Mortimer Loewi, director of the DuMont network to indicate that NBC was not also ordering time on DuMont's New York and Washington stations.

The time purchases would be for a 13-week period beginning February 4, but would become operative unless acceptances are received from 15 stations.

No specific program was outlined, merely the commitment to furnish "quality programming," sponsored or not. DuMont pointed out that the contract does not offer the right to refuse programs "unsatisfactory or unsuitable or contrary to the public interest."

[NBC, in announcing the establishment of the plan, which it characterized as "an experiment and a vital one," also stated that "each station is free to accept or reject it on the basis of its individual sales and programming situation."]

Spot advertising through three one-minute commercials each half-hour was proposed, without identification of sponsor. Any station accepting must clear the time completely for the 13-week period, regardless of how much time is sold by NBC.

Loewi replied to the wire from Sylvester L. Weaver of NBC that "in view of the scarcity of stations in the leading markets, presently inter-

connected by totally inadequate cable facilities or microwave relays, this order on behalf of NBC . . . constitutes, in our opinion, an attempt to monopolize the existing facilities for television broadcasting and is a manifest attempt to freeze out any competitor having legitimate business."

"It never has been our policy, nor is it now, to permit any competitor to take unfair and unlawful advantage of its financial position," Loewi wrote, "it is our intention to take full advantage of all facilities at our command, governmental and otherwise, to see to it that this attempt on the part of NBC to secure a monopolistic position in the TV broadcasting field on Saturday nights is thwarted before it starts."

DuMont told the Commission the NBC plan would "disrupt and destroy comprehensive programming efforts by independent broadcasters and unreasonably burden advertisers utilizing the services of such broadcasters."

DuMont said also that it has lost out in the past to NBC because it has not been able to offer AM and FM programming as well as TV. Expressing great alarm over the entire developing pattern in TV network programming competition, DuMont called for immediate "prophylactic action . . . (rather than eventual) . . . remedial formal measures, or the application of licensing sanctions."

### NBC Conn. UHF Outlet In Operation Today

Completion of a new UHF experimental station at Stratford, Conn., a suburb of Bridgeport, was announced yesterday by Joseph H. McConnell, president of NBC, who said that this new station which commences operation today, was a major step in the industry toward solving the broadcast and reception problems of UHF telecasting.

#### Sees "Vital Effect"

The experimental station is expected to have a vital effect on the future of all TV broadcasting in the U. S., McConnell said. A limited number of new experimental UHF receivers have been designed by the home instruments department of RCA Victor under the direction of D. D. Cole for engineering observation of the test transmissions from the Bridgeport station. In addition, RCA has developed an experimental converter which can be attached to present receivers to make possible reception of these UHF signals. These receivers and converters will be placed in specially selected locations in Bridgeport and neighboring areas during the experimental period to evaluate the effects of the radiated signal. In the period between Jan. 4 and Jan. 15, NBC TV engineers will make adjustments in the antenna and transmitter. Receivers will be installed within 25 miles of the station after Jan. 15.

#### May Open "Vast New Areas"

McConnell said: "We are confident that the operation of this UHF station will demonstrate the feasibility of broadcasting in the upper reaches of the spectrum. The experiments are being conducted by NBC to unravel the complex problems confronting the industry in the present space log-jam for television channels. If the experiment is successful it will show the way to opening up vast new areas for hundreds of additional television outlets in this country."

### 'Gloves' Bouts Sponsored Over WPIX By Chevrolet

Series of 13 Golden Gloves boxing pickups will be sponsored on WPIX by the Chevrolet Dealers of New York, through Campbell-Ewald. Series begins Jan. 11 and runs through Mar. 8. Jimmy Powers and Jack McCarthy will describe the bouts.

## Press-Time Paragraphs

### Knemark Buys 'Blind Date' On ABC

Knemark Manufacturing Co., for Esquire boot polish, has signed with ABC for sponsorship of "Blind Date," starring Arlene Francis, over a 25-station hookup. Nineteen stations will carry the show live and five via recording. The 52-week contract, effective Mar. 16, was placed through Emil Mogul agency.

### Permanent TV Lights Installed In Capitol

Washington—Permanent TV lighting fixtures, for both black-and-white and color have been installed in the House of Representatives. They will be used today for the President's State of the Union message and for all other occasions covered by video. Equipment was purchased from Mole-Richardson, Hollywood, and is the permanent property of the Capitol.

### K. C. R. Sells Racing Film In Washington

Daily film of horse racing in Florida produced by K. C. R., Inc., has been signed by Senate beer for airing in the Washington area. The producing firm, of which Joe Roberts is exec veebee, is now negotiating for network distribution of the package. Program features narration by Clem McCarthy and interviews by Bill Corum and will be shown from Miami daily to go on the air at 11 p.m. each night.

## CBS Names Heller N. Y. Program Chief

(Continued from Page 1)  
the CBS press department with a realignment of positions, according to George Crandall, director. He said that Michael J. Foster has been named assistant director of CBS press information, and Michael J. Boscia will henceforth be executive assistant to Crandall.

Hank Warner continues as the department's manager of operations and Dorothy Leffler remains as manager of the magazine division.

The changes in the web's programming department were made as a result of the network's new plan of organization.

## RCA Victor To Make 33 1/3 RPM Records

(Continued from Page 1)

soared to a rate of more than 20-million a year. He said the RCA policy would be to supply music for all record players, with emphasis on the 45 system. Folsom predicted that the "45" is "destined to lead all other types of recorded music."

The new RCA LP will be a non-breakable disc. Folsom said selections from the RCA Victor library featuring great orchestras and musical artists will be made available. Other appropriate additions to the LP repertoire will be made. Orders are now being booked for March, he announced.

The RCA Victor 1950 line of phonographs and radio-television combinations include instruments that play all three speeds, the RCA president added. All of these instruments have an independent 45 rpm record player.

## Benny, Lux and McGee Top Hooperatings First

(Continued from Page 1)

last report in the average evening broadcast audience but states that AEBA is up 1.4 from a year ago with a rating of 33.7.

Other programs which placed in the "First Fifteen" include: "Arthur Godfrey's Talent Scouts," 19.6; "Amos 'n Andy," 19.1; "My Friend Irma," 18.8; Bing Crosby, 18.2; Charlie McCarthy, 17.8; and Groucho Marx, 17.3.

Also Walter Winchell, 17.3; Bob Hope, 15.7; "Suspense," 15.3; "Mr. Chameleon," 15.1; Bob Hawk, 14.9; and "F.B.I. in Peace and War," 14.7.

Hooper reports that the average evening rating is 10.2, that evening available homes are 79.5, and that current total evening sponsored hours are 57 as compared with 57 last report and 66 a year ago.

## Stork News

Mr. and Mrs. Robert J. O'Connor have announced the birth of a son, Robert John, Jr., on December 29 in Union Hospital, the Bronx. He is sports director of WOR-TV.

# COAST-TO-COAST

## Celebrates 520th Broadcast

Hollywood, Calif.—Harriet Harris' "Happy Theater" for the young generation celebrated the program's 520th dramatized story and the program's second anniversary on the air. For this special broadcast Harriet has chosen the story "Snow White and the Seven Dwarfs," the tale which was most often requested by the young fans during the past year.

## Talent Time

Hartford, Conn.—A group of high school boys, led by Elliott Reed of here, have formed a five-piece hill-billy band which will make its debut this week over WDRC. Songs by all new "discoveries" are played on all local shows over WDRC during the week devoted to their build-up, under the general heading—"Talent Time."

## New KXOK Show

St. Louis, Mo.—A new audience participation program has premiered on KXOK titled "Luncheon at the Forest Park." The program is broadcast from 11:30 to 12:00 noon Monday through Friday and originates in the main dining room of the Forest Park Hotel. Bob Hille, KXOK announcer, is the emcee for the programs interviewing guests in attendance. Music is supplied by Emmett Schuster, musical director for KXOK, at the piano.

## KEX Aired Spokane Choir

Portland, Ore.—Because of the wide coverage of KEX in Western Washington, the 50,000-watt facility was added to a network of Washington stations by the Seattle First National Bank to broadcast the annual Christmas Eve concert of Mount Saint Michael's Choir, in Spokane. The program was heard at 8:30-9 p.m.

## WWDC Appointment

Washington, D. C.—The appointment of Irving M. Lichtenstein as director of public relations and sales promotion for radio station WWDC and WWDC-FM was announced recently by Ben Strouse, vice-president and general manager of the Capital Broadcasting Co. Lichtenstein came to WWDC in January, 1949, where he was assigned to the AM and FM news staff. In July, he was given the additional duty of handling publicity for the station.

## Condon Named Editor

Tulsa, Okla.—Glenn Condon, local radio newsman, lecturer and showman, has been named news editor of KRMG, new 50 kc. ABC outlet. Condon's radio experience runs from editing for KTUL, production and programming for KVOO to general management for KOMA and KAKC, to writing, producing and appearing in network shows. Condon's newspaper experience runs the gamut from newsboy to managing editor of the Tulsa World.

## WFH Program Change

Wichita, Kans. — "Open House Party," up to now an hour-long record show heard over KFH and KFH-FM, and emceed by disc-jockey Don Anderson, will now run for 90 minutes music with three KFH personalities taking turns at the mike. A Mystery Personality Contest will also be added to the new time.

## Narrating Navy Programs

Washington, D. C.—A series of 26 fifteen-minute recorded programs for the Navy's recruiting program, are being narrated by Lee Dayton, WMAL announcer. The recordings, going to hundreds of radio stations throughout the country, are made with the Navy Band which is heard coast to coast every Saturday at 11 a.m., over the ABC network from WMAL.

## Successful Drive

Greensboro, N. C.—When the final count was in, the Junior Chamber of Commerce learned that the Phyllis Carter Blue Baby Fund had been over subscribed by 75 per cent—thanks to the generosity of the local residents here, and to the assistance of station WCOG, ABC outlet. Every spot on the station schedule where an appeal could be inserted was devoted to the fund for Phyllis's operation.

## WMCA-FM On Air, Near Deal For Sale

(Continued from Page 1)

minds of the WMCA management and the FM station will continue operation until the deal is completed. The negotiations are being handled by Frank Stapleton of the firm of Engel, Judge and Miller. Sale is subject to FCC approval.

Included in the purchase are the FM transmitter and the WMCA-FM channel.

## Dark Future For FM Painted By 'Journal'

(Continued from Page 1)

ures, a few minor successes. The outlook: More fatalities to come."

One broadcaster was quoted as saying "you can put FM radio down as one of the commercial flops of the decade."

The paper cited continuous losses by FM broadcasters who counted on the new medium to eventually become popular and replace AM. "But the popularity didn't come as expected," the Journal said.

The Wall Street Journal pointed out that on June 30, 1949 there were "155 fewer firms holding FM broadcasting licenses than there had been a year earlier." In the five months since, 65 additional stations "concluded they wanted no part of FM."

# Book Lovers

Practically everybody in Pittsburgh (and far beyond) loves books... reference books, that is... since KDKA started its Tello-Test quiz show (6:15 PM, Mon. thru Fri.). One branch library office reports 1,000 telephone calls a month from answer-seekers! All this is just a sample of the response that's in the books for you when you place your program on KDKA. For alluring facts and figures, check KDKA or Free & Peters.

**PITTSBURGH**  
**50,000 WATTS**  
**NBC AFFILIATE** **KDKA**

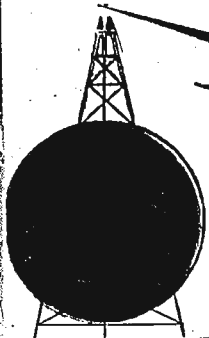


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for WBZ-TV, NBC Spot Sales





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 50, NO. 3

NEW YORK, THURSDAY, JANUARY 5, 1950

TEN CENTS

## NETWORKS WARY OF EDITORIALIZING

### NAB Holds Elections To Journalism Council

Minneapolis — NAB announced here yesterday the election of Floyd K. Baskette, associate professor of journalism at the University of Colorado, as chairman, and Arthur Stringer, of NAB, as secretary and treasurer, of the Council of Radio Journalism. Mitchell V. Charnley, professor of journalism at the University of Minnesota, the council's 1949 chairman, supervised the election.

Four council directors who will (Continued on Page 6)

### Basketball 'Roundup' Set By Sports Web

Philadelphia — Sports Broadcast Network will cover two different basketball contests on the same program in a new set-up beginning January 7. The web, composed of about 150 stations from Canada to Florida and the West, will receive both the Temple-Syracuse and La-Salle-Bowling Green games at Convention Hall and the Penn-Lafayette and Villanova-Valparaiso contest from the Palestra on the first program.

The games will be monitored by (Continued on Page 5)

### Management And Labor Buy Air Time On WSTC

Stamford, Conn.—The 600 members of Nutmeg Lodge 1887 of the International Association of Machinists have joined forces with the management of Sohlick, Inc., their employer, in a move to increase the company's business.

The union's voluntary promotion (Continued on Page 2)

**Declaration**  
Congressman James Noland of Indiana literally has thrown his hat into the ring on a TV program presented over WTTV in Bloomington, Indiana. Noland was asked on the interview program about his plans for the 1950 Congressional race and he picked up his hat and tossed it into a ring drawn on the studio floor.

**Nostalgic**  
Memorable musical, dramatic and news events will be broadcast by WNEW tomorrow, Jan. 6, from 10 to 10:30 p.m. A record of Bill Robinson dancing and talking, scenes from great films, records of Lou Gehrig's departure from baseball and Babe Ruth Day at Yankee Stadium are among the features to be heard.

### Doubleday Signs MBS For Walton Strip

Doubleday & Co., publishers, who have recently invested heavily in one-shot broadcasts over various networks, have signed with Mutual to sponsor Sidney Walton's news commentaries four-times weekly over the full web effective Monday, January 9. Walton, who is currently under Doubleday sponsorship for a once-a-week news program on Sunday afternoons, will be heard on Mondays, Wednesdays, and Fridays (Continued on Page 2)

### CBC Board Grants Commercial FM License

Montreal—The board of governors of the CBS has agreed to recommend the granting of a separate FM private commercial broadcasting license to the Canadian Marconi Company in Montreal, it was announced here recently by the board.

It was emphasized, however, that the board did not regard such (Continued on Page 2)

### Radio's Aid To Adv. Council For 47 Drives During 1949

Major radio support for 13 top-priority campaigns and minor support for 34 other miscellaneous projects was enlisted by the Advertising Council in the first 40 weeks of 1949, a year-end statement by its president, T. S. Reppelier, has revealed. The report in general reflected the increasing interest of business in broad human problems. The estimated circulation for public service projects through the

### Survey Reveals No Such Move, Even Though Right Has Been Granted; Some Affiliates Use Privilege

### Coe Quits WPIX Post, Was V.-P. And Mgr.

Robert L. Coe, vice-president and station manager of WPIX, has resigned, it was announced yesterday by F. M. Flynn, president of the outlet and of its parent organization, the New York News. Coe's resignation becomes effective when his successor, who is to be named shortly, takes over his duties, Flynn said.

Coe's successor, according to trade speculation, probably will be some- (Continued on Page 7)

### Production Increase Set For Rectangular Tube

Toledo, O.—American Structural Products Company will devote seventy-five per-cent of its television bulb production to the new all-glass rectangular bulb by the end of the first quarter of 1950, Stanley McGiv- (Continued on Page 5)

### Three Sponsors Renew Alaska Station Pacts

Three sponsors have renewed their contracts with Alaska Broadcasting Company stations for 1950. The R. J. Reynolds Tobacco Company will run five one-minute spots (Continued on Page 5)

In no single instance to date have any of the four major networks taken advantage of their prerogatives to present a clearly labeled expression of editorial opinion since that right was granted them by an FCC 'relaxation' of the Mayflower decision editorial ban last June 2, it was revealed (Continued on Page 8)

### 544 Stations Signed For BAB Promotion

Five hundred and forty four stations have thus far subscribed to the BAB's All Radio Presentation Committee's forthcoming motion picture "Lightning That Talks," according to Maurice B. Mitchell, director of the BAB and secretary of the ARP Committee. Mitchell said, however, that BAB's goal was to make the (Continued on Page 6)

### Miles Named Manager Of NBC Sales Service

Sackett Miles has been named manager of Sales Service for the sound broadcasting division of NBC. Harry C. Kopf, vice-president in charge of sales for sound broadcasting, announced yesterday. Miles has been with NBC since 1942. He succeeds Melville Greene, who resigned last month.

**Undefeated**  
The Benton & Bowles basketball team continued its unbroken victory skein this week by defeating the William Esty agency quintet 42-25. Last week the B&B hoopsters sold Newsweek a bill of goods, scooping the magazine's court aggregation by a score of 61 to 49. According to a report, B&B is planning to challenge C.C.N.Y.

# RADIO DAILY



Vol. 50, No. 3 Thursday, Jan. 5, 1950 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.

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

## FINANCIAL

(January 4)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	83 1/2	83 1/2	83 1/2	+ 1/2
Admiral Corp.	18 1/2	17 1/2	18 1/2	+ 7/8
Am. Tel. & Tel.	146 3/4	146 1/4	146 3/4	+ 3/8
CBS A	30 3/4	28 3/4	29 3/4	+ 1 1/2
CBS B	29 1/2	28 3/4	29 1/2	+ 1/2
Philco	32 3/4	32 1/2	32 5/8	.....
Philco pfd.	84 1/2	84 1/2	84 1/2	+ 1/2
RCA Common	12 5/8	12 1/4	12 1/2	+ 1/8
RCA 1st pfd.	74	73 7/8	74	+ 1/2
Stewart-Warner	12 1/4	12 1/4	12 1/4	+ 3/4
Westinghouse	32 5/8	32 1/2	32 5/8	+ 1/8
Westinghouse pfd.	103 1/2	103 3/8	103 1/2	+ 1/8
Zenith Radio	32 7/8	32	32 5/8	+ 1/2

### NEW YORK CURB EXCHANGE

Hazeltine Corp.	16 3/4	16 3/4	16 3/4	+ 1/8
Nat. Union Radio	2 3/4	2 1/2	2 3/4	+ 1/8

### OVER THE COUNTER

DuMont Lab.	Bid 15 1/4	Asked 16 1/4
Stromberg-Carlson	Bid 11 1/4	Asked 12 1/2

### Tompkins Gets WWL Post

New Orleans—Bob Tompkins has been appointed promotion manager for WWL. Howard Summerville, station general manager, has announced. He replaces Jack Haladay who resigned to become promotion manager with the Daytona Beach Chamber of Commerce. Tompkins was news editor for WWL.

### RCA INSTITUTES, INC.

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### CBC Board Grants Commercial FM License

(Continued from Page 1)

recommendation as setting a precedent, and would examine on its merits any similar application from an existing "AM" licensee.

The recommendation followed a request by the Canadian Marconi Company to the board to review separate programming operations over station CFCF-FM.

At the same time the board announced that at its next meeting it would consider passing a regulation against the broadcasting of Bingo and similar games.

### Doubleday Signs MBS For Walton News Strip

(Continued from Page 1)

from 11:30 to 11:45 a.m. in addition to the Sunday stint.

Mutual also announced that Doubleday will return "Doubleday Quiz Club" to the air as a twice-weekly feature, effective January 8 to be heard Sundays and Fridays and the publishers have also signed to sponsor Galen Drake as a twice-weekly feature on Mondays and Wednesdays, starting January 9. Huber Hoge Co. is the agency.

### Texas Stations Shift

Dallas—A realignment of Southwest stations regionally represented by the Paul Girard Company has been announced by Girard. Stations formerly represented on the regional level by Texas State Network spot sales division which will move into the Girard office include: KRBC, Abilene, KBST, Big Spring, KCRS, Midland, KGKL, San Angelo, KTRN, Wichita Falls, WACO, Waco, KRIO, McAllen, KTHT, Houston, KFRO, Longview, and KPLT, Paris, all in Texas.

### WNDR Names Small

Franklin H. Small has been named vice-president in charge of sales at WNDR in Syracuse, N. Y., Martin R. Karig, general manager of the station has announced. Small was formerly managing director of the Professor Quiz radio program and a partner and radio director of the Burke Advertising Agency.

### 'Fat Man' Renewed

"The Fat Man" has been renewed over 232 ABC stations effective February 10 for an addition 52 weeks by the Norwich Pharmacal Company, it was announced yesterday. Norwich has sponsored the detective series over the web since February of 1947 on Friday nights in the 8 to 8:30 time slot. Benton & Bowles, Inc., was the agency.

### Correction

Weed and Co. is the national representative for the Texas State Network, not John Blair as reported here last week. Blair is regional rep for the network.

### Management And Labor Buy Air Time On WSTC

(Continued from Page 1)

of the company's product, electric shavers, was launched with a special program over WSTC, during which Gov. Chester Bowles of Connecticut, Kenneth C. Gifford, president of the company, and Donald Marlin, president of the union, discussed what the governor termed "a new era of labor management cooperation."

### Washington FM Potential Estimated In NAB Survey

Washington—The Washington FM audience potential today is 51,282 families of 179,487 persons, NAB said in a special study being mailed FM members. The actual FM audience in metropolitan Washington on an average day is estimated at 102,200 persons, listening an average of 106 minutes. Of these, NAB reports 87.2 say FM reception is worth the additional cost.

The study, conducted the latter half of October by Arthur Stringer, secretary of NAB's FM Executive Committee, is based on a survey using diary study and interview technics.

Washington has three FM-only stations, four AM-only, ten AM-FM and four TV.

## COMING and GOING

JERRY DANZIG, associate director of programs for the CBS television network, today is in Washington to witness a demonstration of color video.

KEN SPARNON, of the BMI field staff, will spend the week of Jan. 9 in Nashville.

HAROLD STEIN, photographer extraordinaire to radio, stage and film luminaries, tomorrow will join GENE TUNNEY and a group of well-known sports figures on a plane trip to Miami Beach as guests of Eastern Airlines' Eddie Rickenbacker and the magazine Sports Afield.

HOWARD K. SMITH, London correspondent of CBS, has flown back to the British capital following a trip to New York for participation in the special 45-minute world news roundup on the network Sunday.

HENRY R. GEYELIN, advertising manager of DuMont Laboratories; ERNEST A. MARX, general manager of the receiver sales division, and WALTER L. STICKEL, receiver-division sales manager, will attend the first DuMont distributors convention, to be held next week in Chicago.

GENE KRUPA and the members of his band have just completed a tour of the South. Gene is vacationing at his home in Yonkers.

HENRY MILO, travel editor for WINS, is back in New York following a three-week vacation in Bermuda.

GEORGE FISHER, commentator in Hollywood for NBC, arrived in New York Monday for a week in the big town on business and pleasure. He'll fly back to the West Coast on Saturday.

## Jocko the Jockey



There's just one best way to ride a race horse, and professional jockeys call it the "monkey crouch." Jocko shows the correct style in the picture.

There's just one best buy in Baltimore radio, too. It's W-I-T-H, the big independent with the big audience.

Just a little bit of money goes a long way on W-I-T-H! That's because W-I-T-H delivers more home listeners-per-dollar than any other station in town. And in addition to this biggest home audience, a recent survey made under the supervision of the Johns Hopkins University showed that of all radios playing in grocery stores, 42.3% were tuned to W-I-T-H!

So, if you want low-cost results from radio in Baltimore, call in your Headley-Reed man today and get the whole W-I-T-H story.



BALTIMORE, MARYLAND

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To all networks—all Radio Stations—to the N.A.B.—to Advertising Agencies and their Clients. Let's All Tell the World in 1950 That Radio Is America's Greatest Advertising Medium\*

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Ass't to the President

### MICHIGAN'S GREATEST ADVERTISING MEDIUM

\*It's estimated there will be more than 90,000,000 radio sets serving America in 1950

## LOS ANGELES

By ALLEN KUSHNER

**GLOBE MILLS**, Pillsbury Mills, Inc., Los Angeles, will sponsor "It's Fun To Be Young," with Jay Stewart as emcee, over 12 stations of the Columbia Pacific Network beginning Saturday, January 7th. The order, for 52 weeks, was placed by Leo Burnett Co., Inc., Los Angeles, and James Aubrey is the CPN account executive. Program is directed by Sterling Tracy, Larry Thor does the announcing and Richard Aurandt provides the music. Robert L. Finn writes the program.

**K'TAR**, Phoenix, has sold two of the MGM Radio Attractions' top package shows. . . . "M-G-M Theater of the Air," and "Young Dr. Kildare." Arizona Title Guarantee and Trust Company signed a 52-week contract to air "M-G-M Theater." Welsh and Son Plumbing Co. signed a similar contract to sponsor "Kildare."

The Institute of Radio Engineers, through its board of directors and president, Stuart L. Bailey, has appointed Cameron G. Pierce, KECA-TV engineering operations supervisor, a member of its important video techniques committee, for the term effective immediately, ending May 1, 1950. Pierce has accepted the appointment.

The Coast Federal Savings & Loan Association, LA, is sponsoring 20 spot announcements on KNX, Los Angeles, during a two-week period beginning December 26th. Lee Ringer Advertising is the Agency, and R. C. Lockman is the KNX account executive.

**KTKT**, first indie station in Tucson, Arizona, bowed in last week as 250 watter. Outlet is owned by Thomas J. Wallace, Los Angeles businessman, who operates a television projector business in LA. Station, Tucson's fifth, is being managed by Gail Hummel and Phillip R. Hurlbutt.

Howard M. Loeb has his application in the FCC hopper for a new station for Phoenix, Arizona. Hearing on the application is scheduled for January 23, when the Commission will consider Loeb's bid for a 250-watter on 1230 kilocycles, former KPHO frequency. KPHO recently moved to 910 spot.

Bell Brand Foods, Ltd., LA., has renewed its Monday through Friday sponsorship of KNX's "Ten O'Clock Wire" news show with Chet Juntley, for 52 weeks. The renewal, effective on Monday, Jan. 2, was placed through McCann-Erickson, Inc., LA, and R. C. Lockman is the KNX account executive.

### UNUSUAL OPPORTUNITY

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1501 Broadway New York 18, N. Y.



### Man About Manhattan. . . !

● ● ● **BIGTOWN SMALL TALK:** Billy Rose has an assignment from Reader's Digest to tell amusing anecdotes about the trouble people go to spend one enchanted evening at "So. Pacific." . . . Morey Amsterdam negotiating with Mutual regarding a daily afternoon radio series. . . . Bill Williams and Joe Given taking over the 1280 Club on WOV formerly handled by Fred Robbins. . . . NBC building a 2-hour Sat. nite teevee session (1 hour to stem from Chi) to buck CBS' Ken Murray and Ed Wynn. . . . "Mother Knows Best" fading. . . . WNBT's "Mary Kay and Johnny" show switching to Sat. nites at 9 taking over the slot vacated by "Who Said That? . . . Esquire Shoe Polish to bankroll "Blind Date." . . . Martin Gabel makes his return to the acting ranks this week in "Case of Gregory Hood." . . . Ivon Newman, WVNJ veep, seeking FCC approval for color TV outlet with extensive plans mapped if okay is received. . . . Jane Pickens on "Celebrity Time," Sunday. . . . Francois Grimard emceeing the fashion show at the Waldorf next week. . . . One of the Mystery Melody researchers on "Stop the Music" is a famous Tin Pan Alley biggie. (Even his own secretary doesn't know about his 'sideline'). . . . Bill Bertolotti sez the doctor's first words when Rita gave birth were Aly oop!



● ● ● Buddy Rogers getting plenty of laudatory mail from his fans since putting Tom Glaser on his "Pick A Date" stanza last week to sing "The Ignorant Cowboy." Song is a VD warning and was recorded by Glaser for Public Health Service spots. Mail response satisfied Buddy that he hadn't made a mistake bringing Glaser on his show to sing it 'live.'



● ● ● A radio comic, four singers, three statesmen and two actors were chosen today as having the ten most interesting voices of the past 50 years by a poll of students at the Abbe Institute. The radio comic is Peter Donald. The singers were Lillian Russell, Bing Crosby, Mary Garden and John McCormack. The three statesmen were FDR, Wm. Jennings Bryan and Winston Churchill—and the actors were Clark Gable and Ethel Barrymore. (So far as we're concerned, the most colorful voice of the century belongs to our bookkeeper on payday—and any 'voice' poll that doesn't include Frank Gallop can be tossed right out the window).



Pome: Here's a query not too hard,  
How simple the solution;  
"What will get a 'break' this week?"  
A New Year's Resolution.

. . . Harold Stein



● ● ● One of television's dramatic programs committed an obvious faux pas the other p.m. during a tense scene. One of the main characters, who asked his ex-wife to remarry him, received the reply by telegram. When the actor's grim and disappointed facial expression after reading the wire indicated she turned down his request, he let his arms (with the wire in his hand) drop in despair. At that point, it was very obvious to the living room audience that the telegram was completely blank.



● ● ● Al Jolson, who knows a sentimental streak when he sees one, is sponsoring the Lind Bros. trio, currently singing down at the 5 O'Clock Club in Miami. Seems the boys' pop is a B'klyn cantor—and the whole world knows that Jolie's dad was one, also.



## AGENCIES

**EMIL MOGUL COMPANY, INC.** celebrating its 10th anniversary, has named three new vice-presidents, it is announced by Charles L. Rothschild, executive vice-president. Myron A. Mahler, formerly copy director, who has been with the agency for seven years, has been named vice-president in charge of creative departments. Seth D. Tobias, who joined the agency a year ago as assistant to the president, has been named chairman of the plans board. Rino C. Negri in charge of foreign language advertising for the past four years, is vice-president, heading the agency's foreign language division.

**SIDNEY ASCHER ASSOCIATES** has been appointed by Martin Cohen Enterprises to handle publicity, promotion and exploitation for "Catskill Honeymoon," first Yiddish-American musical ever filmed. It will have Broadway premiere at Ambassador Jan. 26. George Schreier is account executive.

**HENRI, HURST & McDONALD, INC.**, will move into their new offices in the LaSalle-Wacker Building, Chicago, on January 14th. The date previously announced was Jan. 3.

**F. K. DOSCHER**, vice-president in charge of sales, Lily-Tulip Cup Corporation, today will speak before the Advertising and Selling Course, conducted by the Advertising Club of New York. His subject will be "Equipping the Salesman to Sell." This meeting will be held at the Engineering Societies Building, at 6:15 p.m.

**INTERNATIONAL SILVER CO.** has appointed Fuller & Smith & Ross, Inc., for Wm. Rogers & Son silverplated flatware.

**RENUZIT HOME PRODUCTS CO.**, makers of home dry cleaner and other products, has named McKee & Albright of Philadelphia.

**B. HERBERT LEE** is the new advertising manager of Lee Tire and Rubber Co. of New York.

**MORT L. NASATIR** has been named director of advertising for Decca Records. He was former assistant to Decca's advertising manager and assistant to the sales promotion manager of Ronson Art Metal Works, Inc.

**WBAL**  
means business  
in Baltimore

## Advertising Council Lists Radio's '49 Aid

(Continued from Page 1)

Decision at the same time broadcast a number of messages in support of the council projects. Television support is on the increase, Reppelier added, and improvements on services offered to television advertisers, networks and stations will be made in 1950.

Some 140 nationally-known American companies participated in 1949 in the advertising program donated by business to support the Red Cross, Community Chests, to sell Savings Bonds, to cut down accidents, etc., he continued. The coming year, Reppelier said, should show an even wider acceptance of public service advertising.

One major new campaign, support of the census, is scheduled by the council for 1950, he announced. Other media carrying messages cited by Reppelier were comic books, magazines, car cards, newspapers, outdoor advertising and posters.

### KFH Promotes Real Estate

KFH in Wichita, Kansas, has sponsored twin houses featuring new materials and construction. Known as "Twinspirational Homes," they were opened to the public recently and several thousand persons toured them.

### Institutional

Jaspur, Ind.—Jaspur Wood, office furniture manufacturers, world leaders in the trade, are using one hour every Sunday afternoon on WITZ to dramatize the importance of wood processing industries to the area. The show, *The Industrial Hour*, tells the story of an individual plant and presents recorded interviews with workmen on the job.

## Production Increase Set For Rectangular Tube

(Continued from Page 1)

McGraw-Hill, president, announced yesterday.

The increased production rate is necessary to fill present orders, McGraw-Hill said. About one-third of the production capacity will be taken up by 16-inch rectangular bulbs in January while a 14-inch rectangular bulb will go into mass production in February. More than 50-per-cent of the February production will be for rectangular bulbs.

### Brown Series Starts On WNYC

A Monday-through-Friday 10-minute news commentary by Cecil Brown is being broadcast by WNYC at 4:45 p.m. The series, known as "Cecil Brown Reports" is heard transcribed over WNYC and WNYC-FM.

## Three Sponsors Renew Alaska Station Pacts

(Continued from Page 1)

weekly for Camel's and one spot weekly for Prince Albert Smoking Tobacco. The spots will be on KINY, Juneau, KTKN, Ketchikan, KFQD, Anchorage, and KIFW, Sitka. William Esty Agency placed the contract.

### Carter Renews

Carter's Products, Inc., for Carter's Liver Pills, renewed their spot contract for all seven stations of the network through Ted Bates & Co. for 1950. Bates also renewed the Kool cigarette contract on KFQD and KFRB.

## Chevrolet Dealers Buy Maryland Time

Baltimore — The 1950 Chevrolet will be saluted on a special program over seven Maryland stations on Friday, January 6 from 7:30 to 8:00 p.m. The show is being sponsored by the dealers' association of the state and originates in the WBAL studios.

Henny Youngman will lead the revue which includes such guests as Bea Wain, Bill Harrington, Andre Baruch, and Norman Cloutier. Other stations carrying show are WCEM, Cambridge; WNAV, Annapolis; WJEJ, Hagerstown; WFMD, Frederick; WCUM, Cumberland; and WBOC, Salisbury.

## Basketball' Roundup' Set By Sports Web

(Continued from Page 1)

WPEN, key station of the sports net, where shifts will be made from one game to the other as the play waxes or wanes. An estimated 100 stations will carry the first broadcast. Sponsorship will be on a local basis.

Sports Broadcast Network was first formed in August of 1949 to feed football, fights, tennis, baseball and basketball contests to the various stations. Outlets are scattered in New Jersey, Delaware, Pennsylvania, Virginia, New York, New England, the South, the Mid-west and West. Games are carried from many parts of the country with many Philadelphia events being featured. As yet, the net has no outlet in New York City.

The use of the "round-up" type of coverage will be used in other games, according to Jack Rensel, network general manager. Future basketball games of this type are scheduled on January 14, 28, and February 18.

### Wedding Bells

Renee Gottfried, secretary to Merritt Coleman, assistant director of business affairs at CBS, announced her engagement to Frances Ruben of Bridgeport, Conn., on Christmas Day.

# the man who came to dinner

*—and stayed for nineteen years*

NINETEEN YEARS AGO—about eight years after we first began pushing sound out of this station—a not very enthusiastic young man came to dinner at our place.

Put his product on the air? Pipe good money into ozone? Buy something he couldn't SEE—FEEL—COUNT the pages of? Well—he would! And he did! And he's used WOR for 19 years from the day he first strolled in.

Today the story of his success is one of the

brilliant group of more than 100 success stories we've talked so much about. Flanking it is the story of a maker of bread who also has used WOR for 19 years.

Presently a considerable number of smart people came to stay with us. Eight of them have profitably used WOR for 17 years. Another man has had us coast his entertainment into the homes of hundreds of thousands of people in 430 counties in 18 states for 16 years—two



others for 9 years—twenty, or more, for 6 years.

The only reason why WOR is here to tell this story is the same reason why these advertisers are still with the station: WOR sells everything—fast—at low cost—to more people—more often—than any other station in the U.S.

our address is 1440 Broadway, in New York

# WOR

# 544 Stations Signed For BAB Promotion

(Continued from Page 1)

film available to every radio station in the country, and that numerous inquiries from non-subscriber stations were still coming into the bureau.

Primary purpose of the film, according to Mitchell, is to provide an effective selling tool to radio stations in their relations with clients and potential clients. Subscription rates for the picture range through twenty-five classifications in price starting at \$25 and running through \$1,000 depending on the individual station's income.

### Features "Result Stories"

Mitchell said the film, produced by Victor Ratner, now R. H. Macy vee-pee in charge of publicity and promotion, is a solid documentary of radio's selling power and concerns four specific "result stories."

He said that stations would be at liberty to show the main film, 45-minutes running time, or either of two - twenty - minute condensations, to clients or civic organizations and schools, etc.

Scheduled to world premiere in New York early in February, there will be six additional premieres in major cities around the nation prior to February 15. After that date, prints will be available for other showings.

### Written "By Committee"

Mitchell said that the script for the film was written "by the committee" and said that while sufficient funds were available to present the picture, additional subscribers are still welcome.

He thanked trade papers for publicizing the picture and its aims and particularly singled out for credit RADIO DAILY, Broadcasting, Today's Advertising, Tide, Billboard, and Sponsor.

## New Programming Plan Extended By ABC Web

ABC, which injected a new approach to morning radio programming with successful 30-minute complete - in - one - installment dramatic airers in a.m. time slots, has announced the introduction of the new programming tactic to its afternoon schedules to oppose the 15-minute quarter-hour serials.

First of the new type shows which the web has is "Hannibal Cobb" a new five-day-a-week series of half-hour problem mystery programs based on the Look Magazine "Photocrime" feature. "Cobb" had its premiere on Jan. 3.

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

By HERB KRAUS

● ● ● Milt Wolken, formerly divisional sales manager of Consumers Aid, midwest in-store broadcasting service, has joined the Chicago sales staff of Functional Music, Inc., Marshall Field's new FM music service which is broadcast into stores, restaurants, factories, etc., via WFMF. . . . Col. Robert R. McCormick, editor and publisher of the Chicago Tribune, made one of his rare TV appearances New Year's Eve over WGN-TV when he extended New Year's greetings to all over a special program, "25 Great News Stories of 1949." . . . Ade Hull, Mutual vice-prez in charge of sales was back in his old Chicago stamping grounds for a few days around the holidays, meeting with central division officials.

★ ★ ★ ★

● ● ● "Red" Quinlan, WBKB flack, and chairman of promotion and publicity for the Chicago TV Council, has already lined up three speakers for the second annual TV Conference to be held in the Palmer House, March 6-8. One is Robert H. O'Brien, sec'y-treas. of the new United Paramount Theaters, Inc., who will discuss theater video, including what plans the picture shows have for snagging TV channels from the FCC. Beulah Zachary, producer of the Kukla, Fran and Ollie show, and Ted Mills, program director of WNBQ, will participate in a panel discussion on "Producing, Writing, and Direction." . . . In the meantime, WGN-TV has begun a series of double-features Sunday aft. Sponsored by the Hudson Dealers of Greater Chicago at 1:00 p.m., the programs include one feature film and one Western movie.

★ ★ ★ ★

● ● ● "Heaven's Ranch," a new tune written by Gus Brandenburg, sales manager of KVOO, Tulsa, will be premiered on the National Farm and Home Hour this Saturday over WMAQ and the NBC network. . . . Howeo Meyers, popular WMAQ sales executive and his wife, Lucia Ferrigo, publicist for the Ambassador Hotels, won themselves a seven-day free trip to Bermuda in a Traveler's Aid Society raffle.

★ ★ ★ ★

● ● ● WWOA, Gary, Indiana's new AM outlet, is building an ambitious news staff of "string" correspondents. They have men spotted in Michigan City, Valparaiso, Crown Point, Hammond, and East Chicago. . . . New station is Gary's first since WEND moved to Chicago. . . . Miller Brewing Company's Lawrence Welk Show over WENR going in for politics. State Atty John Boyle guested last week and hizzoner Mayor Kennelly is in the spotlight on this week's stanza. . . . Chicago-born Lola Ameche visits the National Barn Dance over WLS and ABC this Saturday. . . . Florence Bourke Ellis, who presents dramatic reviews of best selling books over WGN-TV, moves to a new time—Friday from 3:30 to 4:40 p.m. For knowing the population of Chicago in 1912, an unemployed Chicago worker won \$1500 in merchandise on a telephone quiz featured during intermission of the Tuesday night wrestling matches over WGN-TV. The Fohrman Motors Quiz is unique in that it is a show within a show. Instead of ringside interviews between matches, the program entertains its viewers with a telephone quiz. The story that reached this desk on the show was also unique—nowhere in the release did it mention the population of Chicago in 1912. Maybe they're saving the question to use again sometime.

★ ★ ★ ★

● ● ● WMOR is battling the lack of interest in FM with another public service show—broadcasts of the DePaul University basketball games in the Chicago stadium, world's largest basketball gym. Milt Wolken is handling the play-by-play. . . . Zenith reports largest sales of FM sets since production began. Company is making plans to increase production during normally slow months of January and February to more than 100,000 per month.

# NAB Holds Elections To Journalism Council

(Continued from Page 1)

serve three-year terms, beginning January 1, include Wilton E. Cobb, WMAZ, Macon, Ga.; Karl Koerper, KMBC, Kansas City; Arthur M. Barnes, associate professor of journalism at State University of Iowa, Iowa City, Iowa, and Baskette.

The other six directors are: Kenneth G. Bartlett, director, radio center, Syracuse University; William Brooks, NBC; Eugene Carr, director of radio, Brush-Moore Newspapers, Canton, Ohio; Charnley, University of Minnesota; Baskett Mosse, chairman, division of radio, Northwestern University school of journalism, and Stringer.

The Council of Radio Journalism was formed five years ago, as a co-operative enterprise for raising radio news standards by joint action of the American Association of Schools and departments of journalism and NAB.

## WDZ, Oldest In Illinois, Moves To Decatur

Decatur, Ill.—WDZ, the third oldest station in America and the oldest in Illinois, has moved from its former location in Tuscola, Illinois, where it has been located for 28 years, to Decatur, 40 miles west.

WDZ, located at 1050 kilocycles on the AM dial, has a power of 1,000 watts. Decatur's other station is WSOY, with 250 watts power. First broadcast in its new Decatur studios for WDZ was on December 11.

Charles C. Caley, president of WDZ, announces that the station will retain an auxiliary studio in Tuscola for public service broadcasts in Tuscola and Douglas County. Caley is also executive vice-president of WMBD, Peoria, Ill., and director of District 9, of the NAB.

**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. 18

# TELEVISION DAILY

Section of RADIO DAILY, Thursday, January 5, 1950 — TELEVISION DAILY is fully protected by register and copyright

## ATAS '49 NOMINATIONS RELEASED

### TELE TOPICS

FOR ANYONE truly interested in video the discussion of "Television, 1950—Is It Good or Is It Bad?" on Town Meeting Of The Air this week was a great disappointment. The debate was neither constructive nor informative. Norman Cousins, who took the "bad" side, repeatedly pointed to the obvious faults of programming, concentrating on crime shows, but did not mention any of the medium's virtues. His opponent, Al Capp, divided his air time between plugs for his comic strip and forced attempts at humor. When he did mention programming, he took the equally unobservant stand that it's all good. The program, we think, would have been far more interesting to its listeners and better for the industry had the participants been men who really know TV—say Pat Weaver or Jack Van Volkenburg and John Crosby or Jack Gould. That should be something to hear. . . . Anent crime shows, Crosby said the other day that the industry is engaged in a "terrible competition" to see who can pile up the most corpses. "The outcries are already being heard throughout the land," he continued. "Sooner or later censorship, either self-imposed or by law, will be imposed and we'll all be the poorer. Censorship has never improved anything yet. For heaven's sake, let's use some sense."

GENE GILBERT, of youth research fame, has entered video via Gilbert Television Research, a new organization that will test commercials. Gilbert will send interviewers into the field armed with a "videometer," a portable, battery-operated 16 mm. sound projector which will screen the commercials to be tested. About 20 of these projectors are now ready to go and plans call for production of an additional 30. Unlike Gilbert youth research, the new outfit will cover all age groups. Pepsi Cola is believed ready to sign for the service, with other Biow accounts to follow. . . . "Around The Town," series of remotes from various places in New York, bows over NBC Saturday nite, with Bob Stanton as emcee. Bill Garden produces and Don Hillman directs.

CBS WILL COVER wrestling at St. Nick's Tuesday nites from 10 to 11. Web's New York outlet will pick up at 10:30 because of a local commercial for Chevrolet. Bill Johnson will handle commentary. . . . Joseph Liss has completed a Studio One adaptation of Nathaniel Hawthorne's "The Scarlet Letter" for airing in April to coincide with the 100th anniversary of the classic. . . . "TV Tots Time," series of children's puppet shows, filmed in Europe for Flamingo Films, bows on ABC Saturday on a three-a-week schedule for 15 weeks. Nat Fowler set the deal for the web with Sy Weintraub, of Flamingo.

### Coe Quits WPIX Post, Was V.-P. And Mgr.

(Continued from Page 1)  
one not at the present time associated with WPIX.

It is likely that a top executive of WGN-TV, Chicago, may get the nod. WGN is affiliated with the News outlet through the Chicago Tribune.



COE

Coe joined WPIX in January, 1948, six months before the station went on the air. For 23 years previously, he was with KSD and KSD-TV, St. Louis. He served in the Army Air Force during the war. "My decision to leave has been a difficult one," Coe said, "but I believe my own interest will thus be best served. I am considering several opportunities, but I am giving top priority to a vacation."

### Morrow Joins WTVJ

Miami—Lynn Morrow has joined the staff of WTVJ, Lee Ruwitch, station manager, has announced. Morrow was advertising and sales promotion manager for WBZ in Boston prior to his new appointment. He has also served as publicity director at KDKA in Pittsburgh. Morrow will act as administrative assistant to H. W. Batchelder, WVTJ sales manager in his new post.

## FCC Will Not Help Creation Of Nat'l TV Standards Unit

Washington Bureau of RADIO DAILY

Washington—The FCC will not aid in any way toward the creation of a new National Color Television Standards Committee, Chairman Wayne Coy has told W. R. G. Baker of General Electric, technical spokesman for RMA and JTAC. Dr. Baker had written Coy proposing the establishment of such a body under RMA auspices.

Coy said in a letter released by the FCC yesterday that he had taken the matter up during a Commission meeting and that his colleagues agreed the Commission had

### CBS' Hoop Cover

The season's first TV coverage of Madison Square Garden basketball will be aired by CBS Saturday, 9:30 p.m. The pickup, to be carried as a sustainer, is an attempt by the web to lure a sponsor for a weekly series and there will be no future sustaining pickups. According to Garden proxy Ned Irish, CBS is negotiating "with several possible sponsors." Game will be the second half of a double header, St. John's vs. St. Joseph's.

### Barry Will Chair Annual TBA Clinic

Charles C. Barry, ABC v-p in charge of programming, has been named chairman of the annual clinic of the TBA which will be held in the Waldorf Astoria on Wednesday, February 8, J. R. Poppele, TBA president reported yesterday.

#### To Treat Web And Local Levels

The clinic will be devoted to problems in commercial and sustaining programming at network and local levels.

In accepting the appointment, Barry pointed out that from the network standpoint, programming is the prime challenge in building and sustaining a large audience. "Since there are no 50,000-watt television stations," he said, "programming has become the key to success and the touchstone to the entire TV problem."

no responsibility in the matter and should take no position. He had queried his colleagues on Dr. Baker's offer to appear before the Commission and to explain his proposal.

The FCC chairman made it plain that the Commission wanted to avoid any possible implication that it was in any way beholden to such a Committee. He did, however, tell Baker that if such a Committee is formed within the industry, its testimony at next month's hearing—as representative of the "interests it represents" will be welcome.

### 'Emmy' To Victors At Dinner On Jan. 27

West Coast Bureau of RADIO DAILY

Hollywood—Nominations for the 1949 award competitions as selected by the Academy of Television Arts and Sciences has just been announced. Winners will be presented with an "Emmy" at the second annual Awards Dinner of ATAS on January 27, at the Embassy Room of the Ambassador Hotel here. Nominations are listed in alphabetical order in their respective categories:

1. Best Live Show: Ed Wynn; Pantomime Quiz; Your Witness.
2. Best Kinescope Show: Fred Waring; The Goldbergs; Studio One; Texaco Star Theater.
3. Best Children's Show (Live, Film or Kinescoped): Cyclone Malone; Kukla, Fran & Ollie; Time For Beany.
4. Most Outstanding Live Personality: Tom Harmon; Mike Stokey; Bill Welsh; Ed Wynn.
5. Most Outstanding Kinescoped Personality: Fran Allison; Milton Berle; Arthur Godfrey.
6. Best Film Made For and Viewed on TV in 1949: Guiding Star; Life of Riley; Lone Ranger; Time Bomb; Vain Glory; Your Showtime.
7. Best Commercial Made For TV (3 minutes or under), Live, Film or Kinescoped. The Nominating Committee found that the category of "Best Commercial" covered too great an area to allow what they believed to be a fair judgment of their choice of nominations. Voters will write in their own selection.
8. Best Public Service, Cultural or Educational Program, (Live, Film or Kinescoped): Crusade in Europe, KECA; Ford News & Weather, KNBH; Kathy Fiscus Rescue, KTLA; Man's Best Friend, KTLA; Nuremberg Trials, KTSL; Teleforum, KTLA.
9. Best Sports Coverage (Live, Film or Kinescoped): Amateur Boxing, KTLA; Baseball, KLAC; College Basketball, KTTV; Ice Hockey, KTLA; USC-UCLA Football, KECA; Wrestling, KTLA.
10. "Technical Award" chosen by Technical Committee of the Academy after consideration of all technical achievements brought to its attention in 1949.
11. "Station Achievement" (inscribed plaque) for "outstanding overall achievement in 1949. This will be voted upon by Academy membership.

## COAST-TO-COAST

### Whitaker Joins WPAY-FM

Portsmouth, O. — Following his graduation last week from the State University here, Robert Whitaker has joined the staff of WPAY and FM as full-time announcer. During the fall, while he was a student in Ohio State's School of Radio Journalism, Whitaker was play-by-play announcer for all of the Portsmouth High School football game broadcasts on WPAY. He also worked as relief announcer on weekends.

### Tyroler Joins WAVE

Louisville, Ky.—Newest addition to WAVE, is Jan Tyroler whose theatrical experience with Indiana University Radio Workshop qualified her for a regular role on WAVE's "The River" series, a documentary of the Ohio River written and produced by Bill Hodapp. Miss Tyroler is also being featured in live television commercials on WAVE-TV.

### Anderson At KJR Post

Seattle, Wash.—Don Anderson has been appointed chief engineer for KJR. L. S. Bookwalter, former chief engineer becomes director of engineering for KJR and will work only in an advisory capacity with both Anderson and Clarence Clark, KJR studio supervisor.

### WCOP Studios Filmed

Boston, Mass.—Scenes taken in the WCOP master control room will be included in the film being prepared by the Boston University School of Public Relations describing their system of apprenticeship, whereby students are sent out for two-week periods to local radio stations and offices to observe and take part in activities first hand. Several B. U. students have come to WCOP under this cooperative arrangement, and the University's movie will show one of the students watching operating in the control room.

### East Meets West

Detroit, Mich. — Zeke Manners, ABC's accordian artist in the Hollywood studios, walked into WXYZ-ABC here taking all completely by surprise. The reason for his unannounced visit being that some special work had to be done on his accordian so he flew to the accordian center of the U. S. to see that the job was done correctly. From here he planned to stop at the ABC studios in Chicago.

### WWDC Staff Gives Show

Washington, D. C.—Gifts and cash amounting to more than \$2,000 were distributed on Friday, December 23 by the staff of WWDC to the residents of the District Home for the Aged and Infirm at Blue Plains. The gifts were presented during an hour-long Christmas party, under the auspices of WWDC that morning. The first half-hour of the show was broadcast over WWDC at 11:00 a.m., and featured various talent.

# Networks Don't Editorialize, Though FCC Grants Privilege

(Continued from Page 1)

yesterday by a RADIO DAILY check. Unofficially, several network newsmen said that the determination of an editorial policy by a network was not within the scope of the newsrooms, but rather was a determination of web presidents or boards of directors. Also unofficially, some network executives stated that the networks could not editorialize since the stand of the webs and affiliated stations might differ on specific issues and since they were owned and operated by persons of varied political, religious and social beliefs.

### Webs Wanted Repeal

At the time the FCC was holding hearings in consideration of a possible repeal or relaxation of the editorial ban, all of the major networks argued vigorously in behalf of repeal. Yesterday, network spokesmen said their point was that they should have the right to editorialize even if they did not exercise the right.

WOR, New York, however, pridefully pointed out to listeners, both before and after the FCC reversal of policy, that they had been editorializing on local issues via the Lyle Van daily news program and would continue to do so. Network officials said they could not point to specific instances but "it was possible" that affiliated local stations had also editorialized on issues of local importance.

The FCC 'relaxed' the Mayflower decision's editorial ban by a 4-to-1 majority last summer with only Commissioner Frieda B. Hennock dissenting. The FCC's 'relaxation' of the editorial ban provided that licensees may use their facilities for "overt editorialization" provided they take care to operate on an overall standard of fairness. Miss Hennock objected to these provisions because they did not provide for "a more effective method of insuring fairness."

### Industry Biggies Enthusiastic

At the time the FCC policy relaxation was announced it was hailed by broadcast industry leaders "as a great forward step in the history of radio."

William S. Paley, CBS board chairman, said at the time that CBS "Intends, from time to time, to broadcast radio editorials in its name." To date, however, CBS has not availed itself of an editorial privilege even though Frank Stanton, CBS president, said yesterday that CBS "has not changed its stand" as expressed during FCC hearings on the question last year.

Stanton told RADIO DAILY yesterday that the problem faced by other networks regarding affiliate stations disagreeing with the web's policy on specific issues did not bother CBS. In the event Columbia chose to editorialize, he said, affiliate stations would be notified "in advance" as to the position being taken. If they did not want to carry the editorial they

were under no obligation to do so, he continued.

NBC, on the other hand, pointed out that while they fought along with other networks for the right to editorialize, their policy has been not to exercise that right because they believe it possible that affiliated stations might not be in full agreement with their stand on specific issues.

William F. Brooks, NBC vee-pee in charge of news, said that NBC's position might be likened to that of the Associated Press, in that the news service provides objective news to its subscribers but does not editorialize because of the possible divergence of editorial opinion among the same subscribers.

ABC maintained that its use of documentary programs represents the expression on the part of the network of an editorial opinion. The American web says that the variety of opinions expressed by ABC commentators obviates the necessity of currently carrying a staff of experts to determine editorial opinion.

### Statement By Saudek

Robert Saudek, ABC vee-pee in charge of public affairs, issued the following statement when queried on the network's position with regard to editorializing:

"ABC has long believed in the broadcaster's right to editorialize. It has done so in documentary programs because their ample review of facts laid a firm foundation for the expression of ABC's opinion.

"ABC will editorialize in this way from time-to-time in the future. If transcendantly important issues arise requiring other ways of presenting opinion, they will be used.

"But the maintenance of a full-time editorial staff of experts worthy of determining viewpoints on a variety of subjects for network broadcasts is not presently feasible in view of the many shades of opinion now expressed by ABC commentators."

MBS spokesmen refused to comment.

## \$100,000 Time Sales Reported By WMCA

Contracts for 1950 in excess of \$100,000 have been signed by WMCA, Norman Boggs, general manager has announced. They include both new advertisers and renewals.

Liebmann Breweries, Inc. has started a 52-week spot campaign on the station for Rheingold Beer. Other new contracts include the Bank for Savings in the City of New York and the Savoy Ballroom.

WMCA renewals include Mission Bell Wine, G. Washington Coffee, Chase National Bank, Piel's Beer, and R. J. Reynolds Tobacco Company for Camel and Cavalier Cigarettes.

## NEW BUSINESS

WGN-TV, Chicago: Minute Mop Chicago, is taking two one-minute spot announcements for 13 weeks over the "Florence Bourke Ellis Show," Monday, 3:45-4:00 p.m., and "Front Row Center," Sunday, 6:00-7:00 p.m. Herbert S. Laufman and Associates, Chicago, handles the account. Emerson Drug Co., Baltimore, for Bromo Seltzer, sponsoring a weekly one-minute film announcement for 52 weeks each Friday beginning January 6. Batten, Barton, Durstine and Osborn, New York, is the agency. Square Deal Plumbing and Heating, Chicago, sponsoring first half of the Wrestling Matches from Marigold Gardens, Saturday at 9:00 p.m. for 12 weeks, with Kaufman and Associates, Chicago, as the agency. "Chicago Cooks with Barbara Barkley," picking up two one-minute spots for 13 weeks beginning January 4. They are Richter Food Products, Chicago, and H. C. Knoke, Chicago, with Newby and Peron, Inc., Chicago, as the agency for both.

WENR-TV, Chicago: Miller's Steak House, Chicago, sponsoring one spot announcement weekly for fifty-two weeks through Arthur Meyerhoff, Chicago. Simmons Mattress Company, two spot announcements weekly for thirteen weeks, through Young and Rubicam. Alsonett Hotels taking twelve spot announcements during the next four weeks through Advertising Engineers Corporation, Chicago. Petri Wine Company, Chicago, taking one spot announcement weekly for thirteen weeks. Young and Rubicam is the agency.

## WOR Reveals Changes In The Sales Dept. Staff

WOR has announced several changes in the staff of its sales department. Arthur Mundorff, former CBS engineer and producer and until recently assistant v-p and general manager of WPAT in Paterson, N. J., has joined the station as an account executive.

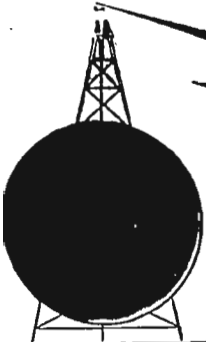
Frank Shakespeare, head of sales service at WOR, has been named national spot, sales and service representative for WOIC in Washington. He will remain at the WOR offices in New York.

Warren A. King, who has served in the sales department of Standard Oil and United Airlines, will succeed Shakespeare as head of sales service.

## Meade Heads Committee

Everard W. Meade, v-p of Young and Rubicam, Inc., has been named chairman of the radio and television committee for the 1950 Heart campaign. A. W. Robertson, national campaign chairman has announced. Meade is in charge of radio for Y&R and was formerly assistant to the president of the American Tobacco Company.





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 50, NO. 4

NEW YORK, FRIDAY, JANUARY 6, 1950

TEN CENTS

## RECORD AUTOMOTIVE SPOT BUSINESS

### OK Station 'Breather'; Other Activity At FCC

Washington Bureau of RADIO DAILY  
Washington—The FCC yesterday approved the request of WWOK, Flint, Mich., to take a 30-day breather as the result of the station's financial difficulties, while negotiations for the sale of the station continue. The Commission was asked by telegram December 27 to grant the 30-day silence period—which actually began the night of Decem-

(Continued on Page 3)

### USSR Jams HST Talk On State Of The Union

Washington Bureau of RADIO DAILY  
Washington — The State Department reported yesterday that Russian transmitters had jammed portions of President Truman's State of the Union message as it was aired over shortwave.

Frequencies jammed were those usually used for Russian-language broadcasts, and that this is the first instance where the Soviet jammers had operated on English-language programs. Whether it means an extension of the jamming practice was not known.

### N. Y. Bd. Of Ed. Approves NBC "Theater" Series

The Board of Superintendents of the New York City Board of Education has approved Brooklyn College's radio-assisted "Reading For Pleasure" course as an in-service credit course for teachers, it was announced today. Course is based on the weekly broadcasts of "NBC Theater."

Teachers taking the course for in-

(Continued on Page 2)

### Moran To Speak

Boston—Joseph A. Moran, vice-president and associate director of radio and TV of Young 'n' Rubicam, will speak on the importance of copy writing at a luncheon meeting of the Radio Executives Club of Boston in the Surrey Room of the Hotel Touraine Wednesday, Jan. 11. Craig Lawrence, of WCOP, is president of the club.

### Mutual, Loew's Again Negotiate

Loew's, Inc., and the Mutual Broadcasting System again are negotiating for the purchase of the network by the motion picture organization, it was reported here yesterday. Similar talks were held last month, but "fell through." The film company now is said to have made a new offer to MBS.

### Philco's 1949 Sales Total \$215,000,000

Chicago — Philco Corporation's president, William Balderston, reported that Philco sales during 1949 approximated \$215,000,000. In his report, made to the company's distributors, Balderston said: "The company has just ended another year in a strong financial position, with inventories considerably lower than a year ago, no bank loans outstanding, and its \$3,500,000 television plant expansion program

(Continued on Page 7)

### Protestant Educators To Study Radio, Tele

A one-week study of television and radio techniques will be made by ministers and religious educators from 42 cities in twelve eastern states—meeting in New York beginning January 8, the Protestant Radio Commission announced yesterday.

The members of the group have all had experience in religious

(Continued on Page 3)

### Expect Over \$2,000,000 To Be Spent On Radio, TV By Major Firms; N. Y. Stations Deluged

#### Clothing Union Signs Heavy TV Spot Drive

The Amalgamated Clothing Workers of America (CIO) has signed with ABC spot sales for one of the largest campaigns in tele to promote their union label for men's clothes, the network reported yesterday. The union will run 275 spot announcements in the form of 20-second station breaks on each of four stations:

(Continued on Page 2)

#### NBC Station Group To Meet Next Week

The first meeting of NBC's 1950 Station Planning and Advisory Committee will be held at NBC's New York headquarters on Wednesday, January 11, it was announced yesterday.

An NBC spokesman said that the morning session will be devoted to sound broadcasting matters while

(Continued on Page 6)

#### Benny, Godfrey, 'Shadow' Lead Nov.-Dec. Pulse

The latest Pulse survey, just released, covering the period, November and December 1 through 7, rates Jack Benny first among evening programs, Arthur Godfrey first

(Continued on Page 2)

The largest special promotional campaign on radio and television to introduce new autos has been launched by many of the major manufacturers. It is estimated that more than two million dollars will be spent on these two media alone in the early weeks of 1950 by Plymouth, Ford,

(Continued on Page 3)

#### Miller, Mitchell Set For NRDGA Confab

The National Retail Dry Goods Association will give broadcast advertising plenty of consideration during its annual convention which opens at New York's Hotel Statler next week. Radio industry leaders who have been lined up by the NRDGA to speak include Justin Miller, NAB prexy; Maurice B.

(Continued on Page 6)

#### Fry, Former ABC Sales, Joins Kenyon & Eckhardt

George Thomas Clark Fry has joined Kenyon & Eckhardt as assistant to senior vee-pee Bill Chalmers, it was announced yesterday. He was formerly ABC's national director of network radio sales.

Fry joined ABC in 1945, first as a member, then as director of the net-

(Continued on Page 2)

## Radio And Tele Committees Named By NAB's President

Washington Bureau of RADIO DAILY  
Washington—The membership of two key NAB committees—the radio and television committees—was announced yesterday by President Justin Miller. Both groups will meet here Monday and Tuesday of next week, both jointly and with the new Broadcast Advertising Bureau, to work out budget and other problems for 1950. The two groups are constituted as follows:

Radio committee: Simon Goldman, WJTN, Jamestown, N. Y., chairman; Kenyon Brown, KWFT, Wichita Falls, Tex.; Armand Hunter, WFIL, Philadelphia; Lester W. Lindow, WFDF, Flint, Mich.; Robert T. Mason, WMRN, Marion, O.; William B. Quarton, WMT, Cedar Rapids, Ia.; Glenn Shaw, KILX, Oakland, Calif. and Owen F. Uridge, WQAM, Miami. Alternates, to attend meetings

(Continued on Page 6)

### 'Radioplication'

Polskie Radio has announced the 'radioplication' of Poland with the installation of 22,153 loud-speakers in 20,184 towns for the purpose of carrying Polskie's programs. Polskie also announced that a "collaboration agreement" had been signed between Polskie Radio and the Soviet Union, for interchange programs between the two countries.

# RADIO DAILY



Vol. 50, No. 4 Friday, Jan. 6, 1950 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**  
Allen Kushner, Manager  
6425 Hollywood Blvd. Phone: Gladstone 8436

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

**CHICAGO BUREAU**  
Herbert M. Kraus  
188 West Randolph St.  
Phone: ANdover 3-6050

**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

(January 5)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	8 3/4	8 1/2	8 1/2	+ 1/4
Admiral Corp.	18 1/4	18	18 1/4	+ 1/8
Am. Tel & Tel.	147 3/8	146 3/4	147 3/8	+ 5/8
CBS A	30	29 1/8	29 1/8	+ 1 1/2
CBS B	29 1/2	29	29	+ 1/2
Philco	33 1/4	32 5/8	33 1/8	+ 1/8
RCA Common	13	12 1/2	13	+ 1/2
RCA 1st pfd.	75	75	75	+ 1
Stewart-Warner	12 1/2	12 3/8	12 1/2	+ 1/4
Westinghouse	33	32 5/8	32 5/8	.....
Westinghouse pfd.	103 3/4	103 3/4	103 3/4	+ 3/4
Zenith Radio	33 1/4	32 3/4	33	+ 1/8

### NEW YORK CURB EXCHANGE

Hazeltine Corp.	163 1/4	163 1/4	163 1/4	.....
Nat. Union Radio	3	2 3/4	3	+ 1/4

### OVER THE COUNTER

DuMont Lab.	Bid 15 1/4	Asked 16 1/4
Stromberg-Carlson	Bid 11 1/4	Asked 12 1/2

## Clothing Union Signs Heavy TV Spot Drive

(Continued from Page 1)

WJZ-TV; WENR-TV, Chicago; WXYZ-TV, Detroit; and WMAL-TV, Washington. The contract calls for the union to spend \$138,380 over a 39-week period beginning on January 30 with a summer hiatus. Ben Sackheim, Inc. is the agency.

## New APS Quarters

As a result of increased activity and expansion of personnel, the program and promotion departments of Associated Program Service have moved to new quarters in New York's 46th Street Eaves Building, it was announced yesterday. Move now gives the firm four full floors of office space.

## Protection?

Merrill Mueller, NBC London correspondent, Tuesday introduced a distaff fashion note into the Atomic Age when he reported that British scientists have developed a plastic protective agent against radio-activity. No more low neck lines, he said, short skirts or other abbreviations so much appreciated by the male animal.

## Benny, Godfrey, 'Shadow' Lead Nov.-Dec. Pulse

(Continued from Page 1) among daytime five-a-week shows, and "The Shadow" first among Saturday and Sunday daytime airers. PULSE reported on seven metropolitan areas including New York, Philadelphia, Boston, Chicago, Cincinnati, Washington and Los Angeles.

Benny's rating in the number one position was 21.0. Other programs in the top ten evening shows were: "Lux Radio Theater," 18.5; Walter Winchell, 15.7; "Amos 'n Andy," 15.0; Godfrey's "Talent Scouts," 13.8; Edgar Bergen, 13.5; Bob Hope, 12.8; "Suspense," 12.7; "My Friend Irma," 12.2; "Fibber McGee and Molly," 12.1.

Daytime programs were rated thusly: Godfrey, 10.0; "Grand Slam," 8.4; "Rosemary," 8.3; "Big Sister," 7.9; "Helen Trent," 7.6; "Ma Perkins," 7.6; "Our Gal Sunday," 7.5; "Wendy Warren," 7.4; "Aunt Jenny," "Young Doctor Malone," 7.3.

## Fry, Former ABC Sales, Joins Kenyon & Eckhardt

(Continued from Page 1) work's business development department; following that he was the web's eastern sales manager for radio and TV.

Before entering the service in 1943, Fry was associated with the Blue Network Company of RCA, CBS, and Esquire.

## N. Y. Bd. Of. Ed. Approves NBC "Theater" Series

(Continued from Page 1)

service credit training will be required to attend five class sessions at Brooklyn College over a 15-week period beginning the week of Feb. 12.

WNYC-FM will rebroadcast the "NBC Theater" at 8:30 p.m. on Thursdays as a special service to teachers who are unable to hear the regular NBC airings on Sunday afternoons. The Municipal station will follow the rebroadcasts with WNBC's weekly 15-minute round-table discussions of the drama presented. These feature members of Brooklyn College Faculty.

### Seven Other Colleges Included

In addition to Brooklyn College, seven other colleges and universities offer home-study radio-assisted courses in conjunction with the "NBC Theater." They are the University of Arizona, Kansas State Teachers College, the University of Louisville, Texas College of Arts and Industries, the University of Tulsa, and Washington State College.

## Met Opera Preview Seg Rescheduled By ABC

"Let's Go To The Met," weekly half-hour preview of the following Saturday's "Metropolitan Opera" matinee broadcast, returns to the air over ABC on Thursday, January 12 at 10:30 p.m. It will be presented in cooperation with the Metropolitan Opera Guild.

Program's format calls for two artists from the Metropolitan Opera Company in guest appearances singing excerpts from the previewed opera.

Soprano Carmen Gracia and John Brownlee, baritone, will sing excerpts from "Lucia Di Lammermour" on the premiere broadcast. Music will be provided by the ABC Symphony Orchestra under the direction of Josef Stopak. Milton Cross will announce.



## Good--and plenty of it!

Andy, up in the Bronx Zoo, gets all the ice cream he can eat—and that's plenty!

How about your results from radio advertising in Baltimore? The way to get *good* results, and *plenty* of them, is to buy W-I-T-H.

Because W-I-T-H delivers the biggest *home* audience at the *lowest* cost in town. And in addition, a survey made under the supervision of the Johns Hopkins University showed that of all radios playing in taverns, 67.3% were tuned to W-I-T-H.

That means that you get *big* results from *small* appropriations on W-I-T-H. Call in your Headley-Reed man and get the whole W-I-T-H story today!

## 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.

AM  FM

# W-I-T-H

Baltimore 3, Maryland

TOM TINSLEY, President  
Represented by Headley-Reed

# OK Station 'Breather'; Other Activity At FCC

(Continued from Page 1)

per 24. WWOK is on the 1470 band with one kilowatt.

Harry Plotkin, assistant general counsel, said yesterday the Commission's action in this case is not unusual. In recent months a number of similar requests from AM and FM stations have been granted, he said.

The Commission also announced it has granted permits for four new AM stations — including two in Hawaii. One of the latter goes to Royal V. Howard, erstwhile NAB engineering director, who is also a consulting engineer in San Francisco. Howard owns five per cent of the stock of KXA, Seattle, and has also been associated with KSFO, San Francisco.

Howards' station will be on the island of Honolulu, on the 850 band with 250 watts unlimited. Cost of construction is estimated at \$9,750 exclusive of land and buildings.

The other Hawaii permit was to Rural Broadcasting Company, which will operate on the 920 band with one kilowatt, unlimited, at Waipahu, Oahu. Estimated cost is \$21,000 exclusive of land.

There are already nine AM stations in the islands.

### Washington Permit Approved

A new one-kilowatt daytime station was okayed for Bayton and Hicks in Pullman, Wash., to operate on the 1150 band with the construction cost estimated at \$23,399. Approval was granted also to the Elk County Broadcasting Company, St. Mary's, Pa., to operate on the 1400 and with 250 watts unlimited. Cost estimated at \$11,740 exclusive of land and buildings.

KELK, Elko, Nev., was granted a frequency shift from 1340 to 1240 kc, and WEAR, Pensacola, Fla., was okayed for a shift from 1490 to 1230 c. WEXT, Milwaukee, won permission to shift from the 1430 to the 920 and extend its hours from daytime to unlimited, and KBND, Bend, Ore., was okayed for a boost from 50 watts to one kilowatt, with its frequency changing from 1340 to 270 kc.

The Commission also okayed non-commercial low-priced FM stations for Northwestern University, Evanston, Ill., and Oregon Technical Institute, Oretch, Ore.

### Royalty

MBS' "Queen of America," who will be selected by the audience at today's Hollywood-originated "Queen For A Day" broadcast, will be sent to Europe as a goodwill ambassador to illustrate to Europeans the important role American clubwomen play in community affairs. She will be chosen from among five semi-finalists in Mutual's three-month "Queen Of America" campaign.

# Expect Automotive Companies To Set Spot-Business Record

(Continued from Page 1)

Buick, Chevrolet, Oldsmobile, Dodge, Packard and DeSoto. Other concerns are reported to be preparing special campaigns.

Only one of the firms, Ford, has bought time on the networks as a unit while the others have placed their ads on a spot basis. The Ford Dealers of America announced previously that they would sponsor 15 Mutual programs between January 4 and 18 and eight CBS shows at a cost of about \$500,000.

The scope of the operation on a national scale is reflected by reports available from agencies handling the various campaigns. Buick, through the Kudner Agency, placed spots on more than 100 radio stations and about 65 TV outlets. The Buick radio promotion covered 28 cities while more than 50 markets were represented in the video coverage. The broadcasting budget represented an outlay of \$150,000 by Buick. The spots were concentrated in a period of one week.

The Plymouth picture shows that tele will be used in about 60 markets beginning on January 9 for one month with radio spread over 250 markets on some 500 stations in one week. The promotion is timed in conjunction with the introduction of new models as is the case with other campaigns. The stations have received anywhere from five to 30 spots in the period. N. W. Ayer is agency.

Packard will start its drive on January 29 in more than 80 cities using radio. The promotion is now being readied by Young & Rubicam, Inc.

### N. Y. Schedule Set

An indication of the saturation of radio and television time by the auto industry is shown by the New York stations and those owned and operated by networks. Buick, for example, bought 81 spots on five ABC owned and operated radio and television

### WQXR Benefit Concert

Part of a benefit concert at Town Hall honoring Dr. Albert Schweitzer on his 75th birthday will be broadcast by WQXR on Saturday, January 14 from 9:05 to 9:30 p.m. (EST). Wanda Landowska, well-known harpischordist, will be heard in an all-Bach program during the broadcast. The concert is an annual benefit for Dr. Schweitzer's hospital in French Equatorial Africa. Henry Holt and Company, publishers of Dr. Schweitzer's books, will sponsor the program on WQXR.

### 'Town Meeting' To D. C.

The Town Meeting of the Air will move to Washington for its January 10 ABC broadcast when two Senators will debate on the issue "Should the Senate Remove Restrictions on Margarine Now?"

stations in New York, Chicago, Detroit, Los Angeles and the ABC affiliates in Washington. Seven spots were placed on WOR, six on DuMont, five on WCBS-TV, and five on WCBS, all in early January.

DeSoto bought 26 spots on four DuMont stations in addition to spots on WOR, WOR-TV, WNBC, WCBS and WCBS-TV. Plymouth, another division of the Chrysler, placed 26 spots on WCBS, 15 on WCBS-TV, 13 on WNBC, four on WNBT, 61 on four DuMont stations, six on WOR and 12 on WOR-TV. The five ABC stations will carry 56 radio announcements and 51 TV spots. Dodge is using 66 announcements on the DuMont stations, 40 on WNBC, 50 on WCBS, 22 on WCBS-TV, and 50 on WOR. These will be run over a five-week period.

Chevrolet will run some 55 spots on WNBT during the next three months, with 30 spots scheduled for WCBS-TV, 30 on WCBS, 56 on DuMont and 60 on WOR-TV. Chevrolet announced previously that WJZ and WJZ-TV will also carry announcements. Other plugs are being inserted in the WOR-TV Telefax program for Chevrolet.

# Protestant Educators To Study Radio, Tele

(Continued from Page 1)

broadcasting and a number have worked in television programs. The sixth annual eastern Religious Radio Workshop will meet at network studios and the Biblical Seminary.

Robert Saudek, ABC v-p in charge of public affairs will speak before the group at a dinner on Monday, January 9 at the Beekman Tower.

The teaching staff will include: Mrs. Doris Corwith, NBC director of talks and religious broadcasts; George Crothers, CBS director of religious broadcasts, Frank Papp, NBC director-producer; Dorothy Kemble, MBS director of religious and educational programs; Erik Barnouw, Columbia University; Rev. Everett C. Parker, Protestant Radio Commission director; Rudolf Bretz, television consultant; and Albert Crews, director of production for the Commission.

### Karlsruher Named

Harold Karlsruher, national sales manager for Emerson, has been named chairman of the Radio and Television Manufacturers and Distributors Division for the Greater New York March of Dimes.

• faces • facts • figures • wins •

**FFV**



Charlie Starke

FIRST FOR VALUE in N. Y. radio, the Charlie Starke MUSIC SHOPPE (10 a.m. to 12 noon), increased its audience by 69%\* in its first year on the air.

\$25 now buys you 60,000 radio homes on the MUSIC SHOPPE.

\* The PULSE INC.

**WINS**  
50KW NEW YORK

CROSLEY BROADCASTING CORPORATION

faces • facts • figures • wins • facts • figures • wins • facts • figures • wins •

## NEW BUSINESS

WMAQ, Chicago: Fair Store, Chicago, renewing George Stone News-cast 5:00-5:15 p.m., Monday through Friday, and the News-on-the-Spot Show featuring Len O'Connor, 5:05-5:15 p.m., Monday through Friday, for 52 weeks. Ivan Hill, Inc., is the agency. "Here's Norman Ross," 11:00 a.m., Monday through Friday picked up fifteen participating spot announcements per week for 52 weeks of 1950. They are Oscar Mayer and Company, Chicago, through Sherman and Marquette, Chicago; Colgate - Palmolive - Peet (Lustre-Creme), through Lennen and Mitchell, and Lever Brothers Company (Surf) Chicago, through N. W. Ayer and Son. Each sponsor is taking five per week, while Lever Brothers is taking an additional five station breaks per week.

WENR, Chicago: United Fruit Company, two spot announcements weekly for thirteen weeks, through Batten, Barton, Durstine, and Osborn, New York. Celanese Corporation of America, three spot announcements weekly for fifty-two weeks, through Ellington and Company. Kellogg Company taking two spot announcements weekly for twenty-seven weeks, through Kenyon and Eckhardt. Illinois Bell Telephone Company, taking two spot announcements weekly for thirteen weeks through N. W. Ayer.

### Hollywood's New

## COUNTRY CLUB HOTEL

- The Country Club Hotel occupies a magnificent location in the heart of the exclusive Wilshire residential district... adjacent to Wilshire Country Club and overlooking the expanse of its gorgeous fairways and greens.
- Rates from \$6.00 up. Single Kitchenette Apartments Available by Week or Month.

## COUNTRY CLUB HOTEL

445 North Rossmore Avenue (Vine St.)  
Hollywood 4, Calif.  
Telephone: HOLlywood 9-2701



### Man About Manhattan. . . !

● ● ● FRIDAYDREAMING: Looks like ABC and Mutual are swapping initials this year in their top execs, points out Frank Zuzolo—Kobak to Kintner and Woods to White. . . Add odd tags: The bar cashier at Bill Bertolotti's is Tom Collins—and the sec'y Herb Sheldon 'dictates' to is Bernice Feuhrer. . . Busy lad this Peter Donald. Today he broadcasts from Virginia—tomorrow from Boston. . . Geo. F. Foley, jr., leaving Newell-Emmett to take over as director of television at Cecil & Presbrey. He's going over with Tom Maloney and bringing Auto-Lite's great series, "Suspense," with him. . . Those of you who've been missing Jack Eigen's lively chatter from midnite to 1 a.m. since he switched over to WMGM (and that definitely includes us) can now catch him on WMGM-FM during that hour. After that he switches over to AM again, natch, until 4 ayem. . . WPIX has lined up a new series of 13 films to be aired on successive Friday nites starting off with "Pygmalion" tonite. . . Irene Forman (the Answer Man's gal Friday) leaves that post this week after 4 and ½ years as top researcher in charge of showbiz. (If Tom Slater, Hal Davis, Mark Goodson or any of the boys are listening in on this, here is a great gal to have in your organization—and you can consider this an all-out recommendation). . . Big Joe Rosenfeld winds up his 2 to 5 ayem chatter on WOR on the 14th. Spot will be filled by Erv Victor's Parade of Stars, stemming from Chicago. . . Stuart Reynolds in from H'wood with the radio and teevee rights to the life of Will Rogers, with Will's son, Jim Rogers, skedded to play the lead. Reynolds claims he has enough material to keep the series running for seven years.



● ● ● A new video and radio outfit has been formed under the tag of Skippy Pyle Productions. Miss Pyle is best identified as production assistant to Wm. Gargan on the radio version of "Martin Kane, Private Eye." Plans are already under way to set up a series of psychological dramas, using top names, plus a forum type of show panelled by leaders in child psychology.



● ● ● The col'm is still getting mail from ABC stations lustily applauding our recent (and constant) campaign to get the program brass up there to whip up a nite-time variety show for Walter Kiernan, who, in our book, is one of the most listenable performers on the air today. We have no intention of telling webs how to run their business—but we do seem to recall some years back when Walter Winchell squared off for months before he got the big boys here interested in bringing Arturo Godfrey up from Washington. And if Kiernan isn't another Godfrey right now, we'll be ABC's houseboy for a month.



● ● ● OUR HAT'S OFF DEPT: Athena Lorde's emoting on the "Lights Out" thriller Monday p.m. . . The Mariners' way of toying around with "Be The Good Lord Willin'." . . Horace Braham's socko job as the homicidal killer on "Man Against Crime" last wk. . . Herb Jeffries' Col. record of "Sunday Isn't Sunday Any More." . . Pupi Campo's wax sizzler, "The Earl Wilson Mambo." . . Silver-Krug and his ork at the King Edward's Blue Room.



● ● ● SMALL TALK: Elaine Williams is unquestionably the busiest, if not the loveliest gal in teevee at this writing. Besides her daily "Capt. Video" shores, she's set for a dramatic bit on DuMont's variety stanza this afternoon plus the Roscoe Karns' preem tomorrow nite in a new detective yarn. . . Charlie Conway now handling radio and teevee talent at the Max Richard office.

## AGENCIES

WILLIAM R. SETH has been named radio and TV director for O'Brien & Dorrance, it was announced yesterday by Dick Dorrance, the agency's president. Seth was formerly advertising and promotion director of Muzak Corporation and previously had been associated with NBC, the W. B. Doner agency, and several eastern and midwestern radio stations.

WALTER N. STUCKSLAGER is joining Henri, Hurst & McDonald, Inc., Chicago, in an executive capacity. He comes to HH&McD from Esquire Magazine where he has served as Western advertising manager.

HAMBRO HOUSE OF DESIGN, which embraces Gray's of London, Inc. and Ridgway and Adderley, Inc., Stoke-On-Trent, England, has appointed the Victor A. Bennett Company, Inc. to handle their advertising and promotion in the United States.

RICHARD E. RICHMAN, formerly of Columbia Pictures, has joined Lew Kashuk & Son Advertising Company as account executive.

P. J. RITTER COMPANY of Bridgeton, N. J., food packer, has named Lamb & Keen, Inc., Philadelphia, effective March 1.

AUGUSTINE HILTON has been made media director of Lynn Baker, Inc., to supervise publication, radio and television time buying.

JOHN P. ROHRS has been made an account executive of John E. Pearson Company, radio and television reps. He will be in the Chicago office.

RADIO REPRESENTATIVES, LIMITED, have been appointed our National Representatives in Toronto and Montreal for CKDA, Victoria, B.C. Tony Messner in Winnipeg, and John N. Hunt Associates in Vancouver, complete the representative set-up. In the United States, Forjoe and Co. will be representing the station, which will go on the air on or about January 15th.

### Ice Water Needed

Baltimore—Winning a refrigerator on WBAL-TV's Shadow Stumpers guessing quiz proved to be too much for a Baltimore contestant sitting at home watching the program. Mrs. Stanley Kiel who was called by Brent Gunts, program MC, and asked to identify a "super stumper" which was on the TV screen, fainted after guessing the correct answer.

# AM TV EQUIPMENT FM FAX

Section of RADIO DAILY, Friday, Jan. 6, 1950

## Hytron Bldg. Modern Video Tube Plant

Salem, Mass.—Recently completed cornerstone laying ceremonies for Hytron Radio & Electronics Corporation's new TV picture tube plant at Newburyport, Mass. heralds the company's expansion plans in keeping with the giant strides taken by the TV industry during the latter half of 1949.

Bruce A. Coffin, president, and Lloyd H. Coffin, treasurer of Hytron, participated in the ceremonies, which marks the erection of an ultra-modern new plant designed especially for mass production of television picture tubes. With it, Hytron will expand its production of tubes begun nearly a year ago. Three thousand tubes will roll off the new production lines daily and will range in size up to 20-inches. They will be of both round and rectangular design, the latter design recently originated by Hytron.

The new plant, located adjacent to Hytron's present factory at Newburyport will give the company a total of approximately 400,000 square feet for tube manufacturing facilities and its production will complement the over 100,000 receiving tubes now flowing daily from Hytron's other factories.

Addition of the new plant will require approximately 300 more employees over the 2,500 persons now employed by Hytron.

## Tells Time And Talks Back

It had to happen, sooner or later. Now it's a talking clock, known as the Electrical Narrator. The General Electric Company has installed a recording device in a clock, which allows advertisers to give the time their touch. For example, a clock for a bank could bid passersby the time of day and at the same time remind them that money deposited before tomorrow will earn a special dividend. A clock equipped with this device can repeat the same messages day after day indefinitely without having to be rewound or reset, of if desired, the messages could be changed from day to day, GE said. Messages installed in a clock can not exceed a total of two minutes.

## Muniz Predicts 5 Million TV Sets Annually By '53

An annual production of 5,000,000 TV sets by 1953 was predicted recently by Ricardo Muniz, general manager of the receiver manufacturing division, Allen B. DuMont Laboratories, Inc., at a symposium of the American Association for the Advancement of Science. Muniz declared that 1949 industry figures will show more than 2,000,000 receivers produced, with the rate stepping up so rapidly that the 5,000,000 figure by 1953 would be very likely. He also stated that the total payroll for TV manufacturers would be well over \$300,000,000, a substantial increase over the \$190,000,000 total of last year.

## Tele-tone Shows New 1950 Television Line

Claiming price reductions \$30 to \$40 lower than comparable sets now being marketed, Tele-tone Radio Corporation introduced its 1950 line of four TV receivers at a dealer showing at the Park-Sheraton Hotel, N. Y. this week. According to S. W. Gross, president, all 1950 models contain built-in antennas and other electronic improvements. Gross stated that Tele-tone is aiming at a production of approximately 250,000 TV receivers during 1950. Sets shown included a 10-inch table model to list at \$129.95; a 12½-inch table model to retail for \$169.95; a 16-inch table set for \$249.95, and a 16-inch console to retail for \$279.95.

## Study Reveals Causes Of TV Set Failures

An interesting survey, the preliminary studies of which when fully compiled, upon completion of the basic survey, should do much toward enabling TV set manufacturers to determine just what causes TV sets to fail after installation, has been undertaken by Lance Television Laboratories, Bronx, N. Y.

According to the preliminary studies made by Lance, 95 per cent of sets that fail do so within the first three months of installation. George Seidman, president of the Bronx firm which has been studying the reports of its servicemen, found that one complaint of a "filmy screen; dull picture" was taken care of by merely washing tiny fingerprints of chocolate off the picture surface.

Lance handles some 1,200 service calls weekly. Of the first 50 complaints serviced on Dec. 9, for example, 12 sets had been installed in Dec., 1949; 10 in Nov.; nine in Oct., one in Sept.; two in Aug.; three in July; one in June; three in May; three in April, and one each in Mar. and Feb. Of the 1948 sets in the group, two were installed in Dec. and two in Nov.

The servicemen's report on the 1949 sets serviced on Dec. 9 revealed that eight of the complaints regarding poor reception were due to ignorance of operation by the new owners. Four of the other sets that "failed" needed new small tubes.

## PRODUCTION PARADE

### Drops Extra Charge For Tube

Industrial Television, Inc., Clifton, N. J., announced that the premium charge for sets using the "black" 12½-inch CRT is being deleted from future billing. Since inception of the black tube a charge of \$10 has been added at the retail level, but now the list prices are \$239.50 for the Century 12½-inch Model 821 Table Topper and \$299.50 for the Century 12½-inch Model 921 Console, both utilizing the new CRT.

### Air King Appoints Olchak

R. D. Payne, manager of sales, Air King Products Co., Inc., Brooklyn, N. Y., has announced the promotion of Samuel Olchak to advertising and sales promotion manager. Olchak assumed his new duties January 1. He will retain associated duties of his previous position.

### New Magnavox Radio-Phono

A new radio-phonograph, The Avenue, has been introduced by the Magnavox Co., Ft. Wayne, Ind. Adaptable to either traditional or modern home settings and including the Add-A-Television feature, the new instrument houses both AM and FM radio, a 12-inch speaker and a three-speed record changer with a single tone arm. As a radio-phonograph, The Avenue is priced at \$219.50 in mahogany and \$239.50 in white oak.

### Oxford Electric Promotion

J. D. Ceader, president of Oxford Electric Corp., Chicago, Ill., announced the promotion of Hugo Sundberg to vice-president and manager of the firm. Company specializes in the manufacture of radio-loud speakers. Sundberg has had extensive experience in this field, having been associated with Utah Radio Products for twenty years prior to his joining Oxford in April, 1949.

### Telrex Appointments

Mike Ernolino, president of Telrex, Inc., Asbury Park, N. J., has announced the appointments to its engineering staff of Dr. H. Giuliani, as chief chemical and mechanical engineer, Irving Guttman, as chief electronics project engineer and sales engineer, and Joseph P. Stephanile, as associate electronic engineer.

### RCA Studio Boom Stand

A lightweight boom stand for proper mike positioning in broadcast and TV studios has been announced by the broadcast section of the RCA Engineering Products Dept. The new boom stand, Type KS-3B, is designed particularly for programs where the best mike placement cannot be achieved with a conventional floor stand, and where a larger boom is impractical.

## 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.

## ENGINEERS—CONSULTANTS

### McNARY & WRATHALL

RADIO ENGINEERS

906 Natl. Press Bldg. 1407 Pacific Ave.  
Washington 4, D. C. Santa Cruz, Cal.  
Member AFCCB

### L. W. ANDREWS, INC.

RADIO CONSULTANTS

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.

## NAB Committees Set For Radio, Television

(Continued from Page 1)

in the event of absences of other members, are Lawrence W. McDowell, KFOX, Long Beach, Calif. and Hugh B. Terry, KLZ, Denver, Colo. One more alternate is to be appointed.

**Television committee:** Eugene S. Thomas, WOIC, Washington, D. C., chairman; Hugh M. Beville, WNBT, New York; George Burbach, KSD-TV, St. Louis; E. K. Jett, WMAR-TV, Baltimore, Md.; Dwight Martin, WLW-TV, Cincinnati, O.; John M. Outler, Jr., WSB-TV, Atlanta, Ga.; Robert D. Swezey, WDSU-TV, New Orleans, La. and Doland Tatum, KTSL, Los Angeles. One vacancy on this committee remains to be filled. Alternates are Roger W. Clipp, WFIL-TV, Philadelphia; B. J. Rowan, WRGB, Schenectady, N. Y. and J. Gorman Walsh, WDEL-TV, Wilmington, Del.

### Authorized In November

The two committees are new to the NAB committee structure, having been created by the NAB board of directors at its November meeting.

Thomas and Swezey, of the television committee, are members of the NAB board, elected at the November meeting to represent TV stations. Chairman Thomas has been active in the Sales Managers Executive Committee, under the former NAB committee structure, and has served as chairman of the TV sub-committee of that group.

Quarton, Brown and Shaw, of the radio committee are also NAB board members, as is Terry, among the alternates. Chairman Goldman has also been active in NAB affairs as head of the Small Markets Executive Committee of the former committee structure.

## NBC Station Group To Meet Next Week

(Continued from Page 1)

television will be discussed during the afternoon.

The 1950 SPAC committee for sound broadcasting is made up of Clair R. McCollough, Mason-Dixon Group; Harold Essex, WSJS, Winston-Salem, N. C.; Milton L. Greenebaum, WSAM, Saginaw, Mich.; Howard E. Pill, WSFA, Montgomery, Ala.; Walter J. Damm, WTMJ, Milwaukee, Wis.; Jack Harris, KPRC, Houston, Texas; Walter E. Wagstaff, KIDO, Boise, Idaho; and Ewing C. Kelly, KCRA, Sacramento, Calif.

Representing TV non-interconnected stations is John M. Outler, Jr., WSB-TV, Atlanta, Ga. Final balloting for the representative for the television interconnected stations has not yet been completed, a runoff election being required in this instance.

All members of 1949 SPAC who were not re-elected have been in-

# COAST-TO-COAST

### New Station In Ohio

Steubenville, O.—Construction began this week on a new radio station, WEIR, to have 1,000 watts power at 1430 kilocycles, and be operated by the Tri-State Broadcasting Co. of West Virginia. Station will have studios here, and in Weirton, W. Va. Thomas E. Millsop, mayor of Weirton and president of the Weirton Steel Co., is head of the firm. Station is named in honor of Ernest T. Weir, chairman of the board of National Steel Corp., parent firm of Weirton Steel.

### Zeh Resigns From Agency

Evanston, Ill. — Robert E. Zeh, vice-president, copy director and account executive with Henri, Hurst & McDonald, Inc., since 1946, announces his resignation from the Chicago agency. Formerly, he was with the J. Walter Thompson Company for 10 years as group head and copywriter.

### Cooke National Rep For WEAM

Arlington, Va.—Donald Cooke has been appointed national representative for WEAM, it has been announced by general and sales manager for the station, Howard Stanley. Cooke has offices in New York, Detroit, Chicago, Cleveland, Los Angeles, and San Francisco.

### Adding Promotion Duties

Waterbury, Conn.—Effective immediately, Jim Logan will take over the duties of promotion manager of WWCO, 250-watt Mutual-Yankee affiliate. According to an announcement by Milton H. Meyers, station owner, Logan will continue his work as a staff announcer.

### KDKA To Salute Carver

Pittsburgh, Pa.—Dr. Alma Illery, president of the National Achievement Clubs, Inc., will be in charge of the round-table discussion which will be broadcast over KDKA Sunday, Jan. 8 at 4:30 p.m. in connection with the annual observance of George Washington Carver Day. The program will consist of a 15-minute dramatization of Negro problems, and a 15-minute discussion between civic and educational leaders.

### Killeen Joins WTMJ

Milwaukee, Wis.—Joe Killeen has joined the sales staff of WTMJ and WTMJ-FM. He was transferred from the Journal stations WSAU and WSAU-FM, where he acted as sales manager for five years.

invited to attend this first meeting in 1950. They are Martin B. Campbell, WFAA, Dallas, Texas, who was the 1949 chairman, Harry Bannister, WWJ, Detroit, Mich., Harold C. Burke, WBAL-TV, Baltimore, Md., Wiley P. Harris, WJDX, Jackson, Miss., and Ed Yocum, KGHL, Billings, Mont.

### New Program On KFWB

Hollywood, Calif.—A new type of religious program, "The Rosary," is being presented over KFWB nightly, Mondays through Saturdays, 7:45 to 8:00 p.m. The series was introduced with a 30-minute dramatic show on Christmas night from 7:30 to 8:00 p.m. Theme of the program is a daily prayer for world peace.

### New Series On KFH

Wichita, Kans.—KFH is inaugurating a new series of programs designed to acquaint listeners in the state with manufacturing enterprise. The programs will be conducted in various manufacturing plants by means of a wire recorder and will be aired each Sunday afternoon at 3:45. Designed to tell the background story of the industry, factual information about the growth and development, they will also include interviews with employees. The series, entitled "Lets Go Visiting" will first be heard on January 8th. The local Chamber of Commerce is working closely with the KFH news bureau in outlining the programs. Ken Davis, KFH evening news editor, will conduct the series.

### WWCA Sets Staff

Gary, Ind.—Ten production staff members of the new full-time AM outlet, WWCA, which went on the air December 9, have been announced by program director Todd Branson. They include five announcers, a news editor, music director, music assistant, continuity editor, and secretary to the program director.

### Resigns From WLAM

Lewiston, Me. — Lavern "Miff" Colton has resigned his announcing position with WLAM to accept the post of program director of WHHH, Warren, Ohio.

### Airing Peanut Bowl

Springfield, Mass.—For the second year, WACE aired the Peanut Bowl Classic on Dec. 31 when Westfield High played against Georgia champs on the football field. Last year the classic was broadcast via telegraphic recreation. However, this year Chic O'Malley, WACE sports director, motored to Georgia to handle a play by play account of the game. Broadcasts direct from the train were aired as the players left and returned to their home town of Westfield.

### Signs MGM Contract

Louisville, Ky.—Al Rogers, folk singer on WAVE and WAVE-TV has recently signed a recording contract with MGM. The recording session took place at Nashville, Tenn., where Al recorded Fred Rose's "Please Bring Back the Sunshine" and "Forever Isn't Long Enough to Love You." The songs will be released nationally within the next few weeks.

## Miller, Mitchell Set For NRDGA Confab

(Continued from Page 1)

Mitchell, BAB director; and Lee Hart, assistant BAB director.

Mitchell will be co-moderator of the initial session devoted to sales promotion and visual merchandising. Subject matter for the discussion will be "How To Put Over a Coordinated Promotion." This meeting takes place Tuesday morning, January 10.

He will be joined by Miss Hart the following morning in the presentation of "A Simple Formula For Buying and Using Air Time." Also to be featured at this session will be an on-the-air presentation "How To Promote Merchandise on Television" by Arthur M. See, sales promotion manager of Saks-34th Street, New York. Climax of the Wednesday morning meeting will be "A Review of the Best Radio Programs of 1949."

Miller will speak during a Wednesday meeting on public relations. His topic will be "Radio—Retailers—and the 1950 campaign."

Several hundreds of department store executives from all over the nation are expected to attend the convention.

### Stork News

St. Louis—Paul Wills, veteran announcer at KMOX, St. Louis, is the father of a daughter born this week to Mrs. Wills. Baby will be named Toni Kathleen.

## Send Birthday Greetings To—

January 6

Helen Nugent Lou Tappe  
Dick Teala Trevor Adams  
Maurice Hart

January 7

Art Stander Lloyd Brownfield  
H. R. Baukhage Bert Georges  
Floyd D. Rogers, Jr.  
Herbert Magidson

January 8

Paul Case Leon Goldstein  
G. W. Johnstone Hal Hudson  
Sam Cowling Ralph Wonders  
C. P. MacGregor

January 9

Morris Altschuler Crane Calder  
Marion Carley Nelson Yates  
Gracie Fields Arthur Simon

January 10

Daniel I. Rodgers Harold Stokes  
Verner Paulsen Lou Mindling  
Donald Herbert Lowe  
Mary Francis Cahill

January 11

Bertha Bennett  
Paul Atlee Walker  
Don Buckley

January 12

Patsy Kelly Sid Silvers  
Buddy Xavier Lon Clark  
Smiling Ed McConnell

# TELEVISION DAILY

Section of RADIO DAILY, Friday, January 6, 1950 — TELEVISION DAILY is fully protected by register and copyright

## RCA, 20th-FOX RENEW VIDEO PACT

### TELE TOPICS

**THE FORERUNNER** of things to come in the way of political utilization of TV was aired over ABC Wednesday night by the Democratic National Committee. Titled as "a documentary film interpretation of the President's State of the Union Message," it was instead a half-hour of hard-hitting, bitterly partisan political propaganda for the Democratic party. Through films that were not of the best quality and live narration by George Putnam that socked home every line, the program began in the early 1900's and reviewed the emergence of Wilson, World War I, the boom and bust of the Republicans in the '20s, Roosevelt and the New Deal, the rise of foreign dictatorships, World War II and President Truman's post-war policies. Not until it was almost half over did the program get into the President's speech. But even from his point on it concentrated on Putnam's narration, with Mr. Truman's voice, on audio recording, heard only briefly on several occasions. Script for this second portion sounded very much like convention oratory—"Harry S. Truman was once a farmer himself. He plowed the straightest furrow in Jackson County." . . . As a whole, the program pointed out that political time can be far more interesting than it has been in the past. However, we think it would have been more effective had a little restraint been exercised. Program was prepared by Jack Redding, Ken Fry and George F. Johnston. Marshall Diskin directed.

**THE Kieseletter, Wetterau & Baker** agency has begun agitating for TV credit to agencies, which it terms a vital problem. Specifically, the agency is burned because WNBT turned down its request for closing credit on the A&S Children's Christmas Party. As far as we know, the question of agency credit has never come up before in either AM or TV, but let KWGB speak for itself: "The agency feels strongly that WNBT (and any others who may refuse any credit) is asking a wholly arbitrary and unwarranted claim against advertising agencies in general. Other agencies are invited to contribute their thinking on the matter so that credit may be given to the members of the profession wherever it is due, right in the screen where others can see it. Kieseletter, Wetterau & Baker, Inc., believes that the value of such tangible recognition is no more arguable than the value of advertising itself." . . . Another Wilbur Stark-Jerry Layton package, Rocky King, Inside Detective," bows on a Mont tomorrow nite, with Roscoe Karns as the title role. Material for the series will be culled from "Inside Detective" magazine.

### Larson Succeeds Coe As Manager Of WPIX

Appointment of G. Bennett Larson, vice-president of WCAU-TV, Philadelphia, as manager of WPIX was announced yesterday by F. M. Flynn, president of the News outlet. Larson replaces Robert L. Coe, who resigned Wednesday. Coe will stay on at the station until after Larson assumes his new duties Jan. 16. Larson, who has been with the Philadelphia Bulletin station since June, 1947, started in the broadcasting field 23 years ago with KDYL, Salt Lake City. He joined NBC in New York in 1929 as producer and director of leading web shows. From 1934 until 1942 he was with Joseph Katz Co., Ruthrauff & Ryan and Young & Rubicam.



LARSON

### DuM Sells "Capt. Video"

DuMont yesterday snared its first sponsor for the "Captain Video" series when Walter H. Johnson Candy Company, Chicago, signed to sponsor the children's series on Monday nights. Contract is effective Jan. 23 and covers WABD, New York; WXEL, Cleveland; WCO-TV, Cincinnati; WTVN, Columbus, and WTTG, Washington. Franklin Bruck is the agency.

## Philco '49 Sales \$215 Million; To Boost Receiver Production

(Continued from Page 1)

completely paid for out of prior years' earnings. "We are entering 1950 in better shape and with finer products than ever before in our 57 years of active business experience. Practically all of the economists in the country are predicting a great year for business in 1950. The large inventories which existed early in 1949 have long since disappeared and there is a strong resurgence of demand for all the products which Philco produces." Balderston also told Philco's national distributors at their convention here at the Palmer House that the company is planning to greatly

### First Outdoor Pickup In CBS Color Tests

Washington Bureau of RADIO DAILY  
Washington — CBS yesterday broadcast the first outdoor pickup in the color television test operation being conducted here when the network turned its color cameras on Patty Painter as she interviewed a Washington Times-Herald reporter outside Turner's Arena on W. Street, Northwest. Broadcast was transmitted over facilities of WOIC, Bamberger station in Washington. The color pickups are part of the intensive test operation which CBS is conducting simultaneously here and in New York and Philadelphia, at the request of the FCC. Color sets have already been installed in the homes of six FCC Commissioners. CBS said yesterday that it would shortly announce the Washington location where it will install fifteen additional color receivers to which the general public will have free access.

### Pulse Top Ten (Seven Cities - Dec.)

Toxaco Theater.....NBC	62.2
Talent Scouts.....CBS	43.5
Toast Of Town.....CBS	40.6
Godfrey Friends.....CBS	40.3
The Goldbergs.....CBS	37.6
Stop The Music.....ABC	36.6
Fireside Theater.....NBC	34.7
Studio One.....CBS	29.7
Suspense.....CBS	29.3
Kraft Theater.....NBC	27.4

### Agree To Expand Co-op Research In Thtr. Tele

Twentieth Century-Fox Film Corporation and RCA yesterday announced the signing of a new contract, which in effect will signal continuation of their cooperative research program toward the further development of large-screen black and white motion picture television. The new contract calls for further expansion as well as continuation of the two companies cooperative program which has been carried on for the past two years. Delivery of several new RCA equipments, including one of RCA's first commercial-type instantaneous theater TV systems (Model PT-100) and the first production model of RCA's new intermediate-film TV system, are among the agreements contained in the new contract.

S. P. Skouras, president of Twentieth Century-Fox, and Frank M. Folsom, president of RCA, disclosed that among the equipment that will be delivered to Fox during the middle of this year, will be numerous improvements in circuits, electron tubes and other components, all of which will be installed in the motion picture company's TV research laboratories in New York, where performance of the new equipment will be carefully analyzed for its possible use in theaters at a later date.

Earl I. Sponable, technical director of the film corporation and a pioneer in theater TV development, will continue to direct his company's research in this field under the new contract. The contract is the outgrowth of negotiations between Sponable and Barton Kreuzer, manager of theater and film recording activities of the RCA Engineering Products Department.

Commenting on the enthusiasm expressed by various exhibitors and theater circuit representatives who have witnessed demonstrations of instantaneous theater TV in the past few months, W. W. Watts, vice-president in charge of the RCA engineering products department, predicted that 1950 will be marked by significant growth in commercial applications of this new medium of mass communication and mass entertainment.

"Various groups are drafting plans for commercial installations, as well as for special programming for the theater and methods of program distribution," he said, "and I am confident that theater television history will be made in the year ahead."

# RADIO DAILY

## PLUG TUNES

### "HUSH LITTLE DARLIN'"

Recorded By  
 Perry Como Eddy Howard  
 Dick Haymes Curt Massey  
 Kay Kysor Jerry Falligant  
**MICHAEL MUSIC CO., Inc.**  
 1619 Broadway Jerry Johnson  
 New York City Gen. Mgr.

### "THE SHEPHERD"

by eden ahbez

### "MY STREET"

**CAMPBELL MUSIC, Inc.**  
 1619 Broadway New York City

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.

On Records & Transcriptions

Billy Reid's Latest

### "TOO WHIT TOO WHOO"

**AL GALLICO MUSIC CO., INC.**  
 501 Madison Ave. New York, N. Y.

Revival of a Million Copy Hit!

### "AM I WASTING MY TIME ON YOU"

**STASNY MUSIC CORP.**  
 1619 Broadway New York City

## JOHNSON RAG

recorded by

PEARL BAILEY.....Harmony  
 GENE COLIN.....Rondo  
 JIMMY DORSEY.....Columbia  
 RUSS MORGAN.....Decca  
 ALVINO REY.....Capitol  
 JACK TETER TRIO.....London  
 CLAUDE THORNHILL.....Victor

**MILLER MUSIC CORPORATION**

## WORDS AND MUSIC

By PINKY HERMAN

● ● ● **TIN PAN ALLEY OOPS:**—Similarity of song titles often causes great distress among those directly involved. . . . Cases where different songs with like titles have each become hits include "Yesterday," "Tomorrow," "Shadows In The Moonlight," "I Love You," "If I Had A Girl Like You," etc. . . . titles seem to stem from Ballad Boulevard in trends. . . . several years ago there were four ditties simultaneously released with the word "Lucky." . . . "If I'm Lucky," "I'm A Lucky So and So," "Lucky" and "Lucky Day." . . . today there are several "Wonderful" songs including, "It's A Wonderful Life," "Havin' A Wonderful Time," "Havin' A Wonderful Wish," "Wonderful Guy" and "I Must Have Done Something Wonderful." . . . we just heard of another title clash, this one really most unusual, for the title is far from the ordinary run of handles. . . . Art Mooney's new firm, Hampshire House, is just starting on a ballad "The Zither Serenade," (which Mooney waxed for MGM) and Grand Music with an exact duplicate title, the latter by John Redmond, James Cavanaugh and Lee David. . . . that's why it's much safer to write songs like "The Cowboy Isn't Speaking to His Horse" or, "Angel, Have I A Ghost of a Chance?" (we think the latter is original and if it is, you're welcome to it, boys).

☆ ☆ ☆ ☆

● ● ● With "Hush Little Darlin'" well up among the leaders, Michael Music is starting on "Two-Faced Heart," a cinch for hitdom, penned by Don Canton & John Nagy. . . . ● On a recent trip down south, Howard Richman ran across a number getting quite a local play. . . . he grabbed the song, "Fairy Tales," written by William J. Reietz for Miller Music. . . . ● The list of honorary chairmen who'll gather to salute "The Old Sailor" Nick Kenny, Sunday, Jan. 15 at the Waldorf-Astoria is practically a "Who's Who In America." . . . the songwriter-columnist rates this tribute for the many years of service he's generously devoted to bring sunshine into the hearts of shut-ins, hospitalized Vets and numerous other worthy causes. . . . we'd say, Nick (and brother Charlie) have found their "GOLDMINE IN THE SKY" right here on earth. . . . ● Deejay WJWalt Kay, has added the twice-daily "Music Box" chores to his other duties out Cleveland way. . . . O. K. Kay, take it away. . . . ● Mohawk Carpet Mills, in sponsoring an all-out drive for the local (Amsterdam, N. Y.) Red Cross Drive, raised \$5,000 by having local citizens take over the disk jockey shows, sportscasts, newscasts, etc., for a two-week period over WGSS. . . . so, a low bow to Mohawk and messrs. Ted Aber and Woody Woodland. . . . ● The series of NBTelecasts, "Easy Does It," beamed daily at 6:30 p.m. is as delightful a musical treat as its title suggests. . . . features songs and patter by Francey Lane and Johnny Andrews. . . . ● Phyllis Wood will pinch-hit for Dorothy Carless on her Wed. and Fri. WOR-TV series when the latter makes a trek into the hinterland for the March of Dimes. . . . ● 20th Century-Fox may get an Oscar for its Short Subject, "Midwest Metropolis," written and narrated by Joe King. . . . Chicago never looked or sounded better.

☆ ☆ ☆ ☆

● ● ● Bob Sadoff, new pro. mgr. of Knickerbocker Music. . . . firm is clicking with "Where Are You Blue Eyes" with "Sentimental Me," on tap to follow. . . . ● Alamo Music has a commercial novelty hillbilly in "Mail Order Kisses," clefted by Joe Schuster, Lee Pearl and Jack Fine. . . . ● We just heard Vic Damone's soon-to-be-released Mercury platter of a song titled, "Kiss Me." . . . chalk up another hit for Redd Evans who penned it with Bob Trenderl, musical director of WGN. . . . Jefferson Music is the publisher. . . . ● The scheduled preem of the Broadway show "Caesar and Cleopatra" almost didn't take place. . . . an elevator at 711 Fifth Ave. carrying Lili Palmer (star of the show) and the cast of the WMGM program, "Queen Christina" (Phil Clarke, Ray Johnson, Basil Rathbone and Cort Benson) dropped two floors with nary a scratch to any of them.

## PLUG TUNES

Our Latest HIT  
**"ECHOES"**

**LAUREL MUSIC CO.**  
 1619 BROADWAY NEW YORK CITY

(There's Something About A)

### HOME TOWN BAND

**DUCHESS 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. Meehan

—◆◆—

**JAMES MUSIC, Inc.**

1650 Broadway Room 709 N. Y. C.

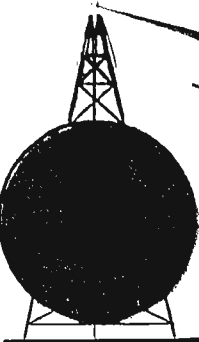
Brand New Novelty!

**"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. 50, NO. 5

NEW YORK, MONDAY, JANUARY 9, 1950

TEN CENTS

## D-F-S FIRST IN '49 WEB-TIME BILLINGS

### Five Execs Elected RCA Vice-Presidents

Five vice-presidents of RCA were elected Friday, following a meeting of the corporation's Board of Directors in N. Y., it was announced by Frank M. Folsom, president.

The newly elected vice-presidents, all of whom are associated with the RCA Victor Division are Henry G. Baker, vice-president and general manager of the Home Instrument Department; Richard T. Orth, vice-president and general manager of the Tube Department; John S. Carter, vice-president and director of

(Continued on Page 8)

### Five CBS Programs Top Nielsen Ratings

Nielsen rated "Lux Radio Theater" in first position among the "Top Twenty" with a rating of 24.9 in the period Nov. 27 through Dec. 3, the latest report shows. In positions two and three were Jack Benny, 22.8, and Arthur Godfrey's Talent Scouts, 20.6.

Other programs in the "Top Twenty" include "Amos 'n Andy," 19.4; "My Friend Irma," 19.3; "Fibber McGee and Molly," 19.1; Charlie

(Continued on Page 2)

### MGM, MBS Officials Deny Reports Of Network Sale

Spokesmen for both Mutual and Metro-Goldwyn-Mayer yesterday denied that negotiations for the purchase of the web facilities by the film company had been reopened, as had previously been reported.

Bertram Lebar, Jr., director of

(Continued on Page 6)

### NCCJ Dinner

Bruce Barton, board chairman of BBD&O, and Thomas D'Arcy Brophy, chairman of Kenyon & Eckhardt, will be the guests of honor at a dinner sponsored by New York ad agencies on behalf of the National Conference of Christians and Jews to be held Jan. 9 at the Waldorf Astoria. Lee N. Bristol, president of Bristol-Myers will be toastmaster.

### Fendin'

Fred Allen, who for fifteen years has carried on an air feud with fellow comic Jack Benny, will appear as the latter's guest on January 15 for the purpose of trading insults. The meeting on the air is their first since last June, and Allen's first appearance of the current season.

### 'So In Love' Tops ACI 1949 Hit List

Cole Porter's "So In Love," from the musical stage show, Kiss Me Kate, which had its New York premiere December 30, 1948, ranks at the top of the list of thirty-five song favorites for 1949, according to the Peatman annual survey of song hits with the largest radio audiences in the year just past.

The second most popular song on the Peatman hit list also came from a musical—South Pacific's "Some

(Continued on Page 8)

### Kate Smith Show Ends Run On ABC Jan. 30

"The Kate Smith Show" will be dropped by ABC, effective January 30, it was announced yesterday. The web gave no reason for discontinuing the singer's program but a spokesman for Ted Collins, Miss Smith's manager, said that neither Collins nor Miss Smith had been happy with the program and did not desire to go on with it.

Collins' spokesman said that he was mulling a variety of future program plans for the singer but that no decision had yet been reached.

## Industry And Gov't Will Join In Electric-Components Meet

Washington Bureau of RADIO DAILY  
Washington—Under the sponsorship of three industry organizations, radio and electrical engineers will meet with military and other Government representatives for a "Conference on Improved Quality Electronic Components" in Washington May 9-11, the committee in charge of the program announced Friday. Longer life for electronic equipment is the aim. The three-day con-

ference will be sponsored by the Institute of Radio Engineers, the American Institute of Electrical Engineers, and RMA, with the assistance of the military services, the research and development board of the Department of Defense, and the National Bureau of Standards.

New techniques for producing longer-life components, especially for military, aircraft and industrial

(Continued on Page 6)

### Leads Advertising Agencies In Network Expenditures For Sixteenth Year; BBD&O Second; B&B Third

### Zeckendorf, Realtor Joins Board Of ABC

William Zeckendorf, president of Webb & Knapp, Inc., New York realty firm, was yesterday named a member of the board of directors of ABC, it was announced. His election raises the present membership of the board to ten.

It was Zeckendorf who successfully concluded the negotiations leading to the purchase by ABC of the site of the present ABC Television

(Continued on Page 4)

### Doubleday To Sponsor Doubleheader On NBC

Under the heading of new business NBC Friday announced the signing of Doubleday & Co., publishers, to sponsor, back-to-back, two fifteen-minute programs over the full web starting January 8. The

(Continued on Page 2)

### Plans Completed For Industry Film Preem

The premiere of the film 'Lightning That Talks,' the industry's new picture produced for NAB, will take place on either February 27 or March 1, BAB has announced. Some

(Continued on Page 2)

Dancer-Fitzgerald-Sample, Inc., heads the 1949 list of advertising agencies in gross radio time network expenditures, according to figures released by four national networks. It is the 16th year that the agency has been the top radio agency. Gross expenditures of \$18,708,466 were

(Continued on Page 4)

### CBS Re-Inks Godfrey To Long Term Pact

Arthur M. Godfrey (that's the way he inked it) and CBS have signed a long-term agreement which grants the network exclusive rights to Godfrey's services in both radio and television, it was announced Friday by Frank Stanton, president of CBS. Terms of the agreement were not revealed but it is believed that it will run over a period of several years and that Godfrey, one

(Continued on Page 2)

### Charge Of CP Bartering To Be Weighed By FCC

Washington Bureau of RADIO DAILY  
Washington—The FCC said Friday it has ordered a hearing for February 28 in Lima, O., to probe charges that the Northwestern Ohio Broadcasting Corporation tried to sell its construction permit

(Continued on Page 4)

### Presentation

A motion picture report of Mayor William O'Dwyer's activities attendant to his marriage to the former Sloan Simpson in Stuart, Florida was presented to His Honor at New York City Hall on Friday by NBC proxy, Joseph H. McConnell. The films were shot by NBC newsmen and used on news presentations over the NBC video network.



Vol. 50, No. 5 Monday, Jan. 9, 1950 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.

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WASHINGTON BUREAU
Andrew H. Older, Chief 6417 Dahloneg Rd.
Phone: Wisconsin 3271
CHICAGO BUREAU
Herbert M. Kraus
188 West Randolph St.
Phone: ANdover 3-6050
SOUTHWEST BUREAU
Paul Girard, Manager
Tower Petroleum Bldg.
Dallas, Texas
Phone: RIVERSIDE 3518-0

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

FINANCIAL (January 6)

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, OVER THE COUNTER.

Nov. Tube Sales Decline, But Exceed November '48

Washington Bureau of RADIO DAILY
Washington—Sales of radio receiving tubes in November dropped slightly below October sales, but increased over November, 1948, RMA has revealed. November sales totaled 23,911,820 tubes compared with 24,353,631 in October and 21,118,874 in November of 1948.
Receiving tube sales by RMA member-companies aggregated 174,946,014 tubes for the first 11 months of 1949 compared with 185,450,214 for the corresponding 1948 period.
A breakdown of the November tube sales shows 18,602,851 tubes sold for new equipment; 4,485,737 for replacements; 697,285 for export; and 125,947 tubes sold to government agencies.

COMING AND GOING

DINAH SHORE, Columbia network singing star, and her husband, GEORGE MONTGOMERY, together with their daughter MELISSA, have arrived from the West Coast. On Thursday of this week Dinah will open an engagement in the Wedgewood Room of the Waldorf-Astoria Hotel.
JACK PERLIS, radio and video publicist, has returned from a motor trip to Washington, Savannah and Miami.
GENE RAYMOND, star of "Amazing Mr. Malone" on the American network, is expected today from Europe.
MARJORIE SHIELDS, television scripter, has returned from a business-and-pleasure tour of the West Indies.
JACK STERLING, morning star of WCBS, left Friday for Miami. He'll be back in New York Jan. 16.
BILL BLACK, vocalist with the Gene Krupa orchestra, is spending a two-week vacation in Granite City, Ill.
HOWARD K. SMITH, European news chief for CBS, has left London for Switzerland, where he'll vacation for a month.
GORDON GRAY, vice-president and sales director of WIP, Philadelphia, will spend today and tomorrow in Washington, D. C., attending a meeting of BAB.

NANCY CRAIG, commentator on Mutual, today will leave for Helena, Mont., to attend the premiere of "Montana," new Warner Brothers film, and to visit her uncle, Montana Supreme Court Justice Raymond V. Bottomly. She'll be back Thursday.
WILLIAM R. ALFORD, JR., commercial manager of WSYR, Syracuse, N. Y., and WILLIAM V. ROTHNUM, program director of the station, are in New York on business.
FRANK DELANO, vice-president of Foote, Cone & Belding, on Friday left for Hollywood in connection with the selection of "Miss Rheingold of 1950" photos.
BOB KELLER flew down to Laurel, Miss., over the week-end and today is getting his sales promotion service under way for WLAU, Mutual outlet in Laurel.
CONNIE DESMOND and MEL ALLEN are back from Miami, where last Monday they covered the Orange Bowl football game.
REX LORING, formerly news editor of CHEX, Peterborough, Ontario, has arrived in Ottawa, to take over his new duties as news commentator on CKOY.
JACK SMITH, singing star on CBS, has left Hollywood for a short vacation in the West Indies, after which he'll come on to New York, from which point he will originate a series of programs starting Jan. 15.

Plans Completed For Industry Film Preem

(Continued from Page 1)
1,000 business leaders will be invited to the premiere which is to be followed by cocktails and dinner at the Waldorf-Astoria Hotel.
An earlier date of February 5 for the showing was dropped because of difficulties in acquiring facilities. The plans for the premiere were drawn up by the Metropolitan subscribers at a meeting on January 5 which was chaired by Gordon Gray of WIP.
The committee also invited Judge Justin Miller, president of NAB, to preside over the dinner and premiere. Lewis Avery was named to handle the finances of the affair, Charles P. Hammond to issue invitations, Maurice B. Mitchell of BAB to make arrangements, and Joseph Creamer of WOR for publicity and promotion.

Five CBS Programs Top Nielsen Ratings

(Continued from Page 1)
McCarthy, 18.3; Walter Winchell, 17.3; "Mystery Theater," 17.3, and Bob Hope 16.8.
Also "F.B.I. In Peace and War," 16.0; "Crime Photographer," 15.9; "Our Miss Brooks," 15.7; Red Skelton, 15.6; "Mr. Keen," 15.5; "Mr. District Attorney," 15.1; "Inner Sanctum," 14.7; "Fat Man," 14.5; Bob Hawk, 14.4, and "Day In The Life Of Dennis Day," 14.4.

CBS Re-Inks Godfrey To Long Term Pact

(Continued from Page 1)
of radio's highest paid performers, will increase his income, estimated at close to \$500,000, as a result.
Negotiations on Godfrey's behalf were conducted by his attorney, C. Leo De Orsey of Washington, D. C., while CBS vice-president James M. Seward represented the web.

Doubleday To Sponsor Doubleheader On NBC

(Continued from Page 1)
programs—Edwin C. Hill in a series of story narrations and "Ideas Unlimited" featuring Ben Grauer and Eloise McElhone—will be heard Sundays from 4:30 to 5 p.m. Huber Hoge & Sons was the advertising agency.

ASCAP Story Told

"Why ASCAP?" is the question which a booklet released recently by the organization attempts to answer. Called The ASCAP Story, the booklet gives the 35-year history of the organization, its present accomplishments and future objectives. Data on its repertory, its leaders and its credo are also listed.



Give, Herman, Give!

This monkey really puts his heart and soul into his singing as he entertains his little pals, the chihuahuas.
Reminds us of the way W-I-T-H goes all out to help advertisers get low-cost results from radio in Baltimore. W-I-T-H regularly delivers more home listeners-per-dollar than any other station in town. And in addition, a survey made under the supervision of the Johns Hopkins University showed that of all radios playing in drug stores, 34.6% were tuned to W-I-T-H.
That means that a little money does big things on W-I-T-H. Call in your Headley-Reed man today and get the whole W-I-T-H story.

Mass. Prison Inmates Producing AM Programs

Boston—Broadcasts by inmates of two institutions are being presented by the United Prison Association of Mass. through the cooperation of three bay state radio stations.
The first broadcast was a pre-Christmas song service from the state prison colony at Norfolk. The second was made on December 26 from the Concord Reformatory from which the third program was aired on December 31.
The three holiday shows have been produced by George W. Slade, UPA director and former educational director of WBZ

AM WITH FM logo with a stylized face and the text 'WITH Baltimore 3, Maryland TOM TINSLEY, President Represented by Headley-Reed'

★ **THE WEEK IN RADIO** ★**Record Automotive Spot Biz**By **BILL SILAG**

**A**UTOMOTIVE manufacturing companies expect to spend more than two million dollars in the course of the next month to ballyhoo their introduction of 1950 model cars, a RADIO DAILY survey revealed. Heavy expenditures in both AM and TV have inundated the New York market already. Plymouth, Ford, Chevrolet, Dodge, Buick, Oldsmobile and Packard were reported as having bought radio and TV time with only Ford and Chevrolet, however, investing in network programming. All the other manufacturers purchased spot campaigns in major markets.

A RADIO DAILY check revealed that few stations had taken advantage of the right to editorialize which was granted them last summer when the FCC relaxed the Mayflower Decision. No networks have availed themselves of the privilege even though ABC claimed that its use of documentary programs amounted to editorialization on the part of the web. CBS said they still intended to editorialize. Mutual refused to comment and NBC said that their network could not editorialize since it serviced so many stations owned by persons of varied social, political and religious beliefs. WOR, New York, however, editorialized on the Lyle Van news program before the editorial ban was lifted by the FCC, and continued to do so afterwards.

NBC president Joseph H. McConnell and RMA chief, R. C. Cosgrove, agreeing with most year-end prognostications regarding business prospects in 1950, predicted that the coming year would be a "good one" for the radio industry. McConnell said that NBC had experienced a record year in 1949 network sales and offered the information that 82 per cent of NBC's sponsors had renewed their accounts with the network during the past year.

CBS hit the trade paper headlines with the news of a realignment of top brass in a move diametrically opposed to NBC's separation of audio and video broadcasting. Columbia tightened program control in both media by making Hubbell Robinson responsible for AM and TV programming. Davidson Taylor, who had been CBS vee-pee in charge of public affairs resigned following the announcement of the personnel shuffle because, he said, he felt he could not work effectively under the reorganization plan.

The FCC okayed the transfer of six AM, and three FM outlets. . . . The WINS purchase arguments were still being heard before the FCC. . . . And the March of Dimes drive named six top network and agency officials to the radio-television division of the 1950 campaign.

WMCA-FM, heretofore reported as going off the air because of the heavy operation costs, decided to continue airing as the result of an offer to buy the station by an unidentified syndicate.

RCA Victor announced that they would introduce 33 and 1/3 rpm records about March 1. . . . Bob Heller was named New York director of programs for CBS. . . . William B. Ryan will chair the NAB Broadcast Advertising Committee. . . . Former BBC star Stewart MacPherson signed for a program series with WCCO, Minneapolis-St. Paul. . . . And Bruce Barton was named chairman of the Salvation Army 1950 fund raising drive's publicity committee.

The BAB's All Radio Presentation has garnered 544 station subscribers thus far, with inquiries still coming in. . . . The Advertising Council asked, and received, radio support for 47 campaigns during 1949. . . . And the NAB announced the election of Floyd K. Baskette as chairman of the Council of Radio Journalism.

Mutual signed Doubleday & Co. as sponsor of a four-times-weekly news commentary by Sidney Walton and also inked the publishing company for a twice-weekly "Doubleday Book Quiz" and a two-times-a-week Galen Drake gabber session.

Philco reported a total of \$215,000,000 in 1949 sales. . . . The FCC allowed WWOK, Flint, Mich., a 30-day breather as a result of financial difficulties being experienced by the station while sale negotiations continue. . . . And the State Department reported that the USSR had "jammed" President Truman's State of the Union broadcast beamed to Europe via the Voice of America.

Jack Benny led both the latest rating releases of the Pulse and Hooper. . . . The N. Y. Board of Education approved "NBC Theater" for in-service credit to school teachers. . . . NBC's 1950 Station Planning and Advisory Committee will hold its first meeting in New York next week.

**Algonquin 'Roundtable'  
Revived By WNEW Show**

The Algonquin Round Table, one-time meeting and talking place for Alexander Woollcott, Heywood Brown, Deems Taylor, Robert Benchley and others, will be started again in a new series of programs to be run over WNEW on Friday nights from 10 to 10:30 beginning January 20. The luminaries first used the table as a gathering place in 1918 and continued to meet there until interrupted during the war years.

The program will bring together a number of outstanding persons to discuss famous books. The first to be considered will be "The Law" by Rene A. Wormser. Judge Anna Cross, Charlotte Benoit, NYU law student, Gilbert Seldes, Ted Cott of WNEW and Hyman Barshay will take part in the discussion.

The site of the meeting place is at the Hotel Algonquin on West 44th Street.

*A New Year  
A New Company***ROBERT KENNETH JAMES, Inc.****Radio & Television  
Packagers**

943 N. LA CIENEGA BOULEVARD

CRestview 46041

HOLLYWOOD 46, CALIF.

# D-F-S Is Top Agency In Web-Time Billings

(Continued from Page 1)

reported. In second place was BBD&O with \$11,068,819 expended for network radio time in 1949. Benton & Bowles followed with \$9,735,528 spent.

### Placed \$2,056,002 Spot Biz

Dancer - Fitzgerald - Sample, Inc. also placed \$2,056,002 for spot radio billing in 1949 in addition to the network billings.

The twenty leading agencies in total network radio time billing during 1949 were as follows:

Dancer-Fitzgerald-Sample.....	\$18,708,466
BBD&O.....	11,068,819
Benton & Bowles.....	9,735,528
J. Walter Thompson.....	8,748,036
Young & Rubicam.....	7,617,573
Compton Advertising.....	7,119,301
Biow.....	6,770,044
Wade Advertising.....	6,490,496
McCann-Erickson.....	6,004,395
Newell-Emmett.....	5,909,540
Foote, Cone & Belding.....	5,245,970
Ward Wheelock.....	5,064,096
William Esty.....	4,021,824
Leo Burnett.....	3,741,848
Duane Jones.....	3,575,579
John F. Murray.....	3,522,225
Ruthrauff & Ryan.....	3,477,051
Cecil & Presbrey.....	2,795,629
Kudner Advertising.....	2,252,016
SSC&B.....	2,181,629

# Qualitative Survey Being Made By WQXR

A qualitative survey of radio audiences is being conducted by Pulse, Inc. for WQXR. The first results taken during November are now being shown by the station.

The survey shows that WQXR, The New York Times station, has twice as many families with incomes over \$7,500 as families who do not listen to WQXR. Also revealed is the fact that three times as many heads of families among WQXR listeners are college graduates than there are in the non-WQXR group.

The purpose of the survey, the station said, was to establish audience characteristics on a comparative basis. This is the first time such a study has been made in the radio field as a continuing research project, according to WQXR and Pulse.

Ages, sex, size of families, education, occupation of heads of families and income are among questions asked.

# 'Mark Trail' On MBS For Kellogg, Jan. 30

"Mark Trail," a new children's program stressing conservation and forest reclamation, will be sponsored over MBS eastern test network of 53 stations by the Kellogg Company of Battle Creek, Mich., starting Jan. 30, it was announced last week. Scheduled for thrice-weekly airing, on Monday, Wednesday, and Friday in the 5 to 5:30 p.m. time slot, the program will be heard for 22 weeks before taking a summer hiatus to return next fall to the full web.

Kenyon & Eckhardt is the agency.



# Man About Manhattan...

● ● ● WEEK-END CUFF NOTES: Earl Ebi has handed in his resignation as producer of the Kay Kyser show as of Feb. 1st to return to the coast and open up his own radio and teevee package agency. Seymour Kulik will take over in his place. Ebi had formerly produced the Edgar Bergen show for the past five years and also did the 2-hour annual Elgin-American show. . . . School principals around the country continuing to hammer away at TV crime stories. Say they prevent proper rest among children and injure their schooling the next day. . . . Cathy Mastice heads for H'wood and Metro screen test when she winds up her Music Hall appearance. . . . Marty Goodman now producing the ABC-TV Wendy Barrie series. . . . Bobby Colt featured in Marty Cohen's filmusical, "Catskill Honeymoon," which preems at the Ambassador on the 26th. . . . Xavier Cugat's new vocalovelty, Abbe Lane, will be remembered by the B'way set as Abbe Marshall, youngest chorine in "As the Girls Go." She'll tour Europe and So. America with Cugie and appear in his flickers.



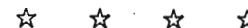
● ● ● A Harrison, N. J., television dealer is averaging some 1000 sales weekly. How? He buys sets from stores around the country slightly above cost—then advertises them for sale 20 to 25 per cent under retail price. What's his gimmick? Every sale must include service. He claims he makes more dough that way than in selling the sets.



● ● ● We see by the papers that our old pal, Paul Alley, who organized the NBC Television film' dept some 6 years ago and who was editor, writer and commentator of the original NBC Television newsreel, has up and joined Wm. J. Ganz Co. to produce motion pictures. All we can say is they got a great guy. Paul goes back a long way in this biz. When the Model "A" was the last word in Fords, he pioneered the showing of such early industrial films as "Fording the Lincoln Highway." Following a stretch with the N. Y. Times and Editor and Publisher, he produced a series of film shorts with Frank Seltzer. Later on he joined Paramount Newsreel as script writer and commentator. Moving over to MGM News of the Day, he served as writer, then Foreign Editor. During the war he edited the State Dep't-OWI distributed United Newsreel, international film version of the current radio Voice of America. In 1943 he joined NBC and became their Director of Film. With his new connection, he'll be Television Consultant and in charge of Production. Like we said before, they got a great guy.



● ● ● The March of Dimes will be represented on Times Sq. through the medium of a mobile unit which will be stationed at Duffy Sq. from Jan. 10th to the 31st from 6 to 11:30 p.m., and are seeking co-operation from showbiz personalities who will make a personal appearance during that time to make a pitch for the cause. Contact Mrs. Helen Durall or Sam Blake in charge of the Unit.



● ● ● In addition to the 23 air shows already purchased by the Ford Dealers on CBS and Mutual to promote the 1950 Ford, they're also grabbing off five television programs for a two-week buy apiece. Shows are "One Man's Family" and "Leave It To The Girls" on NBC; "Front Page" on CBS; "Hands of Murder" on DuMont and "Super Circus" on ABC. This purchase makes it unquestionably the biggest short term deal in the history of the biz (the whole campaign lasting only a month) and likewise marks the greatest support any manufacturer has ever given his product.

# Zeckendorf, Realtor Joins Board Of ABC

(Continued from Page 1)

Center on West 66th Street in New York. Purchase of the site, with construction, renovation and equipment amounted to a two and one-half million dollar deal.



ZECKENDORF

Forty-four year old Zeckendorf is the president of a number of realty firms doing coast-to-coast business and is currently president of the board of trustees of Long Island University. He has been

prominent in numerous drives of a philanthropic and educational nature.

In addition to Zeckendorf, the ABC board is now made up of Edward J. Noble, chairman; Mark Woods, vice-chairman; Robert Kintner, president; and Earl E. Anderson; Alger B. Chapman; Robert H. Hinckley; C. Nicholas Priaulx; Franklin S. Wood, and Owen D. Young.

# Charge Of CP Bartering To Be Weighed By FCC

(Continued from Page 1)

at a substantial profit before proceeding with construction plans. In announcing the hearing the Commission said the company "has not been entirely candid and truthful" in replying to Commission queries on the matter.

The question is whether the Commission shall license the station, which is on the 1150 band. A competing applicant, Skyway Broadcasting Corp., of Columbus, has asked that the construction permit be revoked and the Skyway application be reinstated. After the Commission had decided against Skyway and for the Lima group, Skyway told the Commission last year, a broker claiming to be authorized by the Lima group offered the construction permit to Skyway.

The Commission also ordered hearing on a matter of dates in the Skyway allegations, raising the issue whether the Skyway charge was not deficient in that it included wrong dates.

Commissioner Robert F. Jones was a member of the Lima group, then only an applicant for a construction permit, at the time of his appointment to the FCC nearly three years ago. He withdrew as soon as his name went to the Senate for the FCC spot.

# Stork News

Syracuse—Mr. and Mrs. Ernest Cuno have announced the birth of a son, Kenneth, born January 4. Cuno is disk jockey at WSYR, Syracuse.



**We Need  
Your Help  
More  
Than Ever  
Before**

**NATIONAL RADIO-TELEVISION DIVISION COMMITTEE**

**1950 • MARCH OF DIMES • 1950**

*Chairman:* JUSTIN MILLER, President, National Association of Broadcasters

*Co-Chairmen:* JOSEPH McCONNELL, President, NBC; HUBBELL ROBINSON, JR., Vice-President, CBS  
WILLIAM H. FINESHRIBER, Vice-President, MBS; CHARLES C. BARRY, Vice-President, ABC

**PRESENTS**

*The Following All-Star Programs In The Fight Against Infantile Paralysis*

**RADIO SHOWS • Electrical Transcriptions**

FRANKIE LAINE with Ernie Hecksher and his Orchestra; CARMEN CAVALLERO and his Piano and Orchestra; HOWARD BARLOW and his 50-piece Symphony Orchestra; EDDY ARNOLD, the Tennessee Plowboy; ELLIOT LAWRENCE and his Orchestra; DORIS DAY-LES BROWN and Orchestra; FREDDY MARTIN and the Martin Men; HELEN HAYES; BASIL O'CONNOR; DISCS FOR DIMES and SPOTS.

**TELEVISION PROGRAMS • 16mm. Sound Film**

TOMMY HARMON; VICKY DRAVES, Olympic Diving Champion; RUBE SAMUELSON, Sports Writer; NANCY CHAFFEE, Tennis Star, in a Sports Quiz Program with Pantomime; HOAGY CARMICHAEL and his Piano; SANDY DREAMS, headlining an All-Kid Quiz Show; GISELLE & SZONY, Famous Dance Team; LARRY STEVENS, former singer on Jack Benny Program; JACK SMITH; MIKE STOKEY'S PANTOMIME QUIZ with SANDRA SPENCE, VINCENT PRICE and CHILI WILLIAMS.

*Please Use As Often As Good Programming Permits—January 16-31—Thanks*

**THE NATIONAL FOUNDATION FOR INFANTILE PARALYSIS—120 BROADWAY—NEW YORK 5—NEW YORK**

FRANKLIN D. ROOSEVELT, Founder

HOWARD J. LONDON, Director—Radio, Television and Motion Pictures

BEekman 3-0500

## AGENCIES

**JOHN H. McNEIL**, former general manager of WJZ, has been named director of the television department of Birmingham, Castleman & Pierce, Inc.

**LESTER KRUGMAN**, formerly director of advertising for Decca Records, has become an account executive with Grey Advertising Agency, Inc.

**JEROME B. HARRISON** has joined Ward Wheelock Co. as an account executive. He was vice-president of the Charles Dallas Reach Co.

**RICHARD E. RICHMAN** has joined Lew Kashuk & Son Advertising Company as an account executive. He was formerly with Columbia Pictures.

**STERLING INSURANCE COMPANY** has named Reincke, Meyer & Finn, Inc. Newspapers, magazines, trade papers and radio will be used.

**HUB PAINT AND VARNISH COMPANY** of Long Island City to George N. Kahn Company, Inc. Radio and newspapers will be used.

**JAMES CRAWFORD** has been appointed sales manager of WPEN in Philadelphia.

**OLSON COMPANY** has named E. T. Howard Company, Inc. for promotion of its screen and storm windows, roofing and siding. Newspapers and radio will be used.

**FRED R. RIPLEY**, general manager of WPTR, 50,000 watts, covering Albany, Schenectady and Troy, N. Y., announces the appointment of Ra-Tel Representatives, Inc.

**W. G. POWER** has been named Chevrolet advertising manager. He was formerly manager of the Chevrolet Motor Division of General Motors Division.

## Vim, RCA Victor Sign WNBT Talent Series

A new series designed to showcase local talent will debut over WNBT on Wednesday, February 15 at 10:30 p.m. under sponsorship of Vim Electric Company in association with RCA Victor. Vim and RCA have signed a 52-week contract for the program starring humorist Harry Hershfield as emcee.

Program, 'The Talent Battle of the Boroughs,' will be devoted to one of New York's boroughs with contestants being selected by auditions in neighborhood RKO theaters. Every fifth week, the winners from Brooklyn, Manhattan, the Bronx and Queens will compete for the title of "City Champion." The fifth New York borough, Richmond, will not participate in the program. Kermit Schafer produces.

## Industry And Gov't Will Join In Electric-Components Meet

(Continued from Page 1)

electronic equipment, will be discussed at the symposium to be held in the new Department of Interior auditorium. A program is now in preparation.

"The symposium will pose the problem of achieving the same high degree of dependability and service life in electronic equipment as is possible in electrical equipment of other types," J. G. Reid, Jr., of the National Bureau of Standards, who is chairman of the program committee, explained.

Sponsor representatives of the organizations supporting the conference are: Dr. W. R. G. Baker and M. R. Briggs, of the RMA engineering department; J. G. Brainerd, of

IRE, and W. R. Clark and W. G. Dow, of the American Institute of Electrical Engineers.

F. J. Given, of Bell Telephone Laboratories, is chairman of the steering committee, and L. G. Cumming, of IRE, is vice-chairman. Virgil Graham, of Sylvania Electric Products, Inc., and associate director of the RMA engineering department, is chairman of the publicity committee.

Other committee chairmen, in addition to Reid, are: A. F. Murray, Teletech Magazine, proceedings publications committee; Dr. Baker, finance, and J. C. P. Long, Bureau of Aeronautics, Navy Department, local arrangements.

## TV-Film Actors' Wages Discussed At Coast Meet

West Coast Bureau of RADIO DAILY

Hollywood — Proposals for wage minimums for acting in films made for exhibition on television, and for additional pay for the re-use of such films, were discussed here Friday at a meeting of committees representing the Television Film Producers Assn., Screen Actors Guild and Screen Extras Guild.

In a new effort by SAG to reach a peaceful agreement with the Eastern live talent unions regarding the best method of organizing and administering the television field, the Guild board has requested the newly-created Television Authority to inform SAG what form of television agreement the live talent unions are willing to make with the film guilds.

SAG's board sent the following letter to the TvA board:

"If you find on reconsideration that you are still unable to meet with us in Los Angeles, then in the interests of progress, forward your views on a partnership agreement or other working arrangement which recognizes two fields, live and film.

"We have considered your request that the Guild cease its negotiations with producers of film made for television exhibition. We have reviewed our actions in this regard and find nothing that will in any way interfere with any possible arrangements which may be made between the screen guilds and TvA."

## FCC Bar Assn. Meets

Washington—Members of the FCC Bar Association met Friday with the FCC general counsel, Ben Cotton, and assistant general counsel Harry Plotkin in an exploratory session to clarify the Commission regulation regarding the filing of management contracts by broadcasters. The Bar Association will offer a proposed clarification within the next two weeks designed to eliminate the need for filing such things as ASCAP, BMI and union contracts, and others, with the Commission.

## MGM, MBS Officials Deny Reports Of Network Sale

(Continued from Page 1)

WMGM, the film company's New York outlet, said yesterday that the story probably originated as a result of negotiations between the Music Corporation of America, which represents M-G-M house built radio programs, and Mutual's Los Angeles outlet, KHJ for the purchase by KHJ of three M-G-M built programs. He said that negotiations had not been reopened and amplified this statement by pointing out that M-G-M was interested in buying the web until Mutual was unable to firm its end of the bargain. He said that M-G-M would not seek to reopen the negotiations and that any move to re-open would have to be made by the web.

Abe Schechter, MBS vee-pee in charge of news and public relations, also denied the reported negotiations.

## Commission Postpones 'Phonevision' Hearing

Washington Bureau of RADIO DAILY

Washington—The FCC announced Friday that it has deferred the hearing on Zenith's 'Phonevision' plan slated for January 16 pending action on the company's recent request that the Commission reconsider and grant its application to test phonevision in the Chicago area before a general hearing on the subject is held. The Commission is expected to act on the Zenith petition before the month is out—possibly this week.

Zenith has asked permission to test its system in 300 Chicago homes, installing equipment whereby residents in the participating homes can receive advertising-free TV shows simply by dialing a telephone number and having their receivers cleared for the programs. A charge-per-program goes on the subscriber's bill.

The Commission decided a few weeks ago, with two members, including Chairman Wayne Coy dis-

## COAST-TO-COAST

Celebrating Anniversary

Hartford, Conn.—Traffic manager Sterling V. Couch of WDRC is observing his 22nd anniversary with WDRC in January. Couch is one of radio's old-timers and is widely known in religious and educational quarters here because of his work in behalf of their organizations.

WCAE Covering Games

Pittsburgh, Pa. — WCAE will broadcast all of the University of Pittsburgh basketball games. It started Jan. 5, when Pitt played Westminster. The games will be broadcast direct from Pitt Stadium gym where WCAE sportscaster, Ray Scott, will give the play-by-play account, which will be wire-recorded for play-back at 11:15 p.m. All Saturday home games will be broadcast live.

Anderson Joins KXOK

St. Louis, Mo.—Former Marine fighter and bomber pilot, Paul Anderson, joined the announcing staff of KXOK on December 27. Anderson was formerly an announcer for WMBH in Joplin, where he handled special events, remote dance broadcasts, play-by-play football and a disc show.

WHDH Spot Renewals

Boston, Mass.—WHDH has announced renewals of 36 Chesterfield spots per week, 18 a week for Beverwyck Breweries, Inc., 35 time signals weekly for Howard Johnson and a new Nedicks schedule of 24 time signals per week. The spots are exclusives for Howard Johnson, Chesterfield and Nedicks in the city.

WFIL Sells Spots

Philadelphia, Pa.—Monday through Saturday participation spots in the "Farmer Jones" program on WFIL will be sponsored by the Sterling Salt Co. for 52 weeks beginning Monday, January 9. The show is aired daily except Sunday from 6 to 6:55 a.m. Participations in the WFIL "Mary Jones" show, directed toward the afternoon women's audience, have been bought by Bon Ami for 52 weeks, effective Monday, January 30. They will be scheduled on Monday, Wednesday and Friday.

WTIC Aids Contestants

Hartford, Conn.—In order to provide more women with the opportunity to participate in WTIC's daily "Cinderella Weekend Quiz Show," the station has established new eligibility rules which are now in effect. Contestants who win the major weekend prize, or who have won it at any time in the past, will not be eligible to appear on the program again.

sending, to hold a hearing on the 'Phonevision' theory before acting on the Zenith petition—but will not reconsider that decision.

# TELEVISION DAILY

Section of RADIO DAILY, Monday, January 9, 1950 — TELEVISION DAILY is fully protected by register and copyright

## FCC QUERIES 'SATURDAY' PLAN

### TELE TOPICS

**THE MONDAY WASH:** Conrad Nagel began doubling in brass last night when he took over as producer of the Goodrich "Celebrity Time" stanza in addition to his chores as emcee of the quiz. Yasha Frank, former producer of the show, was named director of new program development for World Video, which owns the package. . . . While Kukla, Fran and Ollie, since its inception, has been labeled as a children's show, it's always been our position that no young 'un could possibly get as much enjoyment from it as an adult. We felt pretty good, therefore, when we saw the American Research Bureau report for New York showing that more than half of the program's audience is made up of persons over 16. Along the same line, we quote the following from Harry MacArthur's column in the Washington Sunday Star. "It (KFO) is supposed to be a children's show, but if it is, 'Gulliver's Travels' is a children's book."

**THE NEW** Robert Montgomery show for Lucky Strike, slated for debut on NBC on Thursday, Jan. 26, is negotiating with United Artists producers for TV rights to feature scripts. . . . Winston Keefe, founder of the American Theater Wing's professional training program for acts and former managing director of New Stages, has been named producer of "Ford Theater." Garth Montgomery, who had produced the show since it began in October, 1948, will devote full time to his chores as TV director of Kenyon & Eckhardt. Marc Daniels continues as director of the series. . . . "Helping The Blind To Help Themselves," a half-hour film prepared for the Industrial Home For The Blind, will be aired by WJZ-TV Jan. 11 and afterward will be made available to about 20 ABC affiliates. . . . Ernest Lehman's "The Unguarded Moment" has been named winner of the fourth Chevrolet script award. Lehman will receive the award on "Chevrolet Theater" Jan. 16.

**SERIES OF 20-SECOND** film spots on fire prevention has been completed for the National Board of Fire Underwriters by Cinemart, Inc., and is being offered to all stations. Ernest Chappell was the narrator. . . . Leonard Sillman's "New Faces" has been wrapped up for tele by World Video. . . . Chicago, set manufacturers expect that receiver production in the Windy City this year will reach the two million mark. . . . Dave Vine is now writing material used by his son, Billy, on CBS' 54th Street Revue. . . . Sinclair Refining, making its TV bow in the area, has signed with WCAU-TV, Philadelphia, for Alan Scott's across-the-board quarter-hour news stanza. Morey, Humm & Johnstone placed the pact.

### WCAU Names Vanda To Succeed Larson

Philadelphia—The appointment of Charles Vanda as director of WCAU-TV, was announced over the weekend by Donald W. Thornburgh, president of WCAU, Inc. Vanda fills the post vacated by G. Bennett Larson, who moves to WPIX, New York, on January 16, as manager of that station. Vanda's new duties here will become effective simultaneously with the departure of Larson. As former executive producer of CBS'



VANDA

western division, Vanda was the originator of radio's Suspense, Intrigue, Stars Over Hollywood, and other outstanding programs. He joined WCAU last September.

In announcing Vanda's appointment, Thornburgh said that it "maintains our policy of having the television department manned by a creative executive, experienced in originating and developing new talent, programs and techniques."

Vanda has been in the radio field for the past 25 years and during World War II served as chairman of the Four Network Radio Committees and was co-producer of the This Is War series. He is credited by the War Department as being the co-author of a plan for the formation of the Armed Forces Radio Service.

### TV For Brazil This Summer; Web Signs For RCA Equipment

Television will be introduced to Sao Paulo, Brazil, in the summer of 1950 by the country's largest network, Emissoras Associadas with equipment being supplied by RCA, Meade Brunet, v-p of RCA and managing director of the RCA international division announced on Friday. The negotiations for the tele transmitter and other studio equipment were begun in 1948 and concluded during the recent visit to this country by Dr. Assis Chateaubriand, director general of the network, Brunet said.

The transmitter and antenna for the station will be atop Sao Paulo's

### Stations To Move Atop Empire State

Plans for the construction atop the Empire State Building of a 200-foot master transmitting antenna mast, first revealed in RADIO DAILY two months ago, are expected to be announced this week. WNBT, now the sole occupant of the tower, will be joined by WJZ-TV, which has received FCC approval of the move, WABD and WPIX. NBC is ready to sign a new lease on the tower site and similar pacts will be inked by the other outlets.

### CBS Cancels Three In Program Shuffle

Widespread program lineup revision has been completed by CBS, highlighted by the axing of three sustainers, "Romance," "The Front Page" and "54 Street Revue."

New shows to be inaugurated by the web are "Stage Door," a dramatic series based on the Ferber-Kaufman play, and a variety stanza starring Robert Q. Lewis. "Stage Door" will be aired in the Tuesday, 9-9:30 spot now occupied by "Actor's Studio" which will become a full-hour feature aired every other week, beginning Feb. 3, alternating with "Ford Theater" on Fridays.

Lewis probably will be spotted as replacement for "Romance" on Thursdays, alternating with "Inside USA."

No replacement has been set yet for "Front Page," which folds after the Jan. 19 airtel.

### Asks NBC Explain Series Offered TV Stations

Washington Bureau of RADIO DAILY

Washington—The National Broadcasting Company has been asked to reply this week to a series of FCC questions concerning its plans for a 13-week series of two-and-one-half-hour TV network shows, it was learned at the weekend.

It was reported that the network is asked to tell the Commission by tomorrow how many stations have been asked to clear the time, by whom the requests were sent and other details of the matter.

The DuMont network objected last week, saying that the NBC plan is violative of the Commission's network rules and constitutes an attempt at the establishment of monopolistic control over television networking and television programming generally. NBC has not commented.

The DuMont complaint went to the Commission with similar information filed also with the Department of Justice.

The Commission has asked DuMont for further information.

DuMont told the Commission the NBC plan would "disrupt and destroy comprehensive programming efforts by independent broadcasters and unreasonably burden advertisers utilizing the services of such broadcasters."

DuMont said also that it has lost out in the past to NBC because it has not been able to offer AM and FM programming as well as TV. Expressing great alarm over the entire developing pattern in TV network programming competition, DuMont called for immediate "prophylactic action . . . (rather than eventual) . . . remedial formal measures or the application of licensing sanctions."

### KRON-TV Names Louvau

San Francisco—Norman Louvau has been named sales manager of KRON-TV, the San Francisco Chronicle station. He has been with the outlet since shortly before it went on the air Nov. 15. Previously, he was commercial rep for KRON-FM.

### New WPIX Commercial

Tastychip Co., through State Advertising, has signed with WPIX for sponsorship of "The Hobby Club," new weekly children's program emceed by Alan Garrett and directed by Cledge Roberts. Contract runs for 13 weeks.

RADIO DAILY

# 'So In Love' Tops ACI 1949 Hit List

(Continued from Page 1)

Enchanted Evening," written by Rogers and Hammerstein. "Powder Your Face With Sunshine," ranked number three, followed by "Cruising Down The River."

### Christmas Songs Popular

Topping the list of "Favorite Standards for 1949," were two Christmas songs, the ever-popular "White Christmas," written by Irving Berlin, which received 5,837 ACI points, followed by "Santa Claus Is Comin' To Town," with 4,844 ACI points. Another Cole Porter tune appeared in the "Favorite Standards" list, taking a third place with 4,820 ACI points—"Begin The Beguine," a top favorite for almost a decade now.

## English Speaking Union Honor Women B'dcaster

Eight radio executives have been chosen as part of a panel of eighteen judges to choose a woman radio commentator and a woman news-writer to receive award plaques from the English-Speaking Union for having contributed materially during the past year to better understanding between the United States and Great Britain.

Radio executives selected by the English-Speaking Union as judges include: Robert Saudek, ABC's public affairs vee-pee; Pat Weaver, NBC's vee-pee; James H. Gaines, director of NBC owned and operated stations; Bill Finshriber, Mutual vee-pee in charge of programming; Ted Cott, vice-president of WNEW; Michael R. Hanna, general manager of WHCU; Seymour N. Siegel, director of WNYC; and Sydney Roslow, director of Pulse, Inc.

Also serving as judges are: Mrs. Edward Anthony; Mrs. William Armour; Mrs. Gardner Cowles, editor of Flair; Mrs. Murray Crane; Charles Ferguson, Reader's Digest senior editor; Mrs. Leonard Hand; Mrs. Gilbert Kinney; Mrs. Henry Goddard Leach; J. W. Thompson vee-pee Samuel W. Meek; Mrs. Gene Tunney; and Professor Allan Nevins of Columbia University.

## Student Finalists Picked In 'Voice Of Democracy'

Twelve finalists, of more than a million original participants in the cooperative NAB, RMA and U.D. Junior Chamber of Commerce "Voice of Democracy" contest for American high school students, were announced last week by Robert K. Richards, Voice of Democracy Committee Chairman.

He said the four winners would receive \$500 college scholarships and trips to Washington, D. C.

The contest, which was conducted in 1,800 U.S. and territorial communities, will be judged by: Morgan Beatty, NBC news commenta-

## SONG HITS OF 1949

(January 1, 1949 to January 1, 1950)

The 35 song hits with the largest radio audiences are listed below in order of the total ACI points received in the ACI surveys during the year. (Songs in Stage or Film Productions are indicated. Songs currently active are marked with an asterisk. Songs whose activity began in the fall of 1948 are noted by the date—1948).

SONG TITLE AND PUBLISHER	TOTAL ACI POINTS	NUMBER OF WEEKS IN ACI SURVEY
So In Love (1948) (T. B. Harms)	26,552	41
*Some Enchanted Evening (Chappell)	25,061	34
Powder Your Face With Sunshine (1948)(Lombardo)	20,291	22
Cruising Down The River (Henry Spitzer)	18,376	22
Far Away Places (1948) (Laurel)	18,327	19
Again (1948) (Robbins)	18,214	26
Sunflower (Famous)	17,487	22
I've Got My Love To Keep Me Warm (1948) (Berlin)	17,239	20
Bali Ha'i (Chappell)	16,805	30
A Little Bird Told Me (1948) (Bourne)	16,793	14
A Wonderful Guy (Chappell)	16,147	29
Someone Like You (Harms)	14,276	19
*A Dreamer's Holiday (Shapiro-Bernstein)	13,500	16
Riders In The Sky (E. H. Morris)	13,456	19
*Don't Cry Joe (Harms)	13,337	15
*You're Breaking My Heart (Mellin)	13,200	22
*That Lucky Old Sun (Robbins)	13,035	21
*Younger Than Springtime (Chappell)	12,989	28
*Room Full Of Roses (Hill & Range)	12,796	25
Red Roses For A Blue Lady (Mills)	12,672	18
*I Can Dream Can't I (Chappell)	12,465	14
'A'—You're Adorable (Laurel)	12,374	23
Maybe It's Because (Bregman-Vocco-Conn)	12,347	26
Let's Take An Old-Fashioned Walk (Berlin)	11,937	20
There's Yes Yes In Your Eyes (Witmark)	11,884	22
Just One Way To Say I Love You (Berlin)	11,877	18
Careless Hands (Melrose)	11,829	20
Forever And Ever (Robbins)	11,805	21
Galway Bay (1948) (Leeds)	11,761	17
It's A Big Wide Wonderful World (Broadcast Music)	11,754	28
*Someday (You'll Want Me To Want You) (Duchess)	11,752	25
My Darling My Darling (1948) (E. H. Morris)	10,993	12
Lavender Blue (1948) (Santley-Joy)	10,855	13
Everywhere You Go (Lombardo)	10,436	26
Fiddle Dee Dee (Harms)	9,961	18

## FAVORITE STANDARDS OF 1949

White Christmas (Berlin)	5,837	9
Santa Claus Is Comin' To Town (Feist)	4,844	7
Begin The Beguine (Harms)	4,820	23
Blue Skies (Berlin)	4,696	18
Just One Of Those Things (Harms)	3,876	19
'S Wonderful (Harms)	3,745	13
Tea For Two (Harms)	3,709	20
Somebody Loves Me (Harms)	3,604	18
Lover (Famous)	3,063	15
Easter Parade (Berlin)	2,969	4
All The Things You Are (Chappell)	2,879	15
Take Me Out To The Ball Game (Broadway)	2,660	7
Winter Wonderland (Bregman-Vocco-Conn)	2,652	6
Night And Day (Harms)	2,639	13
Star Dust (Mills)	2,578	10
Twelfth Street Rag (Shapiro-Bernstein)	2,319	9
Here Comes Santa Claus (Western)	2,252	4
April Showers (Harms)	2,210	4
What Is This Thing Called Love (Harms)	2,188	12
St. Louis Blues (Handy)	2,006	8
This Can't Be Love (Chappell)	1,920	9
Christmas Song (Burke & Van Heusen)	1,860	4
Where Or When (T. B. Harms)	1,854	8
Alexander's Ragtime Band (Berlin)	1,816	7
Tico Tico (Charles K. Harris)	1,776	8
Sweet Georgia Brown (Remick)	1,758	8
September Song (Crawford)	1,666	6
It Had To Be You (Remick)	1,592	6
Who (T. B. Harms)	1,588	6
Dancing In The Dark (Harms)	1,533	9
Darktown Strutters Ball (Feist)	1,448	8
Make Believe (T. B. Harms)	1,417	8
My Blue Heaven (Feist)	1,396	6
Embraceable You (Harms)	1,395	8
Because (Chappell)	1,351	6

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tor; Mrs. Raymond Clapper, author and columnist; Tom Clark, associate justice of the U.S. Supreme Court; Wayne Coy, chairman of the FCC; Douglas Southall Freeman, southern editor and author; Andrew D. Holt, president of National Education Association; J. Edgar Hoover, director of the FBI; Edward R. Murrow, news analyst for CBS; and James Stewart, motion picture star.

Local Junior Chamber of Commerce chapters cooperated in the details of community contests. Local

prizes were given by radio dealers, coordinated by the RMA.

From state levels onward, contestants were judged by means of transcriptions and recordings made especially for them by NAB member stations in their communities.

State Junior Chamber headquarters set up judging panels which chose the 51 state and territorial winners, and the Voice of Democracy Committee performed the regional judging which reduced the number to the 12 semi-finalists.

# Five Execs Elected RCA Vice-Presidents

(Continued from Page 1)

the Finance Department; Paul A. Barkmeier, vice-president and general manager of the Record Department, and Harold R. Maag, vice-president and western manager of the RCA Victor Division.

Baker joined RCA in 1943 as purchasing agent for the company's Indianapolis plant, where he remained until 1944, when he was transferred to Camden, N. J. There he was made general purchasing agent and later named general purchasing director. He was appointed general sales manager of the Home Instrument Department of RCA in October, 1945.

### Joined RCA In 1930

Orth became associated with RCA in 1930 as a design engineer of receiving tubes at the Harrison, N. J., plant. With the exception of 1938-39, during which time he obtained his M.S. degree at M.I.T., he continued with RCA in various executive capacities at Harrison, Camden and Bloomington, Ind., plants. In January, 1949, Orth was appointed general manager of the Tube Department.

Carter first joined RCA in 1935 as an attorney and served as assistant manager of the License Division of RCA in New York from 1939 to 1941, when he returned to Camden as assistant general counsel. During the war, he was in charge of renegotiation of Government contracts, contract terminations and facilities contracts. He was named director of finance on November 24, 1947.

### Also Headed Controllers Assn.

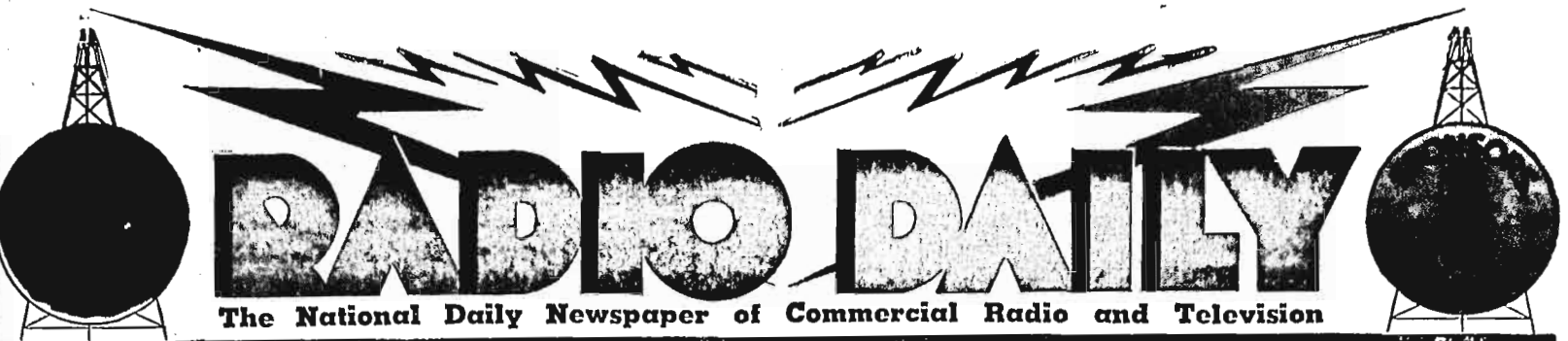
Barkmeier was appointed general manager of the RCA Record Division on November 1, 1948. At the time he joined RCA, he was president of the Chicago Controller's Association, a director of the National Controller's Congress and a member of the Controller's Institute of America.

Maag has been associated with RCA Victor for more than 20 years as a salesman and sales executive. On January 11, 1945, he was appointed regional manager for the west coast area, after having served as general manager of RCA Victor Mexicana, S. A., RCA associated company in Mexico. Maag's present offices are in Hollywood, Calif.

## Six Join WLIB Sales

WLIB has added six radio time salesmen to their commercial staff, Harry Novik, general manager has announced. The new appointments include: Arthur Poppenberg, former time salesman with NBC and ABC; Miss Helen Wood, one-time general manager of WCCC, Hartford; Milton Lasker, formerly of WMGM sales department; Benjamin Segal, who has been in the publishing business; and Louis Mitchell and Julius Boyd, previously with the advertising department of the New York Age.





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 50, NO. 6

NEW YORK, TUESDAY, JANUARY 10, 1950

TEN CENTS

## TRUMAN ASKS SMALL HIKE IN FCC FUND

### Miller Address Opens Committee-Confabs

Washington Bureau of RADIO DAILY  
 Washington—President Justin Miller of NAB opened the joint session of three new association committees yesterday as he reviewed the recent reorganization of the NAB structure and pointed to problems ahead of fitting the new committees into functioning of an expanding association designed to serve in the video as well as the audio field. On hand were the combined membership of the new broadcast adver-

(Continued on Page 2)

### WMMW Is Defendant In Radio Test Action

Meriden, Conn.—FCC rules providing that radio stations have no power of censorship over material broadcast by political candidates is being tested in a suit brought by a New England manufacturer against a candidate for mayor in Meriden and WMMW.

The Charles Parker Company charges that Joseph N. DePaola, Democratic candidate for mayor, falsely stated over WMMW that the firm is now 90 per cent out of pro-

(Continued on Page 2)

### Mme. Chiang's Talk Was Public Serv. Feature

The broadcast of Mme. Chiang Kai-shek of her farewell address to the United States Sunday over an exclusive NBC network, has elicited world-wide press and radio coverage and comment. Many stations affiliated with NBC rebroadcast Madame Chiang's speech and every

(Continued on Page 6)

### Distinction

The most representative speech of the United States is spoken in Ohio, according to Dr. James Bender, editor of the "NBC Handbook of Pronunciation. He made this challenging (or challengeable) statement in a recent speech before the Ohio Society in New York. He said the book will contain about 5,000 more words than the current edition.

### Duffy To Speak

The Outlook for Radio and TV in 1950 will be the topic of a talk by Ben Duffy, BBD&O president, at a luncheon of the Radio Execs Club of New York to be held in the Grand Ballroom of the Hotel Roosevelt on Thursday. Arthur Pryor, Jr., BBD&O v-p in charge of radio, will introduce Duffy.

### Radio-TV Aiding March Of Dimes Drive

The 1950 March of Dimes campaign for the benefit of the National Foundation for Infantile Paralysis, scheduled to run from Jan. 16 thru 31, plans extensive radio and tele to promote contributions, according to Howard J. London, director of radio, TV, and motion pictures. Radio and TV, he said, are expected to account for a good percentage of the "greater-than-ever" goal set by the National Foundation.

The Foundation has already sent platters of electrically transcribed

(Continued on Page 6)

### Britain General Elections Will Be Covered By CBS

CBS announced yesterday that the network has made plans for all-out news coverage of the forthcoming general elections in Great Britain, now tentatively scheduled for February 23. Plans include shifts by CBS newsmen from their normal posts to England for a series of pre-election broadcasts on the closing of

(Continued on Page 6)

## Radio Stations Honored For Fresh Air Fund Support

Station WVPO, Stroudsburg, Pa., has been awarded the 1949 radio citation of the Herald-Tribune Fresh Air Fund, it has been announced. Awarded annually to the radio station which has made the most outstanding contribution to the fund's work, the citation was given WVPO on the basis of a full 27-hours of programming tied-in with the fund's ever-active search for summer and

Christmas-time vacation homes for New York's needy children.

Other stations which were cited by the Fresh Air Fund for outstanding contributions during the past year were WHDL, Olean, N. Y.; WWNY, Watertown, N. Y.; WKNE, Keene, N. H.; WDOS, Oneonta, N. Y.; WJOY, Burlington, Vt.; WEEX-FM, Easton, Pa.; WLNH, Laconia,

(Continued on Page 5)

### President, In Annual Budget Message, Sets \$6,914,600 For Commission, \$314,600 Over Current Year

### No High Court Review Of Md. Newsmen Case

Washington Bureau of RADIO DAILY  
 Washington—The Supreme Court refused yesterday to review the Maryland Court of Appeals decision in favor of several Baltimore area broadcasters appealing a lower court conviction for the broadcast of crime news prematurely. Five stations and the news editor of one had been held in contempt and fined from \$100 to \$200 each in 1948, on

(Continued on Page 5)

### Wildroot Renews Series On Don Lee Coast Outlets

Wildroot Cream Oil has renewed sponsorship, for 52 weeks, of "What's The Name of That Song" on the full 45 stations of the Don Lee web, 4 stations of the Aloha net in Hawaii and station CKWX in Vancouver, B.C., effective January 11, it has

(Continued on Page 2)

### 'Hollywood Calling' Cut To Half Hr. Show On NBC

Effective January 15, NBC's "Hollywood Calling" becomes a half-hour show to be heard from 7 to 7:30 p.m., directly opposite Jack Benny on CBS. "Hollywood Calling"

(Continued on Page 4)

Washington Bureau of RADIO DAILY  
 Washington — A small increase in its annual budget was recommended for the FCC for the coming fiscal year, it was learned yesterday as President Truman revealed the official budget proposals for fiscal 1951. A total figure of \$6,914,600 was recommended for the FCC, compared

(Continued on Page 5)

### Grand Central Radio Crew Is Disbanded

Terminal Broadcasting, Inc., which piped news, music and commercials over the speakers of Grand Central Terminal until protests caused the New York Central Railroad to discontinue the broadcasts, has ended all operations and thrown four persons out of work, it was learned yesterday. The general manager of the operation, Sherman D.

(Continued on Page 6)

### Gunzendorfer Resigns As Manager Of KROW

Oakland — Wilton Gunzendorfer has resigned as general manager of KROW, Oakland, California, after having been in the managerial capacity for the past four years. Before coming to KROW, he was manager

(Continued on Page 2)

### Spot Coverage

Bob Frank and Bob Redden, newsmen at WOC, Davenport, Iowa, scored a news break for NBC with recorded on-the-spot descriptions of the hospital fire there which took forty lives, and interviews of the local Fire Chief, Coroner and survivors. Tapes were broadcast on the "World News Round-Up" Friday and a special program Saturday.



Vol. 50, No. 6 Tuesday, Jan. 10, 1950 10 Cts.

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**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**  
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 6425 Hollywood Blvd. Phone: Gladstone 8436

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 Phone: Wisconsin 3271

**CHICAGO BUREAU**  
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 Phone: ANdover 3-6050

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

## FINANCIAL

(January 9)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	9	8 1/2	8 7/8	.....
Admiral Corp.	20 3/8	20	20 1/4	.....
Am. Tel. & Tel.	147 3/8	146 7/8	147 1/8	- 1/4
CBS A	29 3/4	29 1/4	29 1/4	- 5/8
CBS B	29 1/2	29 1/2	29 1/2	- 1/4
Philco	36 1/4	35 1/2	35 5/8	+ 1/8
RCA Common	14	13 5/8	13 3/4	- 1/8
RCA 1st pfd.	75	75	75	.....
Stewart-Warner	13 1/4	13	13 1/8	+ 1/8
Westinghouse	32 5/8	32 1/4	32 3/4	- 1/4
Westinghouse pfd.	103 1/2	103 1/2	103 1/2	.....
Zenith Radio	34 3/8	33 3/8	34	.....

### NEW YORK CURB EXCHANGE

Hazeltine Corp.	16 3/4	16 3/4	16 3/4	.....
Nat. Union Radio	3	2 7/8	2 7/8	- 1/8

### OVER THE COUNTER

Stromberg-Carlson	Bid 11 1/4	Asked 12 1/2
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## Wildroot Renews Series On Don Lee Coast Outlets

(Continued from Page 1)

been announced. BBD&O is the agency.

The show is consistently rated among the top ten regional shows currently broadcast. It features Bill Guinn as emcee and the piano music of Lou Maury and Vic Piemonte.

Don Lee TV station KTSN, Los Angeles, telecasts the show on Thursday nights under the sponsorship of Thrifty Drug Stores, Inc.

### ABC Casts Martin Gabel

Martin Gabel has been signed by ABC to portray the title role in the web's "The Casebook Of Gregory Hood," it has been announced. The program is aired Wednesdays at 9:30 p.m. (EST).

## ★ COMING AND GOING ★

**THOMAS VELOTTA**, vice-president of the American network in charge of news and special events, has returned from New Orleans, where he supervised the web's broadcast of the Sugar Bowl game.

**NICK KEASLEY** and **TOM DOUGHTON**, of Lennen & Mitchell, yesterday left by plane for Washington, D. C., where they'll rehearse prominent Government officials scheduled to appear on the Old Gold Amateur Hour over the American network to aid the American Heart Association.

**HARRY BURKE**, general manager of KFAB, Lincoln-Omaha, has arrived from Nebraska on station and network business. KFAB is a CBS outlet.

**ROBERT NELSON** is in town. He's the general manager of WARD, Johnstown, Pa., a CBS affiliate. He conferred yesterday with officials of the web.

**ERNE HARWELL**, sports announcer who worked in radio and television with the Dodgers last year, is in Atlanta recovering from a recent operation. This year he'll work the games of the New York Giants in Spring training.

**JOSEPH HIGGINS**, manager of WTHI, Terre Haute, Ind., was welcomed yesterday at the New York headquarters of the Columbia network, with which the station is affiliated.

**RICHARD HUBBELL**, television consultant, and **MRS. HUBBELL** have returned from a two-week vacation in Hollywood.

**IRVING FIELDS** has shoved off for the West Indies. It is his first vacation in three years.

**LEE B. WAILES**, vice-president of the Fort Industry Company in charge of operations, is in town for conferences with network officials and with Tom Harker, Fort's viceep in charge of the national sales office.

**EDGAR BERGEN** and **CHARLIE MCCARTHY**, Columbia network stars, are in Houston, Texas, for personal appearances at the Shamrock Hotel. They'll be back in Hollywood for next Sunday's broadcast, and will have Al Jolson as guest.

**DAVID SCHOENBRUN** and **WINSTON BURDETT**, Columbia network correspondents in Paris and Rome, respectively, are back at their European posts following a short trip to the States.

## WMMW Is Defendant In Radio Test Action

(Continued from Page 1)

duction and is up for sale. How many jobs will disappear? The staggering total of 1,000." The company says that both the station and DePaola refused to retract the statement.

The action called the company an "innocent bystander" and said that the company had continued in business. "The utterances of Mr. DePaola, fortunately, have not caused The Charles Parker Company to discontinue business but such remarks might conceivably have had a disastrous effect."

C. A. Schultz, president of WMMW, said in his letter to the company that in view of the FCC regulations "I can not comply with your demand by station WMMW, such as you request." He added "This controversy is entirely beyond our control."

## Emerson Expects Volume Of \$65,000,000 In 1950

A sales volume of \$65-million is expected in 1950 by Emerson Radio and Phonograph Corporation, Benjamin Abrams said at a meeting of company representatives in New York to view the new line of television receivers. The Emerson president estimated that some five-million tele receivers will be manufactured by the industry as a whole in the year.

Abrams predicted that 30-million tele receivers would be in use by 1955. Continuing, he said, "I believe, also, that 10 million radio receivers will be produced this year to equal the production of the year just completed. The demand for radio receivers today is still greater than the supply and will continue unless manufacturers step up production more than they have done in recent weeks."

## Gunzendorfer Resigns As Manager Of KROW

(Continued from Page 1)

of KSFO, San Francisco; six years manager of KSRO, Santa Rosa, California; and prior to that he was seven years with the Don Lee network.

An announcement regarding future plans will be made shortly.

## Miller Address Opens Committee-Confabs

(Continued from Page 1)

tising, radio and television committees.

After hearing Miller, the three groups split up for separate sessions, and will come together again today. Important matters of budget are before them, along with the working out of some understanding of the scope of the activities of the various groups.

In addition, it was learned, there was considerable discussion of the conflict between audio and video interests in the advertising problem.

It was anticipated that some clear-cut idea of how the groups will function will come out of the two-day sessions. Chairmen of the three committees will talk to reporters today in an effort to outline what progress has been made thus far.

## Wismer Honored

Jacksonville, Fla. — ABC sports-caster Harry Wismer was awarded a "Certificate of Merit" by the Veterans of Foreign Wars last Saturday. The award commended him for his cooperation with, and interest in, American veterans. He was cited as "The outstanding sports announcer of 1949." Clyde A. Lewis, VFW, made the presentation between the halves of the Senior Bowl game here.

# Not a worry in the world



A little milk. A sunny day. Pleasant company. That's all it takes to make these puppies happy.

And when it comes to the rich Baltimore market, it's just as easy to make—and keep—your clients happy. You just let them tell their story on W-I-T-H.

You can do so much with so little on W-I-T-H! W-I-T-H produces low-cost results by delivering more listeners-per-dollar than any station in town. Get the full story from your Headley-Reed man today.



# W-I-T-H

BALTIMORE, MARYLAND

Tom Tinsley, President • Represented by Headley-Reed



# PLAY BALL with LIBERTY!

**Largest Baseball Network in the History of Radio . . . The Fastest Growing Network in America . . . Starting Its Third Season!**

Millions of baseball fans in 27 states throughout America will listen to major league baseball this spring and summer over the Liberty Broadcasting System. They'll hear the best play-by-play reporting on the air — the Yankees, Red Sox, Cubs, Dodgers, Giants — all the big league teams — as only Gordon McLendon, the Old Scotchman, can give it. They'll hear *baseball* every day in the week and a double-header on Sundays!

Yes, beginning March 11, and ending October 1, Liberty Broadcasting System will broadcast some

36 exhibition games and 173 regular season games — an average of 7 games per week during the exhibition season and 8 games per week during regular season.

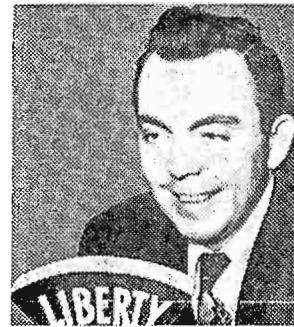
Liberty will broadcast baseball — and millions of fans will listen! It's the biggest sporting event on radio. It's creating thousands of baseball fans . . . boosting game attendance . . . expanding the sports listening audience! It's the greatest advertising buy in America.

## **The Old Scotchman — GORDON McLENDON** *Radio's Favorite Sportscaster*

Radio's favorite Sportscaster, heading a staff of the most outstanding Sportsmen in the country. This year Liberty will feature both line from the field and re-creative games. Direct from the field, or re-created, Liberty gives the best in baseball reporting. Its re-created games are completely unlike any others — more realistic, if possible, than games direct from the field.

"McLendon's work is, in simple words, flat genius. There is just no other way to describe it." — Amos Melton, writing in the Ft. Worth Press.

"He does a job that is both thrilling and flawless — a masterpiece of radio reporting." — Calvin Clyde, writing in the Tyler Courier-Times.



*Liberty's special re-creation methods are the particular property of the network and cannot be duplicated. For the most part, they are within a few seconds of actual play on the field.*

# LIBERTY BROADCASTING SYSTEM, INC.

DALLAS, TEXAS

# Council Announces Farm Safety Awards

Chicago—Awards for exceptional service to farm safety were given by the National Safety Council to ABC, two regional nets, 13 U.S. stations and one in Canada during the NARFD convention in Chicago. Sidney J. Williams, assistant to the council president, said the awards were established to honor outstanding contributions to farm safety by public information media.

Williams said two stations, WGY, Schenectady, and KASI, Des Moines, were commended for special contributions in the field. WGY was cited for its experiments in farm safety television programs and for its prize-winning recording of "Accident on Trial" which was made available to the council for free distribution.

KASI was named for its safety talks before farm gatherings, window displays, charts, use of spots and a good general farm safety program. The council noted that KASI was new and had gotten a late start.

The ABC American Farmer show was designated for devoting a complete broadcast to the official opening of National Farm Safety Week and for featuring safety in its week-by-week programs.

The Texas Quality Network and the Rural Radio Network were the two regional webs receiving safety awards. The other U.S. stations named were: KDKA, Pittsburgh; KFEQ, St. Joseph, Mo.; KPOJ, Gresham, Oregon; KSOO, Sioux Falls, South Dakota; KUSD, Vermillion, South Dakota; KWG, Stockton, Calif.; WFIL, Philadelphia; WHO, Des Moines; WIOU, Kokomo, Ind.; WRFD, Columbus, Ohio, and WTIC, Hartford.

CHUM, Toronto, was the sole Canadian station listed.

Dan Thompson, radio director for the council, said that the stations taking more than ordinary public interest in farm safety deserved special commendation. He added that agencies and individuals are urged to nominate candidates for next year's awards.

The judges for the contest this year were Hal Totten of WGN, Chicago; Kirk Fox, editor of Successful Farming, and Maynard H. Coe, farm director of the National Safety Council.

## 'Hollywood Calling' Cut To Half Hr. Show On NBC

(Continued from Page 1)

was formerly heard for a full hour in the 6:30 to 7:30 p.m. (EST) time slot. It retains the same format as in the hour-long production.

The first half of the program will be replaced by the Henry Morgan show, which moves into the 6:30 to 7 p.m. time slot from its current 8 to 8:30 p.m. segment on Fridays. As usual, Morgan will be heard with Arnold Stang, Fran Warren and Milton Katims.



### Man About Manhattan...!

● ● ● UP AND DOWN THE STREET: Audrey Christie to star in the levee version of "The Women." . . . Sammy Kaye negotiating to buy an East Side nite spot. . . Joe Graham will direct "Mr. President," starring Edw. Arnold, which returns to N. Y. Sunday, Jan. 29th. . . Lee Tracy mulling over a new television series. . . Johnny Desmond's Ronson show switches from Mutual to ABC tomorrow and will follow the Sherlock Holmes show at 8:55 every Wed. nite. . . Victor Jory, in town to do "Devil's Disciple" at the City Center, has been pacted for a new TV series to stem from the coast via ABC-TV called "Shock," . . . CBS making a pitch for Martin & Lewis. . . Bob Shaw (Mr. D. A. scripiter) vacationing in Cuba. . . Gene Pope, Jr. and Judge J. Goldstein have been made chairmen of the Special Groups Division of N. Y. March of Dimes. . . NBC after Ed Byron to direct a series of documentaries. . . Eddie Heywood, ill for the past two years, back with a new London recording contract. His first release was the old standard, "Trees," backed by his own original, "Bebe." . . Jack Perles, just back from Miami, reports the hottest entertainer down there right now is Sam Levinson. (As a topic of conversation down there, he runs a close second to the weather). . . Hearing that La Hayworth's hubby may buy into the N. Y. mag field, Peter Donald is certain he'll wind up owning Rita's Digest.



● ● ● The "Lights Out" stanza, skedded for Jan. 16th tagged "The Green Dress," presents an unusual casting problem—that of identical girl twins. The role is that of one girl, 25 to 30, but with two personalities thus making it necessary to play the part with two actresses. In trying to cast this part, it has been found that there is a decided unavailability in N. Y. of identical twins that can act. It seems that most twins are either just models or in the song-and-dance world.



● ● ● THEY SAID IT: The tragedy of ulcers is that you can have them and still not be a success.—Celeste Holm. . . Just so you'll be hep: the Shubert Alley set no longer refers to a flop show as a turkey. Now it's a "bagel."—Dorothy Kilgallen. . . The only imported talent radio really needs is the talent to recognize what's under its own nose.—Sid Shalit. . . I'm a girl with a low voice and morals to match.—Tallulah Bankhead. . . Hollywood is a place where you don't have to be a genius to be a genius.—Sidney Skolsky. . . I quit work purposely to sample oblivion. I will be the first of the radio comedians to know what oblivion is like when television really gets going.—Fred Allen.



● ● ● Film star Chas. Boyer arrives in N. Y. this week to cut audition records for a new radio dramatic series produced by Jackson Leightner and Walter R. Pick. Boyer will play a soldier of fortune in the series which has been scripted by Larry Klingman. The producers are currently submitting a weekly show, "How About That!" featuring sports announcer Mel Allen.



● ● ● As of today, Mort Nusraum is starting his 2nd year as morning man on WHAM, the NBC 50,000 watter in Rochester, N. Y. Formerly radio director for 20th Century-Fox, a free-lance press agent in N. Y. and commercial manager of WQQW in Washington, Nusraum returned to his home town just two years ago this ayem, conducting and emceeing his own talent show over WHAM. Last January he took over the morning spot (6:45-9:45) daily, and is now readying a weekly talent show for WHAM-TV. All in all, Mort's been around this radio biz for some 15 years.



# WU's B.B. Line Rates Unjustified, Says FCC

Washington Bureau of RADIO DAILY  
Washington — FCC Hearing Examiner Elizabeth Smith yesterday found that Western Union is at fault in seeking to enforce multiple charges for its baseball service to radio stations networking the play-by-play accounts. She found that under the Western Union practice "a particular group of users (newspaper and press association) is receiving a service at preferential rates, by contrast to the rates charged radio station members of a network for the identical service."

### Statement By Miss Smith

Miss Smith wrote that "nothing but a difference in the service rendered or in the facilities furnished can justify a difference in the charges exacted from similarly situation customers by a common carrier."

The Western Union position would subject broadcasters "to unjust and unreasonable discrimination in favor of newspaper and press associations in that the identical service is offered to newspapers and press associations with no restriction against their transmitting the information to all of their customers (other than radio stations) without additional charge while radio stations are required to pay a charge for each station broadcasting the program furnished by the individual subscribing station."

### WIND Had Complained

Complaint against the Western Union tariff calling for an additional two dollars per game per station had been filed by WIND, Chicago, which networked play-by-play accounts last year for some 24 stations. K F B C, Cheyenne, Wyo., through which some 18 mountain states stations have been serviced, later intervened to support the complaint.

**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

## Truman Budget Asks Slight FCC Increase

(Continued from Page 1)

with its present budget of \$6,600,000. The budget for fiscal year was \$6,717,511, and it was anticipated that the present figure would include an additional \$137,000.

It was explained that the increase was accounted for by an anticipated need for more personnel to process TV matters in the Commission.

On the expense side, the budget bureau estimated a 1950 outlay of 6,967,480, compared with \$7,044,807 in the current fiscal year and \$6,621,811 last year.

A recommendation of \$11,095,548 was included for the international broadcasting activities of the State Department—the "Voice of America." This was well above the 1950 estimate of \$10,525,469 and the actual 1949 outlay of only \$8,505,713. The fund for establishment of radio facilities dropped down to only 695,384, however, from \$9,779,616 in the current fiscal year.

It was pointed out that the 1951 schedule is estimated at an average of 35 program hours per day in 32 languages and dialects to a potential audience of 282 millions.

## New Business For 1950 Reported By NBC Web

WNBC has reported its first new business for 1950 with the announcement that F. F. Lowenfels & Sons, or Hotel Bar butter, has added an additional quarter-hour of sponsorship of the Tex and Jinx show on Mondays to their present Wednesday and Friday schedule. New business and renewals were also reported for Mary Margaret McBride, Bob Smith and Norman Brokenshire programs.

For Mary Margaret, the Spool Cotton Company, for Crown Zipper, has signed a fifty-two week contract or participations through Kenyon & Eckhardt, Inc. A 52-week contract was also been signed by Nedick's, Inc., through Weiss & Geller, Inc. on Monday-thru-Friday basis. In addition, the Borden Company, for Starlac, and Sell's Specialties, Inc. have renewed their sponsorship for a year. The Sell's order was placed through Blaker Advertising. Young Rubicam is the agency for Borden's.

### New Brokenshire Order

A new order for the Norman Brokenshire program has been received by the Colgate Palmolive Peet Company, for Lustre Creme Shampoo, who has signed a 52-week announcement order through Lenzen & Mitchell, Inc, Ted Bates & Co. has placed a 52-week renewal order for Colgate Dental Cream in the same program and has also bought, for the American Home Products Corporation (George Washington Instant Coffee) a 26-week strip on a Monday-thru-Friday basis. In addition, the Emerson Drug Company, for Bromo-Seltzer, has signed a 52-

## Radio Stations Honored For Fresh Air Fund Support

(Continued from Page 1)

N. H. All were awarded honorable citations.

Judges who selected WVPO for the top citation were Frank White, president of MBS; Mark Woods, vice-chairman of the board, ABC; and Niles Trammell, of NBC.

### Lewis Recounts Support

Largely through the efforts of WVPO, according to Frederick R. Lewis, Fresh Air Fund director, Friendly Town vacation homes were found in the Stroudsburg area for 287 children. This, he said, was the largest number of invitations received by the fund from any one of the 1,350 Friendly Towns.

Stroudsburg's local paper, "The Daily Record," recently received an honorable mention from the fund for its work in behalf of Friendly Town promotion.

WVPO is an independent station owned and operated by the Pocono Broadcasting Company. James H. Ottaway is president; Elton Hall, station manager; and Joseph Webster is program director.

WHDL is affiliated with ABC and KBS; WWNY with CBS; WKNE with CBS; WDOS with Mutual; WJOY with ABC; and WLNH with Mutual, Yankee and Keystone. WEEEX is an FM operation.

### Three Finalists

Finalist of more than 60 contest entries were WVPO, WHDL and WDOS. Lewis said that one of the best records achieved had been submitted by WFTR, Front Rural, Va., but arrived too late to be judged.

WVPO's record showed five spot announcements daily from July 15 to Aug. 6; three fifteen-minute record shows built around the fund, using spot announcements; three disc jockeys devoting a quarter-hour segment of their daily shows during the campaign, and a special two-hour benefit show in which local talent participated.

Ironically enough, the 287 children

### SESAC Waxes Choir

The 100-voice Trinity Choir of St. Paul's Chapel in New York has been placed on wax by SESAC and a number of their discs will soon be released to subscribers. The choir, which was established 150 years ago and is the oldest in the city, is directed by Andrew Tietjen. The recording was done in the church by Columbia in the wee hours of the morning because of outside traffic noises during the day.

week announcement order through Batten, Barton, Durstine & Osborn.

For the Bob Smith Show, a 52-week renewal has been signed by the Emigrant Savings Bank, Monday through Friday. The order was placed through Kelly Mason, Inc. Also renewing on the Smith show is the F. M. Schaefer Company, for Schaefer Beer. This order was received from BBD&O.

invited to Stroudsburg homes did not spend their vacations there because of the infantile paralysis epidemic of last summer. Instead, they were sent to vacation homes in other towns.

### Many Broadcasts Skedded

Station entries showed an amazing scope of interest in the drive to find homes for the children and to raise contributions to the fund. In addition to spots, fund tie-ins on regular shows, special several-hour-long benefit broadcasts and special gabber shows, stations took paid space in local newspapers to promote the fund's work and, in one instance, a station knocked all commercial advertising off the air for one full day substituting Fresh Air Fund pleas for the scheduled commercials.

Lewis said that vacation homes had doubled since the fund had solicited radio's aid a few years ago. He said that there were now 275 radio stations participating in finding vacation homes for children and in raising money for the fund's work. Next year, he continued, there is a possibility that the Fresh Air Fund might seek additional help from AM regional webs operating in the fund's 13-state primary area, and from TV stations.

## No High Court Review Of Md. Newsmen Case

(Continued from Page 1)

charges of broadcasting prohibited information in a murder case. The high court did not say why it refused to review the case, but took the unusual step of issuing a statement as it refused to take jurisdiction, thereby letting the appeals court decision stand.

Justice Felix Frankfurter, as author of the court's statement, said the court's action "does not remotely imply approval or disapproval of what was said by the Court of Appeals of Maryland. It means simply that fewer than four members of the Supreme Court thought it desirable to review the case."

### NAED Asks Tax Repeal

The National Association of Electrical Distributors has added its voice to that of many manufacturers and merchants in calling for the repeal of existing excise taxes. They specifically have asked for the repeal of such taxes on electrical appliances.

Charles G. Pyle, N.A.E.D. managing director, said on Friday that such a repeal would result in increased buying. He said that the taxes were wartime measures and "are no longer a proper method."

## Repeating Reporter

Last week the "Esso Reporter" celebrated his *twelfth anniversary* on KYW! With five-minute news broadcasts, four times a day, six days weekly, Esso Standard Oil Company is now reaching an even greater audience in the nation's third market, thanks to KYW's vastly expanded coverage. You can't go wrong when you put KYW at the top of your schedule in the Philadelphia market-area. For details, check KYW or Free & Peters.

PHILADELPHIA  
50,000 WATTS  
NBC AFFILIATE

KYW

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

# Radio-TV Aiding March Of Dimes Drive

(Continued from Page 1)

shows to radio stations throughout the nation, and 16 mm sound films to TV stations. Designed to appeal to the millions of radio listeners and video viewers, the discs and films run the gamut of personal tastes, from symphony and drama to hill-billy music and kid shows. Programs will be supplemented by "Discs For Dimes" and numerous spot announcements.

Purpose of the Drive is to secure sufficient monies to care for the more than 42,000 victims of last year's infantile paralysis epidemic, and to continue its constant research program.

Featured on the platters are Frankie Laine with Ernie Hecksher and his orchestra; Carmen Cavallero, his piano and orchestra; Howard Barlow and his fifty-piece symphony orchestra; Eddy Arnold, the Tennessee Plowboy; Elliott Lawrence and his orchestra; Doris Day-Les Brown and orchestra; Freddy Martin and the Martin Men; Helen Hayes and Basil O'Connor.

Television stations received 16 mm sound films featuring Tommy Harmon, Vicki Draves, Olympic Diving Champion; Rube Samuelson, sports writer; and Nancy Chaffee, tennis star, in a sports quiz program with pantomime. Also, Hoagy Carmichael and his piano; Sandy Dreams, headlining an all-kid quiz show; Giselle and Szony; famous dance team; Larry Stevens, former singer on the Jack Benny program; Jack Smith; Mike Stokey's Pantomime Quiz, with Sandra Spence, Vincent Price and Chili Williams.

Chairman for the 1950 March of Dimes National Radio-Television Division Committee is Justin Miller, NAB president, with co-chairmen Joseph McConnell, president, NBC; Hubbell Robinson, Jr., vice-president, CBS; William H. Fineshriber, vice-president, MBS; and Charles C. Barry, vice-president, ABC.

## Named Canadian V.-P.

Montreal—Eugene L. Gardner has been appointed a vice-president of RCA Victor Co., Limited, it is announced by F. R. Deakins, president. Mr. Gardner, who is also the company's director of finances, assumes the title of vice-president (operations) with responsibility for a newly created materials department, and continues to direct the financial operations of the company. Mr. Gardner joined the company in 1923 and has been a director for the last several years.

\*\*\*\*\*  
Jingles & Jingle-Cartoons for  
**RADIO & TV SPOTS**  
KISSINGER  
PRODUCTIONS  
JU 6-5572 1650 B'way, N. Y. C.  
\*\*\*\*\*

# Mme. Chiang's Talk Was Public Serv. Feature

(Continued from Page 1)

other network commented or reported it with every news program.

In addition, the story was picked-up for Page One treatment by every Monday morning paper in the nation, as well as by most foreign papers.

Spokesmen for Mme. Chaing said yesterday that arrangements for the broadcast had been made with the network by friends of hers. They said that all networks had been offered the speech as a public service, but that NBC was the only nationwide network that was able to clear time at "a suitable hour."

Mme. Chiang, wife of the former president of China who is now in virtual exile on the island of Formosa, spoke Sunday shortly after noon from the living room in the home of her brother-in-law, Dr. T. V. Kung, former Chinese Finance Minister. Dr. Kung resides in Riverdale, N. Y., a suburban neighborhood on the northern outskirts of New York City.

At the time Mme. Chiang spoke, only Bill Cochran, NBC announcer; Charles H. Campbell, NBC engineer; and Daniel Sutter, NBC production man were in the room with her. Following her radio broadcast, the Madame posed for TV pictures before the cameras of NBC-TV, WPIX (which was covering the event for a TV picture pool), and Paramount Newsreels. NBC's TV pictures were on an exclusive basis and were telecast later in the day.

Mme. Chiang sat at a small card table and spoke from a prepared script into a mike which bore a WNBC (N. Y. NBC flagstation) hood. Her speech meanwhile had been released to the press wire services and the metropolitan New York papers by NBC teletype, from whence it moved out to the rest of the country on the press service wires.

# Para. President Sees TV In 15 Thousand Theaters

About 15,000 of the country's movie theaters will eventually be equipped for large-screen television, Leonard H. Goldenson, president of United Paramount Theaters, said yesterday.

Goldenson envisioned a nationwide system of theater tele offering for the most part exclusive programs on a simultaneously broadcast. He said that programs for projection in the theater were likely to be of a different character than those picked up in the homes. Although theaters would be able to outbid any competing sponsor for a special event, "selectivity rather than exclusivity" was likely to determine the nature of programming.

Theater TV on a large scale will provide a testing ground for new video ideas, Goldenson said. As an example, color would be tested extensively and might well make its appearance in theaters before its general availability in the home.

# Britain General Elections Will Be Covered By CBS

(Continued from Page 1)

the campaign, as well as complete reports on election returns.

Plans are also under way for a special election broadcast over the CBS-TV web, based on the reports of CBS newsmen in Britain.

Edward R. Murrow will go to London from New York, as will Winston Burdette of CBS Rome and Bill Downs of CBS, Berlin. CBS' normal British coverage is in the hands of Howard K. Smith, CBS European news chief, and Paul Nivan, his assistant.

As planned, the broadcasts will carry reports on the closing speeches of the campaign as well as final returns of the actual election. Also to be heard are a series of interviews with party leaders, and the man on the street.

# Dodgers Name Scully

Vincent Scully has been named to assist "Red" Barber and Connie Desmond in broadcasting and telecasting Brooklyn baseball games in 1950. Scully, a former Fordham University sportscaster, worked at WTOP in Washington last summer following his graduation and was associated with Barber in his Saturday football broadcasts in the Fall. The Dodger games will be carried by WMGM under the sponsorship of General Foods and F & M Schaefer and for Schaefer on WOR-TV.

# Grand Central Radio Crew Is Disbanded

(Continued from Page 1)

Gregory, has joined the Transportation Displays, Inc. in an executive capacity while one of the announcers has found new employment. Three other announcers are still looking for work. Gregory reports, and the one secretary in the operation is also unemployed.

The former general manager said that bids have been received for the equipment used for the broadcasts and he expected most of it to be sold. No estimate on the loss of the three-month venture was given.

The railroad announced the ending of the broadcasts after the Public Service Commission had held a hearing on the programs in the Terminal. However, the Commission never rendered a decision in the case.

# Albert Foster Is WLAW Mgr.

Lawrence, Mass.—Albert E. Foster, former director of media for the Lever Brothers Company, has been named WLAW manager in charge of operations and personnel at Boston, Lowell and Lawrence offices and studios and transmitter at Burlington. Foster concluded his association with the Lever organization last month when the firm transferred its interests to New York.

# RADIO EXECUTIVES CLUB OF NEW YORK

LUNCHEON-MEETING  
THURSDAY, JANUARY 12  
GRAND BALLROOM  
HOTEL ROOSEVELT

GUEST SPEAKER—Ben Duffy, President, BBD&O, Inc., introduced by Arthur Pryor, Jr., BBD&O Vice-President in Charge of Radio.

SUBJECT: "The Outlook for Radio and TV in 1950."

Admission: \$3.00 for members, \$3.75 non-members.

Reservations: Claude Barrere, MU 6-0238.

# TELEVISION DAILY

Section of RADIO DAILY, Tuesday, January 10, 1950 — TELEVISION DAILY is fully protected by register and copyright

## LARGE-PICTURE TREND CONTINUES

### TELE TOPICS

**KEN MURRAY'S "Blackouts"** was a smash hit in Hollywood for seven and a half years; it came to New York last fall and flopped. The TV version, after going begging for several months, opened Saturday nite on CBS for Anheuser-Busch amidst all conceivable contrivances of ballyhoo, and gave every evidence of a production slowly coming apart at the seams. On the plus side, the TV preem had Gene Lockhart and Alan Hewitt in a gripping scene from "Death Of A Salesman," and a "roaring '20's" production with crooner Nick Lukas and cute singer Darla Hood that was high in nostalgia value. The remainder of the hour-long stanza was spotty vaudeo most of which was neither novel nor fresh. There was Danny Alexander, who danced while skipping rope; an ancient poker game skit with Murray, Jack Mulhall and Van Hefflin; a standard comedy dog act by Tom Mardo; young D'Vaughn Pershing, who received a "beautiful Benrus watch" for playing the piano, and Tony Labriola, as the drawing stogee, Oswald. Production was only fair and became downright sloppy during the very weak closing. . . . Murray produces and also writes the script in collaboration with Hal Block and Royal Foster. Frank Satenstein supervises for CBS and Herbert Susan directs. Music is by David Broekman and choreography by Virginia Johnson. Agency is D'Arcy.

**LET'S WRAP UP** and dispose of all this eye-strain talk with the following from a report by the National Society for the Prevention of Blindness: "It is not that the eyes are damaged by television but rather that television is demanding more accurate use of the eyes and therefore the correction of small errors to promote their comfort. Paradoxically, it may eventuate that the fatigue induced by television may be a sight-conservation boon, for it will cause the individual to seek medical attention earlier and, in a number of cases, allow serious eye diseases to be discovered at a more favorable time than would otherwise be the case."

**HALF OF** tomorrow morning's Kathi Norris show on DuMont will originate at the NRDGA convention at the Statler. Arthur M. See, ad director of Saks-34th St., which bankrolls the seg, will address the confab on department store TV advertising, using the show as an example. Network viewpoint will be outlined by Mortimer Loewi, DuM topper. . . . Oldsmobile has ordered a new series of six one-minute spots to be filmed at the Jerry Fairbanks studios. . . . Detroit and Cincinnati have been added to the Clark candy spot campaign, bringing the total to 15 stations in ten cities. BBDGO is the agency. . . . There's no truth to the rumor that WOR-TV will move its 760-ft. tower to the top of the Chrysler Bldg.

### SONGS WITH LARGEST TV AUDIENCES

#### Survey Week of January 1-5, 1950

##### The Top 5 Songs Of The Week

A Dream Is A Wish Your Heart Makes.....Walt Disney  
I Can Dream Can't I.....Chappell  
I've Got A Lovely Bunch Of Cooanuts.....Cornell  
Rudolph The Red-Nosed Reindeer.....St. Nicholas  
Toot Toot Tootsie Goodbye.....Feist

##### The 5 Favorite Standards Of The Week

Bye Bye Blues.....Bourne  
Fine And Dandy.....Harms  
Pennsylvania Polka.....Shapiro-Bernstein  
There's No Business Like Show Business.....Berlin  
Waitin' For the Robert E. Lee.....Harris-Alfred

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## First Public Showings Of Color Begin Thurs. Ford Signs Ten Shows To Intro New Model

*Washington Bureau of RADIO DAILY*  
Washington—First public showing of color TV anywhere will get under way here Thursday as part of the color testing being conducted through January by CBS, it was announced this morning. Until now, all showings have been restricted to representatives of government and industry, and to doctors who have watched demonstrations of surgical and medical procedures at medical conventions.

A battery of receivers is being installed on the street floor of the Walker Building, in downtown Washington, and the public will be able to see two half-hour periods of CBS color daily, one starting at 11:00 a.m., the other at 1:00 p.m. These broadcasts will be in addition to the nighttime schedule, designed to be

Ford Dealers of America, following their purchase of 23 AM shows to introduce the 1950 Ford, have signed for ten TV network programs, beginning Jan. 20, as part of the two-week campaign.

Contracts placed through J. Walter Thompson cover: "One Man's Family," NBC, Jan. 20, 27; "Hands Of Murder," DuMont, Jan. 20, 27; "Leave It To The Girls," NBC, Jan. 22, 29; "Super Circus," (second half) ABC, Jan. 22, 29; "Front Page," CBS, Jan. 26, Feb. 2.

received on sets in the homes of FCC members.

Programming at the Walker Building will include fashion shows, music and other features. Admission will be by complimentary tickets available at hotels and elsewhere.

## KTTV, Hollywood, Sets Plans To Syndicate Recorded Shows

*Washington Bureau of RADIO DAILY*  
Hollywood—KTTV, Los Angeles Times-CBS station, has entered the program syndication field with the establishment of Television Recordings, Ltd., a national distribution division to be headed by Frank G. King.

Among the initial programs to be offered are "The Buster Keaton Show," sponsored locally by the Studebaker Dealers of Los Angeles County, and "Mystery Is My Hobby," featuring Glenn Langan. Station's "Pantomime Quiz" already is aired in New York for Chevrolet. Capitol Records, from whom

KTTV leases two studios, previously announced that "Bozo's Circus," aired live on the station, would be made available to other stations via special filming recently completed by the recording firm.

**Big Schedule A Factor**  
Station entered the syndication field, it was said, when confronted with the problem of filling out a recently instituted seven-days-a-week schedule. Because of the large pool of available talent here, station officials felt that development of programs on a local basis for national syndication seemed sound and logical.

## Tube Sales Rising; RMA Will Hold N. Y. Confab

*Washington Bureau of RADIO DAILY*  
Washington—The average size of the home TV screen continues to expand according to RMA figures on cathode-ray tube sales released Friday for November. Of the 463,593 cathode-ray tubes sold to equipment manufacturers in November, more than 58 per cent were between 12 and 13.9 inches in size, while tubes 14 inches and larger accounted for 19 per cent of sales. Tubes nine through 11.9 inches represented 17.9 per cent, and tubes six through 8.9 inches in size for 3.9 per cent.

Total TV receiver type tube sales reported to RMA in November totaled 485,312 units valued at \$12,516,077 compared with 456,375 units valued at \$11,719,674 in October.

Sales of all types of cathode-ray tubes including oscillographs, camera pick-up tubes, etc., aggregated 490,620 units valued at \$12,779,575 as against 462,255 units valued at \$12,038,183 in the preceding month.

**Confab Set for New York**  
RMA announced Friday an industrial relations conference to be held at New York's Hotel Statler Jan. 18-19. The conference theme will be "the search for security." Current industrial relations problems, as they affect the radio and TV industry, will be discussed during "workshop" sessions under the direction of authorities in various aspects of industrial relations. Topics for "workshop" sessions and luncheons are:

"Security through increased productivity," "Security through effective communications among management and employee groups," "Practical pension planning and the problems of pension administration."

The luncheon speaker on Wednesday, Jan. 18, will be A. F. Watters, assistant director of personnel, RCA Victor division, Camden, N. J. He will discuss personnel problems as they relate to the economic future of the radio and television industry.

The luncheon speaker on Thursday, Jan. 19, will be Godfrey P. Schmidt, New York lawyer, formerly Deputy Commissioner of Labor of New York State. He will speak on "The Effect of Collective Bargaining on Employee Security."

## NBC Skeds 'Eighty'

"Life Begins At Eighty," Jack Barry, Enright Productions package, has been signed by NBC for airings on alternate Fridays, 9:30-10 p.m., beginning Jan. 13. Barry will emcee and Doug Rogers will direct.

## COAST-TO-COAST

### WHAS Off Market

Louisville, Ky.—WHAS has been taken off the market and no further bids for its purchase will be accepted, it was announced December 31 by Mark Ethridge, publisher of the Courier-Journal and Louisville Times, which owns the station, and Lisle Baker, vice-president and general manager of the newspapers and the station.

### Parsons Picks Annually

Hollywood — Louella Parsons named the four new motion picture players she believed "will be the big stars of the future" on her radio program Sunday, Jan. 1, over the ABC and Mutual networks. The new annual feature, to be known as "Parsons Picks," will include interviews with the chosen four, selected from the ranks of newcomers to the screen. Marvin Miller announces the Louella Parsons Show for the Robert W. Orr Advertising Agency. The Andrew Jergens Company is the sponsor.

### WMBG Appoints Roth

Richmond, Va.—WMBG this week announced the appointment of Bob Roth to its announcing staff. Roth joined the staff effective January 1st for general announcing duties. Prior to coming to WMBG, he had worked at stations in Canada, Virginia, and Washington, D. C.

### New WINX Feature

Washington, D. C.—Milton Grant, new WINX announcer, presents "Grant's Good Deal," Wednesday through Saturday 11:05 p.m.-1:00 a.m. Everything on the show, including all music and all products advertised, is investigated and given the "Grant Good Deal" stamp of approval. Each show includes a half-hour feature, "Request Granted," for which the emcee makes on-the-street recordings. The man on the street requests his song, tells why it's his favorite, and then hears all on "Request Granted."

### Horace Heidt On WDRC

Hartford, Conn. — Horace Heidt and his "Youth Opportunity" program will be on the CBS network here, Sunday, Jan. 15, at 9:30 p.m. broadcasting through the facilities of WDRC. The program will originate from Bushnell Memorial Hall here. Auditions have been proceeding in the WDRC studios for several days.

### WCSS '50 Schedule

Amsterdam, N. Y.—WCSS has announced the addition of several new public service programs to its 1950 program schedule. Among these are the brand new "Naval Air Reserve Show," the 1950 series of "Forestry Journal," and the latest series produced by Hadassah, the Women's Zionist Organization.

## 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 December 30, 1949 - January 5, 1950

TITLE	PUBLISHER
A Dream Is A Wish Your Heart Makes.....	Walter Disney
A Dreamer's Holiday.....	Shapiro-Bernstein
A Thousand Violins.....	Paramount
All The Bees Are Buzzin' 'Round My Honey.....	Santly-Joy
Bali Ha'i.....	Chappell
Bye Bye Baby.....	J. J. Robbins & Sons
Crocodile Tears.....	Johnstone-Monteil
Dear Hearts And Gent'e People.....	E. H. Morris
Don't Cry Joe.....	Harms
Enjoy Yourself.....	E. H. Morris
Envy.....	Encore
Happy Times.....	Harms
Hop Scotch Polka.....	Cromwell
I Can Dream Can't I.....	Chappell
I've Got A Lovely Bunch Of Cocosnuts.....	Cornell
Jealous Heart.....	Acuff & Rose
My Love Loves Me.....	Famous
Old Master Painter.....	Robbins
One I Love Belongs To Somebody Else.....	Forster
Riders In The Sky.....	E. H. Morris
River Seine.....	Remick
She Wore A Yellow Ribbon.....	Regent
Slipping Around.....	Peer
Some Enchanted Evening.....	Chappell
Sorry.....	Henry Spitzer
Stay Well.....	Chappell
That Lucky Old Sun.....	Robbins
Toot Toot Tootsie Goodbye.....	Feist
Where Are You Blue Eyes.....	Knickerbocker
You're Breaking My Heart.....	Mellin

## Second Group

TITLE	PUBLISHER
Bibbidi Bobbidi Boo.....	Walt Disney
Charlie My Boy.....	Bourne
Echoes.....	Laurel
Farewell Amanda.....	Chappell
Festival Of Roses.....	Witmark
Happy New Year Darling.....	St. Nicholas
Hush Little Darlin'.....	Michael
I Never See Maggie Alcoa.....	Bourne
Johnson Rag.....	Miller
Just For Fun.....	Paramount
Leave It To Love.....	Broadcast Music
Let's Harmonize.....	Santly-Joy
Make Believe (You Are Glad When You're Sorry).....	Bregman-Vocco-Conn
Maybe It's Because.....	Bregman-Vocco-Conn
Rain Or Shine.....	Bregman-Vocco-Conn
Room Full Of Roses.....	Hill & Range
Sitting By The Window.....	Shapiro-Bernstein
Someday You'll Want Me To Want You.....	Duchess
There's No Tomorrow.....	Paxton
You're Always There.....	Bregman-Vocco-Conn

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## AGENCIES

**RAE ELBROCH**, who joined the Emil Mogul Co. last year, has been named time buyer for both radio and television. Miss Elbroch was formerly associated with Franklin Bruck Advertising Corp.

**SYLVANIA ELECTRIC PRODUCTS** advertising now is being placed by Cecil & Prebrey, Inc.

**LEMAY - TEMPLETON PICTURES, INC.** has appointed Roy S. Durstine, Inc. for its production "Deadfall" starring John Barrymore, Jr.

**DAVID L. BROWN** has resigned as advertising manager of Vick Chemical Co.

**JOHN D. HAYES** has joined the publicity department of Wendell P. Colton Co. He was formerly with Peruvian International Airways.

**CURTIS BERRIEN** is now a copy supervisor with Kenyon & Eckhardt, Inc. He was copy chief for Tatham-Laird, Inc. of Chicago.

**MILTON BRADLEY COMPANY**, Springfield, Mass. has named Charles W. Hoyt Company, Inc.

**BAB** held the first showing of the industry's film, Lighting That Talks, on January 5, 10 a.m. at their headquarters.

**THE HANFORD HOTEL** of Mason City, Iowa, has retained Schoenfeld, Huber, and Green, Ltd., Chicago. Outdoor, magazine, newspaper, and radio will be used. Venice Maid Company, Vineland, N. J., also has appointed S H & G. Test campaigns using newspaper, radio, and television will begin in Buffalo, New York, in January.

**THE SOCIETY OF MOTOR MANUFACTURERS AND TRADERS** (Great Britain) has named Grant Advertising, Inc. as its advertising agency for the United States.

**CKLW** has named the A. R. Gloster Public Relations firm to direct the publicity and promotion department for the station. The MBS outlet has recently stepped up its power from 5 to 50 kw.

**JOSEPH A. JENKINS**, manager of WNBK in Cleveland, has resigned to accept a position as assistant to William Schroeder, radio and TV director of Ketchum, MacLeod & Grove Advertising Agency in Pittsburgh.

**NEW ERA GLASS COMPANY, INC.** to the Cromwell Advertising Agency, Inc. Television, newspapers, magazines and trade papers will be used. Account executive is David Strier.

**ALFRED FONTE** has joined the Alfred Paul Berger Company, Inc., as assistant art director.



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 50, NO. 7

NEW YORK, WEDNESDAY, JANUARY 11, 1950

TEN CENTS

## FCC REPORT STRESSES FM DEFECTIONS

### 'Workable' Solution By NAB Committees

Washington Bureau of RADIO DAILY  
Washington — NAB president Justin Miller said yesterday a "workable" solution to organizational skirmish within NAB has been recommended unanimously by the combined membership of the broadcast advertising, television and radio committees. The three bodies concluded a two-day meet here yesterday with the adoption of recommendations to the structure committee.

(Continued on Page 6)

### WNEW Is Leaving NAB; Cott To Quit Assn. Post

WNEW will withdraw from NAB on February 28. Bernice Judis, v-p and general manager of the station was announced in a letter to Justin Miller, NAB president. Miss Judis said that "in evaluating our plans for 1950, we feel that the money currently being expended for membership in the NAB could be more effectively applied to further program expansion."

Ted Cott, WNEW v-p in charge of programs, who is chairman of the unaffiliated stations committee of

(Continued on Page 2)

### AAAAA Examinations Set For Feb. In 22 Cities

The fourth annual American Association of Advertising Agencies examination will be held in at least 22 cities on February 18 and 25, John E. Wiley, chairman of the board of Fuller & Smith & Ross, Inc., and chairman of the examination committee has announced. The examination will be held in all 16 cities

(Continued on Page 2)

### Citation

Luigi Basco, winsome immigrant character portrayed by J. Carroll Nash on CBS' "Life with Luigi," last night was hailed by the U. S. Department of Immigration in a special cut-in to the show from Washington. Argyle Mackey, deputy immigration commissioner, said Luigi had worked hard and was especially deserving of recognition.

### Reunion Luncheon

Another reunion luncheon of the Radio Pioneers will be held at the Roosevelt Hotel in New York City on Monday, January 16, William Hodges, president of the Pioneers, announced yesterday. Reports of the membership committee, Hall of Fame committee and other groups will highlight the luncheon session.

### Crosley Drops Deal To Sell Pope WINS

The deal to sell WINS to Il Progresso Italo-Americano has fallen through, it was announced yesterday by James D. Shouse, chairman of the board of the Crosley Broadcasting Corporation. An agreement had been signed by Crosley, owners of WINS, to sell the station to the Generoso Pope interests for \$512,500 on the condition that the Pope-owned station, WHOM, be sold or a written contract for its sale be made before December 30th.

However, negotiations for the WHOM sale were not completed by

(Continued on Page 6)

### Columbia Starting Drive To Sell LP Recordings

The latest phase of the running battle of the LP Records kicks off next week when Columbia Records, Inc., will launch an extensive advertising and promotion program on behalf of the company's 7" LP Microgroove records in radio, national magazines, newspapers and

(Continued on Page 8)

### Advisory Board Proposed To Break Video Stalemate

Pittsburgh—Creation of an Advisory Board to help break the current TV stalemate by presenting impartially to the FCC the experience of qualified leaders in research, engineering, law, education, business and public relations serving as "dollar-a-year men" was proposed yesterday by Walter Evans, president of Westinghouse Radio Stations, Inc., in a speech before the Pittsburgh Radio and Television Club.

### Statement To Congress Cites Deletion Of 212 Authorizations In Year; AM Figures Show Gain

### Mary Pickford Signs For New NBC Series

Mary Pickford has been signed by NBC under terms of an exclusive contract for radio and television services, it was announced yesterday.

Miss Pickford will be featured in two radio shows which will be produced by NBC. One will be a 15-minute, five times a week, daytime program, which will present

(Continued on Page 2)

### Benny Leading Coast Hooper Program Ratings

Jack Benny, Charlie McCarthy, and Walter Winchell breezed home easily in positions one, two and three, respectively, in the latest Pacific Program Hooperatings, just released. Their respective ratings were 36.4, 34.9, and 28.7.

In fourth place was "Fibber Mc-

(Continued on Page 8)

### Woman Lawyer Promoted To New ABC Legal Post

Geraldine B. Zorbaugh has been appointed ABC's assistant general attorney, it was announced yesterday by Joseph A. McDonald, ABC

(Continued on Page 5)

Washington Bureau of RADIO DAILY  
Washington — Deletion of 212 FM broadcast authorizations during the year ending June 30 of last year was reported yesterday by the FCC in its annual report to Congress. The Commission related that while 150 new FM stations went on the air during the year, the total number

(Continued on Page 5)

### Educational Radio Seeks Gov't Support

Quebec City—A request for public funds to aid school broadcasting has been made by the National Advisory Council on School Broadcasting in a brief submitted to the Royal Commission on National Development in the Arts, Letters and Sciences. The council asked for \$22,000 annually for two years to provide money to finance publications supplementing the broadcasts.

(Continued on Page 8)

### Legislators To Perform For Heart Fund On ABC

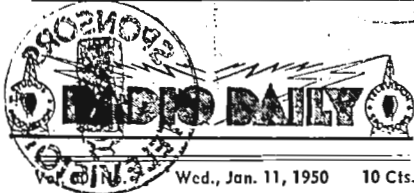
ABC will carry parts of a special program on February 2 in Washington's Convention Hall where a number of high-ranking government officials will become "amateurs" for the benefit of the 1950 Heart Cam-

(Continued on Page 6)

### Radio Promotes TV

Syracuse, N. Y.—A local television distributor has signed a contract to sponsor a local news show over WSYR's AM-FM outlets to promote television set sales in anticipation of WSYR-TV's advent March 1. The distributor, B. H. Spinney Co., is sponsoring Fred Hillegas noon local newscast which is broadcast six days a week.

(Continued on Page 7)



Wed., Jan. 11, 1950 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**  
Allen Kushner, Manager  
6425 Hollywood Blvd. Phone: Gladstone 8438  
**WASHINGTON BUREAU**  
Andrew H. Older, Chief 6417 Dahlonega Rd.  
Phone: Wisconsin 3271  
**CHICAGO BUREAU**  
Herbert M. Kraus  
188 West Randolph St.  
Phone: ANdover 3-6050  
**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

(January 10)

## NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	8 3/4	8 1/2	8 1/2	- 3/8
Admiral Corp.	20 3/8	20 1/8	20 3/8	+ 1/8
Am. Tel. & Tel.	147 1/4	147	147 1/4	0
CBS A	29 5/8	29 1/2	29 5/8	+ 3/8
CBS B	29 1/2	29 1/8	29 1/2	+ 3/8
Philco	35 7/8	35	35 1/2	- 1/2
RCA Common	13 3/4	13 1/2	13 3/4	0
RCA 1st pfd.	75 1/2	75 3/4	75 3/4	- 1/4
Stewart-Warner	13 1/2	13	13 1/8	- 3/8
Westinghouse	32 1/4	31 7/8	32	- 3/8
Zenith Radio	33 3/4	33	33	- 1

## NEW YORK CURB EXCHANGE

Hazeltine Corp.	16 3/4	16 3/4	16 3/4	0
Not. Union Radio	3 1/8	3	3	0

## OVER THE COUNTER

	Bid	Asked
DuMont Lab.	15 1/4	16 1/4
Stromberg-Carlson	12 1/2	14

### Collins, Not ABC, Ended Smith Series, Says Ted

Ted Collins, Kate Smith's manager, yesterday told RADIO DAILY that "ABC had not dropped the Kate Smith Show." Instead, he said, the program over ABC was terminated at "Ted Collins insistence." He said that he had not been satisfied with the show "from the day it started." Collins said that announcements of Miss Smith's future plans would soon be forthcoming.

THIS IS KGW'S BANNER YEAR

PORTLAND, OREGON  
AFFILIATED WITH NBC  
REPRESENTED NATIONALLY BY EDWARD PETRY CO., INC.

# ★ COMING AND GOING ★

I. R. LOUNSBERRY, president and general manager of WGR, Buffalo, N. Y., visited yesterday at the New York headquarters of the Columbia network, with which the station is affiliated.

KEN SPARNON, of the BMI field staff, who now is in Nashville, Tenn., shortly will go on to Louisville, Ky., where he will spend next week on business.

HAROLD ESSEX, vice-president and managing director of WSJS, affiliate of NBC in Winston-Salem, N. C., has joined the executive contingent currently in New York on business.

STAN HESLOP, commercial manager of WBNF, Columbia outlet in Binghamton, N. Y., is spending some time here on station and network business.

WALTER J. DAMM is in town. The vice-president and general manager of WTMJ, Milwaukee, Wis., is here for the station's confabs which start today at NBC.

JACK HARRIS, general manager of KPRC, Houston outlet of NBC, has arrived from Texas on station and network business.

CLAIR R. McCULLOUGH, representing the Mason-Dixon Group, to New York for the meetings of NBC's Stations Planning and Advisory Committee, which opens its sessions today at Radio City.

JOE ROBERTS, executive vice-president of K.C.R., Inc., producers and distributors of sports films for television, on Saturday will go to Florida, where he'll start film tests at Hialeah Racetrack for "Today's Racing," a 15-minute, six-nights-a-week series.

MILTON L. GREENEBAUM, president and general manager of WSAM, Saginaw, Mich., to New York for committee meetings at NBC, of which WSAM is an affiliate.

JOHN DERR, associate director of sports for CBS, is sojourning in Miami. He'll be there for three weeks.

GENE AUTRY and the members of his CBS program company now on tour of American and Canadian cities will appear today in Salina, Kansas.

HOWARD E. PILL, president of WSFA, Montgomery, Ala., an outlet of NBC, to New York for conferences at the Rockefeller Center headquarters of the network.

## Mary Pickford Signs For New NBC Series

(Continued from Page 1)

her as a commentator introducing guest personalities. Another will be a half-hour, once a week, program titled, "Mary Pickford's Theater of Valor," which will feature dramatizations and interviews with Medal of Honor winners of World War II.

The first two programs of the five-a-week series scheduled to begin on February 15th have been recorded by Miss Pickford and subsequent broadcasts will be "live" from New York.

Mal Boyd represented Miss Pickford in the negotiations. The Pickford programs are being packaged by PRB, Inc., who also represents her husband, Buddy Rogers.

## WLIB Talks To Stress FEPC And Civil Rights

Special programs including editorials, will be run by WLIB in behalf of Fair Employment Practices Commission and civil rights, it was announced yesterday by Harry Novik, station's general manager.

The first broadcast will be tomorrow, January 12, marking the opening of the Civil Rights Mobilization Drive. Speakers for the program include: Jules Cohen, chairman of the greater New York Council for a permanent FEPC; Henry Lee Moon, public relations director of the NAACP, and Walter Kirschenbaum, executive director of the Bronx County Liberal Party.

On January 15, 16 and 17, the station will present two programs daily on which editorials will be given by the WLIB management on behalf of civil rights. On Sunday, the first show will be from 8 to 9:30 a.m. and the second from 4 to 5:30 p.m. The programs on Monday and Tuesday, January 16 and 17, will be on from 7 to 10 a.m. and from 4:30 to 5:30 p.m. Spots will be run in these shows as well as the editorials.

## AAAA Examinations Set For Feb. In 22 Cities

(Continued from Page 1)

where it was given last year in addition to Tulsa, Oklahoma City, Houston, San Antonio, El Paso and Jackson, Miss. Other cities in the West and Middle West may be announced later.

The test is given to determine aptitude and temperament of young people in the industry. Some 900 former AAAA candidates are now employed in advertising, Wiley said. Each of the candidates pays a \$15 fee and spends 6 to 14 hours on the tests.

Other centers for the exams are: Boston, Chicago, Cincinnati, Cleveland, Dallas, Dayton, Detroit, Los Angeles, Minneapolis, New York, Philadelphia, Pittsburgh, Portland, St. Louis, San Francisco, and Seattle.

## WNEW Is Leaving NAB; Cott To Quit Assn. Post

(Continued from Page 1)

the NAB, has also announced that he will resign his post. However, it is reported that he has been asked by Miller to remain as head of the indie committee until the NAB convention in April when a successor will be named.

The station has in the past several years waged battles in the NAB to give independent stations a greater voice among the broadcasters. Their action has brought about increased recognition of the status of the indies.

## Get Brotherhood Awards

Milton N. Biow, president of Biow Co., Bruce Barton, chairman of BBD&O, and Thomas D'Arcy Brophy, chairman of K&E, were presented with brotherhood awards for "distinguished civic service," at a dinner sponsored by the National Conference of Christians and Jews, Monday night at the Waldorf Astoria. Lee M. Bristol, president of Bristol-Myers was the toastmaster.



## Pampered Persian

You're looking at a portrait of one of the most precious cats in the world—a pampered Persian—highly treasured by its owners. They wouldn't part with it for love or money.

Lots of radio advertisers feel just that way about W-I-T-H in Baltimore. Once they've discovered how this BIG independent produces such low-cost sales, they stick to W-I-T-H year in, year out. They won't part with W-I-T-H for love or money. W-I-T-H provides its BIG audience at amazing low cost. It delivers more listeners-per-dollar than any other station in town. It covers 92.3% of all the radio homes in the Baltimore trading area. And it does all this at real bargain rates!

So if you're not already using W-I-T-H in Baltimore, call in your Headley-Reed man and get the full story today!

AM  FM

# WIT

Baltimore 3, Maryland

TOM TINSLEY, President  
Represented by Headley-Reed

RCA VICTOR announces . . .

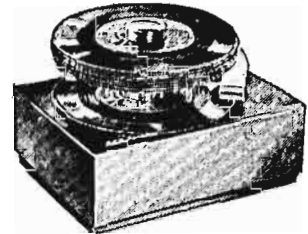
# Recordings of the World's Greatest Music and Artists at ALL phonograph speeds!

## RCA POLICY

1. To make available to the public RCA-Victor's unsurpassed library of the WORLD'S GREATEST ARTISTS AND MUSIC recorded for all record players: 45-rpm; 78-rpm; 33 $\frac{1}{3}$ -rpm.
2. To give the public RECORDINGS of the finest ARTISTS and the finest MUSIC.
3. To achieve through our instruments and records the finest possible musical REPRODUCTION.
4. To make available to the public the achievements of world-renowned scientists and en-

gineers at work in the RCA Laboratories. Through scientific research and development they created the incomparable "45" system. Through further progress they have also succeeded in including the same matchless tonal qualities in the new and improved RCA Victor long-playing records.

President  
Radio Corporation of America



The RCA "45" gives you

### UNMATCHED TONE QUALITY

The 45-rpm record has the finest tone quality in the history of the phonograph art. Only the "quality zone" of the record's surface is used, and the music comes to you completely free of distortion and surface noises. There is a full range of sound—clear and brilliant.

### MUSIC YOU WANT WHEN YOU WANT IT

One of the fundamentals of musical enjoyment is *selectivity*; complete freedom of choice in what you hear. And that's what you get in RCA Victor's "45". You buy and you play "The Music YOU Want When You Want it!" It's simpler, it's more satisfying, and it saves you energy, time and money.

The "45" has the widest possible range of musical selection—popular, classical, folk, musical comedy—whatever the music lover wants. The present "45" catalog numbers more than 2,000 selections, and is growing daily.

### WORLD'S FASTEST RECORD CHANGER

The "45" record player contains the fastest and simplest automatic changer ever developed. Operating within the central spindle post, the changer handles up to ten records with a time lapse of only 5 seconds between each one. It is silent, and it cannot damage your records. Moreover, there is no needle to change, for the player uses the famous RCA Victor "Silent Sapphire" permanent point pick-up.

Just stack ten records on the spindle and, with the touch of a button, you can enjoy more than fifty minutes of music without touching the player again.

### CONVENIENCE AND ECONOMY

The "45" record is made of non-breakable vinyl plastic, wafer-thin and only 6 $\frac{7}{8}$  inches in diameter. And they are all the same size, making for ease and convenience in storage. Each record has a longer playing life—up to ten times as long.

The smallness and lightness of the new "45's" enable a new degree of speed and economy in their distribution. This means a *better record at less cost to you!*

See the RCA Victor "45". Hear it! And you, too, will enjoy music at its recorded best!

### 45-RPM RECORDS

The "45" is here to stay and is destined to lead all other types of recorded music.

We will continue to record both classical and popular selections on the 45-rpm records.

The "45" meets the demands of music lovers, who want their tunes and songs on single disks, easy to select and simple to play. It offers the world's greatest music and the finest artists, reproduced with the highest fidelity.

So great has been the American public's acceptance of RCA Victor's new 45-rpm system that today, only nine months after its introduction—this revolutionary advance has set a new standard of musical enjoyment in the phonograph field.

In recent weeks, sales of "45" records soared to a rate of more than 20,000,000 a year, and the new record players were being sold at the rate of 65,000 a month.

It is a smashing triumph in recorded music!

### 78-RPM RECORDS

In the interest of millions of homes still equipped for playing such records, and as long as there is a demand for them, RCA Victor will supply a complete catalog of conventional 78-rpm records. Every new selection will be available on both "78" and "45" disks.

### 33 $\frac{1}{3}$ -RPM RECORDS

To serve those music lovers who wish to play certain classical selections on long-playing records, RCA Victor will introduce on or about March 1, a new and improved, non-breakable

long-playing record (33 $\frac{1}{3}$ -rpm) made possible by an exclusive RCA Victor processing method which insures high quality and tonal fidelity.

Selections from our musical library suitable for long-playing records will feature such great orchestras as:

The Boston Symphony under Koussevitzky and Munch, the Boston Pops and Arthur Fiedler, the NBC Symphony under Toscanini, RCA Victor Chorale and Orchestra under Robert Shaw, the San Francisco Symphony Orchestra under Pierre Monteux, Leopold Stokowski and his Orchestra, Igor Stravinsky, and such outstanding recording artists as Licia Albanese, Marian Anderson, Jussi Bjoerling, Alexander Brailowsky, Mischa Elman, Eileen Farrell, Heifetz, Vladimir Horowitz, José Iturbi, Allan Jones, William Kapell, Dorothy Kirsten, Fritz Kreisler, Wanda Landowska, Mario Lanza, Jeanette MacDonald, Dorothy Maynor, James Melton, Yehudi Menuhin, Robert Merrill, Nathan Milstein, Paganini Quartet, Jan Peerce, William Primrose, Artur Schnabel, Set Svanholm, Gladys Swarthout, Ferruccio Tagliavini, Blanche Thebom, Leonard Warren and Whittmore and Lowe.

Orders for the new RCA Victor long-playing records are now being booked for delivery in March.

### VICTROLA\* PHONOGRAPHS

The RCA Victor 1950 line of Victrola\* phonographs and radio-television combinations includes instruments that play all three speeds—45, 78 and 33 $\frac{1}{3}$  rpm. All of these 3-speed instruments feature an independent "45" record player in order that the fullest advantages of "45" quality and simplicity can be enjoyed.



# RCA VICTOR



"Victrola"—T. M. Reg. U. S. Pat. Off.

DIVISION OF RADIO CORPORATION OF AMERICA

PIONEER AND WORLD LEADER IN RECORDED MUSIC

## CHICAGO

By HERB KRAUS

**M**ATT SCHULIEN, one of Chicago's most fabled restaurateurs who is known as much for his card tricks as his German cuisine, appeared on the Quiz Kids TV show over WNBQ last Monday, and had the precocious moppets goggle-eyed with his prestidigitating (sleight-of-hand to non-Quiz Kids). Proving once again that the next generation, as well as the preceding two, are putty in the hands of the old master. Matt should be a popular TV repeater.

Frank Edwards, AFL commentator over Mutual, is now being beamed at Chicagoans via two local AM's. WCFL, The voice of the AFL, carries him "live" direct from WOR in New York at 9:00 p.m. Monday thru Friday, and WGN, Mutual's local outlet, rebroadcasts Edwards at 11:10 on the same evenings. Forty-two line ads in all the metropolitan dailies hail the show, which began its AFL sponsorship January 2, as "New on the Air! News that's Fair."

WLS engineers will be hot-footing it all over the midwest during the next three weeks, when the Prairie Farmer station picks up the Wisconsin Farm and Home Week, in Madison, January 30 and 31; the annual meet of the Illinois Veterinary Medical Association in Peoria, February 2, and the Illinois Farm and Home Week in Urbana February 6 and 7. "Dinner Bell Time," oldest farm service program in radio, will be broadcast direct from these conventions.

"Fun at Johnny's" WBBM remote from a radio and appliance store, skedded for TV bow January 11 over WBKB-CBS. Show features that rising comic, Earl Nightingale, and will be simulcast, although radio listeners still will be able to hear it Saturday mornings in the usual slot from tape recording.

Burr Tillstrom's "Kukla, Fran, and Ollie" troupe prepping for initial trip East. Week of January 16 will find Kuklapolitan Players in New York and Philly for series of special performances.

Jack Ryan, NBC Chicago flack chief, is mourning the loss of his sister who died in Appelton, Wisconsin, New Year's day following a long illness.

### ATTENTION EXPERIENCED SALESMEN

Leading transcription library company has openings immediately for sales-minded men with well rounded station experience. Here's a real opportunity for men who like to sell and like to travel. Liberal salary and expenses paid.

Send full details of background, experience, present connection and photograph. Information will be held strictly confidential and interviews will be arranged at convenient time. Mail applications and full information to RADIO DAILY, Box 101, 1501 Broadway, N. Y. C.



### Man About Manhattan. . . !

● ● ● **BIGTOWN SMALL TALK:** What v.p. who has been mighty important in putting RCA on top in news and public relations is being offered a very lucrative position by a prominent company which also is one of RCA's strongest competitors? . . . Resignation of WNEW from membership in NAB may be forerunner of a number of indie stations leaving the industry organization. (Reported that they're dissatisfied with representation NAB has been giving them). . . Hugh Beville, Jr., NBC research head, will be upped to a new exec post this week with realignment of radio and TV departments within the network. . . . Radio will make a strong pitch to convert retailers to the use of the medium at the NRDGA convention at the Hotel Statler today and tomorrow. Justin Miller, president of NAB, and Maurice Mitchell, director of BAB, will be radio's main speakers. . . . Fred Allen recently praised NBC's Chicago teevee dep't as "having more on the ball than either N. Y. or H'wood"—and as a result they're trying to get him to originate his proposed television series from the Windy City. They expect him to enter TV late this year. . . . New TV syndicate being formed to build a regional video network in the Ithaca-New York area. Wally Duncan, formerly in the station and agency field, reported to be active in the planning. . . . Eastern TV kit manufacturer will offer a 10-inch television set priced at under \$100 within the next two months. . . . Look for the Ford Dealers to buy even more radio and television shows than have already been announced to plug their new 1950 product. . . . Speidel, which recently dropped the Ed Wynn show, is close to a deal on "Blondie" via ABC.

★ ★ ★ ★

● ● ● Frank Cooper, in H'wood, and Sy Fischer, in N. Y. (producers of ABC's "Casebook of Gregory Hood"), are looking for a name picture star to play the title role in the television version of the package. The attempt is to duplicate the success of Ralph Bellamy in their "Man Against Crime" series. Latter show, incidentally, jumped 6.1 points in the Hooper after ten broadcasts.

★ ★ ★ ★

● ● ● Baseball, boxing and the roller derby are the most popular sports on television, according to the opinions of 120,000 readers of TeleVision Guide. Baseball led all sports by a wide margin—but what surprised us the most was that the roller derby topped basketball, wrestling, football, hockey, etc. Asked to name their biggest sport thrill of 1949 as seen on teevee, the concensus was the Willie Pep-Sandy Saddler bout. Tommy Henrich's winning home run against the Dodgers was considered the second highlight of the sports year.

★ ★ ★ ★

● ● ● Plans for the weekly televising of the current Stock Car Derby each Sat. nite over WNBZ from Kingsbridge Armory have been completed, with Teldisco, Inc., distributors of International Harvester, bankrolling. The telecasts start this Sat., with Duke Donaldson, famed racing driver, describing the event and Herb Sheldon doing the 'color.'

★ ★ ★ ★

● ● ● Larry Gubb, chairman of the Board of Philco Corp., came into town for New Year's Eve, contacted his public relations man and said: "You've got to get me four tickets. You've just got to." Fearing the worst, the p.a. stammered: "You mean for 'So. Pacific?'" "Naw," was Gub's rejoinder, "I want them for 'Twenty Questions. It's my favorite radio show.'" And that's just where the Gubbs spent New Year's Eve.

★ ★ ★ ★

## SAN FRANCISCO

By NOEL CORBETT

"**F**RANKLY FEMININE" is now sponsored on KGO-TV, 6:45 p.m. Wednesdays, by Millinery Bazaar and Sheldon Furs. William Winters produces and Bobby Lyons creates hats and introduces actresses who model furs. Millinery Bazaar sells the makings for femme chapeaus.

Patrick Michael Cunning, who spent the past several months organizing Intra-Tele Corporation of America (closed circuit TV in the Andrew William Corner in Oakland) has resigned. Cunning will head up his own television package productions, Video Center, in San Francisco.

Mrs. Pat Lawrence has resigned as assistant manager of advertising and promotion at KNBC to become Bay Area manager for Radio Report's, Inc. (Clipping Service of the air).

John W. Elwood, general manager of KNBC, leaves for Sacramento where he will serve as a member of Governor Warren's 12-man board to select a successor to Myrtle Williams. Latter was State Director of Public Welfare.

Here 'N' There . . . Dave Bogard, formerly with ABC press in New York, now hustling blurbs for Maury Baker's ABC-KGO flackery. . . . Dink Templeton, down with the flu. . . . S. F. cop Inspector George O'Leary will be honored on NBC's "Dragnet" January 12. His spot was cut in from here.

### WLYN Names Bettinson, Strong, Parker As Execs.

Lynn, Mass.—Three new execs have been named by WLYN, the Puritan Broadcast Service, Inc. has announced. Winslow Bettinson will be director of station operations, Kenneth Strong is the new sales manager and John Parker will be in charge of all technical functions of the station under the new set-up.

Bettinson has been program director of WHEB in Portsmouth, N. H. for nine years, Strong has served with WBZ and WCOP in Boston as a sales representative and Parker was formerly chief engineer for WORL in Boston.

1906 *Henri* 1950  
CONFISEUR  
**FRENCH RESTAURANT**  
**LUNCHEON from \$2.00**  
**DINNER from \$3.00**  
**COCKTAIL BAR**  
*Famous French Candies*  
**15 East 52nd St.**  
**AIR CONDITIONED**

**AGENCIES**

**FCC's Report To Congress Shows FM Loss, AM Gain**

**PROMOTION**

FIRST announcement of his own sales and program firm headquartered at 366 Madison Avenue, New York, was made yesterday by Maxwell Hage. For the past two years, Hage has been associated with the New York Daily News Television and Radio News Department and previously had been active in national and local radio for many years. Forty stations already have contracted for Hage's initial offering, called The Better Way, it is specifically tailored for expanded AM station revenue from industries and their infrequent or non-users of radio.

CAMEO CURTAINS, INC., has engaged Philbin, Brandon & Sargent, Inc., as its advertising agency in the medium of television. Ewing L. Philbin, Jr., will be account executive.

FRANK HOPKINS is now with Kenyon and Eckhardt, Inc., as a writer in the radio-TV commercial department. He was formerly with the Kudner Agency.

DONALD RUSSELL has joined the copy department of John Falkner Arndt & Co., Inc., Philadelphia.

JOSEPH A. PROCTOR has been named v-p in charge of merchandising for the James Chirurg Company of Boston and New York.

LEE JASPER has joined Huber Hoge & Sons as an account executive. He was formerly with Weiss Geller and previously secretary and treasurer of Jasper, Lynch & Field.

ROBERT H. HOSE, of the Society of Industrial Designers, tomorrow will speak before the Advertising and Selling Course, conducted by the Advertising Club of New York. His subject will be "Package and Product Design." This meeting will be held at the Engineering Societies Building, 6:15 p.m.

ALICE KUTZIN, former publicity director of the American Guild of Variety Artists, AFL, and recently of Alice Kutzin Associates, has joined the publicity firm of Walter Caner Associates, New York.

**Woman Lawyer Promoted To New ABC Legal Post**

(Continued from Page 1)  
ree-pee and general attorney. She has been assistant secretary of ABC and a member of the web's legal department since 1943.

Miss Zorbaugh, a member of the New York Bar, was graduated from New York University and NYU Law School. Prior to joining ABC she was associated with the New York Law firm of Crawford & Sprague. She is an active member of the Association of Women Broadcasters.

(Continued from Page 1)

of FM authorizations fell off by 155. The Commission reported 2179 AM authorizations by the end of the fiscal year—145 more than a year earlier. Three hundred eighty-two applications for new AM stations were pending, compared with 575 pending a year earlier. The Commission said the decline in AM filings "is due in large part to a crowded spectrum and, in a lesser degree, to economic readjustment in the broadcasting field."

A total of 737 FM stations were on the air at the end of June, of which 377 held licenses. FM service, the Commission pointed out, is now available to 100 million people along the east and west coasts and in a number of well-populated areas of the middle west. Only 43 applications for new FM stations were filed during the year, and the total number of authorizations fell from 1020 to 865.

**Explains Reduction**

The reduction in FM authorizations, the FCC said, "was largely due to economic problems and uncertainties; the relatively small number of FM receivers owned by the public and the resulting limited audience to attract substantial broadcast advertising revenue, competition from standard AM broadcast and TV stations (as well as other FM stations); and high costs of station construction. In a number of instances permittees were dilatory in constructing their authorized stations and forfeited their FM permits for failing to comply with the Commission's requirement that they either complete construction or commence operation with interim equipment. Said the Commission:

"Some FM permittees withdrew from the field because of their active desire to engage in television broadcasting. Although most FM stations are at present operating at a deficit, only a few stations ceased operation during the year."

The Commission estimated that 3,500,000 FM receivers were in use at the end of the fiscal year and predicted that although production of FM sets is disappointing "the appearance of AM-FM receivers in

practically all price ranges indicates that the FM audience will grow in the future." Reference was made to the growing number of small FM sets on the market and the FM bands on a great many TV sets.

The Commission also reported, from June 30, 1948, to June 30, 1949, increases in TV authorizations from 109 to 117, experimental TV authorizations from 124 to 205.

Chicago led in total authorizations, among the cities, with Texas showing the largest total among the states. A total of 34 authorizations was reported by Chicago, including 16 AM, 14 FM and four TV, while New York was second with 14, 12 and six respectively. Los Angeles, third among the cities, reported 12 AM, 10 FM and seven TV stations.

Texas had 178 AM stations, 39 FM and six TV, while California's total of 220 authorizations—only three less than Texas had—included only 147 AM but 62 FM and 11 TV. Pennsylvania came third with a total of 186—108 AM, 71 FM and seven TV; New York followed with a total of 171—93 AM, 64 FM and 14 TV—and North Carolina was next with 132 authorizations—90 AM, 40 FM and two TV.

**Schofield Copy Sells**

Sales promotion brochures developed by Arthur C. Schofield, director of advertising and sales promotion for the DuMont Television network, are credited with creating sponsor and agency interest in DuMont TV package shows. Schofield, with the use of photographs, charts and punchy copy, dramatizing the visual value and drawing power of DuMont attractions. Samples of his brochures are being used as text books in several advertising courses of study in the New York area.

**Aids Football Team**

"WKBW," Buffalo, co-operating in a city-wide drive to keep the Buffalo Bills professional football club in Buffalo, went on the air for almost five hours from 8:30 to 1:15 a.m. on Saturday, January 7th, asking the sports loving citizens of Buffalo and western New York for their pledges for season tickets for the Bills-football games.

At the WKBW studios staff of switchboard operators received over twelve hundred pledges for tickets during the period when Roger Baker and Bill Mazer went on the air interviewing prominent personalities in the Buffalo-Bills football club as Bert Bell, Albert T. O'Neill, president and Jim Alinger, chairman.

**C. P. L.**

Looking for low C.P.L. (cost per listener)? Put your program on KDKA! In a survey recently made by a leading national advertiser, KDKA produced business at the lowest cost recorded in a list of more than 50 stations. KDKA programs have a habit of pulling mail, and creating sales, throughout county after county of a rich, rewarding, tri-state market. For details, check KDKA or Free & Peters.

**PITTSBURGH 50,000 WATTS NBC AFFILIATE**

**KDKA**

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

**Public Service In Advtg. Stressed In NAB Booklet**

Washington Bureau of RADIO DAILY Washington—NAB has announced the compilation of a bibliography on "Public Service Aspects of Advertising." The publication was prepared, said NAB, in response to requests for specific information on the use of advertising techniques "in the betterment of the public, as distinguished from the selling of goods and services."

A limited supply of copies beyond those already distributed is available.

## 'Workable' Solution By NAB Committees

(Continued from Page 1)

which meets here in two weeks and will pass on the proposals, possibly altered, to the board meeting next month in Phoenix, Ariz.

While NAB maintained strict silence on the nature of the proposals, it was learned that the BAB director, Maurice Mitchell, was apparently well satisfied—which would seem to mean that his authority has been strengthened at the expense of Ralph Hardy, radio division head, and G. Emerson Markham, TV director. There has been a great deal of confusion in attempting to work out a line of authority among the three, with questions whether TV advertising matters belong to the TV division, for instance, or the broadcast advertising bureau.

Impression left here last night was that Hardy and Markham would have little executive power if the solution agreed upon by the three committees is adopted by the board. Judge Miller was careful not to commit himself to support the solution, saying merely that it appeared workable, rather than desirable.

### Impressive List Attended

Here for the meeting were the following of the broadcast advertising committee: Chairman William Ryan of KFI, Los Angeles; Gordon Gray, WIP, Philadelphia; F. C. Sowell of WLAC, Nashville; Howard Lane of WJJD, Chicago, and Frank U. Fletcher, WARL-FM, Arlington, Va.

Also on hand were the following: **Radio Committee:** Simon Goldman, WJTN, Jamestown, N. Y., chairman; Kenyon Brown, KWFT, Wichita Falls, Tex.; Armand Hunter, WFIL, Philadelphia; Lester W. Lindow, WFDF, Flint, Mich.; Robert T. Mason, WMRN, Marion, O.; William B. Quarton, WMT, Cedar Rapids, Ia.; Owen F. Uridge, WQAM, Miami, Fla.; Walter W. Wagstaff, KIDO, Boise, and Lawrence W. McDowell, KSOX, Long Beach, Calif.

**Television committee:** Eugene S. Thomas, WOIC, Washington, D. C., chairman; George Burbach, KSD-TV, St. Louis, Mo.; E. K. Jett, WMAR-TV, Baltimore, Md.; Dwight Martin, WLW-TV, Cincinnati, O.; John M. Outler, Jr., WSB-TV, Atlanta, Ga.; Robert D. Swezey, WDSU-TV, New Orleans, La.; Donald Tatum, KTSL, Los Angeles, and B. J. Rowan, WRGB, Schenectady, N. Y.

## WNBT Sells Auto Races To Teldisco And I. H.

Teldisco, Inc., in association with the refrigerator and freezer division of International Harvester, will sponsor a weekly hour-long pickup of the Stock Car Derby from Kingsbridge Armory over WNBT beginning Saturday, 10:30 p.m. Duke Donaldson and Herb Sheldon will describe the races. Agency is Elliott nonas.

## California Commentary

By ALLEN KUSHNER

● ● ● Armed with unique presentation showing clear photographs of LA TV station signals taken from receivers in San Diego, Calif. sales manager Paul Jones of AM station KSDO in that city is selling sponsors of LA TV shows on buying spot packages over his station to promote larger looking audience in southern city. Jones claims many video advertisers

### Hollywood

in that city don't realize they have bonus audience of over 15,000 sets in San Diego. . . . The Bohemian Dist. Co., for ACME Beer, will sponsor a four-week series of seven weekly spot announcements on KNX beginning January 15. The agency for the order is Foote, Cone & Belding, Hollywood, and Clark George is the KNX account executive. . . . Manager Jack Gross of KFMB and KFMB-TV, San Diego has agreed with policy of LA radio-owned video stations by splitting sales staff into two groups: one AM, the other TV. . . . Rexall Drug Co. through the BBD&O agency, has placed the "Cavalcade of Bands" program on Don Lee Television-KTSL for 52 weeks, renewable in 13-week cycles. Hour is scheduled for Tuesday from 7:00-8:00 p.m. and starts January 31. Program is a Dumont teletranscription.

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● ● ● A special Arizona edition of "Richfield Reporter" was launched Sunday over KTAR in Phoenix and the six other stations of the Arizona Broadcasting System, which include KVOA, Tucson; KYUM, Yuma; KYCA, Prescott; KWJB, Globe; KGLU, Safford; and KAWT, Douglas. Program will be heard at 10:30 p.m. Sunday through Friday. "Richfield Reporter" has been aired via KOY, CBS outlet in Phoenix. Contract with Arizona Broadcasting System is for 52 weeks. ABS stations are affiliated with NBC. . . . The Masterson-Reddy-Nelson firm has signed Westbrook Van Voorhies, former "March of Time" narrator, as moderator for "Rebuttal," firm's new radio show. Sponsored by Muntz Television, the program will tee-off Sunday, Jan. 15th over the Mutual Broadcasting System. John Reddy, currently in Hollywood for the holidays, will return to New York to produce the show. . . . The Union Pharmaceutical Co., New York, will sponsor a 13-week series of five weekly spot announcements beginning Monday, Jan. 16, over KNX. Cecil & Presbrey, Inc. is agency. . . . Lee Strahorn will join the radio and teevee department of Young & Rubicam, Inc., it was announced by Everard W. Meade, vice-president in charge of the department. Strahorn, on the production staff of NBC from 1936 to 1941, was in charge of production of Lucky Strike shows for Foote, Cone & Belding from 1941 until June 1, 1948. . . . Life magazine has been spending several days at KTTV shooting four programs as outstanding and representative of Southern California television. Approximately five full days were devoted photographing "The Buster Keaton Show"; Dave Willock and Cliff Arquette as representing an unusual "how-to-do-it" show of which apparently none is seen in Eastern TV; Walter Carle re-enacting his donating blood for the Red Cross blood donation cause and Alan Mowbray's unusual behind-the-scenes information about Motion Pictures.

★ ★ ★ ★

● ● ● Have you heard Capitol Record's "I Pledge Allegiance To The Flag" by Tex Ritter and the Starlighters? It's a heartwarming experience. Should be in every home. Jimmy Fidler and top Radio shows will feature "I Pledge Allegiance" on their programs. . . . Larry Finley Productions' package "Small Talk" was kinescoped this week at NBC as audition for and Eastern sponsor. The 30-min. TV show features kiddies from four to eight years of age who discuss present day world problems. Al Ganoway is M.C. with Larry Kolpack as writer and director. . . . Teddy Hart will make a p.a. in Chicago January 14 and San Francisco Jan. 20 and while on the junket will conduct a survey of public likes and dislikes in connection with the television productions he will produce.

## Crosley Drops Deal To Sell Pope WINS

(Continued from Page 1)

the date set. An extension of one week was granted, but the sale was still not completed by the January 5 deadline. Shouse said that the FCC had been notified of the expiration of the contract.

The Crosley official added that he was not authorized to negotiate with any other purchaser and that the Avco executive committee had not decided what it will do with WINS. Avco is the parent company of Crosley.

The management of WHOM said that the preliminary negotiations for the sale of WHOM had been concluded, but the serious illness of one of the principal buyers had made it impossible for a written agreement to be drawn up. "For this reason, therefore, it was not possible to complete arrangements for the sale of WHOM within the time limits prescribed in our contract with the Crosley Corporation," the spokesman said.

WINS would have become a foreign language station, if sold to Generoso Pope. This fact brought about a protest from WINS employees saying that most of them would lose their jobs under the proposed transfer.

The ILGWU also entered into the picture with a proposal that they be given the right to purchase WINS from Crosley. The union said it would use the same type of programming as now used by its FM station, WFDR.

## Legislators To Perform For Heart Fund On ABC

(Continued from Page 1)

paign. The all-star line-up includes Senators, Congressmen, Supreme Court Justices, Cabinet members, military officials and "talented" ambassadors.

The network will broadcast portions of the performance as part of The Original Amateur Hour heard from 9 to 9:45 p.m. (EST). The show will launch the heart fund drive for the year.

Among the performers will be Representative Albert Gore of Tenn. who will play a violin in hillbilly style and Rep. Paul Kilday of Texas who will imitate Winston Churchill addressing the U.S. Congress. Other acts include a chorus of Senators and Representatives under the direction of the wife of Senator George Malone of Nevada.

## Pontiac CBS One-Shot

Pontiac has signed with CBS for a one-shot pickup from the General Motors show at the Waldorf-Astoria Jan. 18, 9:30-10 p.m., with Arthur Godfrey describing the new cars and interviewing GM execs. MacManus, John and Adams is the agency.

# TELEVISION DAILY

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## EVANS URGES FCC ADVISORY BD.

### TELE TOPICS

**THE ROBERT MONTGOMERY** show for "Lucky Strike, an hour-long bi-weekly dramatic series, has been scheduled in the 10:30-11:30 slot on Mondays over NBC, bucking heavy opposition in "The Goldbergs" and "Studio One," both of which are in the top ten. Montgomery will have an active role in production of the show, in addition to appearing as narrator and, on occasion, in lead roles. In addition, he'll probably do production work on other NBC shows. . . . A TV air-check service, first of its kind to our knowledge, is being opened in Chicago by Joseph W. Hicks, public relations exec. "I will provide stills or sound-on-film movies of shows and commercials together with a certified statement of time, station, and conditions of reception, Hicks says. . . . DuMont's WDTV, the only station in Pittsburgh, celebrates its first anniversary today. Affiliated with all four webs, station carries nine of the top ten network shows.

**OUR NOMINATION** for the busiest gal in TV is Carol Irwin, who, although she has been in the package field only since she left Theater Guild about a year and a half ago, will have three network shows on the air by the end of this month. On Tuesday, the 31st, "Stage Door," based on the Kaufman-Ferber play, joins her "Mama" and "Young and Gay" on the CBS roster. All three will be scripted by Frank Abelson and directed by Ralph Nelson. Starring in "Stage Door" will becott McKay, Berry Kroeger, Oliver Thornyke, Tom Redi and Rosemary Rice. But personally producing three weekly shows were not enough, Miss Irwin is now working on two new shows, based on plays by Jose Frank, "Claudia" and "When Doctors Disagree," and is prepping "I Free the Innocent" in association with Colin Miller.

**RENE CASTLE** has been signed to a personal management pact for AM-TV by Mal Boyd who is building a video show around the former dancing star. . . . Philip Morris dropping the Herb Shriner strip on CBS next month. . . . Sherman Billingsley will appear on Philco Playhouse Sunday to introduce the play "Murder At The Stork Club." His role in the play will be filled by Jay Jostyn and Franchot Tone will play the lead as a private eye. . . . Also in the celebrity dept, is the intelligence that Ford Theater has invited a flock of top talent names to do walk-ons in "The Bark" Friday nite for \$15 each. Invitations were sent to Fredric March, Lilli Palmer, Walter Hampden, Basil Rathbone, Judy Holliday and many others. . . . Mike Keilly, author of "The Music Goes Round and Round" (remember?), replaces Mill DeLugg on "A Couple Of Joes" over ABC onite.

### NAB Would OK Music With TV Test Patterns

Washington Bureau of RADIO DAILY

Washington—NAB proposed to the FCC yesterday a rule change to permit TV stations to broadcast music with their test patterns for 15-minute periods immediately before starting program schedules. The NAB statement, in the matter of proposed rules on "separate operation of aural and visual transmitter of television stations," said:

"The Commission's proposed amendment to Section 3.661 (B) of its rules and regulations recognize some practical problem of television stations and embodies many of the suggestions made by interested parties, including those expressed by this association in a letter to the acting chairman on July 20, 1949. By providing for the separate use of aural transmitter during emergency 'fills' in case of visual equipment failure or delay, and by allowing the limited use of aural newscasts and program announcements behind a test pattern or unrelated stills, the Commission has recognized the legitimate needs of television broadcasters without impairing the interests of other broadcasters.

"One additional change appears desirable. That would be to allow the broadcast of music behind the test pattern for the 15-minute period immediately preceding the commencement of the program schedule. Such a practice would allow viewers who wished to tune in on the first program to do so prior to its commencement without being annoyed by the single tone or series of variable tones now required as aural accomplishment to a test pattern. At the same time, it would encourage

### Competitive

During WPIX coverage of the Silver Skates Monday night, sponsored by R&H beer, the name of a competing brew was mentioned constantly during one of the races. A contestant got out in front early in the race and won easily. There was nothing announcer Jack McCarthy could do but describe his position at every turn. The skater's name—Arthur Ballantine.

### DuM Distribs. Meet In First Nat'l Confab

Chicago—DuMont receiver distributors will meet today at the Drake Hotel here in the first national convention of the receiver sales division, Allen B. DuMont Laboratories, Inc.

Vice-president Leonard F. Cramer heads a list of DuMont officials on hand for the meeting to take an active part in the discussions on 1950 merchandising policies, sales, promotion, advertising and service which make up bulk of the one-day session. Other top DuMont executives here include Ernest A. Marx, the receiver sales division's general manager, sales manager Walter L. Stickel, advertising manager Henry R. Geyelin, Ricardo Muniz, general manager of the receiver manufacturing division, E. A. Merriam, manager of the Teletest Service Control department and Irving Rosenberg, who heads DuMont's cathode-ray tube division.

viewers to utilize a proper warm-up period so as to avoid oscillator drift and the consequent necessity of retuning during the program."

### TV Authority Reveals Terms For Agreement With SAG.

The board of directors of the 4-A's Television Authority has made its first official offer to Screen Actors Guild of an all-embracing partnership in TV, George Heller, national exec secretary of TvA announced yesterday.

Offer is predicated on agreement by TvA and the screen guilds on certain unresolved points which came up in previous partnership discussions between the two groups.

Chief among these points, TvA has informed SAG are:

1. Basic to any partnership arrangement in TV must be some machinery for breaking deadlocks which may arise between the two groups.
2. On all important actions, such as calling a strike of all TV performers, members of both TvA and the screen guilds must meet jointly for discussion and action.
3. Film sequences, film commercial spots and kinescope of whatever nature should be solely within the responsibility of TvA.

### Group Would Help FCC Formulate Tele Policy

(Continued from Page 1)

possibilities of such a program become apparent. The technical members of the advisory board would be in a position to draw upon the technical societies, the scientists and laboratories of the major elements of the industry and of colleges and universities for needed assistance. The duplication of such a facility by the government would, even if the personnel were available, be financially impractical and at best would be a wasteful duplication of facilities and effort. Therefore, it is apparent that private industry is a source of much of the information, experience and knowledge which the government must have to make practical and workable decisions in this field and unless they get it, public, government and industry will suffer heavy and needless loss."

### Discusses Makeup Of Board

Discussing the composition of the board, Evans said that "eligibility would be confined to representatives unaffected in private or business life by the decisions of the Commission. For example, several names could be proposed by the American Bar Association for the legal representatives, from the Institute of Radio Engineers for one or more technical members, and likewise from the ranking organization in the field of education, in business administration and in public relations. Once a list of candidates had been nominated, the Commissioners themselves would select the board members. The board would serve without remuneration in the same manner that the dollar-a-year man has served during two wars."

"Such an advisory board," he pointed out, "would in no way detract from the statutory responsibilities of the Commission. As the name implies, its function would be advisory but the major policy decisions of the Commission if supported by such a group, would be less vulnerable to criticism from the public, the bench, the industry, or even, Capitol Hill."



EVANS

## Educational Radio Seeks Gov't Support

(Continued from Page 1)

to buy transcriptions to be made available to schools and to purchase television equipment for experimental programs.

The brief submitted by Dr. W. P. Percival, director of Protestant education in the Quebec Department of Education, outlined the rapid growth of Canadian school broadcasts in recent years. An estimated half-million young people and an equal number of adults now hear the broadcasts.

The council said that nearly \$100,000 is being spent yearly on educational programs. This amount does not include broadcasts produced by the CBC or technical facilities provided by CBC for provincial school programs.

The brief explained that the publications would be sold at a nominal sum to students as "aids." The transcriptions would make it possible for the teacher to repeat class utilization of school broadcasts.

The report said that the views of the council have been endorsed by the Canadian Federation of Home and School. Further support was given by the Ontario Department of Education.

## Columbia Starting Drive To Sell LP Recordings

(Continued from Page 1)

nation-wide window display cards.

According to Ken McAllister, Columbia Record's director of advertising and promotion, the campaign will be directed primarily at the estimated 800,000 owners of automatic LP players. It will "focus attention" on the many LP advantages of economy, quality, and space savings "inherent in the Columbia 33 and 1/3 LP system," he said. In addition, he continued, the campaign will stress the need for only one speed—33 and 1/3—"for the best in recorded music of all types."

Radio-wise, Columbia will cooperatively sponsor local station programs and spot announcements with dealers, and will insert special plugs on the "Masterworks of Music" program which is now heard on more than 100 local stations.

## Benny Leading Coast Hooper Program Ratings

(Continued from Page 1)

Gee and Molly" with 22.6. Other programs which placed in the "first fifteen" were:

Bing Crosby, 22.4; Bob Hope, 21.2; Red Skelton, 20.7; "My Friend Irma," 20.2; Radio Theater, 19.7; Groucho Marx, 18.3; "Our Miss Brooks," 17.9; Horace Heidt, 17.7; "People Are Funny," 17.3; "Great Gildersleeve," 17.2; Arthur Godfrey's "Talent Scouts," 16.8; and Louella Parsons, 16.8.

# COAST-TO-COAST

### "Wards" Of WTAM

Cleveland, O.—When a Christmas card, postmarked Sharon, Pa., arrived at WTAM, addressed to "Gordon Ward," it posed quite a problem inasmuch as WTAM has three Gordon Wards on its staff. Since none of them happened to have any friend in Sharon, they made the opening of the envelope a joint affair. The crowning touch came when the signature was... "Gordon Ward"! WTAM's Wards wrote to Sharon's Ward and received a reply, "I heard an announcer identify himself as Gordon Ward and thought I'd drop him a Christmas greeting... little realizing that I'd hit the jackpot."

### Trophy Awarded Posthumously

Coral Gables, Fla.—During the '49 football season WTTT conducted a listener poll to determine who the people of greater Miami thought was the outstanding local high school football player. The voting favored Julian "Red" Daniel of Edison High. The presentation was to be made during a fifteen-minute air show over WTTT, but Julian Daniel accidentally drowned while duck hunting the day before. The trophy was later presented to his parents.

### New WMID Program

Atlantic City, N. J.—The first steps toward an ultimate intra-state network program were taken recently when Weather-Seal inked the contract with WMID. The program is aired across the board. Monday through Saturday, from 8:30 to 8:45 a. m., featuring "Sleepy Jim" (Jim Grohman). The show will also be carried by WKDN, Camden. "Wacha' Doin'," is title of the program.

### Season Sport Twist

Omaha, Neb.—With all the football Bowl games scheduled for Monday, Jan. 2, Sports Director Jack Sandler, of KOWH, came up with a new twist for New Year's Day. Using an old Western Union telegraphic report, the KOWH sports announcer did a rebroadcast of the play-off game between the Cleveland Indians and the Boston Red Sox, originally played on October 4, 1948. During the course of the broadcast Sandler asked for telephone calls as to what the fans thought about it. The switchboard was swamped with calls with 99 to 1 in favor of it.

### WTTM Direct Weather Report

Trenton, N. J.—WTTM-NBC is now airing a five-minute across-the-board weather broadcast direct from the local Weather Bureau, by permission of the United States Weather Bureau. This newly-inaugurated weather feature is heard at 7:30 a. m., Monday through Saturday, through the courtesy of the Tattersall Company, local distributors of fuel and heating equipment.

### WCOP Wins Peabody Award

Boston, Mass.—For the second consecutive year, WCOP has received the George Foster Peabody Award (Mass. Committee) for its 6:15 news, presented by news director Ron Cochran. For the third year, honors have gone to one of WCOP's children's programs. This year's award has been given to "Professor Teeny," heard Saturday mornings, 10:00-10:15 a. m. Presentation was accompanied by a citation honoring WCOP's over-all efforts in children's programming.

### Fire Prevention Campaign

Washington, D. C.—A series of transcriptions are being made by Fire Chiefs for WMAL in the interest of fire prevention, and to draw attention to "The Firefighter" program, a five times a week WMAL show, transcribed and sponsored by the Charles Schneider Baking Company. Chief Fire Marshall J. A. Mayhew made the first recording asking people to be more careful of fire.

### Show For Farmers

Norfolk, Va.—WLOW has added the "Early Bird" show to its morning schedule. Station management feels the farmer in the area is being inadequately serviced by existing programs, and the new three-hour-long show will lean heavily on crop information, weather reports, hog and market reports and helpful farm information for the rural areas. Erik Paige will produce the new series for WLOW.

### Resigns KFAB Post

Omaha, Neb.—Robert M. Dooley, for five years national sales manager for KFAB, announced his resignation. His future plans will be announced after a two-week vacation in the South.

## Colombia Priest Sets Up 'Radiophonic School' Net

A network of 90 "radiophonic schools" has been set up in Columbia, South America by a young Catholic priest, Father Joaquin Saloedo, it has been reported.

The schools, located on roadsides, in farm houses and on public plazas, are serviced by a main transmitting station which sends out lessons over the airwaves. The teacher, who sets up a short wave receiver next to his blackboard, writes the lessons on the board to be copied or learned by the students. The schools have an enrollment of more than 7,000 students.

Father Saloedo expects to increase his pupils by several thousand as a result of his having recently purchased a 1 kw transmitter and 750 shortwave receivers from General Electric.

Transmission headquarters are located at Sutatenza, about 75 miles from Bogota.

## Arkansas Stas. Form Co-op Promotion Unit

Hot Springs, Arkansas—A cooperative organization to obtain national and regional advertising for Arkansas radio stations, The Arkansas Group, is now in operation, Frank Browne, general manager of KWFC and general manager of the new group has announced. The net set-up will permit advertisers to buy the stations as a group in addition to acting as representatives for the various outlets, Browne said.

The Arkansas Group is now preparing a presentation to tell the story of the stations as a whole and individually. It will contain data sheets, BMB maps, sales totals by produce and type store, value of crops and other information, the general manager added.

Browne declared that the new group would "not conflict with the Arkansas Broadcasters Association." He said it would endeavor to create new business and serve as representatives for the stations. Headquarters will be in Hot Springs.

There are 32 stations operating at present in 25 cities in Arkansas with several new ones scheduled to go on the air in 1950.

## Ford Will Sponsor Sports Dinner On MBS

Mutual will broadcast, under sponsorship of the Ford Dealers of America, the 2nd Annual "Top Performer" dinner from New York's Hotel Astor at 9:30 p. m., on Jan. 19, it has been announced. The dinner is given each year by Sports Magazine to honor the top athletic performers of the previous year.

This brings to twenty-three, the total number of programs sponsored by Ford to promote interest in their 1950 model cars.

Bill Slater will describe the pre-award ceremonies for the home audience following which Tommy Henrich will be presented the "Athlete of the Year" award.

1949's "Top Performers" who will receive "Oscars" along with Henrich are: JACKIE ROBINSON, baseball; LEON HART, college football; OTTO GRAHAM, pro football; ALEX GROZA (now a pro), college basketball; RAY ROBINSON, world welterweight boxing champion; GEORGE MIKAN, pro basketball; SAMMY SNEAD, golf; SID ABEL, hockey; PANCHO GONZALES, tennis; MEL PATTON, track; STEVE BROOKS, jockey, and JOE VERBUR, swimming.

## Hastie Named WUSN Mgr.

Charleston, S. C.—J. Drayton Hastie, a director and commercial manager of WUSN, has been named general manager of the station. He will replace B. M. Middleton, who has resigned to form a firm specializing as station consultants. Middleton will have offices in Charleston and Asheville.



# RADIO AWARDS ANNOUNCED BY NRDGA

## NBC Defers Action On Safe TV Plan

Washington Bureau of RADIO DAILY  
Washington—NBC has assured the FCC it will hold off any action on its proposed 2½ hour Saturday night TV programming, which last week drew a stiff protest from the DuMont TV network.

The NBC assurance was said to have been received by the FCC late Tuesday, but thus far the Commission has refused to make public the reply to its request to NBC for information. Neither has NBC sent a copy of its reply to DuMont.

The DuMont network objected  
(Continued on Page 7)

## Trend In Commercials Stressed By Speaker

Boston—Declaring that the inter-relationship of commercials with artists and entertainment in radio to be a new and effective trend, Joseph A. Moran, vice-president in charge of copy writing for Young & Rubicam, Inc., New York, yesterday addressed the Radio Executives Club of Boston at the Hotel Touraine.

Moran stressed the importance of good commercial copy and indicated  
(Continued on Page 2)

## New Alaskan Affiliate Announced By CBS Web

Station KIFW, Sitka, becomes the 14th CBS affiliate station in the CBS Alaska Group, effective immediately, it was announced yesterday by Herbert V. Akerburg, web manager in charge of station relations.

Other Alaska Group affiliates are  
(Continued on Page 8)

### Opposes Mobile TV

Albany—Senator Thomas Desmond, of Newburgh, introduced a bill barring television sets in automobiles operated in New York State. He said operation of a car was sufficiently dangerous under present conditions; that television sets WOULD distract drivers and cause accidents. The Senator "looked with horror" on the thought 3,500,000 cars in this state might be equipped with television.

## Norton Named V.-P. In NBC Realignment

In conformance with NBC's previously announced network realignment policy, Victor T. Norton has been named vice-president for Administration, a newly created position, it was announced yesterday by web president Joseph H. McConnell. Norton has been president of American Home Foods, Inc.

In his new position, Norton will be in over-all charge of a number of staff and operating functions and reporting directly to him will be  
(Continued on Page 8)

## Dr. Maier Dies Suddenly; Produced 'Lutheran Hour'

The "Lutheran Radio Hour" will broadcast a special eulogy program next Sunday in honor of the Rev. Dr. Walter A. Maier, its former conductor. Dr. Maier died yesterday following a heart attack.

The program, which has been on  
(Continued on Page 8)

## Annual Citations To Stations And Stores Made At Retailers Convention During Yesterday's Session

### Hails Court Ruling In Baltimore Case

Washington Bureau of RADIO DAILY  
Washington—NAB president Justice Miller yesterday hailed the U.S. Supreme Court's refusal to review the crime news "gag rule" case in which the conviction of five Baltimore broadcasters on charges of contempt of court was reversed, as an important new step in the fight to preserve radio's freedom.

Miller said, "the refusal of the  
(Continued on Page 3)

### NBC Completing Plan To Cover British Elections

NBC news and special events yesterday announced plans for extensive coverage of the forthcoming British general elections which include special broadcasts, up-to-the-minute election coverage on all regular major newscasts, and a temporary  
(Continued on Page 2)

### Georgia Broadcasters To Meet On Jan. 17-18

Macon, Georgia — Plans for the winter meeting of the Georgia Association of Broadcasters to be held on January 17 and 18 have been announced. The program will get  
(Continued on Page 8)

Winners of the National Retail Dry Goods Association radio program contest were announced yesterday at the association's 39th annual convention in the Hotel Statler. The citations were presented by Maurice B. Mitchell, director of BAB which co-sponsored the contest with NRDGA;  
(Continued on Page 8)

## Zworykin, DuMont Top TV Institute Speakers

Among the many television experts who will speak at the 1950 Television Institute to be held at the Hotel New Yorker from February 6 to 8 are: Dr. Vladimir Zworykin, inventor of the iconoscope tube; Dr. Lee de Forest, inventor of the vacuum tube; Dr. Allen B. DuMont, founder of the DuMont network; Dr. Alfred N. Goldsmith, engineering consultant to NBC and RCA; Dr. T. T. Goldsmith, color  
(Continued on Page 5)

## Callahan Joins WQQW In Promotion Position

Washington Bureau of RADIO DAILY  
Washington — Vincent Callahan, former Washington reporter and radio executive, has been named director of promotion and public service for WQQW, M. Robert Rogers, sta-  
(Continued on Page 5)

## TV Set Price Reductions Highlight Chicago Show

Chicago—Price reductions ranging up to 30 per cent—on top of additional 30 per cent cuts last July—led the big news in the television production field as the 25th annual winter market of the American Furniture Mart got under way this week.

Chief innovations are the virtual abandonment of 10-inch screens, increased use of built-in antennas for

city use, and the inclusion of three-speed changers in console AM-FM-TV combinations.

While most manufacturers maintain there are no price reductions, only increased value for the money, one of the largest TV buyers in Chicago confided that price cuts average on over-all 30 per cent. Value and improvements, however, have  
(Continued on Page 3)

### Weather Station

A thermometer and wind-velocity indicator have been installed on the WOR-TV tower in North Bergen, N. J. by the Weather Bureau to gather information from a fixed high level station. The instruments are located 1,000 feet above the Hudson River near the top of the 810-foot tower, a quarter-mile from the edge of the Palisades.

### Anniversary

Scranton, Pa.—The 25th anniversary of WGBI is being marked today with salutes by executives and stars of CBS as well as civic officials. The station which began with ten watts in 1925, is now operating on 1 kw daytime and 500 at night and is a CBS affiliate. The station operators, the Scranton Broadcasters, Inc., also operate an FM and shortwave.

# RADIO DAILY



Vol. 50, No. 8    Thur., Jan. 12, 1950    10 Cts.

JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

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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.

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

## FINANCIAL

(January 11)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	8 7/8	8 1/2	8 1/2	+
Admiral Corp.	23 1/4	20 1/2	22 3/4	+ 2 1/4
Am. Tel. & Tel.	147 1/4	147	147 1/4	+ 1/8
CBS A	29 3/4	29 1/8	29 1/2	+ 3/8
CBS B	29 1/2	29 1/4	29 1/2	+ 1/8
Philco	35 7/8	35 1/4	35 1/2	+ 3/8
RCA Common	13 7/8	13 1/2	13 3/4	+ 1/8
RCA 1st pfd.	74 1/4	74	74 1/4	+ 1/4
Stewart-Warner	13 3/4	13 1/8	13 3/4	+ 1/4
Westinghouse	32 1/4	31 7/8	32 1/4	+ 1/4
Westinghouse pfd.	103 3/4	103 3/4	103 3/4	+ 1/4
Zenith Radio	33 3/4	33 1/4	33 3/4	+ 3/8

### NEW YORK CURB EXCHANGE

Hazeltine Corp.	16 3/4	16 1/2	16 3/4	.....
Nat. Union Radio	3 3/4	3	3 3/4	.....

### OVER THE COUNTER

	Bid	Asked
DuMont Lab.	15 1/4	16 1/4
Stromberg-Carlson	12 1/2	14

### Vonn Sked For WNYC

Fredric Vonn, radio-TV and concert pianist, will be featured on the Keyboard Masters series on WNYC, Sunday, January 15, at 8:30 p.m. His program will include compositions by Rachmaninoff, Debussy and improvisations on "Begin the Beguine." Vonn will also present some of his own works.

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## NBC Completing Plan To Cover British Elections

(Continued from Page 1)  
ary re-shuffling of newsmen stationed in European capitals. The election has been set for Feb. 28.

NBC spokesmen said that Henry Cassidy, NBC Paris, and Ed Haaker, NBC Berlin, would be dispatched to London to report speeches, election issues and candidate and man-in-the-street reactions to the campaign. Cassidy is NBC's European news chief. Also, election events will be covered by Merrill Mueller and Ed Newman, NBC newsmen regularly stationed in Great Britain.

In addition, the network has arranged for three special 15-minute weekly programs beginning Saturday, Feb. 4 at 5:30 p.m. (EST). Leon Pearson will narrate and the programs will carry special recordings of campaign speeches and comments by Labor and Conservative leaders as well as analyses picked-up from the BBC and from NBC's on-the-scenes commentators.

Meanwhile, starting next Saturday, NBC's "Voices and Events" program will initiate a series of examinations of the factors contributing to the British political scene. This special attention to British politics will continue up to the Saturday preceding the election. First in the series will be a resume of critical moments experienced by the Socialist government during the past year.

Wednesday, February 22 will bring resumes of pre-polling activities on regular news shows and, on Election Day, the web will devote periods of all regular news shows to first returns, man-in-the-street reactions and other news pertinent to the event and George Hicks will be heard in a special 15-minute program at 1:30 p.m. on that day.

The British polls will close at 4 p.m. New York time and the web has planned running accounts of returns on all news shows until Morgan Beatty broadcasts the "News of the World" at 11:15 p.m.

If final returns are not in by that time, NBC will do other special programs at 12 midnight and 12:50 a.m. (EST) on Thursday morning.

Three "wrap-up" programs will be aired on Friday, February 24 at 8 a.m., 9:30 a.m. and 12:15 p.m.

### C. G. Roberts

Charles Greenwood Roberts, Jr., product manager for radio and television broadcast equipment in General Electric's commercial equipment division at Electronics Park, Syracuse, N. Y., died January 7 at Syracuse Memorial Hospital after a short illness. Mr. Roberts was well-known throughout the broadcast equipment industry, abroad as well as the United States.

### To Debate Mercy Killings

Undoubtedly brought on by the Sander case in New Hampshire, a debate on the provocative subject of "Mercy Killings—Pro and Con" will be aired on CBS' "Peoples Platform" on Sunday, Jan. 15 at 12:30 p.m.

## Trend In Commercials Stressed By Speaker

(Continued from Page 1)  
that the day was past when sponsors and agencies would allot \$10,000 for talent and \$200 for commercials on a network show.

During the luncheon meeting five members were elected to complete the executive board of the club. They are: Harold Fellows, WEEL, representing Boston radio-TV stations; Gerald Harrison of WMAS-WLLH, Springfield-Lowell, representing out of town stations; Paul Provandie of Hoag & Provandie, representing agencies; Stacey Holmes of Filene's, representing advertisers and Bert Georges of Transcast Corp., representing allied radio services.

### Louis Wheelock

Philadelphia — Louis Wheelock, former advertising executive, died on Tuesday at his home in nearby Swarthmore. Wheelock, who was 79, began in 1905 in the advertising business with N. W. Ayer and later worked with Stephen F. Whitman & Son. He resigned from the candy firm in 1931 to form his own agency.

He served as president of the Poor Richard Club in 1928-29 and was also a director of the Ludwick Institute and a member of the Union League, the Academy of Natural Sciences and the Friends of Franklin.

## COMING and GOING

JOSEPH H. REAM, executive vice-president of CBS; HERBERT V. AKERBERG, vice-president in charge of station relations; HUBBELL ROBINSON, JR., vice-president and director of network programs; JOHN KAROL, sales manager, and LOUIS HAUSMAN, director of advertising and sales promotion, leave this afternoon for New Orleans to attend the meetings of District 4 and 5, Columbia Affiliates Advisory Board.

ED YOCUM, general manager of KGH, affiliate of NBC in Billings, Mont., is in New York for the meeting of web's Stations Planning and Advisory Committee.

MERLE JONES, general manager of KNX, Columbia station in Los Angeles, and WAYNE STEFFNER, sales manager of the station, leave today for San Francisco, where they will spend two days on business.

HAROLD C. BURKE, general manager of WBAL-TV, Baltimore, is in New York for conferences at headquarters of NBC, with which the station is affiliated.

ED GREIF, of Banner & Greif, publicists, is leaving tonight for Cleveland to handle public relations for the Plant Maintenance Show from January 16-19.

ART FORD, of the "Milkman's Matinee" on WNEW, and BUDDY BASCH, publicist, have returned via BOAC from Bermuda. Buddy's man Johnny Long opens with his band today at the Hotel New Yorker.

WALTER E. WAGSTAFF is in town. He's the vice-president and general manager of KIDO, Boise (Ida.) outlet of NBC.

EWING C. KELLY, president and general manager of KCRA, Sacramento, Calif., is conferring at NBC.

# "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

# TV Receiver Prices Show Sharp Decline

(Continued from Page 1)

been added to almost all 1950 models.

RCA-Victor came under the \$300 wire for the first time with a 16-inch TV screen with all three record changer speeds. Unlike most manufacturers, however, RCA includes two changers with each set—one 45 rpm, and one 33 1/3 and 78 rpm's. The lone 10-inch model was dropped to \$169.95. Innovations include

## Philco Sales Goal Set

Chicago—A sales goal of between 800,000 and one million TV receivers has been set by Philco for 1950, according to John M. Otter, v-p and general manager of the corporation in an address at the annual mid-winter Philco sales convention at the Palmer House. The official added that "We are looking to 1950 for greatly increased sales of all our products."

more compact sets with a shorter V tube and dual circuits for multiple apartment installations.

Philco is discontinuing 10-inch tubes and starts with a 12 1/2-inch tube retailing just under \$200. A \$120 reduction was made in the 16-inch table model set with 20 tubes, which now sells at \$299.95. No-glare optical tubes and electronic tunable built-in antennas are new features.

Admiral, which announces 24 new models for 1950, is dropping its 10-inch set completely and pushing a 12 1/2-inch plastic job for \$179.95, ten per cent cheaper than its 10-inch set last year. Its 12 1/2-inch console retails at \$199.95. A hundred dollar reduction was made in the 16-inch rectangular cabinet model, called the "Home Theater," which retails just under \$300.00.

## Heavy Advertising Budget

Admiral is budgeting \$15,000,000 for advertising this year, a six million dollar increase over last year, while planning production of one million sets with \$200,000,000 gross sales. Main improvements in this year's models are larger tubes for better pictures, which they claim will eliminate the need of large rooms for bigger screens.

Westinghouse released price reductions on three table model sets, led by the 16-inch set which took a drop to \$299.95. The ten-inch model dropped \$20 to \$179.95, and the 12 1/2-inch model was similarly reduced to \$249.95. Improvements include an electronic magnifier, which is claimed to make possible an enlarged picture without distortion. Along with most other major manufacturers, Westinghouse is also offering the three-speed record changer and an outlet for a tuner to "convert" to ultra high frequency when those channels are opened.

Sparton is presenting seven models for 1950 ranging in price from \$169.95 for a ten-inch table model to

# ★ AGENCY NEWSCAST ★

**TOM SLATER** has been elected a vice-president of Ruthrauff & Ryan, Inc. He will continue to handle network relations, program and talent development, as well as Canadian radio operations. Prior to joining R&R in September, 1946, Slater had 12 years of radio experience in producing, performing and executive capacities. His last appointment before joining R&R was director of special events and sports for the Mutual network.

**FRANK BRESLIN** has joined Headley-Reed Company. Previously, he was associated with NBC for 12 years, later with Young and Rubicam for two years as a time buyer, and more recently with John E. Pearson Company as a radio salesman.

**WILLIAM J. FROST** has been elected a vice-president of Kenyon & Eckhardt, Ltd., Toronto, Ontario, Canada, a subsidiary of K&E Inc., New York, according to an announcement from that company. Frost joined K&E as head of its Canadian office in October, 1947. For 20 years prior to that he was with the Toronto Star, where he planned and directed all promotion work as well as extensive product and publication research.

**FRANK HOPKINS** has joined Kenyon & Eckhardt, Inc. as a writer in the radio-TV commercial department. For the past several years, he had been with the Kudner agency, and, prior to that, with Federal Advertising Agency, Inc.

\$399.95 for a 16-inch console. Reductions run from 15 to 20 per cent over last year. Two new series, known separately as town and country, have been introduced, with the town line the more inexpensive of the two.

Bendix is announcing three new models and price reductions of 20 to 30 dollars apiece on continuing lines. Improvements include a "revolutionary" simplified chassis with fewer parts and more direct circuits.

A. A. Juviler, president of Olympic TV, announced ten new models, divided into (standard) and (deluxe) sets. Price reductions range from \$70 on the 12 1/2-inch table model to \$50 on the 16-inch sets. The deluxe models are built to accommodate both the standard and the new high frequencies.

**Motorola, DuMont Unquoted**  
Hallicrafters is introducing a 16-inch rectangular tube set with AM-FM and three-speed changer, but has not yet released prices. William J. Halligan, president, estimates that present production of 700 sets per day will be upped to 1,000 daily by June.

Motorola and DuMont models and prices are still under wraps, but are scheduled to be released to view by Wednesday when their distributor conventions begin.

**JEROME G. KAHN**, formerly with Alfred J. Silberstein-Bert Goldsmith, Inc., has become an account executive with Ben Sackheim, Inc.

**J. & J. SLATER SHOES** has named George N. Kahn Co. Inc. The firm has stores in New York, New Jersey, Washington and Connecticut.

**C. GILBERT NORTON** has been appointed a media director of O. S. Tyson & Co., Inc.

**MARFREE ADVERTISING CORP.** has been appointed radio advertising agency for the Kay Novelty Co., of Jersey City, N. J. and Allyn & Co., of Memphis, Tenn.

**WNAO, Raleigh, N. C., and WDUK, Durham, N. C.,** both ABC affiliates, have appointed Weed & Company as their exclusive station representatives.

"SOME QUESTIONS AND ANSWERS ABOUT ADVERTISING," a pamphlet published by the Advertising Federation of America, has reached a distribution of nearly 100,000 in 11 months. Individual copies may be secured free from the A.F.A., 330 West 42nd Street, New York 18.

# Hails Court Ruling In Baltimore Case

(Continued from Page 1)

Supreme Court to grant certiorari in the case of State of Maryland vs. Baltimore Broadcasting Corporation leaves the decision of the Maryland Court of Appeals final and determinative so far as concerns the law of that state. This means that henceforth radio stations and newspapers may report news concerning crime committed in Maryland, in accordance with the generally accepted American rule, rather than the English rule which formerly prevailed in that state. The English rule represents a philosophy of government abridgment of speech and press which was repudiated by Constitution of the United States. This case, therefore, constitutes one more step in establishing firmly the American concept of free speech, and recognition by one more state of the limitations properly imposed upon the use of the judicial power to interfere with the report of news.

"The militant broadcasters and their attorneys who carried this case successfully through the courts merit the warm appreciation not only of all broadcasters, but of the people of our country for the protection of rights guaranteed to them in the first amendment."

for profitable selling **INVESTIGATE**

**WDEL**  
WILMINGTON  
DELAWARE

**WGAL**  
LANCASTER  
PENNSYLVANIA

**WKBO**  
HARRISBURG  
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**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



PROMOTION

Manhattan Visitors

Mr. and Mrs. Melvin Mathews of Dumas, Texas, the national winners for November in THESAURUS's "new era" program series "Claude Thornhill presents Win A Holiday," have just spent a weekend in New York City as the guests of RCA Recorded Program Services.

Mrs. Mathews, who is 17 years old, became the first national winner in the transcribed local-national radio contest by submitting the most appropriate title for an original Claude Thornhill tune to KGYN, Guymon, Oklahoma.

The Mathews' weekend in New York—which incidentally was their honeymoon—was highlighted by personal greetings from Claude Thornhill who helped them register into the Statler Hotel, where the couple were guests of honor.

Besides hotel accommodations, they received round-trip plane transportation, supper and night club revue at Billy Rose's Diamond Horseshoe, tickets to a top Broadway show, and for winning the local contest at KGYN, the latest RCA Victor record album produced by Claude Thornhill and the orchestra.

Charm Contest

A poise and charm contest for Negro women in the New York area has been started by WWRL's Negro husband-wife team, Ernest and Eva Callaway. The contest is being run on their program, Uptown in the Mornin', which is heard daily from 9:30 to 10 a.m.

Four scholarships and ten home courses are being offered as prizes. Contestants submit letters on "Why I would like to attend a charm school" with a photograph of themselves.



Man About Manhattan. . . !

● ● ● AROUND TOWN: Hot rumor sweeping TV buyers to the effect that sensational new developments in television sets will be ready after April 1st. . . . One of the major webs had an embarrassing experience not long ago. No audience showed up for the taperecording session on one of its big audience participation shows. Reason: No ducats had been sent out. . . . MGM's already sunk half a million in its two FM stations. . . . That deal for Bob Burns to do a 5-minute news commentary on radio is getting warmed up again. . . . Andy Russell and his lovely bride aren't superstitious, at any rate. They open at the Roxy on Friday the 13th for a 13-day engagement for \$13,000. . . . Dick Shack now radio and TV head of the Elliot Nonas agency. . . . Ted Lloyd setting up a TV deal for Herb Sheldon, who's come a long way under his wing. . . . John Cameron Swayze launches a new TV show around March 15th tagged "Brain-Storms." . . . Rob't Montgomery getting a big push from Westchester County fans who want him to run for Congress. . . . 'Sheriff' Bob Dixon signed by Admiral Records to wax kiddie discs. . . . Transit Radio is reported planning to invade the N. Y. market with their mobile FM radio advertising on busses this year. Company expected to use two FM stations, one in Bklyn and another in Manhattan to air programs to the busses. Preliminary testing is already under way.



● ● ● MAIN STREET SEEN-ery: Java-drinking Jimmy Cannon joining Caffein Society at Lindy's. . . . The Danny Kayes partaking in the country-like picnic of toasting marshmallows and weenies at the open blazing fireplace at the Elizabeth Norman. . . . K-K-K-Kate Murtah, the darling of "Texas, Li'l Darlin'," sipping a soda in a 57th St. sweetery. . . . Imogene Coca, the comedientertainer, flirting shamelessly with two poodle pups in an 8th Ave. pet shop window. Coca-quette? . . . Host Lou Simon always knows when songwriter Dick Rodgers has been at his Fireside Inn. The only evidence Simon needs are sugar cubes left on the table pencilled with musical notes. . . . Margaret Truman applauding Mimi Benzell at the Pierre.



● ● ● Spokesmen for Wm. Zeckendorf, newly-elected ABC board member, and the network itself yesterday denied Radio Row rumors that he was representing interests other than his own in his new position. The spokesmen said that Zeckendorf was prob'ly elected to the ABC board "in the interest of the network's many real estate holdings throughout the country." He is president of Webb & Knapp, the realty firm, and it was supposedly as a result of his swinging the deal for ABC gigantic new TV studios on New York's upper West Side that he was elected to the board. Since his election there have been rumors that he was representing H'wood interests on the ABC board and that his election was supposedly the opening wedge in a deal that would eventually result in the sale of network facilities to a film company. Zeckendorf had reportedly previously represented both Floyd Odlum and Howard Hughes in eastern financial operations.



● ● ● SMALL TALK: Nobody asked us, but Lisa Kirk was GREAT on the Berle show this week. Always did have the voice, but now she's developed poise to match. . . . Pals of Al Hodge (formerly the Green Hornet) will be happy to learn that he's out of the hospital after a year's confinement and is back on Radio Row again varin' to go. He can be reached through Artists Service. . . . It's a baby boy at the Allen Franks. . . . Ruth Chatterton the latest to sign up with Roger Kay.

CHICAGO

By HERB KRAUS

TWO-TON Tony Galento makes his Chicago TV wrestling "bow" Wednesday from the Rainbo Arena over WENR-TV and the ABC network. He will wrestle the semi-finals with Pierre La Sartess.

WBBM newscaster John Harrington will act as toastmaster at the officer installation meeting of the Chicago Press Photographers in the Morrison Hotel, Wednesday.

New shows in Chicago are booming with the new year. Among them are Edwin C. Hill in "The Human Side of the News," coming back to Chicago over WCFL Monday thru Friday at 6:00 p.m., beginning this week; "Auction-Aire," sponsored by Libby, McNeill, and Libby over WENR-TV, beginning Friday; "Bible Stories," featuring Kay Morrow, over WENR-TV, beginning Sunday, which will be beamed to the entire network; and a two-hour symphony, recorded, seven nights per week, 10:00 to 12:00 p.m., over WMOR-FM. "Auction-Aire," incidentally has been seen by East coast viewers for the past 13 weeks, but was unavailable to Chicagoans until this week.

More than 300,000 people attended WENR AM broadcasts during 1949, while 115,000 saw WENR-TV telecasts. The Don McNeil Breakfast Club maintained its leadership as number one in popularity with 145,000 guests. Welcome Travelers, Ladies Be Seated, and The Morris B. Sachs Amateur Hour ranked behind the Breakfast Club in that order, while Super Circus pulled 40,000 guests to lead video show attendance.

Comings And Goings: Joseph Francis Rossiter, Jr., writer-announcer from KODY, North Platte, Nebraska, has joined the production staff of WMOR. Jameson Brinkmeyer, genial late-night disk jock, leaves his evening stint, after breaking many records.

John Scott Keck has joined Henri, Hurst, and McDonald as director of radio and TV. He was formerly recording manager at NBC. Dorothy Day, formerly of McCann-Erickson, is now copy chief at Schoenfeld, Huber, and Green.

Jules Pewowar, program director of aggressive FMer WMOR, joins Herbert S. Laufman and Associates, TV producers, in the same capacity this week. Pewowar will handle production of present three video shows—"Woman's Magazine of the Air," The Fair Teen Club, and Florence Bourke Ellis, all on WGN-TV, and plan new shows. He will retain connection with WMOR as vice-president of the corporation.

Two low priced TV set manufacturers are displaying their newest models at the Winter Furniture Market here this week. They are the Arvin and the Telequip, relative newcomers to the field.

**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

# DuMont Top Institute Speakers

(Continued from Page 1)

Expert of the DuMont Labs; Senator Edwin C. Johnson, chairman of the Senate Interstate and Foreign Commerce Committee, and J. R. Poppele, president of TBA.

Other experts who will take part in discussions are: Theodore Streitert, president of WOR; Charles Golden, operations chief of ABC-TV; Mordi Gassner of CBS-TV; Fred Coe of NBC-TV; Ed Evans of WPIX; Robert Paskow of WATV; Commander Mortimer Loewi of DuPont network, and Paul Adanti of WHEW-TV, Syracuse.

C. E. Hooper, Charles Batson of CAB, John Boyle of Starch & Associates; Wallace Ross of Ross Television Reports, and Horace Schwerin of Schwerin Research will represent the poll takers.

### "Lighting" On Agenda

Video lighting problems will be discussed by George Gill of Kliegl Brothers; Stanley McCandless of Century Lighting Company, and W. D. Buckingham, inventor of Western Union's new light Telearc.

Programming will be talked over by Henry White, president of World Video, Inc., Mark Goodson of CBS-TV, Bert Gold of WKTV, Utica, Fred Coe of NBC-TV, and two program researchers.

A sponsors and time-buyers panel will be headed by Myron Kirk, v-p and tele director of Kudner Agency. Other panel members include Ronald Gillette, Young and Rubicam, George Foley, video director of Benton & Bowles, Bob Jawer of WPTZ, Philadelphia and John Boyle of Daniel Starch & Associates.

A "Roundtable of Medium Size Agencies" will be chaired by William Cayton, president of Cayton Advertising, Inc. Ely A. Landau of Loss Agency, Ewing R. Philbin of Hilbin, Brandon & Sargent, Inc., Joseph Baily of Grey Advertising, J. J. MacWilliams of Smith-Taylor-Enkins, and John W. Brooke of Ree & Peters complete the roundtable.

### Will Discuss Color-TV

Color tele will come in for its share of discussion by Dr. T. T. Goldsmith, Senator Johnson, Chesler W. Kulesza of BBD&O, Mordi Gassner of WCBS-TV, and Charles Golden of ABC-TV.

Petrillo's music film demands, kinescopes, film rental basis and their grievances by both stations and film companies will be talked over by Ralph Cohn of Columbia Pictures, Ed Carroll of DuMont, Ed Evans of WPIX, Henry Morley of Dynamic Films, Elaine Phillips of WSPD-TV in Toledo, Mel Gold of the National Television Film Council, Bob Paskow of WATV and others.

Employment and training will be considered by Lynn Poole of Johns Hopkins University, Prof. Kenneth Bartlett of Syracuse University, Ray Abel of Television Workshop of

# COAST-TO-COAST

### WWJ Receives Award

Detroit, Mich.—During a special broadcast at 7:30 p.m., December 21, Harry Bannister, general manager of WWJ, WWJ-FM, WWJ-TV, accepted an outstanding achievement award for the stations excellent and valuable cooperation in the promotion of personnel and traffic safety programs during 1949. The presentation was made by Police Commissioner Harry S. Toy.

### Two Join KAUS

Austin, Minn.—Frank Butala, formerly with KSTP, Minneapolis, and Ken Soderberg, formerly with WMUS, Muskegon, Michigan, have joined the staff of KAUS. Butala becomes sports editor and announcer. He will do play-by-play on all local baseball, football, and basketball games. Soderberg will assume duties in sales promotion and program production.

### Junior Safety Series

Canton, O.—Junior Police and Deputy Sheriffs who have taken the oath to protect their classmates when crossing heavy traffic streets and highways, are now appearing on the annual series of round-table discussions set up by WHBC. Deputy Sheriff Ivan Ray acts as moderator on the "Junior Safety Council of the Air" series title, which is heard Saturday at 12:45 p.m.

### Buys Sign-Off Spot

Morristown, N. J.—Through arrangements completed by WMTR and the Sawson Advertising Agency of New York, WPAT has contracted for a sign-off plug when WMTR completes its broadcast day at 5:00 p.m. WPAT, Paterson, recently extended from a daytime operation to a 24-hour, around-the-clock service.

### Cooking Emcee

Hartford, Conn.—Program manager Harvey Olson of WDRC will be the master of ceremonies Jan. 16 and 23 at a cooking school to be held on the stage of the Allyn Theater here. Martha Logan, home economist and demonstrator for Swift and Company, will describe the actual cooking details.

New York, Warren Jacober of Mt. Saint Joseph's Teacher's College in Buffalo and Bob Harris of Televiser.

Luncheon speakers include Dr. Millard Faught, a researcher; Mrs. Clara Burke, housewife-viewer of Pleasantville, N. Y.; Bob Cochrane of WMAR-TV in Baltimore; Jim Hanrahan of WEWS-TV in Cleveland; Don Stewart of WDTV in Pittsburgh and possibly Commissioner Robert Jones of the FCC.

The Institute is sponsored annually by Televiser, a trade magazine. Irwin A. Shane is the general chairman, Dr. Alfred Goldsmith is luncheon chairman on Monday, February 6 and J. R. Poppele is chairman of Tuesday, February 7.

### WTAG Gal Honored

Worcester, Mass.—Julie Chase, star and director of WTAG's weekday "Julie 'n' Johnny" program, won a handsome desk clock as award for the best local one-minute news story of the week (December 9) in Benton and Bowles' promotion for WTAG-CBS' "Wendy Warren and the News." The story was read on the full CBS network, Miss Chase hasn't yet seen her prize, as she's recuperating from an appendectomy in a local hospital.

# Callahan To WQQW In Promotion Post

(Continued from Page 1)

tion general manager announced yesterday. Callahan will head a new department at WQQW created to expand the station's civic activities in the capital, for publicizing the station's programs and for sales promotion.

He has formerly been sales manager and publicity director for WRC and WMAL, general manager of WWL in New Orleans and WBZ in Boston, and was a reporter for the Washington Times-Herald.

DAVID O. ALBER ASSOCIATES, INC.  
654 Madison Avenue  
NEW YORK 21, N. Y.  
TEMPLETON 8-8300

January 11th, 1950.

Dear Radio Editors:

Many many thanks for voting us the top-independent publicity office in both the Billboard and the Motion Picture Daily polls.

We have endeavored for the past 17 years to give you the most complete and dependable service

Not only is this a service to you, but also to our clients, for whom we strive to obtain the widest possible publicity coverage.

Please be assured that in 1950, as in the past, we will put forth our utmost efforts to serve you, in the interest of our clients.

Sincerely,



DAVID O. ALBER.

DOA:rm

## PLUG TUNES

a hit — A Hit — A HIT  
"TWO-FACED HEART"

Recorded by Eddie (Piano) Miller  
ON RAINBOW RECORDS  
MICHAEL MUSIC CO., INC.  
1619 Broadway New York City  
Jerry Johnson  
Gen. Mgr.

## "THE SHEPHERD"

by eden ahbez

## "MY STREET"

CAMPBELL MUSIC, Inc.  
1619 Broadway New York City

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.

On Records &amp; Transcriptions

Billy Reid's Latest

## "TOO WHIT TOO WHOO"

AL GALLICO MUSIC CO., INC.  
501 Madison Ave. New York, N. Y.

Revival of a Million Copy Hit!

"AM I WASTING  
MY TIME ON YOU"

STASNY MUSIC CORP.  
1619 Broadway New York City

THE OLD  
MASTER PAINTER

recorded by

PHIL HARRIS.....RCA Victor  
RICHARD HAYES.....Mercury  
DICK HAYMES.....Decca  
SNOOKY LAHSON.....London  
PEGGY LEE-MEL TORME, Capitol  
JACKIE PARIS.....National  
FRANK SINATRA.....Columbia

with others to follow

ROBBINS MUSIC CORPORATION

## WORDS AND MUSIC

By PINKY HERMAN

● ● ● TIN PAN ALLEY OOPS:—For years efforts have been put forth to curb certain actions and chiseling tactics on the part of some orchestra leaders and singers (and in the past couple of years, some radio producers) . . . MPPA (Music Publishers Protective Association) and Music Publishers Contact Employees Union have often tried to cope with the problem but to no avail. . . however, at an important meeting held recently, the Contact Union voted to take active steps to uncover and punish violators. . . last Friday a directive was sent to all members of the Contact Union by President Bob Miller advising that (quote) "at a meeting held Jan. 4, 1950, (the Union) has placed Vincent Lopez upon our unfair list because of his continued and flagrant practices which are detrimental to the best interests of the music publishing industry and to our membership. You are further advised that you are to refrain from contacting Mr. Lopez in connection with your work until further notice." (unquote). . . An orchestra leader or singer needs the services and cooperation of contactmen and or publishers and if placed on the 'unfair list' must either play fair or find himself banished. . . we hope Mr. Lopez eventually is restored to the good graces of the music industry but the important thing is that this step is rather a leap in the right direction and can do more to keep other violators in line than pleas or threats. Fortunately the great majority of artists are honest, sincere and decent citizens who merit the respect and esteem of the music industry. There is no room for the others.

★ ★ ★ ★

● ● ● With "Rudolph The Red-Nosed Rheindeer" safely home at the North Pole resting up from his rather hectic descent last month. . . his composer-pappy Johnny Marks has started work on a new song, "Mist On The Moon," which he penned with Carmen Lombardo. . . St. Nicholas Music is the publisher. . . ● Ralph Paul's breezy, witty and smooth ad-libbing on the daily "MBSecond Honeymoon" series stamps the handsome lad a comer. . . ● Jack Archer exits the William Morris Agency to head the One-Niter Division of the (Billy) Shaw Artist Corp. . . ● Chalk up as one of the better jobs the speling of commercials Glenn Riggs turned in when he subbed for Sid Smith on Admiral's NBTelecasts the past few Monday nites. . . ● The torchy ballad, "What Do You Want From Me?" recently introduced by Janette Davis on the "Godfrey Program," was clefted by Announcer Joe King. . . (words AND Music no less). . . ● Will Rossiter's ace contactman, Kishwaukee Jack, has been called many things but this is probably the first time he's been called Psychic. . . for the past several years he's passed out small bottles of water (taken from the Kishwaukee River) to orchestra leaders, singers, columnists et al here in town. . . (could he have foreseen the water shortage?).

★ ★ ★ ★

● ● ● ON AND OFF THE RECORD:—Deejays and Coin Box can just latch onto Bill Eckstine's latest MGM Masterpiece, a coupling of two ballads, "Sitting By The Window" and "Lost In A Dream." . . with vocal support by the Quartones backed by Russ Case's Orchestra, this pancake is a MUST. . . ● Henry Jerome's initial platter for London, features a job on "Daddy's Little Girl" which should earn him lots of new fans. . . ● Decca has signed Artie Shaw and his new 17-piece band. . . Artie will also be featured as soloist. . . ● Doris Day turns in a likeable biscuit for Columbia in pairing two bouncy rhythm tunes "Mama What'll I Do" and "Save A Little Sunbeam." . . supported by Ray Noble's Ork.

★ ★ ★ ★

● ● ● ADD SHARPS AND FLATS:—John Gart has been assigned the juicy plum of composing original scores and conducting a large orchestra to be featured on the new hour-long "Robert Montgomery Show" which will soon be TVeed Mondays for Lucky Strikes.

## PLUG TUNES

Our Latest HIT  
"ECHOES"

LAUREL MUSIC CO.  
1619 BROADWAY NEW YORK CITY

## THE WEDDING SAMBA

DUCHESS MUSIC CORPORATION

WHERE ARE  
YOU BLUE EYES?

Russ Morgan - Decca 24819  
Merrie Musette - Victor 25-1134  
KNICKERBOCKER MUSIC PUB. INC.  
1619 Broadway New York, N. Y.

## 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. Mesnon

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, January 12, 1950 — TELEVISION DAILY is fully protected by register and copyright

## FCC TO HOLD THEATER-TV HEARING

### TELE TOPICS

**SHORT TAKES: WOR-TV Opera Concert** is another one of those shows that makes fine listening but is a complete washout for anyone who likes to see things on television. Present are the station's fine concert orchestra, conducted by Sylvan Levin, and two singers—this week Herva Nelli, soprano, of La Scala Milano, and Nicola Moscona, basso, of the Metropolitan. Attired in formal clothes, as is maestro Levin, the singers stand stiffly in front of the stage curtain. Each sings two arias and they join in a duet for the closing. For all who like operatic music, here is a fine program to listen to. Emerson Buckley is associate music director and Frank McCarthy directs. . . . One of our most enjoyable TV experiences was seeing "Pygmalion" over WPIX last week. 'Twas at least the third time we had seen the film, but its attraction was as strong as ever. Picture quality was good, but the sound was a bit scratchy, and both were noticeably jerky in spots where cuts had been made. But if the other films in the Doubleday series are as good as the opener we'll be happy indeed. . . . A bow to Robert Q. Lewis for his handling of the Faye Emerson show on CBS Monday night. With guests Paul and Grace Hartman he turned in a quarter-hour of laughs, and no one could ask for more from any 15-minute show.

**NBC PLANNING** a sizeable reshuffle in its production department with several directors reportedly slated to depart soon. . . . Format of "Fishing and Hunting Club of the Air" on DuMont is being revised to cover all sports and hobbies and provide for name personalities as guests. Title has been changed to "Sports for All." . . . Hollywood Television Productions, which claims it can bring in a half-hour film complete for 2 G's, starts shooting in a week or so on a series of 13 documentaries for a candy manufacturer. . . . United Fruit has signed for "Stranger Than Fiction," recorded quarter-hour seg on WNAC-TV, Boston, through BBD&O, in addition to a spot campaign in the Hub and New York.

**LKA CHASE** starts a weekly 15-minute personality-type stanza over CBS for Harriet Hubbard Ayer, Inc., Feb. 16, 9:30 a.m. Pact was signed through Federal agency. . . . Ezra Stone takes over as producer-director of "The Aldrich Family" next week on temporary assignment contingent on a previous legit commitment. He'll continue to play Henry in the AM version. . . . Richard Goode has resigned from NBC to join Allen Funt as director of "Candid Camera." . . . Schwerin Research will conduct an on-the-air test of "The Black Robe" tonight. Two other suitors have received this treatment and both were sold soon afterward.

### CBS Color Test Today; NBC Defers Action On Safeve TV Plan

Washington Bureau of RADIO DAILY  
Washington—A survey of public reaction to color TV gets under way here today as CBS starts its series of public showing of polychrome programs. A questionnaire to be filled in by members of the public watching the color shows calls for comparison of color and black and white, reactions to picture quality, brightness, clearness, and other aspects of the picture. Results of the survey will go to the FCC.

**Will Build, Test Adapter**  
The Commission revealed yesterday that it has agreed to permit CBS to construct and test the small adapter developed by FCC engineers to permit CBS color sets to bring in black and white programming. The device was developed by Edwin W. Chapin and Willmar K. Roberts of the Commission staff, and patent rights have been assigned to the U.S. Government.

CBS has asked permission to construct and test the device, which would mean far less bulky instruments than are presently required with the equipment developed by CBS and manufacturers. The company will be required to report back to the Commission, will have no exclusive right to work on the adapter and is forbidden to carry on its work for commercial purposes.

(Continued from Page 1)  
last week, saying that the NBC plan is violative of the Commission's network rules and constitutes an attempt at the establishment of monopolistic control over television networking and television programming generally.

The DuMont complaint went to the Commission and also to the Department of Justice.

It was said that a good deal of what NBC filed fell under the category of network-station relations and therefore will probably be kept confidential.

### Chicago Cubs Home Sked To Be Aired By WGN-TV

Chicago—WGN-TV will carry all home games of the Chicago Cubs for the third consecutive year, it was announced by Frank Schreiber, manager of the station, and James T. Gallagher, general manager of the team. Price for the TV rights were said to be \$30,000.

According to Cub prexy Philip K. Wrigley, TV, if "handled with imagination and understanding, will bring baseball closer to vast numbers of Americans, and will result eventually in bringing many more persons to the ball parks. . . ."

### TV Search For Missing Girl Grabs N. Y. Press Headlines

Television made the page one headlines of the "New York World Telegram and Sun" yesterday in connection with a story about an intensive search for a 12-year-old Yonkers girl who has been missing for six days.

Story was the paper's lead in the night edition and a four column headline read: "TV Joins Search For Missing Girl." Unprecedented in New York, the story said that police officials were planning to air a photo of the girl in a "unique, almost last-hope" plan to find a clue to her whereabouts.

The appeal for TV time by Yonkers Deputy Commissioner of Public Safety William J. Comey drew immediate response from New York stations and at least four aired a picture of the girl last night. WPIX carried the appeal on news shows at 6:30 and sign-off; WNBT on

"Easy Does It" and again on the NBC Camel newsreel; CBS on the Douglas Edwards news show at 7:30, and WABD several times in afternoon and evening.

Also plans were made to place before the cameras a girl of the same size and appearance of the missing girl. This model will be dressed in clothing similar to that worn by the missing girl when last seen, and if no information is received by today, the model will go on the air in another appeal for clues.

Yesterday, Phillips H. Lord auditioned about 100 young girls and with the aid of the missing girl's mother selected one to impersonate her on "The Black Robe" over NBC tonight in another attempt to locate her. Police authorities have approved Lord's plan and are cooperating, it was said.

### Date Not Yet Set; Extends Permits Of Fox, Para.

Washington Bureau of RADIO DAILY  
Washington—With the actual date uncertain, the FCC announced yesterday that it will hold a "preliminary fact-finding hearing with respect to theater television." It will take testimony on "whether theater TV transmission requirements can be satisfied by common carrier facilities, or whether such a service would be sufficiently in the public interest to require the allocation of frequencies and the promulgation of rules."

The Commission said it was extending to April 3 in the light of these proceedings, Paramount and Fox temporary authorizations to experiment with big-screen video in the New York area. It is anticipated that this extension will be renewed then if there has been no decision.

**Filing Deadline Feb. 27**  
If a single Commissioner presides at this hearing, it was said yesterday, it could be held in the Spring—possibly even concurrent with the present hearings on home television standards, but there is no assurance. Interested parties are asked to file notices of appearance by February 27, and invited to file briefs of written statements by that date. Replies to these comments should be in by March 15.

The issues of the hearing, the Commission said, are extensive, including both technical and programming policies and problems of theater TV. There will be a close study of the possible alternatives to the use of radio frequencies—wire, cable or common carrier facilities for intra-city and inter-city relay and programming.

The Commission stressed its interest in all technical data on recent experiments in theater TV, then stated its intention also to seek out "full information concerning any non-technical data obtained in experimental operations" in the field—including the public interest in theater video, its commercial possibilities, uses for the service and the determination of whether the relaying of programs should be considered a common carrier operation or non-common carrier "and if, on a non-common carrier basis, the conditions under which such service would be made available."

**Tuchman Joins KTTV**  
Hollywood—Ralph G. Tuchman, formerly Hollywood news editor of Broadcasting, has joined KTTV as sales service coordinator.

## Station Citations Made By N.R.D.G.A.

(Continued from Page 1)

Awards were made in six classifications which in turn were divided by volume group. Prior to announcing the awards, Mitchell and Miss Lee Hart, BAB assistant director, used examples from the stores winning the awards to demonstrate a formula for buying and using radio time.

The BAB executives told the group of retailers that before buying radio time the questions of "What kind of results do I want?" and "What's the best program and time to produce these results?" should be answered. Two other pointers for a retailer when using radio time were to use it to sell and to measure it for results, Mitchell and Miss Hart added.

Mitchell pointed out that radio doesn't require great experience and can be used easily without extensive personnel.

Following a telecast of the WABD program, Your Television Shopper, and talks by Arthur M. See of Saks-34th Street and Mortimer Loewi, director of the DuMont Television Network, Mitchell named the winners. The programs cited were broadcast over 28 stations in this country.

Judges for the contest were: James M. Gaines, director, owned and operated stations of NBC; Norman R. Glenn, publisher and editor, Sponsor; Oscar Katz, director of research, CBS; Victor M. Ratner, v-p of Macy's; Frank Silvernail, BBD&O chief time buyer; and Isabel B. Wingate, professor of retailing, NYU school of retailing.

## Dr. Maier Dies Suddenly; Produced 'Lutheran Hour'

(Continued from Page 1)

the air since 1935, is heard in this country sponsored by the Lutheran Layman's League over 178 ABC stations on Sunday at 3:30 p.m. (EST). It is also transcribed into a number of foreign languages and is heard over a total of 1,200 radio stations throughout the world each week.

Following the eulogy program, the "Lutheran Radio Hour" will be conducted by Lt. Col. Arthur Carl Piepkorn for several weeks until a permanent successor to Dr. Maier is named.

Lt. Col. Piepkorn is the commandant of the U.S. Chaplain's School.

## Will Carry Governor's Address

The address of Governor Alfred Driscoll of New Jersey to be delivered at a dinner at the Hotel Statler tomorrow night, January 13, honoring Alice Morrison Nash, director of education, Training School, Vineland, New Jersey, will be transcribed and broadcast by WVNJ on Saturday, January 14 from 10 to 10:30. The toastmaster on the occasion will be Pearl Buck.

## Radio Awards Announced

Annual awards to retailers and radio stations doing the best merchandising jobs during 1949 were announced yesterday at the convention of the National Retail Dry Goods Association in New York. The awards follow:

For programs beamed to a General Family audience in the over 15-million volume group of stores:

First Prize—Goldblatts Dept. Store, Chicago, Ill. on WGN.

Second Prize—Marshall Field & Co., Chicago, Ill. on WNMP.

In the five to 15-million volume group of stores:

Grand Award and First Prize—Schuneman's, Inc., St. Paul, Minnesota on WDRY.

Second Prize—ZCMI, Salt Lake City on KSL.

Third Prize—Maas Brothers, Tampa, Fla. on WSUN.

Fourth Prize—Pomeroy's, Inc., Reading, Pa. on WHUM.

Up to 5 million volume group of stores:

First—Sears Roebuck & Co., Burlington, Vt. on WCAV.

Second—The John Bressmer Co., Springfield, Ill. on WCVS.

Third—Pomeroy's, Inc., Pottsville, Pa. on WPAM.

For programs beamed to a women's Audience—in the over 15 million volume group:

First—Sibley, Lindsay & Curr, Rochester, N. Y. on WHAM.

First—Polsky's of Akron Ohio on WAKR.

Five to 15 million volume group:

First—Pomeroy's, Inc., Reading, Pa. on WHUM.

Second—ZCMI, Salt Lake City, Utah on KALL.

Third—Maas Brothers, Tampa, Florida on WFLA.

Up to 5 million volume group:

First—George Wyman & Co., South Bend, Ind. on WSBT.

Second—L. L. Stearns & Sons, Williamsport, Pa. on WWPA.

Third—Luckey, Platt & Co., Poughkeepsie, N. Y. on WEOK. For programs beamed to a teen age audience—in the over 15 million volume group:

First—J. L. Brandeis & Sons, Omaha, Nebraska on KFAB.

Second—John Shillito Co., Cincinnati, Ohio on WSAI.

Five to 15 million volume group:

First—ZCMI, Salt Lake City, Utah on KUTA.

Second—Pomeroy's, Inc., Reading, Pa. on WHUM.

For programs beamed to a children's audience—in the over \$15,000,000 volume group of stores:

Grand Award and First Prize—Lit Brothers, Philadelphia, Pennsylvania on WFIL.

Second—Miller & Rhoads, Richmond, Va. on WRNL.

Third—Sage-Allen, Hartford, Conn. on WCCC.

Five to 15 million volume group of stores:

First—ZCMI, Salt Lake City, Utah on KSL.

Up to 5 million volume group of stores:

First—Benjamins, Salisbury, Maryland on WBOC.

For programs beamed to a men's audience—in the 5 to 15 million volume group of stores:

First—ZCMI, Salt Lake City, Utah on KDYL.

Second—Pomeroy's, Inc., Reading, Pa. on WRAW.

Stores winning awards for groups of beamed programs were:

Grand and First Prize to ZCMI, Salt Lake City for five programs over stations KSL, KALL, KUTA, and KDYL.

Second prize to Pomeroy's, Inc., Reading, Pennsylvania, for four programs over stations WHUM and WRAW.

Third Prize to the Golden Rule, St. Paul, Minnesota, for eight programs over stations WMIN, WLWL.

## New Alaskan Affiliate Announced By CBS Web

(Continued from Page 1)

KFRB, Fairbanks; KINY, Juneau; KTKN, Ketchikan; KIBH, Seward, and KFQD, Anchorage.

Owned by William T. Wagner, the Alaska Broadcasting Company, the station will operate on 250 watts on 1260 kcs. CBS affiliates now number 186.

## AMVET 'C. O.' On WMGM

Harold Russell, National Commander of AMVETS and Academy Award winner, will be interviewed by Marty Glickman over WMGM between the games of a pro-basketball doubleheader at Madison Square Garden on January 22. Russell is making an appeal in behalf of the U. S. Treasury for World War II vets to use their G. I. insurance dividend money wisely.

## Georgia Broadcasters To Meet On Jan. 17-18

(Continued from Page 1)

under way shortly after 3 p.m. on Jan. 17 with a party being given by WBML, WIBB, WMAZ and WNEX. The opening banquet will follow with McKibben Lane, general council of the Bibb Manufacturing Company as guest speaker.

The business sessions of GAB will start on Wednesday morning with reports on the 1950 Radio Institute and other items on the agenda.

## Bradford Kid Disks In Work

Two records for children cut by John Bradford, WINS m.c. on the Three Corner Club will be released early in February by Peter Pan Records. One disc features Pinocchio while the other is on Live Brave Sambo.

## Norton Named V.-P. In NBC Realignment

(Continued from Page 1)

vice-president John H. McDonald, who is in charge of company-wide financial planning; O. B. Hanson, vee-pee in charge of staff engineering; William S. Hedges, vee-pee in charge of integrated services; Ernest de la Ossa, director of personnel; and Hugh M. Beville, director of staff plans and research.

### Was Cudahy Veepee

Norton began his business career in 1927 as a salesman for the Jewel Tea Co., Inc., Barrington, Ill., where he held various executive positions, including that of assistant to the president. He left in 1933 to join the Cudahy Packing Co., Chicago. At Cudahy he was general sales manager, later vice-president in charge of sales and merchandising, and then was placed in charge of the manufacture and distribution of the Cudahy Packing House, dairy and poultry products, as well as advertising, public relations and research.

In 1945 he joined Kenyon & Eckhardt as merchandising consultant in New York, later was named vice-president and director in charge of the Chicago office, and subsequently returned to New York as a member of the agency's plans board, supervising several major accounts.

Norton joined American Home Foods, Inc., in 1947, as executive vice-president and later the same year became president.

## Loewi Hails Co-Ops As Tele Biz Booster

Development of low-cost co-op programming was advocated yesterday by DuMont web director Mortimer W. Loewi as the best method for bringing the nation's retailers into video. Speaking at the National Retail Dry Goods Association convention, he said that retailers already using the medium have found it to be one of the most effective and economical sales weapons available, but costs must be reduced to widen its use.

Comparing co-op shows with newspaper syndication features, Loewi said that through co-ops, retailers in all parts of the country and with varied advertising budgets can use TV according to their means. Pointing to DuMont's "Television Shopper" and "Shopper's Matinee" as examples, he said "both were conceived and are fashioned in a way to buy as much television time as they can afford."

He added that 10 stations are taking "Matinee," a boost of four since it began Dec. 12.

## Stork News

Berlin—A six-pound, 10½-ounce son born to Mr. and Mrs. Bill (CBS) Downs here yesterday. Father is CBS Berlin correspondent, mother is Rosalind Gerson, former scripter for WCBS' Margaret Arlen program.





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 50, NO. 9

NEW YORK, FRIDAY, JANUARY 13, 1950

TEN CENTS

## MILLER SELLS N.R.D.G.A. ON RADIO USE

### Liquor Bill Stand Opposed By Sen. ICC

Washington Bureau of RADIO DAILY  
Washington—As hearings got underway yesterday before the Senate Interstate Commerce Committee the ICC asked to be excused from taking a position on a bill to prohibit liquor advertising in interstate commerce. The bill, by Senator William C. Clegg, of North Dakota, would specifically rule out use of the air to broadcast liquor advertisements and would also prohibit the placing of such copy in publications enjoying interstate distribution.

Chairman Wayne Coy wrote, in a

(Continued on Page 6)

### New ABC News Program Set For Debut On 17th

"Gentlemen Of The Press" is the title of a new ABC show which will premiere over the full web at 8:30 p.m., Tuesday Jan. 17. Format calls for the appearance of five or six of the nation's top reporters to recount, to the radio audience, their own "graphic accounts" of the "greatest story I ever covered."

Prepared by ABC in co-operation with the net's affiliated stations, the

(Continued on Page 6)

### Radio Artists Featured In March Of Dimes Rally

Arthur Godfrey, Helen Hayes and Leah Shore will headline an all-star cast participating in the opening rally of the 1950 March of Dimes campaign on the steps of New York's City Hall, Jan. 16 at 12 noon.

Also heralding the start of the campaign will be Acting Mayor Vin-

(Continued on Page 2)

### Sibling Rivalry

NBC's switch of the "Henry Morgan Show" into the Sunday night 6:30 to 7 p.m. (EST) time slot opposite Mutual's "Nick Carter" may be the cause of a rift in the MacGregor family. It seems that the "Henry Morgan Show" is directed and produced by Ken MacGregor, while "Nick Carter" airs under the supervision of Jack MacGregor, his brother.

### Expand Schedule

An expanded radio advertising schedule in behalf of Resistab, antihistamine cold tablet, was announced by the Bristol-Myers Company through the Kenyon & Eckhardt, Inc., agency yesterday. One-minute radio spots and chain breaks are being placed on over 250 radio stations in 81 market areas.

### Radio-TV Separation Under Way With NBC

First steps to divorce the radio and television departments of owned and operated stations of NBC are under way with the Washington re-organization announced and James Gaines, v-p., in charge of station operations, in Chicago to effect the separation of the departments there.

The staff changes in the operations of WRC, WRC-FM and WJNBW in Washington were announced yesterday by William R. McAndrews, general manager of the stations. These changes affect all

(Continued on Page 6)

### Trammell Salute Feature Of NBC's SPAC Meeting

The two-session, one-day, first 1950 meeting of NBC's stations planning and advisory committee, held in New York Wednesday, resulted in an expression of "appreciation" to Niles Trammell, and the appointment of a sub-committee to select a

(Continued on Page 5)

## Sales To Dictate TV Costs, Duffy Tells REC Members

While television production costs should be kept as low as possible, advertisers would be willing to use the medium even if its cost-per-thousand is higher than other media provided TV pays off and sells merchandise more efficiently, Ben Duffy, president of BBD&O, said yesterday in an address before the Radio Executives Club at the Hotel Roosevelt. TV is a "great medium," Duffy said, and its sales effectiveness will

## NAB's President Stresses Sales Value Of Medium At Retailer Convention; Promises Full Co-Operation

### Transit Radio Group Holds Sales Confab

Forecasting expansion of transit radio during 1950, representatives of eighteen stations affiliated with Transit Radio, Inc., have been meeting in New York this week for their second annual national sales convention at the Hotel Roosevelt.

An increase in public service programming and limitation of commercials were stressed during the discussions. Copy limit of 65 words on announcements and 30-seconds on transcribed commercials, with

(Continued on Page 5)

### NAB Members Vote On New Directors

Washington Bureau of RADIO DAILY  
Washington — NAB reported yesterday that forms have been sent to all member stations for nominations for the election of directors-at-large and directors for the even-number-

(Continued on Page 2)

### Kate Smith To MBS Web, 52 Wks., Probably Co-Op

Ted Collins last evening concluded an agreement with Mutual calling for a solid 52-week, hour-long program over the web facilities star-

(Continued on Page 2)

Declaring that retailers are now the largest single customer of radio with retail advertising doubling in the last four years, Justin Miller, president of NAB, pledged the support of the broadcasting industry in the nation-wide retail public relations campaign which will be sponsored

(Continued on Page 5)

## Ready For Color TV Now, Says Johnson

Washington Bureau of RADIO DAILY  
Washington—Chairman Edwin C. Johnson of the Senate Interstate Commerce Committee told the FCC Bar Association the FCC has decided that "we are ready for color television now." He said he is confident the report of the committee headed by Dr. Edward U. Condon, national bureau of standards head, will "for-

(Continued on Page 5)

### Co-Managership Plan Announced By WREN

With the resignation of John S. Major as general manager of WREN, Topeka, Kansas, the stockholders announced the station would operate under a co-management plan. Fred L. Conger was named business manager, along with Max G. Falkenstein as program manager, and Carl

(Continued on Page 5)

### Honored Guest

Paul-Henry Spaack former Premier of Belgium and now the first President of the Consultative Assembly of European Nations, guest of the University of Pennsylvania for their Convocation this week here, visited the television and radio plants of Philco Corporation Wednesday and was honored at a luncheon attended by Philco executives.



Vol. 50, No. 9 Friday, Jan. 13, 1950 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. Mesereau, 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.

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Andrew H. Older, Chief 6417 Dahlgren Rd.  
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**CHICAGO BUREAU**  
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**SOUTHWEST BUREAU**  
Paul Girard, Manager  
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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

(January 12)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
ABC	8 7/8	8 1/8	8 1/8	- 3/8
Admiral Corp.	24	22	22	- 5/8
Am. Tel. & Tel.	147 3/4	147	147 1/4	- 1/8
CBS A	29 7/8	29 1/8	29 1/2	.....
CBS B	29 7/8	29	29 1/2	.....
Philco	36 3/8	33 1/2	34	- 1 1/2
Philco pfd.	85 1/2	85 1/2	85 1/2	+ 1/2
RCA Common	14	13 1/8	13 1/4	- 5/8
RCA 1st pfd.	73 7/8	73 1/2	73 1/2	- 3/4
Stewart-Warner	13 3/8	12 3/4	13	- 3/8
Westinghouse	32 1/4	31 1/4	31 1/2	+ 3/4
Westinghouse pfd.	104	103 3/4	104	+ 1/4
Zenith Radio	34 3/8	32 1/2	32 7/8	- 1
NEW YORK CURB EXCHANGE				
Hazeltine Corp.	16 3/4	16 1/2	16 1/2	- 1/4
Nat. Union Radio	3 1/8	3	3	.....
OVER THE COUNTER				
	Bid	Asked		
DuMont Lab.	15 1/8	16 1/8		
Stromberg-Carlson	12 1/2	14		

**Hospitalized**  
Muriel Kalish, WINS traffic manager, is recovering in French Hospital following an appendectomy.

**ATTENTION EXPERIENCED SALESMEN**

Leading transcription library company has openings immediately for sales-minded men with well rounded station experience. Here's a real opportunity for men who like to sell and like to travel. Liberal salary and expenses paid.

Send full details of background, experience, present connection and photograph. Information will be held strictly confidential and interviews will be arranged at convenient time. Mail applications and full information to RADIO DAILY, Box 101, 1501 Broadway, N. Y. C.

## ★ COMING AND GOING ★

**CHARLES DENNY**, executive vice-president of NBC, tomorrow will embark on a two-week voyage to Bermuda, Havana and Nassau, in the Bahamas.

**TED HUSING** will return to the WMGM airwaves next week following a three-week vacation. During his absence his place on the "Bandstand" is being taken by Andre Baruch and Bea Wain.

**MINDY CARSON**, new NBC singing star, is expected back in New York today following a singularly successful engagement at the Copa City in Miami Beach.

**CHARLES COLLINGWOOD**, chairman of the "People's Platform" on video, will arrive in New York today from Washington. He will preside over a debate on the subject of Formosa, with Dorothy Thompson, newspaper columnist, as guest.

**FRANK WHITE** has left New York to visit Mutual stations in Texas, Oklahoma and other parts of the Southwest.

**WILEY P. HARRIS**, general manager of WJDX, Jackson, Miss., in New York this week for the meeting of NBC's Stations Planning and Advisory Committee.

**KENYON BROWN**, general manager of KWFT, Columbia network outlet in Wichita Falls, Texas, is in town on business.

**ADDISON AMOR**, Eastern sales representative of RCA Recorded Program Services, has left on a Thesaurus field trip through Pennsylvania.

**ELAYNE FOX**, of Apex Recording Studios, is leaving over the week-end on another of her frequent Floridian jaunts, and for the next fortnight will adorn the sands of Miami Beach.

**LOUELLA PARSONS**, Hollywood columnist heard on ABC, on Sunday will arrive in New York. Her programs during the next three weeks will come from Radio City.

**ANDREW M. WISWELL**, vice-president of Associated Program Service in charge of recording, will leave shortly for Chicago, where he will tape the first group of tunes by Dick Jurgens, recently signed by APS.

**JACK AISTROP**, newly-appointed radio and television officer to the British Information Services, on Monday will return from a goodwill tour to North and South Carolina.

### NAB Members Vote On New Directors

(Continued from Page 1)

ed NAB districts, to take office for two terms beginning with the coming annual convention at Chicago in April.

The forms must be returned to NAB secretary-treasurer C. E. Arney, Jr., by Jan. 25. Persons receiving five or more valid nominations will be eligible for places on the final ballots.

Under NAB by-laws, all active member stations are eligible to vote in the nominations and election process in their respective classifications and districts. Only those persons listed on the official certifying lists, which accompany the nominating forms, are eligible to be nominated and elected.

Eight directorships in even-numbered districts among the 17 NAB districts, and ten directorships-at-large, are involved in the nomination and election process now under way.

### Radio Artists Featured In March Of Dimes Rally

(Continued from Page 1)

cent Impellitteri, speaking for Mayor O'Dwyer who will be in Florida on vacation; George Montgomery, film actor; radio singer Jack Smith; orchestra leader Elliot Lawrence; and Al Capp, creator of "Li'l Abner," and Ken Strong, a college and professional football great.

In addition, participants will include Basil O'Connor, president of the National Foundation for Infantile Paralysis, and 8-year-old Wanda Wiley, poster girl for the 1950 campaign accompanied by four other poster children of previous campaigns.

Municipal station WNYC will broadcast tape-recordings of the event from 4 till 5 p.m. the same day.

### Kate Smith To MBS Web, 52 Wks., Probably Co-Op

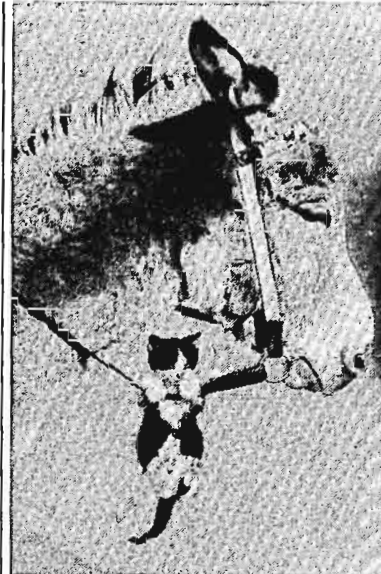
(Continued from Page 1)

ring Kate Smith starting February 20th. The show, the format of which still has to be worked out, will fill the Friday night 8 to 9 p.m. (EST) Miss Smith bows off her current ABC program at, according to Collins, his insistence at end of January.

No sponsor has yet been signed but it is generally believed that the program will go co-op.

*Sand Birthday Greetings To—*

Elmer Davis	Fayette Krum
Jeanne Harper	Irving Morrow
January 14	
Jeanne Poli	Spencer Bentley
George McCoy	George Ansbro
Bill von Zehle	Ken McKenzie
January 15	
Kathleen Wilson	Goodman Ace
Alvin Robinson	H. S. Goodman
January 16	
Charles Stark	Irving Mills
Ethel Merman	Babs Ryan
January 17	
Warren Hull	Halsey Barrett
Bob Davis	Betty R. McKean
Frank Foster	Edward Saxe
January 18	
Art Kassell	Donna Munson
Ruth Lyon	Lucille Wall
January 19	
Norman Barry	Dick Granville
Charles Henderson	Lew Preston
Lanny Ross	Roger Williams
Fair Taylor	Gene Kraemer
Merrill E. Joels	Robert E. White
Henry Untermeyer	Paul Small
Robert Stone	Franklin Pulaski



## 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 WITH FM**

# WITH

**Baltimore 3, Maryland!**

*TOM TINSLEY, President*  
Represented by Headley-Reed



# PLAY BALL with LIBERTY!

**Largest Baseball Network in the History of Radio . . The Fastest Growing Network in America . . Starting Its Third Season!**

Millions of baseball fans in 27 states throughout America will listen to major league baseball this spring and summer over the Liberty Broadcasting System. They'll hear the best play-by-play reporting on the air — the Yankees, Red Sox, Cubs, Dodgers, Giants — all the big league teams — as only Gordon McLendon, the Old Scotchman, can give it. They'll hear *baseball* every day in the week and a double-header on Sundays!

Yes, beginning March 11, and ending October 1, Liberty Broadcasting System will broadcast some

36 exhibition games and 173 regular season games — an average of 7 games per week during the exhibition season and 8 games per week during regular season.

Liberty will broadcast baseball — and millions of fans will listen! It's the biggest sporting event on radio. It's creating thousands of baseball fans . . boosting game attendance . . expanding the sports listening audience! It's the greatest advertising buy in America.

## **The Old Scotchman — GORDON McLENDON**

*Radio's Favorite Sportscaster*

Radio's favorite Sportscaster, heading a staff of the most outstanding Sportsmen in the country. This year Liberty will feature both line from the field and re-creative games. Direct from the field, or re-created, Liberty gives the best in baseball reporting. Its re-created games are completely unlike any others — more realistic, if possible, than games direct from the field.

"McLendon's work is, in simple words, flat genius. There is just no other way to describe it." — Amos Melton, writing in the Ft. Worth Press.

"He does a job that is both thrilling and flawless — a masterpiece of radio reporting." — Calvin Clyde, writing in the Tyler Courier-Times.



*Liberty's special re-creation methods are the particular property of the network and cannot be duplicated. For the most part, they are within a few seconds of actual play on the field.*

# LIBERTY BROADCASTING SYSTEM, INC.

DALLAS, TEXAS

RADIO DAILY

LOS ANGELES

By ALLEN KUSHNER

CHET DARWIN, former KOOL, Phoenix staffer, will assume management of KCLF, Clifton, Arizona, when the station goes on the air the early part of February. Dwight Harkins Amusement Enterprises, Inc., will operate the 250-watter. Before joining KOOL, Darwin was on the news and special events staff of WKOW, Madison, Wisconsin.

David W. Adams has been promoted from commercial manager to general manager of KCBS, San Bernardino, Calif., independent.

ABC's new Vine Street Studios in Hollywood have been attracting lots of attention since the new ABC signs, valued at \$15,000 were installed atop the old Tom Breneman restaurant building at 1539 Vine St., Hollywood. The huge 12-foot-high microphone outlined in neon lighting, a sign reading "American Broadcasting Company" in large neon-lighted letters, and a smart marquee, complete with interchangeable letters are very attractive.

The Thrifty Drug Stores Company, LA, will renew its seven weekly spot announcements on KNX, Hollywood, on Sunday, for 52 weeks. Milton Weinberg Advertising Co., LA, is the agency and Meredith Pratt is the KNX account executive.

New sponsor in the Al Jarvis "Make Believe Ballroom" television program on KLAC-TV is Dolly Adams Syrup through the Charles Ross Advertising Agency.

The Ford Dealers Advertising Association of Southern California has renewed sponsorship of the "Ford News" (daily, 12:00 noon to 12:15 p.m.) on KHJ for a period of 26 weeks. Sid Fuller is the Ford Newscaster. J. Walter Thompson is the agency; Howard Wheeler is the Don Lee account executive.

The CBS Hollywood payroll, accounting and purchasing departments, under John Minkowsky, manager of accounting and purchasing, will move to new quarters at 5111 Sunset Blvd., it was announced by A. E. Joscelyn, director of CBS operations, Hollywood. The department's former quarters will be assigned to the Network Program department.

Mr. and Mrs. R. K. Wittenberg were holiday visitors in Hollywood. Mr. Wittenberg is president of the Sierra Broadcasting Co., (KATO) Reno, Nevada.



Man About Manhattan. . . !

THE MORNING MAIL: The following letter speaks for itself. There is little I can add—except, maybe tears of admiration and affection. For sheer guts, its writer, the beloved Nellie Revell, cannot be matched. That's not a statement—it's a guarantee. "Dear Sid," writes Nellie. "Your old friend is on her way to the hospital (Park East Hosp., 112 E. 83rd St.) for that eye operation, and for goodness sake, son, keep your fingers crossed for me. I have cataracts on both eyes and am having a re-tread at a time I do not dare hope you will find time to come to see me. But if you can write anything about me, please stress my newspaper work and sense of humor. I am a darn good ad libber and would make a good emcee, as you know. I tried to get on 'This Is Showbusiness.' I think I'd be a natural for that, don't you? (Ed. note: And how!). A lot of water has flowed under the bridge since you and I used to pound out scripts. Remember how I used to rough-shoe you into taking some job you seemed afraid of? Well, I'm not afraid of any job. So like the good friend I know you are, say something about me that will wake the boys up. The last time you mentioned me, you told about all the fan mail I'm still getting from 'Neighbor Nell,' in spite of the fact it's been off the air for years. God knows that this old world could use some of its optimism right now. I will need a job when I come out of the hospital, Sid. I hope you will help me get one." All I can say, Nellie, is that if radio doesn't find a spot in its heart for you—then you can't convince me that it's got a heart. (Nellie's permanent address is at the Hotel Flanders on W. 47th St.)

FILLER-DILLERS: Herb Shriner reports an ad in his hometown paper which read: Man wanted to work in dynamite factory. Must be willing to travel. . . . A B'way comic, according to Peter Donald, is a guy who's constantly trying to get something off his jest. . . . Herb Sheldon sez a private eye is a guy who tries to prove that clues make the man. . . . Trouble with showbiz, points out Roberta Quinlan, is that your friends keep knocking so loudly sometimes that it's impossible to hear opportunity.

CHATTER: Joan Crawford set for transcribed dramatic series with Dee Engelbach directing. . . . Aside to M. Berle: Is Decca pitching a recording contract to yez? . . . The Police Gazette adding a radio and television section. . . . Wendy Barrie, Ham Fisher and Paul Denis will panel Hal Tunis' new show preeming on WATV Monday the 16th. . . . John Tillman readying a disc jockey series. . . . One of the watch companies is planning a shrewd spot campaign on a real bargain-basement pitch. It plans to air the plugs all around the clock over a 250,000-watt station in Mexico close enuf to our borders to get plenty of coverage in the States. . . . Liddie Murphy, the International song favorite, off on a theater tour throughout the South. . . . WHOM now airing a Sunday p.m. amateur talent stanza partly in English and partly in Italian.

OUR HAT'S OFF DEP'T: Kathi Norris' terrific shot in the arm to daytime teevee—her 'remote' Wed. from the Hotel Statler at the convention of the Nat'l Retail Dry Goods Ass'n. . . . The consistent excellence of "The Goldbergs" both on radio and TV. No wonder. Gertrude Berg puts in 40 hours a week writing and rehearsing the show. . . . Bill Tabbert's magnifising at the Penthouse Club. . . . Herb Jeffries at the Shelburne Lounge. Bill Proctor's production and direction on "The Big Story." (On NBC yet—despite the fact that he's Bill Paley's cousin).

AGENCIES

TRENDEL - CAMPBELL ENTERPRISES, INC., of Detroit, Michigan, have retained Jack Perlis, publicist and public relations consultant, to represent their radio and television properties—"The Lone Ranger," "Challenge of the Yukon," "The Green Hornet" and "Ned Jordan, Secret Agent."

GENERAL PANEL CORPORATION, Burbank, Cal. makers of General Panel Homes, have appointed as their advertising agents R. T. O'Connell Company of New York, and its affiliated agency, Lockwood-Shackelford Co. of Los Angeles.

LISSONE - LINDEMAN U. S. A., INC., wholesalers of international travel, has appointed the Victor A. Bennett Company to handle their advertising, effective immediately.

NORMAN P. TATE has joined N. W. Ayer & Son, Inc., in New York, to handle art duties in the radio-television department. He was formerly with Newell-Emmett.

JOHN YEARGAIN has become a partner of Jackson & Co.

GILBERT R. LESSER, former v-p of Arnold Cohan Corp., has been named an account executive of Lester Harrison, Inc.

Hollywood's New COUNTRY CLUB HOTEL

The Country Club Hotel occupies a magnificent location in the heart of the exclusive Wilshire residential district . . . adjacent to Wilshire Country Club and overlooking the expanse of its gorgeous fairways and greens.

Rates from \$6.00 up. Single Kitchenette Apartments Available by Week or Month.

COUNTRY CLUB HOTEL

445 North Rossmore Avenue (Vine St.) Hollywood 4, Calif. Telephone: HOLLYWOOD 9-2701

WBAL means business in Baltimore

## Ready For Color TV Now, Says Johnson

(Continued from Page 1)

and bolster" this contention. He said the essential problem before the commission is "a decision for the long pull; not something that will ease a few powerful economic interests for today's profits."

Because the public has a right to the best that can be provided, he said, it is in the public interest to promulgate broad and sufficiently general standards for color so that its delightful improvement may be developed naturally in the traditional American free enterprise, non-monopolistic manner. Since it is generally agreed that color is practical, most emphatically the public interest would not be served by waiting until 30 million families have invested upward to six billion dollars in black and white sets before switching to color."

Johnson also suggested United States assistance to Cuba and the Caribbean area to enable broadcasting in those countries to switch from AM to FM.

## Trammell Salute Feature Of NBC's SPAC Meeting

(Continued from Page 1)

for the 1950 NBC affiliates convention.

The morning session was devoted to a greeting from Trammell, an examination of the company's reorganization by president Joseph H. McInnell, a discussion of sales prospects by Walter Scott, eastern sales manager, a discussion of program plans by Thomas McCray, national program manager, and a discussion of promotional activities by vice-pee Charles P. Hammond. Executive vice-pee Charles Denny presided.

The afternoon meeting dealt with radio, with TV vice-president presiding. The group heard a discussion of TV sales prospects by George Key, director of video sales.

### Dinner Concludes Meeting

A dinner at the Hampshire House concluded the meeting.

Members of the 1950 SPAC attending the meeting were: Clair McMillough, Mason-Dixon Group; Harold Essex, WSJS, Winston-Salem, N.C.; Milton Greenebaum, WSAM, Saginaw, Mich.; Howard Pill, WSFA, Montgomery, Ala.; Walter Damm, TMJ, Milwaukee, Wis.; Jack Harris, KPRC, Houston, Texas; Walter Magstaff, KIDO, Boise, Idaho; Ewing Kelly, KCRA, Sacramento, Calif.; John M. Outler, WSB-TV, Atlanta, Ga., and John Murphy, WLWT, Cincinnati, Ohio.

Also attending the meeting were members of the 1949 SPAC who were not re-elected:

Martin Campbell, WFAA, Dallas, Texas; Harry Bannister, WWJ, Detroit, Mich.; Harold Burke, WBAL-TV, Baltimore, Md.; Wiley Harris, JDX, Jackson, Miss., and Ed Yom, KGHL, Billings, Mont.

## Miller Cites Value Of Radio In Address Before NRDGA

(Continued from Page 1)

by the National Retail Dry Goods Association. Miller was speaking at the public relations session of the NRDGA convention yesterday at the Hotel Statler in New York City.

Pointing to NRDGA's campaign on the theme, The Miracle of America, the NAB president urged the retailers to contact their local broadcasters for any assistance they might need. He said there was a great need for educating the people on the benefits they enjoy under the American system.

There are "people in and out of government who would like to change our form of government," he said, and there is a need for aggressive interest on the part of the broadcasters to help make the American way of life understood. What is in the public interest "should be something that is thoroughly understood."

"It is easy to write an indictment against our way of life," he said, but more difficult to prove. However, Miller declared, some people sit quiet while enjoying the benefits of

the American system and frequently the indictment comes to fit the need.

Miller assured the retailers that the campaign which has been developed "to fit the needs of retail stores in educating their customers to the benefits they enjoy as American citizens" will be supported by the industry. He said that "the broadcasters will be glad to participate with you in this highly important job."

The NAB president cited the long period of friendly relations between his organization and the NRDGA and the "growing realization of all concerned of the importance of retail advertising."

Miller also noted that the NAB had received many letters urging the association to oppose liquor advertising on radio. He asked "why should people get so excited about the advertising of hard liquor?" He added that the interest speaks for the potency of the medium.

In regard to color television, Miller stated "it's here—now." He said its demonstration has been "highly satisfactory" in surgery. Furthermore it has a "tremendous potential for advertising purposes."

## Transit Radio Group Holds Sales Confab

(Continued from Page 1)

commercials spaced five-minutes apart, were approved by the sales managers for recommendation to the board of directors of Transit Radio.

Guest luncheon speakers at the Monday and Tuesday sessions were Frank Silvernail, manager of radio time buying for BBD&O, and Carlos Franco of the Kudner agency.

Broadcasters attending the two-day conference were: Raymond F. Kohn and Horace Gross, WFMZ, Allentown, Pa.; Ernest Lang, WMAR, Baltimore; Robert F. Bender, WCTS, Cincinnati; Jack Harris, KPRC, Houston; Paul R. Fry, KBON, Omaha; Joe Hartenbower, KCMO, Kansas City; Charles Dewey and Charles Kreitzer, WKJF, Pittsburgh; Robert Hyland, Jr., KXOK, St. Louis; Helen Mobberley, WWD C, Washington; Dick Evans, WIZZ, Wilkes-Barre; C. Robert Manby, WGTR, Worcester; Bill Lemmon, WJW, Cleveland; Jerry McCarthy, WTOA, Trenton; J. Sova, WAJL, Flint, Michigan.

Representing Transit Radio, Inc. were Frank E. Pellegrin, vice-president in charge of sales; William H. Ensign, eastern sales manager, and Carlin S. French, Chicago, western sales manager.

## Co-Managership Plan Announced By WREN

(Continued from Page 1)

B. Bliesner, technical manager. This change became effective the first of this year.

All three men are former employees of WREN. Conger, former program director for two and a half years, came to WREN from WBAA, Purdue University. Falkenstein, midwestern sportscaster and commentator, has been with WREN for eight years and has risen from announcer to program manager. Bliesner, a Baker University graduate, has been chief engineer for WREN for 17 years.

## Will Honor Paul Winchell


Paul Winchell, radio and TV ventriloquist, will receive a special award for furthering the fight against intolerance at the annual Anti-Defamation League dinner meeting of the New York Cinema Lodge of B'nai B'rith at the Hotel Astor on Thursday evening, January 19th. Benjamin Epstein, national director of A.D.L., will be the principal speaker.

## Thornburgh Is Host

Philadelphia—Donald W. Thornburgh, president of WCAU stations, represented the board of directors of Phila. Museum of Art as host at a dinner last night when thirty representatives of the press and radio met with Museum officials to hear plans announced for the Museum's diamond jubilee exposition to be held in the Autumn and the Winter of 1950 1951.

• faces • facts • figures • wins •

faces • facts • figures • wins •



FFV

Charlie Starke

wins • faces • facts • figures • wins •

FIRST FOR VALUE in N. Y. radio, the Charlie Starke MUSIC SHOPPE (10 a.m. to 12 noon), increased its audience by 69%\* in its first year on the air.

\$25 now buys you 60,000 radio homes on the MUSIC SHOPPE.

\* The PULSE INC.

WINS

50KW NEW YORK

CROSBY BROADCASTING CORPORATION

## Realignment At NBC Affects Entire Web

The realignment of NBC to "meet the needs of increasing business" has thus far resulted in the network's being divided into three divisions and the appointment of additional network executives from outside the company as well as the moving up from within the company's structured of a goodly number of people.

As matters now stand in NBC, the network is divided into three major operating units, TV, radio, and stations owned and operated by the web.

The appointment, announced yesterday of Victor T. Norton as vice-president in charge of Administration, was a step in the realignment which followed previous new appointments and reshufflings of already-on-the-job NBC personnel.

Under the new NBC set-up executive vee-pee Charles R. Denny is currently heading up the radio network pending the appointment of someone to assume full control of this division. Sylvester L. (Pat) Weaver is vice-president in charge of the television network, and James M. Gaines, once station manager of WNBC, is in charge of NBC-owned stations as their director.

Joseph McConnell, NBC president said that "insofar as possible" each of the three major operating units will be conducted as a separate business with each unit having under it all the elements essential to its efficient operation. Accounting, research, promotion and advertising and stations relations departments, he continued, have been decentralized and are now associated with the operating functions they serve.

Two new positions have been created to provide radio network owned and operated stations with their own units for financial control thereby calling for the establishment of two new positions—those of controller for the radio web and controller for owned and operated stations. These positions will be filled by the appointment, from outside the company, of Henry T. Sjogren and Hamilton Shea, respectively. J. Robert Myers fills a parallel position in the TV division.

In the radio division, Harry C. Kopf, sales vee-pee, heads up all radio sales activity; Thomas McCray, national program manager, is in charge of radio network programming; William F. Brooks, vee-pee in charge of news, is responsible for radio network news and special events and George McElrath is named director of technical operations for radio. Kopf, McCray, Brooks, McElrath and Sjogren, all report to Denny for now.

Charles P. Hammond, vice-president, heads all advertising and promotional activities for the radio network; Easton C. Wooley directs station relations and George W.

## Separation Of Radio And TV Started At NBC By Gaines

(Continued from Page 1)

departments and personnel with the radio TV operations almost completely separated. A sound Radio Sales Department has been organized with Mahlon Glascock as manager. The department is responsible for all sales, press, promotion and advertising functions for WRC. Jay Royen, formerly WRC-WNBW press manager, has been named supervisor of WRC Press. Advertising and promotion, reporting to Glascock.

A Television Sales Department has been established with Charles de Lozier as manager. The Television Sales Department is also responsible for WNBW's press, promotion and advertising activity; with former WRC-WNBW Promotion Manager Thomas D. Geoghegan as supervisor.

A Controller's Department has been established with responsibility for all financial, accounting, office service and personnel functions for both stations WRC and WNBW. George Sandefer has been appointed station controller.

A Department of Public Affairs and Integrated Services will be responsible for functions which

serve both sound radio and television, including public affairs, news and sports, music, traffic, building services, continuity acceptance and night operations. Eugene Juster, former WRC-WNBW program director, is appointed manager of the public affairs and integrated services department.

Previously, General Manager McAndrew had announced appointment of Kenneth French as manager of the Sound Radio Program Department, responsible for all sound radio program functions which do not overlap television. Similarly, Ralph Burgin had been appointed manager of the Television Program Department, responsible for all television program functions which do not overlap with sound radio functions.

### New York Next On List

Gaines is expected to complete the NBC reorganizational setup in Chicago this week and will take steps to effect a divorcement of operations of WNBC and WNBW next week. Similar plans are also being worked out for the owned and operated stations in Los Angeles, Denver and San Francisco.

## New ABC News Program Set For Debut On 17th

(Continued from Page 1)

program will be heard weekly as a half-hour feature. The reporters involved will discuss either narrative or in interview form, their top human interest and spot news.

The first show calls for the appearance of five ace reporters including George Lederman of the "Coffeyville (Kan.) Daily Journal"; C. Declain McNamee of the "Muskegon (Mich.) Chronicle"; Mrs. Charlton Whitehead Barron of the "Norfolk (Vir.) Ledger-Dispatch"; Charles Fernandez of the "Miami (Fla.) Herald and the "Chicago Daily News" Foreign Service; and Pat O'Hara of the "Los Angeles Daily News."

Newspapermen heard on the program will be selected by their own newspapers and their recordings will be made at local ABC stations, to be flown to Hollywood, from whence the program will originate, where they will be edited and tape recorded for airing.

Wallace has been promoted to the position of manager of radio sales planning and research. Hammond, Wooley and Wallace report to Kopf.

The major organization of the television network under Weaver was previously announced. James H. Nelson has been promoted to the position of manager of television advertising, and Robert W. McFadyen has been upped to manager of TV sales planning and research.

Gaines, who heads the third di-

## New 'Rebuttal' Program To Premiere On MBS

A new show called "Rebuttal" will have its premiere on Mutual this Sunday night at 9:15, sponsored by Muntz Television.

The idea behind the show is to give people who are under attack in the news a chance to reply to their attackers.

The moderator will be John Vandercreek and the guests on the first show will be: Budget Director Frank Pace, Jr., who will defend the national budget in reply to various attacks, notably Gov. Dewey's; the owner of the Isbrandtsen Steamship Line, Hans Isbrandtsen, who will reply to Senator Smith's criticism of his running the China blockade; Dr. Charles Potter, founder of the Euthanasia Society, who will defend the mercy killing committed by Dr. Sanders, and Clarence Manion, Dean of the Notre Dame Law School, who will give the case against mercy killing.

In some instances, both sides will be heard.

vision, reports directly to Denny. All station managers of owned and operated stations report to Gaines with the exception of the operation of KINBH and other NBC operations in Hollywood remain under the supervision of Sidney N. Strotz, vice-president, who reports to Denny.

The national spot sales department has been brought within the stations organization with James V. McConnell, its director, also reporting to Gaines.

## Liquor Bill Stand Opposed By Sen. IC

(Continued from Page 1)

letter released yesterday by the committee, that "since this bill presents questions of national policy with respect to the advertising of alcoholic beverages, the majority of the Commission does not desire to express any opinion with respect to the merits of the proposal."

Coy added that Commissioner Paul Walker, as an individual, wished to have it on the record that he favored the Langer bill.

The committee also released comments from other government agencies, most of which were legalistic and showed a strong desire to remain neutral. Cornelius Vanderbilt Whitney, who was acting Secretary of Commerce in June of last year, signed a letter for the department at that time stating that:

"In general we are of the opinion that indirect controls of this sort using the commerce power should only be exercised when the final objectives cannot be achieved by direct means. We are not in possession of information concerning abuses in this industry which would lead us to conclude that federal controls of the type proposed by this legislation are necessary to complement the controls now being exercised over the alcoholic beverage industry."

## Testimonial To Kenny

A testimonial dinner for Nick Kenny marking his 20th anniversary as radio editor of the New York Mirror will be broadcast from the Grand Ballroom of the Waldorf Astoria Hotel on Sunday, January 15 from 10 to 11 p.m. Included on the list of guest speakers are Milton Berle, Frank Folsom, Margaret McBride, Maggi McNellis, Grover Whelan, Bernard Gimbel, Ed Sullivan, Harry Hershfield, Ilona Massey, Herbert Bayart, Swope and Peter Donald.

## RUBY EDITORIAL SERVICE, INC.

Complete Film Editorial Facilities for Motion Picture & Television Production

SOUNDPROOF AIR-CONDITIONED PRIVATE EDITING ROOMS MODERN EQUIPMENT FOR

EVERY TECHNICAL REQUIREMENT 35 & 16mm

RENTALS BY DAY, WEEK OR MONTH

ALL NEW MOVIOLA EQUIPMENT

Equipment Available for Off The Premise Rentals.

729 — 7th Ave., N. Y. 19, N. Y. Tel.: Circle 5-5640

# TELEVISION DAILY

Section of RADIO DAILY, Friday, January 13, 1950 — TELEVISION DAILY is fully protected by register and copyright

## SALES TO DETERMINE COSTS—DUFFY

### TELE TOPICS

**THE VOICE OF OBSESSION,** an "authentic" drama presented by "Believe Or Not" in its new format on NBC Wednesday night was unrelieved pathos at almost defies description. Here's the plot: Ship's officer George (John Hudson) goes back to sea leaving his wife, Linda (Lily Parks) in the care of her sister, Edith (Grace Keddy). Lonely and bored, Linda goes to the Palace and becomes enchanted with ventriloquist Cormandy (Nicholas Saunders). Disregarding her sister's advice, Linda visits Cormandy in his room every night and then follows him to Baltimore. Their relationship, though, is all very innocent because Kip, the dummy, is always present. However, it is apparent to viewers throughout that Kip is not a dummy but a midget (Andrew Houchouff) giving the impression that a true ventriloquist could not be found for the role. The switcheroo is revealed when George breaks in and shoots Cormandy. At this point Kip jumps off his knee and confesses that Cormandy is really the dummy. . . . Production was weak and played like a soapie at the expense of real drama. The story, incidentally, is supposed to have occurred in London in the early 1900's. Script was by Sam Carter and Harry Herrmann is producer-director. Show is bankrolled by Ballantine through J. Walter Thompson.

**NBC'S TWO AND A HALF HOUR** Saturday night project is slated for a tentative, but sure death. Officially, the web is maintained a "no comment" policy in the situation since DuMont's charges of monopoly and time brokerage were filed with the Commission last week. While the NBC answer filed with the FCC said merely that the project has been postponed, the boys along Madison Avenue are sure that it will never see the light of a camera in its present form. . . . Ben Duffy's talk before the REC yesterday was by far the best the club has heard in a long while. It was unfortunate that the meeting was held in such a small room with an overflow crowd as the result. The BBD&O prexy offered plenty of sound information and thinking and ad libbed enough yocks for a week's supply of comedy scripts.

**GUY LOMBARDO** and his crew will kick off the new hour-long drug store show on DuMont (Tuesday, 9 p.m.) which will be titled "Cavalcade of Bands." Kitty Callen, the Borrah Minnevitich Rascals and the Dunhills round out the talent roster of the preem. Skedded for upcoming weeks are Tex Beneke, Gene Krupa, Javier Cugat, Charlie Spivak, Jimmy Dorsey, Vaughn Monroe, Eddie Duchin, Sammy Kaye, Tommy Dorsey, Dick Jurgens and Blue Barron.

### NBC Names Walling, Hole To Prog. Posts

NBC producer Ernest Walling has been named program manager for the web and Leonard Hole, former CBS and DuMont operations exec, has joined NBC as production manager under Walling, it was announced yesterday by Pat Weaver, TV veepee.

**Joined Web Last August**  
Walling, who joined NBC in August, 1949, will report to Frederic Wile, director of production, and will be in charge of all house shows other than news, sports and special events. He will supervise producers, directors, new program development, production, continuity acceptance and night program operations.

Before joining NBC, Walling was program manager of WPTZ, Philadelphia, for three years. Hole was with CBS before and after war service and joined DuMont in 1948.

### Consent Decree Ends Film Processing Suits

The suits of Peerless Film Processing Corp. against Lucile H. Fleck, Samuel Bunchez, Vaporate Company, Inc., and Vacuumate Corp. Vaporate Company against Peerless, Kern Moyses and Victor C. Krupa, Vaporate against Moyses and a stockholders' action against Vaporate and Mrs. Fleck have been discontinued without costs, in accordance with a consent decree to be entered in the New York Su-

### Hollywood TV News Sold By ABC To 14

*West Coast Bureau of RADIO DAILY*  
Hollywood—Erskine Johnson and Coy Watson yesterday bought out their contract to produce a weekly television Hollywood newsreel for Teevee Film Co., and immediately signed a contract with ABC for their "Erskine Johnson Hollywood Reel." Teevee received \$26,000 to break the deal, it is reported.

ABC has sold "Hollywood Reel" on 14 stations, coast-to-coast, to star Kist Tuna, which will bankroll the show starting February 1. The Rhoades and Davis Agency bought the show from ABC for Tuna.

The Rhoades-Davis deal is of importance in the TV field because the Johnson-Watson reel is the first national TV show to be bought by a West Coast agency.

**Agency Formed In June**  
Johnson-Watson Productions was formed last June.

"Hollywood Reel" was a first Movietone newsreel to hit the video waves, as a KECA-TV sustainer. Approximately 52 well-known stars at home, at work, and at play appear in first series of 13 reels.

Watson, former Los Angeles newspaper cameraman, directs and photographs and Johnson narrates.

preme Court. Moyses, Krupa and Mrs. Carrie K. Moyses are to transfer their stock in Vaporate to Mrs. Fleck, who is to dissolve the Vaporate Company within 30 days, Moyses said.

### BBD&O Pres. Says TV Must Pay Off For Sponsors

(Continued from Page 1)  
circulation level, Duffy said that the lack of "national circulation" is not important. If tele can sell in a restricted market, why worry about outside circulation, he asked, adding that failure to cover "a good market is the greatest sin in advertising." Turning to the question of bi-

### Comments On Radio

*Ben Duffy, BBD&O president yesterday prefaced his remarks to the Radio Executives Club luncheon by pointing out that as an agency man buying media for a client he felt that, regarding radio and video, it was not a matter of buying time "on this media OR that media." "Instead," he said, it was a matter of buying time on "this media AND that media." He likened radio's current position regarding the phenomenal development of visual broadcasting to the position in which newspapers and magazines etc., found themselves following the last war. He said everyone then was afraid that radio would hit the papers and mags out of business, instead of which, radio actually helped paper and mag circulations increase.*

weekly shows, Duffy said that while an advertiser "should get as much frequency as possible," some sponsors would be better suited with an "impact" show. He defined the latter as an hour-long program aired every other week and expressed the belief that most hour shows now aired on a weekly basis may be cut to a half-hour. He emphasized that most advertisers will go for weekly or multi-weekly stanzas, but added that TV's "prestige" advertising would consist largely of the bi-weekly full-dress programs.

Manufacturers with high advertising budgets and comparatively low unit costs will be the mainstay of TV, especially those in AM, he said. But, he added, TV will attract many advertisers who did not use radio widely. As examples he offered those in the automotive and cosmetic fields.

Programming would be greatly aided by the presence of "name" Hollywood talent, Duffy said, but these performers would make a great mistake if they were to do recorded shows. They would "kill themselves on kinescope," he said.

### Viewers Praise CBS Color By Ballot At Demonstration

*Washington Bureau of RADIO DAILY*  
Washington—The public got its first look at color television here yesterday, broadcast by CBS, and judging by a preliminary survey, based on more than 300 questionnaires turned in at the first two demonstrations, the "man on the street" likes CBS color very much. More than 500 of the public saw the color video on eight receivers installed on the main floor of the Walker Building in the Capital. They were asked to fill out questionnaires giving their reactions. Here are the results, based on a preliminary result of over 300 questionnaires filled out and turned in. A surprisingly high percentage:

Nine out of ten thought that color was "much more enjoyable" than black and white; almost 9 out of 10 thought the "overall quality of the color pictures" was excellent or very good; on the subject of brightness, 57.6 per cent thought it was "just about right," and 39.4 per cent thought it a "little too bright."

Nine out of ten thought the "clearness of detail" in the color pictures was excellent or very good, and 95 per cent thought the "trueness to life" of the colors in the pictures was excellent, very good or good.

It was an impressive demonstration, and it will be continued daily except Sunday.

# AM TV EQUIPMENT FM FAX

Section of RADIO DAILY, Friday, Jan. 13, 1950

## Add Three New Sets To Sylvania TV Line

Keeping pace with the recent flood of new TV receivers announced by manufacturers and the 1950 showing of their new sets, Sylvania Electric Products, Inc., is offering three new video receivers in their 1950 line of ten models, ranging in price from \$189.95 to \$429.95. At the same time, new, low prices on current Sylvania sets have been announced by E. E. Lewis, president, Colonial Radio Corp., Buffalo, wholly-owned subsidiary of Sylvania, manufacturers of their TV line.

The three new receivers include a 16-inch console priced at \$349.95. This new set and a 12½-inch console without doors, retailing for \$289.95 will be available February 25. The third new model, now on display in Chicago, is a 12½-inch console with doors, selling for \$329.95. This model will also be off the production line late next month. Revised prices on Sylvania's seven other sets range from their 10-inch table model to \$429.95 for their 12½-inch console combination with three-speed record changer.

Sylvania's TV tube plant in Ottawa, Ohio, reports tube production running 3½ times last year's rate, with six tubes per minute coming off their production lines. Tube sizes have also been increased, with 90 per cent of Sylvania's 1950 production going into 12½-inch and larger sizes.

## Tele View of the Week



The inner-workings of a video camera are being explained by Commander Mortimer W. Loewi, right, director of the DuMont Television Network, to Lew Hahn, left, president of the National Retail Dry Goods Association, and Arthur See, sales promotion manager of Saks-34th Street, New York. Loewi envisioned TV as "a new sales weapon for retailers."

## Tele King Chmn. Sees 2 1/2 Billion TV Sales

Predicting "more dollars will be spent for television than automobiles in the coming year in those areas where video stations are in operation," and that more than two billion dollars worth of TV sets will be sold during 1950, Frank Lamb, vice-chairman of the board of Tele King Corporation, read a statement made by Louis I. Pokrass, chairman of the board of the corporation, at the NRDCGA convention at the Statler Hotel, New York, on Thursday.

In his statement, Pokrass said "There are more than a hundred television manufacturers today. The end of the year will find less than a score. Efficient methods of mass production and long assembly lines to cut pennies from costs have made it the survival of the most efficient and the best. There can never be a 'cheap' television set, for the first requirement is 'quality'. No other item manufactured requires quality as its first requisite as much as TV.

"Theaters should install giant television screens and have a TV hour each night, for now that TV has been perfected, 75 per cent of the theater and sports entertainment will be in the living room in front of the TV screen, said he, and added:

"Movies will be replaced to a great extent by television—and soon."

### Levy Appointed Director Tele-tone Engr. Div.

Tele-tone Radio Corporation has appointed Maurice L. Levy director of their special engineering division, it has been announced by S. W. Gross, president of the company. Levy was an engineering leader in the development of the first FM radio receiver and prior to joining Tele-tone, was staff consultant of the TV design section at Philco. He was also chief engineer of special products at Emerson Radio Corp., and before that, was engineer in charge of the radio development laboratory at Stromberg-Carlson. In his new position, Levy will concern himself with the development of new products, cost engineering, and coordination of the engineering division with the production departments of the organization.

### Zenith Reorganizes Field Sales Organization

Zenith Radio Corporation has completely reorganized its field sales organization due to the rapid expansion in its volume of business. Announcement of this reorganization was made recently by L. C. Truesdell, Zenith's sales manager of household radio and TV. Under the new set-up, the U.S. is divided into six regions with a regional manager over each to direct the company's sales activities. In turn, each region is subdivided into districts. District sales managers handle these areas and report directly to the regional manager. Ray L. Hoeffler will supervise the New York territory; Edgar F. Lindgren, Atlanta; Hugh H. Boyer, Cleveland; Irving H. Herriott, Chicago; James H. McKee, Dallas; and Clarence Pagel, San Francisco.

### ENGINEERS—CONSULTANTS

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Radio Engineering Consultants  
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EXecutive 5851  
1833 M STREET, N.W.  
WASHINGTON 6, D. C.

## PRODUCTION PARADE

### RCA Markets Hospital Sound System

A newly engineered revenue-producing radio and sound distribution system for hospitals has been announced by the sound equipment section of the RCA Engineering Products Department. Designed for hospitals of 50 to 500 beds, system consists of FM and AM antenna, a basic four-channel AM-FM central station installation and special hospital reproducer equipment.

### Three-Inch Cathode Ray Tube

A new three-inch cathode ray tube, believed to be the shortest three-inch electrostatic cathode ray tube manufactured in the U.S., has been announced by the tube divisions of the General Electric Co. Designated as the 3MP1, it is expected to find numerous applications for TV servicing and for testing industrial apparatus such as welders, amplifiers and electronic devices.





# REPORT IMPROVED COLOR TV SYSTEM

## IRE Announces Awards To Engineers For 1949

### 30 Fellow Awards Announced By Committee

The Institute of Radio Engineers will confer thirty fellow awards at its annual convention to be held March 6 to 9 at The Hotel Commodore and Grand Central Palace. The award is the highest membership progression in the institute and is an honorary grade given by the board of directors.

(Continued on Page 8)

### State Dept. Reverses AM Pickup Decision

Washington Bureau of RADIO DAILY Washington—Radio scored a partial victory yesterday in its battle for the right to carry Secretary of State Dean Acheson's historic foreign policy address to the National Press Club. But the victory was far from satisfactory.

Acheson had originally proposed to the networks that they plan to carry

(Continued on Page 6)

### Live Musical Series Set For FM Network

The National Capital Sesquicentennial will sponsor a 13-week series of concerts through the facilities of WASH-FM, Washington, D. C., starting Wednesday, January 18th, it was announced yesterday. The

(Continued on Page 2)

### "Voice Of Democracy" Winners Chosen; Get Scholarships And Trip To Capital

Washington—The four national winners in the "Voice of Democracy" contest will be announced today by NAB, RMA and the U. S. Junior Chamber of Commerce. Eventful Washington trips and \$500 scholarships go to the youngsters, all of whom are 17 years old. They include Richard L. Chapman, Brookings S. D.; Gloria Chomiak Wilmington, Del.; Anne Pinkney, Trinidad Colo. and Robert Shanks, Lebanon, Ind.

The panel of judges who selected these four as winners among thousands of students offering brief talks on the subject "I Speak for Democracy," includes commentators Ed Murrow and Morgan Beatty, Mrs. Raymond Clapper, Supreme Court Justice Tom C. Clark, Douglas Southall Freeman, historian; Andrew D. Holt, president of the National Education Association, J. Edgar Hoover and the actor, James Stewart.

### Recommendations For Peabody Awards

Recommendations of the New York listening post for the George Foster Peabody Awards have been submitted to the national committee for consideration, Mrs. Harold V. Milligan, chairman of the local group has announced.

No selections were made in the first category covering regional stations, Mrs. Milligan said, but nominations

(Continued on Page 6)

### Rankin Is Leaving NAB For Post In State Dept.

Washington Bureau of RADIO DAILY Washington—The NAB announced Friday the departure of Forney A. Rankin as director of its Government Relations Department. Rankin will become director of public affairs

(Continued on Page 3)

### Four A's Oppose Langer Liquor Bill

Washington Bureau of RADIO DAILY Washington—Four A's vice-president Richard L. Scheidker Friday presented to the Senate Committee on Interstate and Foreign Commerce a statement on behalf of the American Association of Advertising Agencies in opposition to the passage of the highly-controversial Langer Bill, which would prohibit

(Continued on Page 3)

### New Transmitter Bought By WCCO In Twin Cities

Minneapolis—WCCO, Columbia-owned 50,000-watt outlet in Minneapolis-St. Paul, has just completed negotiations covering the purchase of a new 50 kw Western Electric AM broadcast transmitter, it was

(Continued on Page 3)

### Private Preview Staged By RCA Engineers

Washington Bureau of RADIO DAILY Washington—Private demonstrations of improved electronic color tele for top executives of RCA and NBC were reported held in Washington last week with consensus being that much improvement has been made in color transmission since the FCC comparable tests of last October;

(Continued on Page 7)

### TV Audience In 1951 Seen As 25 Million

Citing next year's estimated TV audience of 25,000,000 as a strong factor, Joseph H. McConnell, NBC prexy, said Friday that the "gate" for sports, especially intercollegiate events, may reach unheard of proportions in the next few years.

Speaking before the annual meeting of the National Collegiate Athletic Association, which has on its

(Continued on Page 7)

### Ronson Budget Upped For Radio-TV Advertising

A spokesman for the Ronson Company yesterday told RADIO DAILY that the cigarette lighter firm had increased its radio and television advertising budget for 1950. The

(Continued on Page 2)

## ABC Gross Billings Given In Year End Statement

Gross billings from the sale of radio time on ABC during 1949 were \$42,342,225 compared with the record all-time peak of \$44,303,376 in 1948, according to year end figures released the past weekend by the network.

March, 1949, was the top month for radio time sales on the web with a gross of \$4,382,780. During the years 1947 and 1948, October was

the highest month in terms of gross time sales.

For the fourth consecutive year, General Mills, Inc., heads the list of advertisers on ABC. In 1949, General Mills Expenditures for radio time on ABC amounted to \$4,805,036.

Dancer-Fitzgerald-Sample, Inc. and J. Walter Thompson Company

(Continued on Page 5)

### Film Financing

NAB's all industry motion picture film, "Lightning That Sells" which will be distributed through Broadcast Advertising Bureau, has been produced and paid for at a cost of around \$185,000. The cost of the film was underwritten by broadcaster members of NAB who endorse the film medium of selling radio for advertising.

### Wide Coverage

Philadelphia—A "Round Robin" coverage of basketball games has proved successful and further games will be aired by the same method. WPEN has reported. The first broadcast was made on January 7 when the station covered two games from Convention Hall and a doubleheader originating at the Pennsylvania Palestra.



Vol. 50, No. 10 Monday, Jan. 16, 1950 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

Allan Kushner, Manager 6425 Hollywood Blvd. Phone: Gladstone 8436

WASHINGTON BUREAU

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

CHICAGO BUREAU

Herbert M. Kraus 188 West Randolph St. Phone: ANdover 3-6050

SOUTHWEST BUREAU

Paul Girard, Manager Tower Petroleum Bldg., Dallas, Texas Phone: RiverSide 3516-B

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

FINANCIAL

(January 13)

NEW YORK STOCK EXCHANGE

Table with columns: ABC, High, Low, Close, Net Chg. Rows include 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.

Wedding Bells

Charleston, S. C.—Russell Long, program manager of WCSC, was married to Elizabeth Roebuck on Tuesday, December 27th.

ATTENTION EXPERIENCED SALESMEN

Leading transcription library company has openings immediately for sales-minded men with well rounded station experience. Here's a real opportunity for men who like to sell and like to travel. Liberal salary and expenses paid.

Send full details of background, experience, present connection and photograph. Information will be held strictly confidential and interviews will be arranged at convenient time. Mail applications and full information to RADIO DAILY, Box 101, 1501 Broadway, N. Y. C.

COMING AND GOING

JOSEPH R. SPADEA, manager of the Detroit office for CBS network sales, is spending a week in New York on business.

G. W. "JOHNNY" JOHNSTONE, director of radio and television for the NAM, last week was in Washington for various conferences and to supervise "It's Your Business," association's series on ABC.

JOHN M. OUTLER, JR., general manager of WSB-TV, Atlanta, Ga., a visitor last week at the headquarters of NBC, with which the station is affiliated.

TED HUDES, transcription producer, tomorrow will sail aboard the S. S. America for France. Landing at Le Havre, he'll go on to Paris, Geneva and Rome to gather program material regarding operation of the Marshall Plan in Europe. He'll be away for three months.

BILL TREADWELL, publicity director of the Tea Bureau, made a quick trip to Chicago and back over the week-end for business conferences.

JERRY FAIRBANKS and FRANK MULLEN, board chairman of the Fairbanks Company, arrive in New York today for two weeks of conferences with agency and network video executives. They'll also collaborate with Russ Johnston, vice-president, in supervising the expansion and reorganization of Fairbanks' New York production facilities and offices.

MARTIN B. CAMPBELL, general manager of WFAA, Dallas outlet of NBC, was in New York last week for the meeting of the network's Stations Planning and Advisory Committee.

BERT WOOD, program manager of RCA Recorded Program Services, is in Chicago to record Lawrence Duchow and his Red Raven orchestra for Thesaurus.

JACK STERLING, favorite of the early risers who listen to WCBS, is expected back today from Miami, where he had spent 10 days of leisure.

CARL MARK, executive vice-president and general manager of WTTM, affiliate of NBC in Trenton, N. J., is back at the station following a short trip to New York on network business.

HARRY BANNISTER, general manager of WWJ, Detroit, was in New York for the meeting of the SPAC at NBC.

GENE KRUPA and the members of his orchestra made an appearance Saturday in Hartford, Conn., and now are doing a few one-night stands before opening Thursday at New York's Bop City.

JOHN T. MURPHY was here from WLWT, Cincinnati, last week on station business and for confabs at NBC.

Ronson Budget Upped For Radio-TV Advertising

(Continued from Page 1)

company usually spends about \$2,000,000 a year for advertising.

According to the spokesman, Ronson's 1950 advertising budget shows about a 50 per cent increase in the radio and TV advertising budget. Radio will receive about the same amount as before with the increase going mostly into TV plugs.

Ronson sponsors "Twenty Questions" over both radio and TV and also the radio network "Johnny Desmond Show." In addition, the lighter company drops heavy coin into a special Christmas video program and uses heavy spot announcement promotion in local markets.

Wedding Bells

Patricia Weiss Hart, daughter of Lewis Allen Weiss, chairman of the board of MBS, and John Austin Armitage were married in Vienna, Austria, by U. S. Army Chaplain Clarsone Sloss on January 7th. The bride has been a member of Information and Education Service Staff of U. S. Embassy at Prague and bridegroom had been third secretary there. Bride is a Delta Gamma alumna of Stamford and Armitage is a son of Mrs. Leighton Armitage of Greenville, Tenn.

Hearing Dates Set

Washington—The FCC yesterday set a date to hold public hearing on the qualifications of G. A. Richards as a licensee, and ordered that the sessions open in Los Angeles on March 13. Richards is accused of ordering newsmen to slant stories on racial and political matters. At stake is the renewal of licenses for KIMPC, Los Angeles, WGAR, Cleveland and WJR, Detroit.

Live Musical Series Set For FM Network

(Continued from Page 1)

concerts, entitled "Freedom Sings," will feature world-famous artists in collaboration with the U.S. Army Band.

Stars who are scheduled to appear include Jarmila Novotna of the Metropolitan Opera Company; Whittemore and Lowe, a piano duo; Joseph Fuchs, violin virtuoso; Eugene List and Carroll Glenn, a combination violin and piano team; Dorothy Maynor, Rose Bampton, Helen Jepson and Jean Tennyson who will introduce the Cuban operatic star Marguerite Zambrana.

In addition, the program series will present the U.S. Army Band and Chorus under the direction of Capt. Hugh J. Curry.

Oil And Baking Co.'s Sign For Spots On ABC

Heavy spot sales activity is reported at the ABC, which on Friday announced that Tide Water Associated Oil Company and Continental Baking Company have signed contracts for spot promotions.

Tide Water, according to the web, has signed for a 15-week one-minute spot campaign over WJZ, New York starting January 16. Representing \$18,000 in billings, contract calls for six spots each week on a five day week basis. Lennen & Mitchell is the agency.

Continental is using both WJZ and WMAL, Washington, under a 52-week schedule calling for program participation announcements of three programs, Patt Barnes over WJZ and "Town Clock" on WMAL. Deal represents \$25,000 in billings. Ted Bates is the agency. The spots started January 2.



Love at first sight

It looks as if these little lambs have fallen for each other in a big way. They're only a few days old, but already their romance has reached the kissing stage.

Hard-boiled time buyers fall in love with W-I-T-H at first sight, too. Because it doesn't take long to find out that W-I-T-H is the big bargain buy in Baltimore.

Just a little bit of money goes a long, long way on W-I-T-H. It's the BIG independent with the BIG audience. It regularly delivers more listeners-per-dollar than any station in town.

So if you want low-cost results from radio in Baltimore, call in your Headley-Reed man and get the whole W-I-T-H story today.



WITH

Baltimore 3, Maryland!

TOM TINSLEY, President Represented by Headley-Reed

# Agency Association Opposes Langer Liquor Advtg. Bill

(Continued from Page 1)

the transportation in interstate commerce of advertisements of alcoholic beverages. His statement contends that the bill is "unwise and discriminatory."

Scheidker, in his appearance before the Committee, prefaced his objections to the bill with an account of the cooperative spirit displayed by the Association in its relation to governmental action. He said the Association had cooperated with Congress in writing the Wheeler-Lea amendment to the FCC act in 1938. He pointed out that suggestions by the ad group were based on their own Standards of Practice, their Joint Copy Code, and the experience of the members.

He said the association, as a constituent member of the Advertising Council, had cooperated in the war effort, Savings Bond drives, and a number of other government projects. He said the council was still doing work on behalf of government projects, and took an active part, in an advisory capacity, in the affairs of the U. S. Department of Commerce.

Scheidker said the appearance before the Committee was because of the Association's belief that the is-

ssues involved in the matter were serious ones.

He described the Langer Bill as being discriminatory because, he said, it set "an unwise and discriminatory precedent" which in some instances, if passed, might be used to prohibit other advertising which otherwise was lawful under U. S. statutes.

He contended that advertising was an integral part of the American system of mass production and mass distribution, and said that denial to the alcoholic beverage industry of essential legitimate channels of distribution would discriminate against a lawful industry.

The Langer Bill, Bill S-1874, would prohibit the alcoholic beverage industry from using the mails, common carriers, private carriers, radio broadcasting and any other means of transportation and communication in interstate commerce to disseminate, according to Schiedker, "any message advertising alcoholic beverages or soliciting an order for such beverage." Schiedker contends that the Bill, if passed, would restrict the liquor industry "possibly to the point of curtailing (it) altogether."

## New Transmitter Bought By WCCO In Twin Cities

(Continued from Page 1)

announced by Wendell B. Campbell, WCCO general manager.

Applications are now being prepared for presentation to the FCC and it is expected that installation of the new equipment will begin within a few weeks, and that the new facilities will be on the air about next summer.

## RWG Meeting On Coast

Hollywood—Radio Writers Guild has alerted last week for possible strike action against CBS. In a detailed letter to more than 500 Guild members, RWG council related history of eight month negotiation with CBS and called for a general membership meeting indicating a strike vote would be taken. Advised that cooling off period required by Taft Hartley would expire in February, membership was also told that National President Paul Franklin, and Western Region V-P Milton Merlin were returning from N. Y. Jan. 18 with recommendations.

## Stork News

Frank Dodge, member of the production staff on the Arthur Godfrey show heard over CBS, is the father of a boy born Thursday at Doctors Hospital to Mrs. Dodge, the former Jacqueline Jones, CBS receptionist. Newcomer, who weighed in at eight pounds, one ounce, will be named Kenneth Wil-

## Rankin Is Leaving NAB For Post In State Dept.

(Continued from Page 1)

Rankin is in the office of the Assistant Secretary of State for Latin American Affairs, Edward G. Miller, Jr. Rankin joined NAB as international adviser to the NAB president, Justin Miller, in October, 1948. While at NAB, he devoted most of his attention to international matters, such as the allocation of frequencies in domestic and international broadcasting. He was one of the NAB representatives on the U. S. delegation to the recent North American Regional Broadcasting Agreement Conference which was held at Montreal, Canada.

Rankin is the author of "Who Gets the Air?" published by the NAB for the information of its members and the public, on the entire problem of international radio and frequency allocation.

Rankin came to the NAB from a post as associate chief of the U. S. State Department's International Broadcasting Division. He was made director of the NAB Government Relations Department on the creation of that department by the NAB board of directors in July, 1949.

## Benson Show Strong Puller

The Bobby Benson show over Mutual "B-Bar-B Ranch" recently pulled 250,000 letters in ten days as the result of the formation of a ranch club by the young star. The program is heard on Tuesdays and Thursdays over the full web at 5:30 p.m. (EST).

# WANTED

Man with 10 years' experience in live production, either legitimate, stage or motion picture productions.

Live-wire television station has room for program manager who has the above qualifications.

We know what we want. Do you know how to produce it without 44 assistants.

Write

Box No. 103, Radio Daily

1501 Broadway

New York 18, N. Y.

**American Broadcasting Co.  
TV Industrial Classifications**

Foods and Food Products.....	\$ 285,017
Automobiles, Trucks and Accessories.....	211,263
Drugs and Toilet Goods.....	208,577
Publications.....	131,063
Radios, Refrigerators, Phonos & Electrical Appliances.....	123,169
Beverages.....	120,852
Cigars, Cigarettes and Tobacco.....	119,087
Lubricants, Petroleum Products and Fuel.....	80,118
Clothing and Dry Goods.....	33,801
Religion.....	31,271
Photographic Equipment.....	29,752
Hardware.....	11,613
Toys.....	1,560
Miscellaneous.....	1,185
<b>TOTAL.....</b>	<b>\$ 1,391,001</b>

**American Broadcasting Co.  
1949 Gross Monthly Billings**

Month.....	1949
January.....	\$ 1,067,007
February.....	3,815,610
March.....	1,238,780
April.....	3,893,736
May.....	4,030,915
June.....	3,387,039
July.....	2,788,103
August.....	2,514,141
September.....	3,076,000
October.....	3,101,713
November.....	3,106,989
December.....	3,656,492
<b>TOTAL.....</b>	<b>\$12,312,225</b>

**Increased Sales Noted  
On Deems Taylor Program**

Chicago—Many new sales have been made recently on the Deems Taylor Concert according to Walter Schwimmer, president of Radio Features, Inc.

Sales have been made to WHK, Cleveland; KNOX, St. Louis; the complete Yankee Network; WDMJ, Marquette, Michigan; KWFC, Hot Springs; WQQW, Washington, D. C.; KOLO, Reno, Nevada; KHJ, Los Angeles; WCCO, Minneapolis; CKLW, Detroit and KALL, Salt Lake City, plus the complete Inter-mountain Network.

According to Schwimmer, one of the reasons for the big spurt in sales on the Deems Taylor Concert is the fact that stations are becoming increasingly aware of the necessity of better programming and more unique programming in order to be increasingly effective insofar as combating television. Schwimmer also points out that so far television has been a most unsatisfactory medium from the standpoint of effectively presenting music so that the Deems Taylor Concert fulfills a real need with AM stations.

**WBAL**  
*means business  
in Baltimore*



**Man About Manhattan...!**

● ● ● WEEK-END CUFF NOTES: "Kukla, Fran & Ollie" has been bought by Ford starting Feb. 1st on a network of 56 stations five nites a week. (They really took the elastic band off that Ford budget this year). . . . The recent rash of free plugs on several coast shows is raising the blood pressure of the agency execs. (Especially when some of the products cuff'd are rivals of stuff handled by the agencies). . . . Vera Vague, unable to land a bankroller for that daytime strip, concentrating on a half-hour nitetime seg—"Vera Vague's Diary." . . . Roger Kay has a date with Xavier Cugat on the 27th to huddle over a Latin teevee series. . . . Leo De Lyon planed in from the coast just for that Jack Carter date Sat. nite. . . . Guy Lebow's "Sport of Call" will be resumed in April. . . . Bobby Colt, who forsook a boxing career for singing, will be the next heart-throb after his film, "Catskill Honeymoon," is released. . . . Mort Nusbaum profiled in the current issue of RCA Pictures Record Review. . . . Athena Lorde's socko performance on "Lights Out" the other week won her a lead on "Big Story" for Feb. 3rd.



● ● ● Harry Stone, veep at WSM, Nashville, Tenn., and Jack Stapp, program and production manager, weary of watching the musical members of their staff down there clean up on such hits as "Lucky Old Sun," "The Old Master Painter" and "Near You," sat down and banged out a little tune for themselves called "Chattanooga Shoe Shine Boy." Song has already been recorded by Crosby with Sinatra due to wax it next and if the tune doesn't wind up on the Hit Parade, BMI's Meyer Shapiro sez he'll meet you in Macy's Window for the usual reason.



● ● ● TELEpathy: We hope that NBC's appointment of Robert Montgomery as an executive television producer marks the awakening of N. Y. televisers to the fact that video is a combination of all the arts—not just a product of radio. We've already gone on record as feeling that video has been allowed to inherit some of the worst of radio, with the medium's newness used as the excuse instead of being accepted as a challenge! Almost nothing has been done with lighting as an aid to production. . . . Too many shows and commercials still lean on the yakatayak of radio, ignoring the force of motion that video offers. . . . Formats still cling to radio ruts. . . . Cameras are used as technical tools rather than as the eyes of an art. . . . We hope that the entrance into TV production of top artists from other fields than radio will mean an era of more shows with the "colorful" production of the Fred Waring show—the imaginative characterization of "Kukla, Fran and Ollie"—and more effective use of name talent than currently is made of it on variety shows.



● ● ● Reason why NBC's documentary, "Living-1950," skipped the Jan. 8th broadcast and postponed it to Jan. 14th was because of protest from the N. Y. State Education Dep't which was presenting a Home Study course on "Contemporary Living" in conjunction with the series. The Education Dep't conducted the course in 5 minutes allotted the mat the end of the program and had discussion groups organized around the State. 1700 people are registered in the course. NBC, however, failed to notify the Education Dep't of the change in the program's schedule (caused by the sponsorship of the original time period by Dodd, Mead Publ. Co.) and the Department's Supervisor of Education by Radio just happened to hear of the change when he was in the network offices on other business just three days before NBC planned to make the switch.

**American Broadcasting Co.  
1949 Industrial Classifications**

Foods and Food Products.....	\$13,818,636
Drugs and Toilet Goods.....	7,056,210
Radios, Refrigerators, Phonos & Electrical Appliances.....	4,511,481
Cigars, Cigarettes and Tobacco.....	2,530,311
Automobiles, Trucks and Accessories.....	2,177,055
Beverages.....	1,695,188
Laundry Soaps and Cleansers.....	1,659,076
Lubricants, Petroleum Products and Fuel.....	1,613,077
Jewelry and Accessories.....	1,123,732
Insurance and Personal Loans.....	912,881
Household Furnishings and Accessories.....	852,302
Transportation and Travel.....	797,501
Religion.....	690,036
Steel.....	670,775
Clothing and Dry Goods.....	585,770
Publications.....	531,022
Miscellaneous.....	452,103
Photographic Equipment.....	355,238
Toys.....	00,151
Controversial Issues.....	10,986
Sporting Goods.....	27,807
Politics.....	21,428
<b>TOTAL.....</b>	<b>\$12,312,225</b>



"the Hollywood"  
—fly—

**UNITED**

DC-6 Mainliner 300s,  
11½ hrs. onestop to

**LOS ANGELES**

2 other DC-6 Mainliner 300s  
daily to Los Angeles

# Year-End Grosses For ABC Are Listed

(Continued from Page 1)

Continued in the one-two position they have held since 1946 among advertising agencies using ABC's radio facilities. Leading all advertising agencies buying time on the network's radio facilities in 1949, Dan-Fitzgerald-Sample Inc., accounted for gross billings on ABC last year of \$5,485,036. J. Walter Thompson Company purchased radio time on a gross value of \$3,586,220 on last year.

## Food Products, Food Tops

In ABC Television, Young & Rubicam, Inc., and Batten, Barton, Durstine, & Osborn, Inc., placed first and second, respectively among the advertising agencies buying time on network last year.

Among industrial classifications, foods and food products industry headed the list for both ABC and the ABC radio network. The industry has led the field on the radio network since 1944. The drug and toilet goods industry, contented in second place among industrial groups using ABC's radio network, a position it has held since 1944.

### American Broadcasting Co. 1949 Sponsor Expenditures

General Mills, Inc.	\$ 4,805,036
Sterling Drug, Inc.	2,302,910
Swift & Company	2,230,448
P. Lorillard Company	2,122,919
Pillsbury Mills, Inc.	2,051,016
Philon Corporation	1,961,920
The Quaker Oats Co.	1,631,713
Pepsi-Cola Company	1,438,414
Libby, McNeill & Libby	1,335,742
The Procter & Gamble Co.	1,074,156
A. & M. Dept. of G.E.	977,168
Equitable Life Assurance Society	900,025
Westinghouse Electric Corp.	901,137
The Norwileh Pharmaceutical Co.	809,838
Association of Amer. Railroads	776,344
Gillette Safety Razor Co.	731,151
The Texas Company	677,225
U. S. Steel Corp. of Delaware	670,775
Derby Foods, Inc.	636,198
Kaiser-Frazier Sales Corp.	623,292
Bristol-Myers Company	607,494
General Motors Corporation	603,420
The Andrew Jergens Co.	602,382
Pacific Coast Borax Co.	581,620
Secman Brothers, Inc.	537,160
Speldo Co.	519,409
Nash-Kelvinator Corp.	492,976
The Goodyear Tire & Rubber Company, Inc.	436,736
The Frank H. Lee Company	428,351
Phillip Morris & Co., Ltd., Inc.	407,255
American Oil Company	396,722
Carter Products, Inc.	385,558
Chesebrough Mfg. Co., Cons'd.	380,148
Geo. A. Hormel & Co.	377,456
Eversharp, Inc.	365,533
United Electrical, Radio & Machine Workers of America	360,352
Revere Camera Co.	355,238
Gospel Broadcasting Assn.	344,384
Richfield Oil Corp.	324,724
Christian Science Pub. Soc.	324,448
Elgin-American Div. of Illinois Watch Case Company	288,870
Champion Spark Plug Co.	283,954
Smith Brothers	278,673
Bruner-Ritter, Inc.	266,580
Fruehauf Trailer Co.	225,631
Sorutan Co.	218,160
H. J. Heinz Company	214,224
Phillips Petroleum Co.	202,341
Toni, Inc., Div. of Gillette Safety Razor Co.	199,083
General Foods Corporation	195,066
William H. Wise & Co., Inc.	160,587
The Draokett Co.	146,971
Club Aluminat Products Co.	143,352
Adam Hat Stores, Inc.	140,685
Miller Brewing Company	137,811
American Bakeries Company	134,154
Servel, Incorporated	130,544
Voico of Prophecy, Inc.	125,389
Lutheran Laymen's League	105,722
Petri Wine Company	101,943
Radio Officers Company	85,485
Farnsworth Tele & Radio Corp.	74,727
The U.S. Air Force Recruiting Service	67,021
The Southern Baptist Convention	59,544
P. J. Ritter Co.	58,711
Globe Mills, Pillsbury Mills, Inc.	53,109
Waltham Watch Company	48,813
Dawn Bible Students Assn.	48,757
Langendorf United Bakeries, Inc.	41,160
The Anahist Co.	41,400
Richfield Oil Corp. of N. Y.	41,015
First National Stores, Inc.	38,472
Wilson Sporting Goods Co.	27,808
Doubleday & Company, Inc.	21,005
Stanley Home Products, Inc.	21,009
Beauty Factors, Inc.	24,701
Politticals	24,428
Greystone Press	23,992
Pacific Greyhound Lines	21,160
California Medical Association	20,506
Whitehall Pharmaceutical Company	18,508
National Assn. of Mfrs.	17,482
Safeway Stores, Incorporated	14,030
U. S. Sixth Army Command	13,546
Fisher Flouring Mills Co.	13,352
Budget Finance Plan, Inc.	13,269
Dr. A. Posner Shoes, Inc.	13,144
Inland Steel Co.	11,764
United Steel Workers of America	11,740
The Textile Workers' Union of America	11,184
Green Spot, Inc.	11,036
Butler Packing Company	6,720
Institute of Religious Science	6,240
Regal-Amber Brewing Co.	5,984
R. C. W. Enterprises	4,969
Fisher Body Div. Gen. Motors Corp.	4,022
Dr. Miss Shoo Stores	2,100
Mode O'Day Corp.	1,410
Gen. Petroleum Corp. of Calif.	1,050

### American Broadcasting Co. 1949 Agency Gross Billings

Dancer-Fitzgerald-Sample, Inc.	\$5,485,036
J. Walter Thompson Company	3,586,220
McCann-Erickson, Inc.	2,202,688
Lennon & Mitchell, Inc.	2,122,919
Hutchins Advertising Co., Inc.	1,961,929
Leo Burnett Company, Inc.	1,916,784
The Blow Company, Inc.	1,818,107
Wm. H. Weintraub & Co., Inc.	1,590,396
Kudner Agency, Inc.	1,551,131
Young & Rubicam, Inc.	1,404,951
Batten, Barton, Durstine & Osborn, Inc.	1,178,775
Compton Advertising, Inc.	1,074,456
Tatham-Laird, Inc.	1,036,808
Warwick & Legler, Inc.	983,752
Maxon, Incorporated	945,375
Ceell & Presbrey, Inc.	926,891
C. J. La Roche & Co., Inc.	818,438
Sherman & Marquette	813,255
Benton & Bowles, Inc.	809,960
Lawrence C. Gumbiner Adv. Agency, Inc.	809,838
Knox Reeves Advertising, Inc.	678,919
Sullivan, Stauffer, Colwell & Bayles, Inc.	664,231
Needham, Louis & Brorby, Inc.	636,198
Doherty, Clifford & Shenfield, Inc.	607,494
Robert W. Orr & Associates, Inc.	602,282
Goyer, Newell & Ganger, Inc.	492,976
The Joseph Katz Company	396,722
Weinstein & Company	360,352
Roche, Williams & Cleary, Inc.	355,238
H. B. Humphrey Company	348,440
R. H. Alber Company	344,384
Hixson & Jorgensen, Inc.	324,724
Wells & Geller, Inc.	288,870
MacManus, John & Adams, Inc.	283,954
Raymond Spector Company, Inc.	266,580
Foote, Cone & Belding	241,083
Zimmer-Keller, Inc.	225,631
Roy S. Durstine, Inc.	218,168
Lambert & Fensley, Inc.	202,341
Buchanan & Company, Inc.	170,272
Thwing & Altman, Inc.	160,587
Groy Advertising Agency, Inc.	139,092
Klau-Van Pietersom-Dunlap Associates	137,811
Tucker Wayne & Company	134,154
Western Adv. Agency, Inc.	125,389
Huber Hoge & Sons	110,480
Gotham Adv. Company, Inc.	105,722
Gardner Advertising Co.	67,021
Hirshon-Garfield, Inc.	61,977
Liller, Neal & Battle Adv. Agency	59,544
The Clements Company, Inc.	58,711
W. L. Gleason & Company	48,757
Morey, Humm & Johnstone, Inc.	41,015
John C. Dowd, Inc.	38,472

### American Broadcasting Co. 1949 TV Advertisers

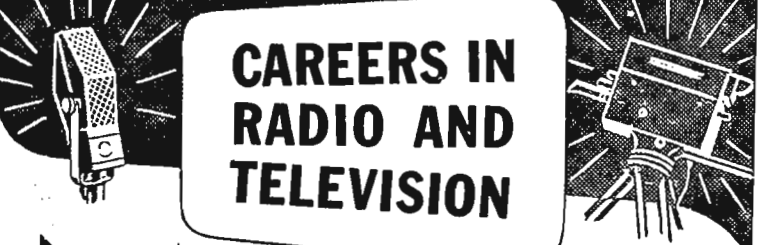
The B. F. Goodrich Co.	\$ 132,595
Time, Inc.	131,063
The Kellogg Company	128,712
Admiral Corporation	123,169
P. Lorillard Company	114,911
Canada Dry Ginger Ale, Inc.	86,082
General Mills, Inc.	75,027
Sun Oil Company	72,958
International Cellulose Prod. Co.	61,512
Bristol-Myers Company	60,106
The Goodyear Tire & Rubber Co.	56,855
Pal Blade Co., Inc.	52,152
Felby Foods, Inc.	47,588
Blatz Brewing Co.	43,270
Chesebrough Mfg. Co. Cons'd.	33,297
Young People's Church of the Air	31,271
Bell & Howell Co.	29,752
Chevrolet Dealers Assn., Inc.	21,813
Libby, McNeill & Libby	21,780
A. Steln & Company	22,814
The Delta Mfg. Company Div. of Rockwell Mfg. Co.	11,643
A. Sagner's Son, Inc.	10,900
American Bakeries Company	8,910
The Texas Company	7,400
R. J. Reynolds Tobacco Co.	4,146
The Lionel Corp.	1,500
American Jewish Congress	1,185
Gillette Safety Razor Co.	1,150
<b>TOTAL</b>	<b>\$ 1,391,991</b>
Ewell & Thurber Associates	27,807
MacKenzie-Advertising	21,701
Pollitans	21,428
Beaumont & Hohman, Inc.	21,160
Lockwood-Shackelford	20,506
John F. Murray Adv.	15,780
Russell, Harris & Wood, Inc.	13,546
Pacific National Advertising	13,352
Irwin-McHugh Adv. Agency	13,260
Charles W. Hoyt Company, Inc.	13,101
No Agency	11,808
Hill & Knowlton, Inc.	11,764
Whitman & Callahan	11,740
Furnau, Felner & Co., Inc.	11,181
Phillip J. Meany Company	11,036
Brisacher, Van Norden & Staff, Inc.	6,720
Raymond R. Morgan Co.	6,240
Abbott Kimball Co., Inc.	5,981
Cowan & Whitmore Adv. Agency	4,909
Honig-Cooper Company	2,160
Glasser-Galley, Inc.	1,410
West-Marquis, Inc.	1,050
<b>TOTAL</b>	<b>\$12,342,225</b>

### American Broadcasting Co. Agency TV Gross Billings

Young & Rubicam, Inc.	\$ 187,918
Batten, Barton, Durstine & Osborn, Inc.	132,595
Dancer Agency, Inc.	130,659
W. Ayer & Son, Inc.	128,712
Lennon & Mitchell, Inc.	114,911
I. Mathes, Incorporated	86,082
Dancer-Fitzgerald-Sample, Inc.	75,027
Hill, Ogilvy, Benson & Mather, Inc.	72,958
Foote, Cone & Belding	61,512
Doherty, Clifford & Shenfield, Inc.	60,106
Paul Lefton Co., Inc.	52,452
Needham, Louis & Brorby, Inc.	47,588
Thor, Farrell, Chesley & Clifford, Inc.	31,770
McCann-Erickson, Inc.	33,297
C. Camp & Company	31,271
El Hurst & McDonald, Inc.	29,752
Whitell-Ewald Co., Inc.	24,813
Walter Thompson Co.	21,780
W. A. Smith Company	22,814
Edman & York, Inc.	11,643
A. Goldman & Company	10,900
Dancer Wayne & Company	8,910
Limn Esty Company, Inc.	4,146
McCann Advertising	1,500
Young & Rubicam Agency	1,485
Walter Thompson, Inc.	1,150
<b>TOTAL</b>	<b>\$ 1,391,991</b>

### American Broadcasting Co. 1949 TV Gross Time Sales

January	1919
February	6,273
March	18,074
April	26,352
May	47,359
June	132,146
July	119,835
August	119,074
September	115,002
October	155,480
November	217,109
December	214,600
January	219,337
<b>TOTAL</b>	<b>\$ 1,391,991</b>



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 TV Makeup—Theatrical Fencing  
 TV Circuits—TV Transmitter & UHF Circuits  
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## Recommendations For Peabody Awards

(Continued from Page 1)  
ations in all other groups were made.

For the second category covering local stations, WMCA's series, *New Blood*, was given the top billing. The committee said the program was named "for its over-all service to the community on important matters." The WMGM program, *Books on Trial*, was placed second "because this presents a series of programs which not only acquaint the public with outstanding examples of current literature but also furnishes a forum for its discussion of important controversial topics." WPIX was cited in the tele division "for its over-all constructive treatment of various issues confronting the community it serves."

In the news division Erwin D. Canaham of ABC was in the top spot with Clifton Utley of NBC following. The New York post gave two citations: one to WNYC for its *United Nations'* broadcasts and WMCA for its nightly program, *Report of the Nations*.

### Tele Programs Cited

The drama category first position was given to the tele program, *Studio One*, heard on CBS. Amos 'n Andy, also on CBS, and *Dragnet* on NBC, were listed second and third respectively.

The ABC Metropolitan Opera broadcasts topped the music category, according to the New York Peabody committee. *At Home With Music* on ABC followed in second place.

Category six for education found the *College by Radio* program on NBC listed first. *MBS Meet the Press* broadcast was second nominee and *Court of Current Issues* heard on Dumont Television was third.

WQXR was cited for its *Youth Forum* in the Youth Division. ABC was named for *A Child's World* while the *Kukla, Fran and Ollie* was reported in the tele field in the category.

*International Understanding* was beset recognized by *Radio Diffusion Francaise* presented by the French Broadcasting System in North America, the committee said. Also placed on the list were the *UN program, Junction in Europe*; NBC "for its long and constant effort on behalf of the UN; and CBS and the Ford Motor Company for their *UN tele show*.

Mrs. Milligan said the following served as sub-committee chairmen for the New York listening post: Mrs. William Sporborg, Charles Bell, Miss Henriette Harrison, Miss Elizabeth McStea, Dr. Arno Huth and Mrs. Ruth Sokoloff.

### Stork News

Charleston, S. C.—Larry Miller, control operator of WCSC, was gifted on Christmas night when his wife, Geraldine, gave birth to a girl, 5 pounds, 8 ounces.

## California Commentary

By ALLEN KUSHNER

● ● ● Frankie Laine, America's singer of the year, has been chosen by the National March of Dimes Committee to record "Disc for Dimes" which is to be used during the 1950 campaign. Laine recorded three songs and made the same number of pleas which will be used on 3000 radio stations here and abroad. Frank Sinatra was the featured artist last year. . . . Evelyn Knight, singing star with Dick Haymes on the Tuesday and Thursday "Club 15" broadcasts, entertained at the Kroger convention in Cincinnati last week. . . . "Lonesome Gal," syndicated late-evening disc jockey series, has been contracted for within the past thirty days by the following AM stations, according to Bob Reichenbach, general manager of Cheshire & Associates, Hollywood exclusive distributor of the program: WFAA Dallas; WHDH, Boston; WDEF Chattanooga; KTSM, El Paso; WRNL, Richmond and KERO, Bakersfield, Calif. . . . Popular conductor Frank DeVol is now busy writing a special "Guide to Arranging" book to help students of music and it will be published this winter with a foreword by Diana Lynn. . . . A Major transcription company is negotiating for the U. S. rights to the BBC airshows Ailan Jones made while in London recently, as they plan to release Jones' musical to the American public by next spring. . . . Larry Finley is dickering with character actor Marc Lawrence for the services of Michael, 5½-year-old sprout of the latter, as one of the regular panel of "Small Talk" to be shortly inaugurated as a weekly feature for TV.

★ ★ ★ ★

● ● ● That top big name bandleaders are becoming teevee conscious seems obvious following the first two performances of Freddy Martin's band on KTEV. In the past, Martin's was always known as a melodic band, featuring mellow music and danceable tempos. Now he's going all-out for a terrific band of showmanship, with his soloists including Merve Griffin and the Martin Men, which seems tailor-made for TV. . . . Tex Ritter's rodeo has been signed for television in the East and will be kinescoped for national showing. . . . Past week was a busy week for Jack Bailey. Besides emceeing "Queen for a Day" and "Comedy of Errors," Bailey was master of ceremonies on the TV version of "Queen for a Day." . . . KFI has signed Mary and Harry Wilcox for a TV show, "Adventures at Home," which will be televised five days a week. . . . Elliott Lewis starts production duties on CBS' "Pursuit." Show will be heard on Tuesdays. . . . Jackie "Life of Riley" Gleason and Joe Bigelow are now lining up financial backers for their musical, "Sing Along," which they aim to take to Broadway after a Hollywood tryout next spring. . . . Screen Directors Playhouse, the radio program of the Screen Directors Guild of Hollywood, celebrated the advent of its second year on the air on NBC by assuming a new sponsor, RCA Victor.

★ ★ ★ ★

● ● ● The pioneer quiz program, "True or False," rejoined the program parade of Saturday afternoon Mutual-Don Lee network features, on Saturday, January 7th, in the 5:00-5:30 p.m., PST time period. . . . Jim Hawthorne started on his own "Hawthorne Show" over KLAC-TV on January 9th. The show will be on from 10:00 to 11:00 p.m., Monday through Saturday nights. . . . Strangely enough, "Greer County Bachelor," the reverse label of Burl Ives' Columbia recording "Mule Train," is pulling more sales than the lead tune. A surprise click, which brings to mind the same situation in the famed Artie Shaw waxing of "Begin the Beguine" and "Indian Love Call." . . . Sportscaster Sam Balter has completed his role as a television announcer in "Kill the Umpire" starring William Bendix at Columbia Studios. . . . The Hopalong Cassidy legend grows and grows. Within the past week, Bill (Hoppy) Boyd was proposed as California's next governor—on the level—and hundreds of youngsters ignored Santa Claus in Hollywood's annual Christmas parade to give their cowboy hero overwhelming attention.

## State Dept. Reverse AM Pickup Decision

(Continued from Page 1)

his speech, but then two days ago he said he had decided against the broadcast because he anticipated he might go off the record. He turned thumbs down on the proposal that his speech be recorded on tape and he be permitted to edit the broadcast version.

Wednesday morning, faced with stiff protests from the networks and NAB President Justin Miller, State Department officials pondered the matter and came up with a solution. A Voice of America tape recording (State Department) was permitted to record the speech, later to offer it to the nets. At about six o'clock Wednesday night it was said the edited version was still not read and only one network seemed to be showing much interest in it.

## Special Radio Programs For Jewish Philanthropies

Radio, stage and screen stars, and national political figures will appear tonight in a special half-hour broadcast over WJZ, New York, in conjunction with the current campaign of the Federation of Jewish Philanthropies. Program time, 10:30 P.M.

To be emceed by Quentin Reynolds, the program will include stints by Milton Berle, Jerry Colonna, Aline McMahon, Mimi Benzel and Richard Tucker. Ray Bloch's orchestra will provide music.

Also scheduled to make transcripts in behalf of the Jewish Philanthropies are Governor Dewey of New York, Mayor O'Dwyer of New York City and Ralph A. Saniels, president of the Federation.

### Lily Pons Hospitalized

Lily Pons, hospitalized by a sudden illness, Friday cancelled her guest appearance on ABC's "Carnegie Hall" program on Jan. 11 and two scheduled opera performances at the Met, including last Saturday's opera matinee performance of "Lucia di Lammermoor."

In her place, Dr. Frank Black, program conductor, announced the two Met artists, Jan Peerce and Leonard Warren will be present on the "Carnegie Hall" program which is sponsored by American Oil Company. Patrice Munsel assumed Miss Pons' role on the Saturday opera broadcast in the title role of the opera.

### Ed Stokes Recovering

Ed Stokes, WMGM staff announcer, who was injured in an auto accident on January 5 when his car overturned in Queens, is now recovering at his home in Rockville Center. He will be out for about two weeks and during his absence Bob Williams is filling in on the WMGM Theater of the Air assignment.

# TELEVISION DAILY

Section of RADIO DAILY, Monday, January 16, 1950 — TELEVISION DAILY is fully protected by register and copyright

## RCA TESTING SINGLE-TUBE COLOR

### TELE TOPICS

**BURROWS** is a highly entertaining fellow. His new "Almanac" show on CBS is very dull and, in spots, almost deadly. Why? . . . That is indeed the question, but we have a couple of thoughts on the subject. Primarily, we think Burrows is out of his element in trying to carry a full-dress half-hour variety show. His 15-minute AM stanza about 10 years ago was one of the brightest shows in radio. His work on "This Showbusiness" is always funny. We think, therefore, that while Burrows can sustain a quarter-hour, he cannot be the mainstay of a longer period. Then too, one of the major assets of "Showbusiness" will be the informality of its banter. "Almanac" has apparently is striving for informality, but it tries much too hard with unhappy results. . . . On his new show Burrows talks of Jerry, sings a song or two. There's a dance team, the Lunds, a most attractive couple, and guests. Neither Betty Comden and Alvin Karpis nor Georgia Gibbs, who were featured on the first two editions, did much for the show or themselves. On the new show, the closing production, a Burrows burlesque, was no less than brutal in its lack of comedy. And for some unknown reason, last week's devoted quite a lot of time to an interview on New York's power shortage with a Dept. of Water Supply official. . . . Program is produced by Burrows and Alan Dinehart with the latter directing. Milton DeLugg fronts the

### PICTURE OF THE WEEK



Commissioner Rosel H. Hyde of the FCC is pictured tuning in a CBS color television broadcast on a color receiver at his home in Washington, D. C. Color sets have been installed in the homes of Chairman Wayne C. Coy and Commissioners Paul A. Walker, Edward M. Webster, Robert F. Jones and George E. Sterling in connection with the CBS color TV testing being conducted in Washington and New York. Later tests will be staged in Philadelphia.

### To Show Improved System To FCC Next Month

(Continued from Page 1)

highlight of the demonstration, according to reports, was the revelation that RCA has perfected a single color picture tube in place of the three now in use. The new color tube will be used in February when comparative tests of color systems are made before the FCC.

Last week's demonstration for the "high command" of RCA were staged by Dr. C. B. Jolliffe, executive vice president in charge of RCA Laboratories and Elmer Engstrom, director of research. The demonstrations were witnessed by Brig. General David Sarnoff, chairman of the board; Frank Folson, president of RCA; Walter A. Buck, operating vice president of the RCA Victor division; John T. Cahill, member of the board; Orrin E. Dunlap, Jr., vice president Glen McDaniel, vice president and member of the legal staff. Others who witnessed the color TV showing were J. H. McConnell, president of NBC, and a group of RCA Victor and NBC engineers.

While no member of the staff of RCA would comment on the demonstrations, it was apparent that they were greatly satisfied with the improvements accomplished since the October demonstrations. One eye witness remarked that the problem of color fidelity, with which RCA had some trouble in October, has been solved.

"There can be no doubt now," a spokesman said, "that RCA engineers are on the right track and that the all-electronic, high definition, completely compatible color television system will triumph in any comparative color tests. There is not the slightest flicker, no color break-up and steadiness of the color is evidenced by perfect registration."

Development of the new color picture tube will result in compactness in the receivers of tomorrow, it was said. It was also pointed out that existing black and white receivers can receive the color broadcasts of the RCA system in black and white without any attachments because the system is fully compatible with the present monochrome systems.

The RCA field tests of color in Washington will continue in collaboration with the NBC television facilities. Improvements made during the next few weeks will be incorporated in the comparative color tests set by the FCC for next month.

**EDITORIAL RED FACE DEPT.:** Last week we ran an item about the inauguration of a TV air-check in Chicago and said it was the first such service to come to our attention. Friday we received letters from Marie C. Longstreet, of RadioScript Service, and Hardie Frigg, of Spot Check, Inc., both of whom pointed out that their respective companies have been monitoring TV programs and commercials for clients for more than a year. Our regrets, folks; we hope this helps make amends for the oversight. . . . My Miner regretted his haste in writing home phone number into the script of Studio One's "Beyond Reason" last week instead of getting a dummy number from the phone company. His home wasamped with hundreds of calls from wagh viewers after the show.

### WAGA-TV Names Collins

Atlanta—John W. Collins, formerly southern sales manager of "Southern Agriculturist," has joined WAGA-TV as sales manager, it was announced Friday by James E. Bailey, Fort Industry veepee. Collins has had wide experience in marketing research and sales since 1926.

### WCAU-TV Store Biz Boom

Philadelphia—N. Snellenburg & Co., local department store, has signed with WCAU-TV for a daily, hour-long variety show to originate from the store's auditorium, beginning Jan. 30. Contract, said to be the largest chunk of local business in TV, was placed through Robert J. Enders agency.

## TV Will Increase Sports Gate, McConnell Tells NCAA Meet

(Continued from Page 1)

agenda a request for a ban on TV football pickups, McConnell said: "Any policy based on a shortsighted equation of sports attendance to television broadcasting of intercollegiate athletics would be a great disservice to American colleges and the American people."

McConnell said he believed he was talking for the industry in sug-

gesting that TV and college representatives establish a close liaison to work out their mutual problems. "We would be glad to meet with the appropriate committees of your own organization," he assured the association, "in getting down to the real facts and finding the greatest expression of the public responsibilities that rest both upon the colleges and broadcasters."

**RIGHT McCANN - ERICKSON** clients signed for TV time during the last few weeks, bringing the agency's total for 1950 to 23. New web sponsors are Concum-Nairn, Lehn & Fink and Pharmalift. Spot users are California Packing, Columbia Records, Hood Rubber, Ohio Bell Telephone and Southern Cal. Gas. . . . S' heavy promotion drive in Washington bringing capacity crowds to its color demonstrations.

## Engineer-Citations Cover Entire Nation

(Continued from Page 1)

tors. The institute has also announced the recipients of other IRE prizes. The 1950 Brower J. Thompson Memorial Prize will be made to Joseph F. Hull, research engineer and Arthur W. Randalls, research physicist. This award was established for the purpose of stimulating research in the field of radio and tele.

E. J. Barlow, consultant in advanced development of klystrons and radar systems, will receive the editor's award of the IRE. The 1950 Morris Liebmann Memorial Prize will be made to Otto H. Schade, research engineer for the RCA Victor division of Harrison, N. J. The Liebmann prize is for outstanding contribution to the analysis measurement technique and system development in the field of tele and related optics.

Andrew V. Haeff, consultant for the Naval Research Laboratory will receive the IRE Harry Diamond Memorial Award for 1950. The recipient was cited for his general work in the field of high frequency radio analysis, the traveling wave tube and memory storage devices.

The 1950 Medal of Honor of IRE will be awarded to Prof. Frederick E. Terman, dean of the school of engineering of Stanford University for contributions to the radio and electronics industry as teacher, author, scientist and administrator.

All of the awards will be made at the convention.

## Jones Heads Promotion For Heart Fund Drive

Duane Jones, president of Duane Jones Inc., New York advertising agency specializing in package goods advertising, has been named chairman of the promotion committee for the 1950 fund-raising campaign of the New York Heart Association, it was announced Friday by Elliott V. Bell, chairman of the board of the association.

Bell said that Jones, who last year introduced a box top tecnic to fund-raising, was largely responsible, through the box top method, of driving the 1949 campaign for funds of the New York Cancer Society over the top.

## Robinson Show Overseas

ABC has granted the State Department permission to rebroadcast the "Jackie Robinson Show" outside the limits of the U. S. and its territories when the show preems at 10:30 p.m., Sunday, January 22, and thereafter, it was announced on Friday by the network.

Purpose behind State's beaming of the show overseas is, according to a State Department official, to "further the Government's aim to portray to the people of other lands a full, and fair picture of American life, culture and customs."

## IRE Announces Awards To Members For 1949

The following is the list of persons receiving the fellow awards from the Institute of Radio Engineers:

**Arthur L. Albert**, Professor of Communication Engineering, Oregon State College, Corvallis, Ore., "for his contribution to electronics as a teacher and writer."

**Ralph R. Batcher**, electronics consultant, Douglass, L. I., N. Y., "for his pioneer work with cathode-ray instruments and more recently for his development of precision variable frequency standards and meters."

**Alda V. Bedford**, research engineer, RCA Laboratories Division, Princeton, N. J., "for his many contributions to sound recording and the development of many circuits of basic importance to present-day television."

**Rawson Bennett**, Director, U. S. Navy Electronics Laboratory, San Diego, Calif., "for his contributions in programming, guiding, and developing sonar systems for military use and his contribution to the administration of military electronics laboratories."

**Frank J. Bingley**, Chief Television Engineer, Philco Corp., Philadelphia, Pa., "in recognition of his contributions in the field of television broadcast engineering."

**K. H. Blomberg**, Telefonactiebolaget L. M., Ericsson, Stockholm, Sweden, "in recognition of his many contributions to development and engineering in the field of communications in Sweden."

**John F. Byrne**, Vice President of Engineering, Airborne Instruments Laboratory, Inc., Mineola, L. I., N. Y., "for his development of a system of polyphase broadcasting and for effective engineering administration in connection with radar countermeasure during the war."

**Garrard Mountjoy**, Chief Radio Engineer, Stromberg-Carlson Co., Rochester, N. Y., "for his contribution to the design of radio and television broadcast receivers."

**Emanuel R. Piorc**, Director, Physical Science Division, Office of Naval Research, Washington, D. C., "for his many contributions in the field of engineering and physical sciences, and for outstanding service in enhancing the national effort in basic research."

**Jack R. Poppele**, Vice President, Secretary, and Chief Engineer, Bamberger Broadcasting Service, Inc., New York, N. Y., "for his long and continued leadership in the broadcasting field and in particular for his recent contributions to television broadcasting."

**Simo Ramo**, Director of Guided Missile Research and Development, Hughes Aircraft Co., Culver City, Calif., "for his many contributions to the analysis of electromagnetic phenomena and for his leadership in research."

**Claude E. Shannon**, member of the technical staff, Bell Telephone Laboratories, Inc., Murray Hill, N. J., "for his contributions to the philosophy of new pulse methods and to the basic theory of communications."

**W. Arthur Steel**, Chief Engineer, Federal Electric Manufacturing Co., Ltd., Montreal, Que., Canada, "for his contributions in Canada in advancing development of military radio broadcasting, and international communication."

**Jerome R. Steen**, Director of Quality Control, Sylvania Electric Products Inc., Flushing, L. I., N. Y., "for his work in the introduction and development of statistical quality control technique in electron tube manufacturing."

**George R. Town**, Professor of Electrical Engineering and Assistant Director of the Engineering Experimental Station, Iowa State College, Ames, Iowa, and formerly Manager of Engineering and Research, Stromberg-Carlson Co., Rochester, N. Y., "for his contributions in radio receiver engineering and research."

**Dayton Ulrey**, Manager, Lancaster Engineering Section, RCA Victor Division, Lancaster, Pa., "for pioneering research and for administrative and technical contributions to the development of special purpose and power tubes."

**Robert R. Warnecke**, Technical Director, Electronics Dept., Generale de Telegraphie Sans Fil, Paris, France, "for his engineering and research contributions to vacuum tube theory and design in France."

**Harold A. Zahl**, Chief of Research, Signal Corps Engineering Laboratories, Fort Monmouth, N. J., "for his guidance of the Army Signal Corps research program in the transition from war to peace and for his contribution to radar in its early development stages."

**William G. Dow**, Professor, Electrical Engineering Dept., University of Michigan, Ann Arbor, Mich., "for outstanding contributions to the teaching and understanding of electronics through the organization of educational material and the stimulation of students and others to critical thought."

**Dudley E. Foster**, Engineer-in-Charge, Hazeltine Research, Inc., Los Angeles, Calif., "for his contributions and technical direction of work leading to better radio receiver design."

**George W. Gihman**, Director of Transmission Engineering, Bell Telephone Laboratories, Inc., New York, N. Y., "for his contributions to the communication art and for his direction of important developments in the field of radio transmission systems."

**George L. Haller**, Dean, School of Chemistry and Physics, Pennsylvania State College, State College, Pa., "for his work on aircraft antennas and for his diversified radio effort during the war."

**Albert G. Hill**, Professor, Massachusetts Institute of Technology, Cambridge, Mass., "for his work in the utilization of electronics to research in physics and his contribution in the conversion of wartime development laboratories to peacetime fundamental research."

**Frederick S. Howes**, Electrical Engineering Dept., McGill University, Montreal, Que., Canada, "for his contributions as a teacher in the field of communication engineering."

**Harley A. James**, North American Aviation, Inc., Downey, Calif., "for the development of electronic apparatus for converting images formed by electromagnetic waves to electrical signals, first in the television field, and later, using new principles, in the realm of short radio waves."

**Willis Jackson**, Electrical Engineering Dept., Imperial College, London, England, "for his service as an educator and his many contributions to the literature in both the radio and electrical fields."

**Rudolph Kompfner**, Principal Scientific Officer, Royal Naval Scientific Service, Clarendon Laboratory, Oxford, England, "for his research in electron tube theory and particularly for his original contributions to the concepts of the traveling-wave amplifier."

**Harry B. Marvin**, Project Engineer, General Electric Co., Schenectady, N. Y., "for his outstanding contributions to the measurements art and pioneering work in FM, television, and allied fields."

**Piero Mertz**, Engineer, Bell Telephone Laboratories, Inc., New York, N. Y., "in recognition of his important contributions to the fundamental concepts of television transmission and reception."

**John H. Miller**, Vice President and Chief Engineer, Weston Electrical Instrument Corp., Newark, N. J., "for his long activity and many contributions in the field of electrical metering and measuring technique."

## Hannes In CBS News Spot

Art Hannes has replaced George Bryan on the WCBS, 11 p.m. News on Sunday nights. Bryan continues to be heard in the Monday thru Saturday newscast over the station at the same time. He is also announcer on the Arthur Godfrey "Talent Scouts" program.

## Foreign Language Survey

A survey of foreign language stations in New York has been made by WWRL and released to the advertising agencies and sponsors. The report includes population of various groups, newspaper tie-ins and the hours-per-week on the air of the programs.

## THE WEEK IN RADIO

NRDGA Radio Awards Made

By BILL SILAG

**T**he National Dry Goods Association, meeting in its 35th annual convention in New York, announced 31 citation winners in the Association's radio program contest. Citations, which were presented by Maurice Mitchell, awarded dry good's dealers with built or sponsored radio and shows over local stations.

The NRDGA also heard National Radio Chief Justin Miller say that, in recent years, retail radio advertising had almost doubled, and that radio advertisers were the biggest radio advertisers in volume in the nation. He pledged the Association's membership the continued support and cooperation of broadcasters.

Parallel with the announcement that Victor T. Norton had been appointed NBC's vice-president in charge of Administration, the network announced the new organizational structure of the web which resulted from the recently announced realignment policy. According to network spokesmen, NBC will now be made up of the divisions, Radio, Television, Owned and Operated Stations. Weaver was previously placed in charge of the TV operations while Jim Gaines is currently head of the Owned and Operated Station set-up. A radio chief will soon be announced, meanwhile most radio departmental heads are reported to executive vice-president, Chas. Denny.

President Harry Truman asked Congress for an increase of \$314 million in the FCC's operating budget also in Washington, the FCC reported to Congress that 212 million broadcasting authorizations were deleted during 1949.

The proposed sale of WINS in New York to Generoso Pope and Crosley Broadcasting fell through and Crosley announced plans to continue the indie's operation. One result of the discontinuation of terminal broadcasts in Grand Central Station was the throwing out of work of four persons, it is revealed. . . . And plans were made for heavy radio and TV support for the 1950 March of Dimes Campaign in behalf of the National Foundation For Infantile Paralysis.

The Rev. Dr. Walter A. Maestri, originator of the "Lutheran Radio Hour" which is heard over the ABC and Mutual webs plus many foreign stations, died in St. Louis. No successor has yet been named to fill his position. . . . Arthur Godfrey signed a long-term exclusive contract with CBS for radio and video. While no terms were revealed, it was estimated that Godfrey will be paying taxes of about \$900,000 a year. . . . And M. Pickford inked an ABC contract for two network radio shows: undisclosed terms.





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 50, NO. 11

NEW YORK, TUESDAY, JANUARY 17, 1950

TEN CENTS

## AUTO LISTENING AUDIENCE GROWING

### ABC Plans To Report Elections In England

ABC will begin extensive coverage of the forthcoming British general elections one month and a day in advance of the actual balloting, it was announced yesterday. First program to be devoted exclusively to the English political scene will be aired January 22 when the web turns over the entire "Foreign Reporter" program to its London Bureau Chief, Frederick B. Opper. Opper's "Foreign Reporter" stint (Continued on Page 5)

### Senator And Analyst Deplore Radio Humor

Washington Bureau of RADIO DAILY. Washington—A lengthy broadcast attack on "Amos 'N' Andy" as dangerous to the cause of racial understanding was inserted in the Congressional Record over the weekend by Sen. Wayne Morse, Oregon Republican. "It is funny most of the time, but not so funny that it fails to alarm," said commentator B. S. Bercovici over Washington's WCFM in the script Senator Morse inserted in the Congressional Record. Bercovici objected that instead of (Continued on Page 5)

### Mutual Co-op Sales Reported On Increase

Mutual's co-op sales department signed 504 new cooperative sponsors or web shows in the past three months, according to Bert J. Hauser, department manager. He said total sales figures were not yet available but indicated that co-op sales were up over the previous three months. Leader in finding cooperative (Continued on Page 2)

### TV Neighbors

Ottawa—Despite the fact that Canada is without its own television transmissions, an estimated audience of 30,000 receivers are being used in Windsor and Toronto to pickup programs originating on the United States side of the border. Windsor has approximately 20,000 receivers and receive Detroit station programs nightly. In Toronto around 10,000 sets are in use. Toronto set owners get their programs from a Buffalo station.

### TBA Board Okays Sample Rate Card

The TBA board of directors has unanimously approved a sample station rate card and will distribute copies to all outlets within the next two weeks, J. R. Poppele, president, announced yesterday. The organization does not intend to standardize a rate card format at this time, it was said, but offers the sample card as a guide (Continued on Page 7)

### Clear Channel Support Given By Farmer Co-ops

Chicago—Support of clear channel broadcasting was given by the National Council of Farmer Cooperatives during their annual convention here last week. The convention adopted a resolution urging the FCC to give consideration to the service rendered rural areas by clear channel stations. This resolution follows: "Knowing that radio service is (Continued on Page 2)

## Don Lee Completes Plans For TV Movie Production

West Coast Bureau of RADIO DAILY Hollywood — Large scale movie making will be launched in April, 1950, by Don Lee Television, the network has announced. Heading up the production team will be William Dieterle, one of the motion picture industry's leading producer-directors and Academy Award winner, it was also revealed. Plans for the films have been in the making for more than three

### Pulse Study In Metropolitan L. A. Area Indicates Heavy Increase In Usage Of Automobile Radios

### Sales Promotion Plan Gets Results At WLW

Cincinnati—WLW has received enthusiastic retailer's acceptance of its "Top Stores" promotion in Ohio, Kentucky, Indiana and West Virginia, according to station spokesmen. Principal purpose of the promotion is to help grocers increase volume sales on both branded and unbranded merchandise by sending, via extensive radio and newspaper promotion, more customers to gro- (Continued on Page 5)

### Radio Pioneers Set Date For Yearly Reunion

Seventy five members of the Radio Pioneers met at the Hotel Roosevelt in New York yesterday and during the luncheon fixed Tuesday, April 4, as the date for the annual dinner which will be held at the Ritz Carleton Hotel. Mark Woods, discussing the or- (Continued on Page 6)

### Shulton, Inc., Sponsoring 'High Adventure' On NBC

Shulton, Inc. has signed with NBC to sponsor "High Adventure," a half-hour dramatic show, over the full web starting January 29 at 4:30 (Continued on Page 2)

Heavy increase in the number of radio equipped automobiles is indicated in a Pulse, Inc., survey made in the metropolitan Los Angeles area at the instigation of the Southern California Broadcasters Association. The survey revealed that 72.5% of the passenger cars have radios and (Continued on Page 5)

### Recommend Controls For Canadian Radio

Quebec—The formation of a control organism independent of the Canadian Broadcasting Corporation and the private radio system, is recommended by the Farm Women's Clubs of the Province of Quebec in a brief submitted to the Royal Commission on Arts, Letters and Sciences. Such a body, states the brief "could assure in radio programs, the (Continued on Page 2)

### WHOM Renews Request To Move Studios To N. Y.

WHOM will file a new application in the near future with the FCC to move its main studio from Jersey City to New York. The original request for the transfer was withdrawn by the owner of the station, (Continued on Page 2)

### Replacement

WOR's all night disc show is now being emceed by Irv Victor, former WGN all-night performer. Victor did his first stint on Sunday, January 15 replacing Big Joe Rosenfield who had held the post since coming from New Orleans more than seven months ago. The program is heard from two to five a.m. six days a week from two to 5:45 a.m. on Sunday.

### Honored

Rochester, N. Y. — Lee McCanne, vice-president of the Stromberg-Carlson company, last night was installed as the 60th president of the Rochester Chamber of Commerce, McCanne's father, the late Roy McCanne, former Stromberg-Carlson president, was the Chamber's 33rd president. He was elected to that post in 1921.

# RADIO DAILY



Vol. 50, No. 11 Tuesday, Jan. 17, 1950 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**  
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6425 Hollywood Blvd. Phone: Gladstone 8436

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

**CHICAGO BUREAU**  
Herbert M. Kraus  
188 West Randolph St.  
Phone: ANdover 3-6050

**SOUTHWEST BUREAU**  
Paul Girard, Manager  
Tower Petroleum Bldg.,  
Dallas, Texas  
Phone: Riverdale 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

(January 16)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	83 3/8	8	8 3/8	- 1/4
Admiral Corp.	23 1/4	22 1/4	23	+ 3/8
Am. Tel. & Tel.	147 1/4	146 3/4	147 1/4	+ 3/8
CBS A	30	29 1/4	30	+ 1/2
CBS B	30	29 1/4	30	+ 1/2
Philco	35 7/8	34 3/4	35 1/2	+ 1/4
RCA Common	13 3/4	13 3/8	13 3/4	+ 1/8
RCA 1st pfd.	73 3/4	73 3/4	73 3/4	+ 1/2
Stewart-Warner	13 1/2	13 3/8	13 1/2	+ 1/4
Westinghouse	31 1/8	30 1/2	31	+ 1/4
Westinghouse pfd.	104 1/2	104 1/2	104 1/2	+ 1/4
Zenith Radio	33 3/4	33	33	- 3/4

### NEW YORK CURB EXCHANGE

Hazeltine Corp.	16 1/4	16 1/4	16 1/4	- 1/4
Nat. Union Radio	3 1/4	3 1/8	3 1/8	.....

### OVER THE COUNTER

DuMont Lab.	.....	Bid 15	Asked 16
Stromberg-Carlson	.....	12 1/4	13 1/2

### Stork News

Phoenix, Ariz.—One child, boy, to Mr. and Mrs. Robert Garland was born January 3 at the Good Samaritan Hospital here. Father is on the KOOL sales staff.



For SALES MAGIC in the "MAGIC CIRCLE"

Hire **WIBW**

The Voice of Kansas TOPEKA  
SEH LUDY, General Manager

## Clear Channel Support Given By Farmer Co-ops

(Continued from Page 1)

vital to our rural population, the National Council of Farmer Cooperatives hereby expresses its opposition to any legislation which would impair or prevent the improvement of rural radio service, which at best is quite inadequate.

"Many of the rural people depend to a large extent upon clear channel stations for their radio service and such service should be protected and improved. This is even more true now because we realize that television, now available to large metropolitan areas, will not be available to many rural areas for an indefinite period.

"Therefore, the Council requests that no action be taken by the Congress or the Federal Communications Commission which would allow the breaking down of 'clear-channels' serving rural areas. On the contrary the Council urgently recommends that such clear channel stations be granted sufficient facilities to serve farm communities and rural areas not presently enjoying the superior radio service available to all metropolitan areas. In recent months, the United States has been a party to an international radio frequency allocation conference with other North American nations. During the conference, the Council vigorously protested the demands of the Cuban government for broadcasting rights on channels which are so essential to the people of the United States. The Council again requests that the United States Department of State maintain a firm stand against the attempted inroads of foreign nations on radio channels utilized by stations in the United States."

## WHOM Renews Request To Move Studios To N. Y.

(Continued from Page 1)

Il Progresso Italo-Americano, when it had a second application pending seeking approval of their contract to buy WINS from the Crosley interests. However, since the contract expired without completion of the purchase, the WHOM management is again applying to the Commission for the transfer. The station now operates from both Jersey City and New York.

## Mutual Co-op Sales Reported On Increase

(Continued from Page 1)

sponsors during the past three months was Fulton Lewis' news commentary with 174 new sales. Other programs which figured in heavy sponsorship acquisition are "Behind The Story" 105; Cedric Foster, 56; Gabriel Heatter's "Mail Bag," 37; "Mutual Newsreel," 29; "Tell Your Neighbor," 27; and "Kate Smith Speaks," 26.

A total of 13 programs figured in aggregating the 504 total.

## Trammell Gives Opinion On Radio As Career

Teen-agers seeking careers in radio should take special courses in broadcasting at college and get jobs in local stations, according to Niles Trammell, chairman of the board of NBC. The NBC exec said in an article written for "The Betty Betz Career Book," recently published, that radio "demands many special qualifications which can be obtained only through education and experience."

Trammell points out that radio is an around-the-clock proposition and makes many demands on time and stamina. Norman Blackburn, Hollywood TV network exec, and Mary Margaret McBride were also contributors to the book from NBC.

## Annual Guild Ball

The Radio and Television Directors Guild will hold their annual ball on Friday, January 20 at the Hotel Astor. Ray Block's orchestra will provide the music for dancing after nine p.m.

## "Aunt Jenny" In 14th Year

"Aunt Jenny," CBS soap opera, starts its 14th year of broadcasting on Wednesday, January 18 at 12:15 p.m. (EST). It has been announced by CBS. "Aunt Jenny" is sponsored by Lever Brothers on behalf of Spry. Dan Seymour announces and Bob Steele directs.

## Recommend Controls For Canadian Radio

(Continued from Page 1)

respect of the principles of Christian philosophy and add value to the broadcasts." Programs should be fashioned in keeping with the principles that inspire the line of conduct of the rural population.

The brief adds, however, that the Farm Women believe it desirable to maintain the present organization of Canadian radio, with both National and private systems, as the best means of serving the general interest of all Canadians.

It asks that the French network of the CBC be developed so as to reach all French speaking homes across the country and that programs designed for the rural population be broadcast at times better suited to the rural way of life, in the daytime and not at the end of the evening.

## Shulton, Inc., Sponsoring 'High Adventure' On NBC

(Continued from Page 1)

p.m. Sponsorship will be on behalf of Shulton's line of men's toiletries with heavy promotion of Old Spice For Men, an after-shave lotion.

Program will be written, directed produced and musically scored by Robert Monroe.

## Pussy Cats in Boots



It's rare enough to see one puss in boots. To get two pussy cats in two boots is a right neat trick.

There's a neat (and easy) trick to buying radio time in Baltimore. You just spend a little bit of money on W-I-T-H, and then see big things happen!

You see, W-I-T-H delivers more home listeners-per-dollar than any other station in town. And in addition, a survey made under the supervision of the Johns Hopkins University showed that of all radios playing in taverns, 67.3% were tuned to W-I-T-H.

That means that you get big results from small appropriations on W-I-T-H. Call in your Headley-Reed man and get the whole W-I-T-H story today!



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Tom Tinsley, President • Represented by Headley-Reed

Here's a Cross Section of the Scores of Stations  
that are Sold on M-G-M—

KFI, Los Angeles . . . WLNH, Laconia, N. H. . .  
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WGN, Chicago . . . KICA, Clovis, N. M.



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**GREAT**  
**FOR**  
**ALL!**

**M-G-M RADIO ATTRACTIONS ARE THE BIGGEST, BOOMINGEST HIT ON THE AIR—TODAY!**

M-G-M THEATRE OF THE AIR • AT HOME WITH LIONEL BARRYMORE • HOLLYWOOD, U.S.A. • GOOD NEWS FROM HOLLYWOOD • THE STORY OF DR KILDARE  
CRIME DOES NOT PAY • THE ADVENTURES OF MAISIE • THE HARDY FAMILY

**THE TRADE PRESS RAVES!**

**VARIETY**

Adventures of Maisie. "Topflight air adaptation of pix series . . . zany situations . . . bright and brittle dialogue make snappy comedy all the way."

**THE BILLBOARD**

M-G-M Theatre of the Air. "In slickness of production this hour-long program compares very favorably with its network brothers. Name value stars."

**VARIETY**

Crime Does Not Pay. "Solid commercial package . . . slambang entertainment."

The Story of Dr. Kildare. "Crackerjack show . . . solid dramatic impact . . . rising line of tension."

**THE NATION'S PRESS CHEERS!**

**WALTER WINCHELL**

"The 'Hardy Family' has moved from the cameras to the mikes . . . Thanks to Mickey's peppery Rooneying."

**ST. LOUIS GLOBE DEMOCRAT**

M-G-M Theatre of the Air. "Hollywood at its all-out best . . . the usual fine quality production associated with the film capital. Superb background music, stories and stars."

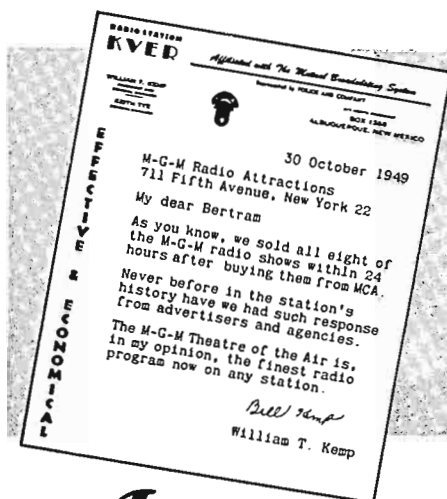
**CLEVELAND PRESS**

"Offers stations an inexpensive way of competing with such enterprises as NBC's 'Theatre Guild'."

**HOUSTON PRESS**

"With all due respect to Lux Radio Theatre, and some of those half-hour quickies, I think you'll like M-G-M Theatre of the Air best."

**THE STATIONS ACCLAIM!**



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## RADIO DAILY

## LOS ANGELES

By ALLEN KUSHNER

**N**ORMAN BROKENSHERE, NBC narrator and D-J, arrived here January 6th, via American Airlines—with gas mask in hand—to appear on Walter O'Keefe's "Double or Nothing" show. Earlier the LA Chamber of Commerce had sent Brokenshere a notarized bottle of LA, air collected at 12th and Broadway in refutation of his outburst about smog conditions in this west coast paradise.

Jennings Pierce, manager of public affairs, station relations and guest relations, returned to his NBC desk today after three months and one week's leave of absence. Pierce, for the time being, will be active only in the afternoons. It's good to see Jennings Pierce back after his accident in the air crash that killed singer Buddy Clark. Glad you're back Jennings!

National Distillers Products, on behalf of Italian-Swiss Colony Wine, has renewed sponsorship of "Five Star Final" on KHJ (Monday thru Friday, 9:55-10:00 p.m., PST) for a period of 13 weeks. Renewal contract became effective January 2nd.

World premiere of the Warner Brothers Motion picture "Montana" was broadcast by direct wire from Helena, Montana, over KFWB, Tuesday evening, January 10th, from 7:30 to 8:00 p.m.

Household Finance Corporation has purchased 52 weeks of KTTV TELEVISION NEWS Mondays, Wednesdays, and Fridays, through LeVally, Inc., Chicago. Their sponsorship began November 21, 1949 and runs through November 17, 1950.

Incorporation papers have been filed by William Gargan for a new television company, Skippy Pyle Production. Company's first video show will be a psychological drama, employing guest stars, and will be called "It Could Be You." Miss Pyle is now serving as production assistant to Gargan on the radio version of "Martin Kane, Private Eye."

The California Packing Corporation, on behalf of Del Monte Canned Goods, has picked up sponsorship of "Kate Smith Speaks" on KHJ for a period of 13 weeks.

### ATTENTION EXPERIENCED SALESMEN

Leading transcription library company has openings immediately for sales-minded men with well rounded station experience. Here's a real opportunity for men who like to sell and like to travel. Liberal salary and expenses paid.

Send full details of background, experience, present connection and photograph. Information will be held strictly confidential and interviews will be arranged at convenient time. Mail applications and full information to RADIO DAILY, Box 101, 1501 Broadway, N. Y. C.



### Man About Manhattan. . . !

● ● ● **BIGTOWN SMALL TALK:** Growing importance of Chicago as a TV production center is indicated with the report that Don McNeil, emcee of the ABC Breakfast Club, will head up a package production firm featuring the McNeil personality and program ideas. . . The full page ad carried by the Wm. Esty agency in N. Y. dailies yesterday pointing up their TV dep't and production activities was good institutional for the entire industry. . . Hey, fellas the revolution's here! Arthur Godfrey's said to be seriously considering dropping of studio audience at his Wed. evening TV show and Groucho Marx is reported to be leaning toward dropping of prizes on his giveaway show. As we get it, the red-head feels that he can do more with the commercials sans a studio distraction and the biggest 1/4 of the Marx clan figures that the humor on his show is prize enough. . . . Ralph Paul gets his first crack at emceeing on WOR's "2nd Honeymoon". . . . Ford Dealers bought "Kukla, Fran and Ollie" on Wed. only and not five days a week as previously item'd.

★ ★ ★ ★

● ● ● Happened a while ago when Herb Shedlon decided to record one of his shows ahead so's he could spend a holiday luncheon at home with his wife and three kids. As he and the family gathered around the radio to listen in on the show, one little daughter piped up, amazed: "What have we got? Two daddies?"

★ ★ ★ ★

● ● ● **THE MORNING MAIL:** "Dear Sid," writes Roger Kay. "In view of my qualifications as a faithful follower of your col'm, and one of the many people you've been nice to, may I enlist your help? We still are looking for one more writer for our Paul Lukas TV-radio show, "The Cheater." (We are planning on three rotating writers and I guess our standards must be too high because it took us weeks to find only two). If any top writer, preferably with some screen credits, is interested in being associated with a really good show (and regular pay-checks), let him write to me in care of General Artists Corp., enclosing a complete list of credits. I'm certain the writer I'm after does exist—and if he does, it's a cinch he reads your col'm."

★ ★ ★ ★

● ● ● **IN ONE EAR:** Steve Hannegan has been engaged to do the drum-beating for the new Admiral line of television sets. Kickoff occurred yesterday when Joe Copps sheperded the press at a preview at the Waldorf. . . "The Green Hornet" on ABC has several bankrollers interested. . . Will Mahoney, absent from B'way for 16 years (spent the time making a million in Australia) bows back into the big time via Las Vegas, opening at the Flamingo next month.

★ ★ ★ ★

● ● ● George Putnam's B'way to H'wood edition of "Headline Clues" via WABD has jumped from a Pulse rating of 7.5, when it originated, to a solid 13. This gives Putnam the highest news program rating in the history of teesvee—a 3 point advantage over all other television news programs regardless of time. What makes his new rating even more amazing is the fact that he bucks, slotwise, such programs as "We the People," "Man Against Crime," "The Ruggles," wrestling and televised films. Typical of the reasons for the show's heavy popularity is the fact that it's always right on top of spot news. Example was the clean newsbeat he scored on the Yonkers missing girl story last week and the follow-up he gave it with appearances of the detective who found her. Show is produced by Gerry Gross and edited by Norma Baer and Ed Higgins. Stanza, incidentally, has the lowest point for dollar price on a rating basis in television.

## NEW BUSINESS

WCBM, Baltimore: American Stores Company, Inc. . . . Acme Super Markets have signed for the Lauri Alwyn Show, Monday thru Friday, 12 to 12:15 p.m. Food Fair Stores for the 10th consecutive year, again, is sponsoring "Dialing for Dollars," Monday thru Friday, 9:45 to 10:00 a.m. Albert F. Goetze, Inc., Baltimore meat packers, has renewed for the seventh consecutive year its show, "Lucky Basket." It is aired Monday thru Friday, 10:00 to 10:15 a.m.

### Frankel Has Busy Day With Tape Recordings

Lou Frankel, director of special events for WFDR, New York FM station, was as busy as the one armed paper hanger yesterday. Frankel did tape recordings of the FEPC "March on Washington" yesterday as he interviewed the delegation enroute to Washington; made other tapes in the Capitol and edited his material on the train returning from Washington yesterday afternoon. Frankel's recordings were aired late yesterday in segments from five to 15 minutes.

### Ivy League Basketball To Be Covered by WMGM

Play-by-play descriptions of seven Ivy League basketball games will be carried by WMGM from January 21 to March 6. Marty Glickman, Bud Palmer and Curt Gowdy will travel to Hanover, N. H. on the first date to air the Penn-Dartmouth clash. Other broadcasts will emanate from Ithaca, N. Y., Cambridge, Mass., Princeton, Boston and New York City. These games will be in addition to the pro-basketball and other college games aired by WMGM.

**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

## Auto Radio Increase Noted In L. A. Area

(Continued from Page 1)

32.8 per cent of them are on the road between 8:00 a.m. and 8 p.m. The survey checked 8,908 cars at widely scattered intersections in Los Angeles, Long Beach, Santa Monica, Glendale, Burbank, Pasadena and San Fernando Valley. 6,450 of them had radios, 2,114 radios were broken on, and 3,500 passengers were riding. The peak listening hours for car radio owners came at 8:15 a.m., noon, 2:00 p.m., 2:45 p.m., and 8 p.m.

Los Angeles car sets-in-use are roughly equivalent to the Pulse May survey for WOR, New York, which averaged from 35 per cent to 40 per cent between 7-9 a.m. and 5-7 p.m. They are slightly under the 41.5 per cent average discovered by Northwestern University in Chicago last fall. Total listening in Los Angeles is greater, however, because of higher automobile ownership and longer use.

There are more cars in Los Angeles county than there are total families—more than in the 45 Northern counties combined—and more than in all but six complete states. Los Angeles' 72.5 per cent for radio-equipped cars tallies closely with the 72.8 per cent discovered in the Pulse New York survey for WOR last summer. It far exceeds the national estimates and slightly exceeds the 70.4 per cent discovered by Northwestern University of Southern California survey in spring 1949. Applied to cars in the county, the percentage of 1,035,120 radio-equipped—a 70 per cent addition to the county's 1,478,457 radio houses. Further extension of the percentages shows a 72.5 per cent of this 70 per cent, or over half of the county's families own car radios. This is more than double the 22.9 per cent disclosed by the New York survey.

Expressed as percentage of all cars rather than of radio-equipped cars, the Pulse Los Angeles sets-in-use average is 23.7 per cent. This is almost exactly equal to the 23.7 per cent most recent (Nov.-Dec. 1949) sets-in-use average for Los Angeles counties of 24.0, obtained by personal interviews in telephone and non-telephone homes. It exceeds the national average of 22.9 per cent at C. E. Hooper Los Angeles telephone survey (Oct.-Nov. 1949) by 1.3.

## ★ AGENCY NEWSCAST ★

**JAMES E. HANNA** has been named vice-president in charge of radio and television for N. W. Ayer & Son, Inc., succeeding H. L. McClinton, who has resigned. McClinton, joined Ayer in 1929 and was made v-p in charge of radio in 1938. Hanna came to the agency in 1927 as a copywriter and moved to radio in 1940 and subsequently he was named manager of the department and v-p.

**LEIGH DOORLY** has been named account manager of O. S. Tyson & Co.

**HARRY B. PEEBLES** has been elected president of Albert P. Hill Co., succeeding the late Albert P. Hill. He was head of the creative department of the agency. Other officers chosen are: Albert P. Hill, Jr., veepee; George S. Hill, treasurer, and Watson C. Marshall, secretary.

**MILDRED DEMBY**, formerly with the Chernow Company, Abbott Kimball, Inc., and Lawrence Boles Hicks, has joined The Demby Company as director of women's affairs.

**WERTLER, INC.**, has named Flint Advertising Associates, Newspaper, radio, magazines and direct mail will be used. J. Nye Delman is account executive for the baby specialties merchandiser.

**THE KATZ AGENCY, INC.**, station representatives, announces the appointment of William P. Dix, Jr., to the radio sales staff of its New York office. Since 1946, Dix has been associated with The American Broadcasting Co. Previously he had been with The Muzak Corp., and had operated, managed and directed his own summer theater in Bucks County, Pa.

**MRS. EVA CUTLER**, formerly with June Hamilton Rhodes, has joined Eleanor Kairalla, advertising and publicity.

**COLONIAL AIRLINES, INC.** announces the appointment of Redfield-Johnstone, Inc. to promote Colonial's new non-stop Skycruiser service to Montreal. Agency will also direct Colonial's Bermuda division. Charles Dresser is the account executive.

**BRYCE GRAY, JR.**, has joined the Earle A. Buckley Organization in Philadelphia. He was formerly assistant advertising manager of the Pennsylvania Salt Manufacturing Company.

**STANLEY GRAHAM** has joined James T. Chirurg Company in the New York copy department. He was formerly with Grey Advertising Agency, Inc., and Kenyon and Eckhardt, Inc.

## Senator And Analyst Deplore Radio Humor

(Continued from Page 1)

basing its humor on situations the Amos 'N' Andy script is based upon the character of its leading parts—which are, with the sole exception of Amos, anything but admirable. There is a great danger that many people think of these characters as typical of negroes, he said.

Commenting on other radio comedians Bercovici said, "Jack Benny, for instance, is expected to be funny; you anticipate members of his cast are going to rib him for boasting about women; you know his reputation for being stingy is going to be emphasized, and while this gag is by now worn thin, you wonder when the writers are going to dig up some new and untried situations to show that Jack Benny can be funny without being a miser.

"Or you listen to Edgar Bergen and his Charlie McCarthy, who try desperately to make you laugh, also with Bergen's stinginess—the same gimmick. The fun they dispense is innocent. For every radio comedian from Jack Benny to Al Jolson and back has been characterized as being a tightwad. The writers in their boundless wisdom seem to have tapped a source of comedy never exploited quite that way prior to the advent of radio. It has become a bore, but you hope some day an-

## Plans Completed By ABC For British Election Cover

(Continued from Page 1)

will continue weekly until the balloting, which takes place February 23. During that time, Opper plans to discuss the election's background and the issues involved. He will also include the electoral events of the week as they apply to British leaders seeking election or re-election to office. Candidate's recordings will be used extensively. Program is aired Sundays at 11 a.m. (EST).

In his coverage of British pre-election politics, Opper will be assisted by the remainder of ABC's London Bureau, and by Robert Sturdevant, chief of ABC's Paris Bureau, who will fly to England especially to cover pre-election activity.

In addition to the Opper series and election news coverage on regular programs, ABC will air a number of special programs on the British Election Day. Details of these programs are still in the works, but it is known now that all will be supervised directly by John T. Madigan, director of news for ABC who, in turn, will work under the direction of Thomas Velotta, ABC's vee-pee in charge of news and special events.

other set of radio writers bent on being original will discover a technique to squeeze laughs out of spendthrifts."

## Sales Promotion Plan Gets Results for WLW

(Continued from Page 1)

every store identified as Top Stores. WLW is underwriting the entire cost of the promotion which, in addition to radio and newspaper plugs, includes a variety of on-the-spot store promotional material. Every aggressive grocer in WLW's area has been invited to participate.

In exchange for the radio promotion and display material provided by WLW's grocery merchandising department, Top Stores agree to cooperate with the regular promotion and tie-in with Top Store events.

Top Store promotions are built around a selection of twelve products each month which will be given special concentration by radio advertising over WLW and point-of-sale display. Products include eight strong nationally advertised products and four general items that serve as traffic builders. Current selection includes Crisco, Folger's Coffee, Grape Fruit, Head Lettuce, Ideal Dog Food, LaFrance Bluing Flakes, Nu-Maid Margarine, Old Dutch Cleanser, Pennant Syrup, Pork Chops, Pot Roast, and Quick Elastic Starch.

Top Stores receive monthly promotion kits which include banners, pennants, diamonds and other forms of window display material. Newspaper mats are also available to the grocer. WLW's payoff, in addition to good-will etc., is the fact that every piece of display material is tied-in with the station's "Grocer's Show," a special WLW program.

The show, in turn, is geared to bring customers into Top Stores to buy the items featured on the show. Commercials and program format are geared to the idea it is good business to shop in stores displaying the Top Stores Decalomania. High point of the promotion from the position of the grocer is the fact that his store receives high-powered promotion via a national network advertising without expending a penny.

## Caldwell Is 'Dirt Dobber'

Horticulture expert Sam Caldwell has been named by CBS to replace the late Tom Williams as "The Old Dirt Dobber" on CBS' "Garden Gate" series. The farm program originates at WLAC-CBS, Nashville. Saturdays, 9:45 a.m., EST.

## Minister Honored

Rev. Charles E. Fuller on Sunday was awarded a miniature gold microphone by Frank Samuels, ABC vee-pee in charge of the web's Western Division in recognition of the radio clergyman's 25th anniversary in radio. The Sunday broadcast by Dr. Fuller, originator of "The Old Fashioned Revival Hour" and its regular speaker, originated from the huge Municipal Auditorium in Long Beach, California.

## The Winning Habit

Washington — Neville Miller, former NAB president and one-time Mayor of Louisville, Ky., has been elected president of the Federal Communications Bar Association, succeeding Guilford V. Jameson. First and second vice-presidents, respectively, are William Porter and Arthur Scharfeld, with Corwin Lockwood as secretary.

## WOR Reveals Value Of Daytime Spot-Ann.

Daytime announcements or participation programs on WOR enable sponsors to reach two to nine times more women per dollar than are reached by advertisements in standard size New York City newspapers. A new research study by the station reveals. The WOR data was from 16 metropolitan counties covering more than 50 per cent of the station's daytime listening audience, R. C. Mad-dux, WOR v-p in charge of sales pointed out.

The cost of ads on WOR were compared with those in five size ranges in standard size papers. Against an average of 820 women per dollar (w.p.d.) on WOR, newspapers stacked up as follows: 292 w.p.d. for ads of 140-299 lines, 190 w.p.d. for ads of 300-599 lines, 120 w.p.d. for ads of 600-999 lines, 106 w.p.d. for ads of 1,000-1,499 lines, and 70 w.p.d. for full-page ads.

Comparison with tabloid papers could not be made because of lack of readership figures for the smaller papers. For one such paper in 1948 for which figures were available, a comparison showed WOR's daytime participation and carrier programs reaching 70 per cent more women per dollar than the average for 46 ads considered in a study issued by the paper.

**November Used As Standard**  
To get the w.p.d. figure, the WOR research department used the average cost for a one-minute announcement or participation and the average number of listeners in November, 1949, for all WOR daytime participating and carrier programs between 9 a.m. and 5 p.m., Monday through Friday.

Newspaper figures were computed from March, 1949, circulation figures with the assumption of 1.2 women readers per copy, from the per cent of women noting ads of various sizes as reported by Daniel Starch & Staff, and from the daily open line rate.

"We realize that many newspaper advertisers pay less than the open rate because of contract commitments," Robert M. Hoffman, WOR director of research pointed out. "But it would have been impossible," he continued, "to adjust for that without knowing exactly how many advertisers enjoy which rates. We kept the comparison on an equitable basis by using WOR gross rate with none of the deductions such as are allowed in various contracts."

It was also noted that March circulation figures were seasonably higher while radio listening in November is lower than in March.

### WANTED

Successful Sales Manager Texas ABC Station. Good Territory, requiring good man. Permanent. Equitable compensation. Send full sales resume.

Box 102, RADIO DAILY  
1501 Broadway, New York City

## 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 January 6-12, 1950

TITLE	PUBLISHER
A Dream Is A Wish Your Heart Makes.....	Walt Disney
A Dreamer's Holiday.....	Shapiro-Bernstein
A Thousand Violins.....	Paramount
Bibbidi Bobbidi Boo.....	Walt Disney
Bye Bye Baby.....	J. J. Robbins & Sons
Charley My Boy.....	Bourne
Dear Hearts And Gentle People.....	E. H. Morris
Don't Cry Joe.....	Harms
Echoes.....	Laurel
Envy.....	Encore
Happy Times.....	Harms
Hush Little Darlin'.....	Michael
I Can Dream Can't I.....	Chappell
I Wanna Go Home.....	Paxton
I've Got A Lovely Bunch Of Coconuts.....	Cornell
Johnson Rag.....	Miller
Marta.....	E. B. Marks
Mule Train.....	Walt Disney
My Love Loves Me.....	Famous
Old Master Painter.....	Robbins
Open Door—Open Arms.....	Leeds
River Seine.....	Remick
She Wore A Yellow Ribbon.....	Regent
Sitting By The Window.....	Shapiro-Bernstein
Sorry.....	Henry Spitzer
Stay Well.....	Chappell
That Lucky Old Sun.....	Robbins
There's No Tomorrow.....	Paxton
Toot Toot Tootsie Goodbye.....	Feist
'Way Back Home.....	Bregman-Vocco-Conn

## Second Group

A Man Wrote A Song.....	Henry Spitzer
Ain't She Sweet.....	Advanced
All The Bees Are Buzzin' 'Round My Honey.....	Santly-Joy
Come Dance With Me.....	Ben Bloom
Crocodile Tears.....	Johnstone-Montei
Daddy's Little Girl.....	Beacon
Don't Do Something To Someone Else.....	Fred Fisher
Enjoy Yourself.....	E. H. Morris
Everything They Said Came True.....	Johnstone-Montei
Festival of Roses.....	Witmark
Hometown Band.....	Dutchess
Hop Scotch Polka.....	Cromwell
I Gotta Have My Baby Back.....	Peer
I Never See Maggie Alone.....	Bourne
I Want You To Want Me To Want You.....	Mills
Jealous Heart.....	Acuff & Rose
Just A Kiss Apart.....	J. J. Robbins & Sons
Out Of A Clear Blue Sky.....	Dryer
Slipping Around.....	Peer
There's A Bluebird On Your Windowsill.....	Mellin
You're Always There.....	Bregman-Vocco-Conn

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## 'Pioneers' Set Date For Yearly Reunion

(Continued from Page 1)

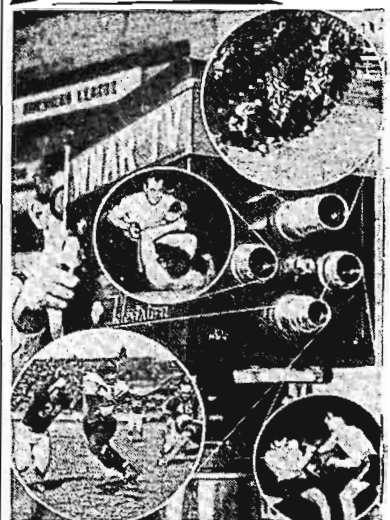
ganization's "Radio Hall of Fame" said that members could nominate names for Hall of Fame consideration. He added that in the case of nomination it is required that the person be deceased for at least two years.

Twenty five new members were added to the roster by President William Hedges. H. V. Kaltenborn, founder of the club, in a short talk stressed the importance of radio as a medium of communications.

## Stanton Accepts Post To Citizens Committee

Frank Stanton, president of CBS has been named a member of the National Citizens Commission for the Public Schools, Henry Toy, Jr., executive director, announced yesterday. Stanton will be one of the guests at the first annual dinner of the commission which will be held at the Roosevelt Hotel tomorrow where General Omar W. Bradley, President James B. Conant of Harvard University and Roy E. Larson, president of Time, Inc., and president of the commission, will deliver addresses.

# TOPS IN TELEVISION



# WMAR-TV

The Sunpapers Station  
channel-2  
BALTIMORE, MARYLAND

# TELEVISION DAILY

Section of RADIO DAILY, Tuesday, January 17, 1950 — TELEVISION DAILY is fully protected by register and copyright

## DON LEE TO START FILMS IN APRIL

### TELE TOPICS

**KURT WEILL's** "Down In The Valley," which kicked-off the NBC opera series Saturday nite was notable for a completely enthralling performance by soprano Marion Bell and equally effective work by baritone William McGraw and Kenneth Smith. If these bright young singers and the others in the cast had not been so exciting the show might well have come close to failure because of static, uninspired staging and direction. A projected outdoor background provided some depth for two or three scenes but the others looked cramped. There was little movement and the use of a chorus on camera seemed out of place. Almost all shots could have been improved and one glimpse of McGraw's head resting on Miss Bell's bosom was held so long that it became ludicrous. The music and performances, however, compensated for these faults and made the whole thing a most enjoyable experience. . . . Peter Herman is conductor and artistic director. Libretto by Charles Polacheck directed. Libretto as by Arnold Sundgaard, choreography by Lillian Moore, sets by William Smith and costumes by Rose Bogdanov.

**FCC COMMISSIONER Robert F. Jones** will concentrate on video in his address today at the American Marketing Association luncheon at the Commodore. His speech is titled: "Channels In The Sky." . . . Gimbel Bros. department store has dropped "The Truex Family," but WPIX is continuing the show as a sustainer while trying to line up another anchor. Station is also working on a new selling show for Gimbel's, which dropped the Truex stanza because they felt it was not the type of program to move merchandise. . . . During Bill Corum's absence from the Journal-American this spring his column will be filled by Red Barber who will re-title the pillar "The Cat Bird Seat." . . . Commercials on the new Nash "X" car are being filmed by APO Productions on location in Florida. Irene Wilson directs. Agency is Geyer, Jewell & Ganger.

**FLAGSTAFF FOORDS** will move the John Reed King show from WOR-TV to WCBS-TV beginning Feb. 11. On the CBS flagship, show will be spotted at 7:30 p.m. preceding the web's high-powered Ken Murray-Ed Wynn combo. . . . WGN-TV "Cross Question," seen on DuMont, will change its title to "They Stand Accused" next week. Format remains the same. . . . John Gart has been named musical director for the new Robert Montgomery show and will front a 15-piece orchestra in addition to composing background scores. . . . Dr. DuMont will journey to Pittsburgh next week to speak at the first anniversary dinner of his WDTV on the 24th.

### SONGS WITH THE LARGEST TV AUDIENCES

Survey Week of January 6-12, 1950

The Top 5 Songs Of The Week

Charley My Boy.....Bourne  
I've Got A Lovely Bunch of Cooanats.....Cornell  
Let's Take An Old-Fashioned Walk.....Berlin  
That Lucky Old Sun.....Robbins & Sons  
Wedding Samba.....Duchess

The 5 Favorite Standards Of The Week

How High The Moon.....Chappell  
Lady Is A Tramp.....Chappell  
Oh You Beautiful Doll.....Remick  
Sabre Dance.....Leeds  
You.....Feist

Copyright 1950 by Office Of Research, Inc.

### Popsicle Signs CBS For 10 All-Star Segs

Joe Lowe Corp., manufacturers of ice cream novelties, has signed with CBS for a series of ten quarter-hour programs featuring top show business names to be aired weekly beginning in mid-May as part of the firm's heaviest seasonal promotion to date. Titled "Popsicle Parade of Stars," the series will cost between \$180,000 and \$200,000.

Each star will headline his own show. Signed to take part are Arthur Godfrey, Milton Berle, Groucho Marx, Tony Martin, Fanny Brice, Dick Haymes, Margaret Whiting, Martha Raye, Paul Winchell and the Borrah Minevitch Harmonica Rascals. Shows will be aimed at children and most will originate in New York.

No time has been set, but shows probably will be aired Saturday or Sunday. Blaine-Thompson set deal.

### CBC Awards Contracts For First Transmitters

Montreal — Transmitters for the CBC's first television stations in Montreal and Toronto will be made by Canadian companies.

The transmitter for the Toronto station will be built by Canadian General Electric, at a cost of \$184,000. In Montreal, where the CBC plans a French and English outlet, the transmitter will be built by Canadian RCA at a cost of \$204,000.

A CBC official said open tenders were not offered. The two companies were asked to submit prices and these prices were accepted.

The cost will be covered out of a \$4,500,000 loan voted by Parliament at the last session to help the CBC meet the cost of introducing television to Montreal and Toronto.

Regular television operations are not expected to begin in the two centers until the fall of 1951.

### Sample Rate Card OK'd By TBA As Station Guide

(Continued from Page 1)

for adaptation to the strictly local conditions.

The TBA card is divided into nine sections indexed on the front cover. These include: basic air time rates, announcements, participations, discounts on time charges, rehearsal charges, film facilities, remote pickup facilities, theater studios and general information.

The basic air time rates section provides for three air time classifications (A, B and C), for nine frequency discount schedules, and for eight air time periods, including a

20, 40 and 45 minute period. The same time classes and frequency discount schedules are provided for one-minute announcements and less.

Section IV of the sample card outlines, by percentages, the recommended discount structure on time charges for schedules ranging from less than 13 times to 260 times or more.

Sections V and VI cover rehearsal charges for live and film programs, respectively, items which the TBA committee felt should be listed apart from the basic air time rates.

### Dieterle Engaged For Big-Scale Production

(Continued from Page 1)

work and assistant to Glett; Lee Garmes, who will supervise photography; and McMillian Johnson, producer-designer.

Other personnel who have been lined up include William Gordon who has been selected by Dieterle to write scripts for the initiating film series. Captain Don Wilkie, author of Secrets of Secret Service, has also been signed by Don Lee.

Glett, a former motion picture executive, joined Don Lee eight months ago, and has been readying the operations for the film production. Facilities have been expanded and production operations moved from Mt. Lee to the Don Lee Hollywood studios, the network reported.

Included on Dieterle's list of films are: Portrait of Jenny, Rope of Sand, Madame Du Barry and Life of Emile Zola.

### Television Features Buys General Business Films

Purchase of General Business Films, Inc., by Television Features, Inc., was announced yesterday by Larry Gordon, president of the latter firm. Under the new ownership, General Business will continue in production of motion pictures and slide films for business purposes and will remain at 565 Fifth Ave. Purchase included name, goodwill, equipment and techniques, client and prospect records.

Otto H. Sutter, sales veepee of Television Features, has been elected executive vice-president of General Business. Francis Lawton, Jr., founder and former president of GBF, will continue in an advisory capacity.

### CBS Milk Fund Benefit

Half-hour variety show on behalf of the Free Milk Fund will be aired by CBS Jan. 30, 7-7:30 p.m., EST. Participants will include Eddie Albert, Mary McCarty, Coles and Atkins, Harry Sosnick, Dorothy Kilgallen and Mrs. William Randolph Hearst, founder of the Fund. Barry Wood is producing and Byron Paul will direct.

### TBA Elects McDonald

Joseph A. McDonald, vice-president, general attorney and secretary of ABC, has been elected a member of the board of directors of TBA. He succeeds Robert E. Kintner, ABC president, who has resigned.

COAST-TO-COAST

Fashion Report Aired

Hartford, Conn.—A special telephone-recorded report from the week-long press fashion preview in New York the week of January 9th was broadcast daily over WDRC. The Monday-through-Friday broadcasts were by Edyth Radom, women's editor of the Hartford Courant. Her comments were included within the Courant's state and local news broadcast over WDRC at 6:05 p.m.

WHBF-FM Offers Music

Rock Island, Ill.—The first all-music, two-hour FM program offered here began on WHBF-FM on January 8. The broadcast, "Easy Listening," is aired from 8:00 to 10:00 p.m., Sunday through Saturday, with a minimum of announcements. The program is sponsored by the Tri-City Radio Supply Company, Inc.

WFPG Teen Time

Atlantic City, N. J.—WFPG final steps are now near completion for converting Saturday morning into a block aimed at young listeners. A full hour, 9:30 to 10:30, has been turned over to guest teen age disc jocks, chosen through auditions held weekly. Student reporters of area high schools take over next on "Hi Review," with social, sport, and scholastic reports, plus each school's top recorded favorite of the week. Then, Stan Facey and Al Owen, of WFPG, take over with audience show, in a musical quiz aimed at youth audience.

WOTW Staff Changes

Nashua, N. H.—Paul Keefe has been appointed program director of WOTW-AM & FM, after serving for nearly nine years as announcer of WCOP and one year at WHDH, Boston, Mass. Angeline Kopka has been appointed assistant general manager of WOTW-AM & FM. She has been employed for the past two years as secretary to the general manager and previously as secretary of the local Chamber of Commerce.

WHBY Makes Record

Appleton, Wis.—A new all-time high in the number of sports broadcasts aired was set by WHBY, an MBS station, during the year of 1949. Most of the events were local and were carried commercially. In addition spot announcements were sold around each event carried.

Students Popularity Poll

Boston, Mass.—The student body of Burdett College here, in a recent poll, voted WCOP's Howard Malcolm as their favorite disc jockey. Others chosen in the Burdett poll include such notables as Margaret Truman, as the Woman of the Year, and Jane Russell as the Sweetheart of Burdett.

WINDY CITY WORDAGE

By HERB KRAUS

● ● ● George Greeley, manager of WOSH in Oshkosh, has been named administrative assistant to Republican Senator Joseph R. McCarthy of Wisconsin. . . . WIND reports that the Christmas toy drive on Eddie

Chicago

Hubbard's Chesterfield ABC Club proved so successful, that Eddie is planning a repeat for the Easter season. All toys received go to children in Catholic, Protestant and Jewish orphanages and hospitals. . . . Bert Parks, the Stop The Music man, did a special version of his show for a large delegation of Admiral dealers and distributors in the Drake Hotel last week. Gloria Van, a local favorite among the feminine vocalists, appeared with him. . . . Song writing seems to be contagious at WSM, Nashville. The latest staff members to become tunesmiths are Harry Stone, the general manager, and Jack Stapp, the program director. Over 100,000 recordings of their "Chattanooga Shoe Shine Boy" have already been sold since release December 23. Other staffers who are well known as composers are Beasley Smith and Francis Craig.



● ● ● WIND staff announcer Bernie Allen was amazed last week to receive a form letter from the station's audition department, asking him to "please appear at our studios, January 11, 10:30 a.m. for your audition." His application had been buried in the files for two years while he's been a regular on the WIND air. . . . Bill Woodsmall, WBBM's 19-year-old singing discovery, is now featured on his own late evening show over that station. His introduction to afternoon audiences last month was followed by a flood of mail response. . . . Ralph S. Trigg, production and marketing expert from the Department of Agriculture, will discuss "The Farm Price Outlook for 1950" this Saturday on ABC's The American Farmer.



● ● ● Bob Nussbaumer, the Chicago Cardinal's star half-back, has joined the staff of WCFL as a salesman. . . . Paul K. Damai, the former Hammond (Ind.) Times radio editor, is freelancing a number of AM and TV shows. . . . Art Jarrett, long a Chicago favorite, is being highly touted on his WGN-TV show, "Art Jarrett's Metropolitan Memo." . . . Fred Niles, ex-WAAF announcer now with the Kling Studios, spoke to the Chicago Television Council Wednesday on the latest techniques in producing TV films. . . . It's standing room only at all of the major audience programs with the furniture men in town.



● ● ● Frank Smothers, former foreign correspondent on the Chicago Daily News foreign staff, is planning a news commentary here. . . . Frankie Masters, the band leader, made his TV debut on "Lucky Letters" last week via WBKB. The new half-hour telecast is based on the old parlor game, Anagrams. . . . Our Gal Toni, WENR-TV's hour-long variety program on Friday nights, gets its first half-hour sponsored beginning tomorrow night when the Kralee Insurance Service takes to the air. . . . Gene Autry will do his CBS "Gene Autry Show" from Chicago on January 21 when he comes here to appear for a one night stand at the Civic Opera House. . . . The Burgess "Hobby Parade" moved to WGN-TV this week from another station. Walt Newton, WGN staff announcer, is the new emcee.



● ● ● Shelby Gordon, the WBBM scripter, is producing the new Eddie Howard show at the Blackhawk Restaurant. . . . "School Time," the WLS daily educational feature, will help open the March of Dimes campaign on January 17 with a program entitled, "The Unwritten Story."



PROMOTION

For March Of Dimes

Twelve hats which covered the heads of eight male and four female celebrities will be used by WMG to help the 1950 March of Dimes drive on a contest beginning today. Disc jockeys Ted Brown and Jack Eigen will each conduct a "Celebrity Hat" contest on which listeners will be asked to submit a slogan of ten words or less on the objectives of the March of Dimes with contribution of ten cents or more.

Writers of the 12 best slogans will win the hats which are autographed by the former wearers. In some instances, the "lids" are of spectacular design and material. Jack Eigen, heard from one to four a.m. from the Copa, will offer the hats of Jack Benny, Bing Crosby, Ginger Rogers, Hedda Hopper, Jolson and Danny Kaye. Brown will feature the hats of Eddie Cantor, Helen Hayes, Bob Hope, Mayo O'Dwyer, Mae West and Ed Wynn on his Monday through Friday program from 7 to 9 a.m.

The contest will close on January 31 and winners announced on February 3.

Net Announces Program To Aid March Of Dimes

ABC yesterday announced the first in what will probably be a series of special network programs to help the 1950 March of Dimes campaign on behalf of the National Foundation For Infantile Paralysis.

Scheduled for airing on Jan. 18 at 8:30 p.m. (EST), the half-hour show will feature top entertainers of the radio world as guests of song master Irving Berlin. Talent thus far lined up includes Eddie Cantor, Carl Bruce, Lanny Ross, Vincent Lopez and others.

Berlin will serve as program emcee, introducing the stars whose careers have been influenced by his songs. Entitled "The Irving Berlin Show," the program is being produced by ABC in cooperation with the National Foundation.

Stork News

ABC account executive William M. Materne became a father for the third time when his wife presented him with a son, Russell Kirk, on Friday, Jan. 13. The baby was born in the New York Hospital.

CBS Skeds Bradley, Conant

James B. Conant, president of Harvard University, and Gen. Omar Bradley will be the featured speakers at the dinner of the National Citizens Commission for Public Schools, to be broadcast over CBS January 17 from 10:30 to 11 p.m. (EST), it has been announced. The dinner will be held in New York's Hotel Roosevelt.

Roy Larsen, president of Time and Life, Inc., will introduce the speakers.



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 50, NO. 12

NEW YORK, WEDNESDAY, JANUARY 18, 1950

TEN CENTS

## COMMISSIONER CRITICIZES INDUSTRY

### Liquor-Advtg. Law Not Needed, Says FCC

Washington Bureau of RADIO DAILY  
Washington—Taking care not to be interpreted as favoring the advertising of liquor on the air, NAB yesterday made known its opposition to the Langer bill in a letter to Chairman Edwin C. Johnson of the Senate Interstate Commerce Committee. NAB failed to appear during the three days of hearings last week on the bill, which would ban all advertising of alcoholic beverages in radio with interstate circulation. Radio, magazines and newspapers could be covered by such a limitation.

NAB general counsel, Don Petty, pointing out that NAB members  
(Continued on Page 6)

### Clame De Pierro President Of Media Men's Group

The Media Men's Association installed Anthony C. DePierro, media director of Geyer, Newell & Ganger, Inc., as president at their meeting, January 16, at the Zeta Psi Club, 31 West 39th street.

Other officers installed were: David Wasko of Donahue & Coe, Inc., first v-p; Murray Thomas of Dancer,  
(Continued on Page 2)

### Everett Grady Is Dead; Was R. & R. Exec. V-P.

Everett J. Grady, 52, executive vice-president of Ruthrauff & Ryan, died yesterday at Lenox Hill Hospital in New York.

Born in Worcester, Mass., Grady graduated from Holy Cross College, after which he came to New York, joining Ruthrauff & Ryan in 1920 as  
(Continued on Page 2)

### Listeners' Bill?

Congresswoman Rova Beck Bosone of Utah appeared on "Mutual Newsreel" May 4, 1949 to advocate national medical insurance. Monday, she appeared again, following her introduction in Congress of a medical plan bill which she said was entirely built around an outline that resulted from listeners mail pulled by her first appearance.

### Patent Pending

The NBC chimes — the ones which every station break go "bing-bong-bing"—yesterday received the distinction of being the first "purely audible" trade mark dealt with by the U. S. Patent Office. Legalistic terminology of the Patent Office described the chimes as "a sequence of musical chime-like notes which in the key of C sound, the notes G, E, C, the G being the one just below Middle C; the E the one just above Middle C, the C being Middle C, thereby to identify the applicant's broadcasting service."

### AM-TV Sets Demand Said To Be Heavy

Chicago—Forecasting a heavy demand for television receivers incorporating radio and phonograph facilities, as compared with TV-sets only, Joseph B. Elliott, vice-president in charge of RCA Victor Consumer Products, addressed a meeting of the National Appliance and Radio Dealers Association here yesterday afternoon.

In referring to television's association  
(Continued on Page 7)

### Second BMB Report Now Expected On Jan. 31

The second BMB study will be released about January 31, it was learned yesterday by RADIO DAILY. The survey which gives radio families, station and network information  
(Continued on Page 2)

## Radio's Role In Education Gaining Wide Recognition

Radio's role in education was highlighted yesterday when NBC announced that "Voices and Events," heard on Saturday afternoons from 2 until 2:30 p.m. (EST), was being used extensively in college and junior school classes for credit. NBC's four-program package, house entitled "College by Radio" is similarly, and widely, used.

The pattern of the use of radio in education has changed considerably

### FCC's Robert Jones Blames TV Leaders For Plight Of Color; Hints Anti-Trust Suit May Follow

### Muzak Seeking FM Regulations Review

Envisioning the use of supersonic signals and a special form of multiplexing in utilizing FM broadcasting for servicing Muzak clients, Harry E. Houghton, president of Muzak Corporation, announced yesterday the company would petition the FCC to permit the utilizing of frequencies allotted to FM broadcasting for supplying specialized programs to clients across the country. The petition will be filed by Paul A. Porter, former FCC chairman, and  
(Continued on Page 3)

### Henry Morgan Series Set For Five-A-Wk. On WNBC

Confirming rumors long active along Radio Row, WNBC, New York, yesterday announced that a new program series starring Henry Morgan (and several miscellaneous records),  
(Continued on Page 6)

### Editorializing Used By WLIB In N. Y. Area

Making use of the radio editorializing privileges permitted by the FCC with the relaxation of the Mayflower rule last June, WLIB, New York indie, is devoting eleven hours  
(Continued on Page 3)

"Concerted action" by the industry "to delay, if not to prevent, the establishment of color television might well lead to" anti-trust action by the Justice Department, FCC Commissioner Robert F. Jones said yesterday in an address before the American Marketing Association at the Hotel  
(Continued on Page 7)

### MBS Promotion Men Get Contest Awards

KVER, Albuquerque, has been judged the winner of the President's Cup for outstanding promotion of the Mutual network "Kids Block," it was announced yesterday by Robert A. Schmid, web vee-pee in charge of sales. He said that a total of 37 prizes were awarded by Mutual's advertising and promotion department, including 15 awards for the best overall promotion of  
(Continued on Page 6)

### Three More Stars Signed For MGM Recorded Series

Three new stars have been signed recently for the MGM Theater of the Air series heard on WMGM and more than 150 other stations. Robert Taylor will cut the show Undercurrent on January 20; Ralph Bellamy with Arlene Francis will do Design  
(Continued on Page 6)

### Special Program

Disc jockeys from New York stations will join with WJZ's Symphony Sid in presenting an all-night program Friday night in the interest of the March of Dimes. Program will originate in WJZ studios and will be heard from midnight Friday to 5:45 a.m. on Saturday. Platter spinners and visiting stars will make appeals for the March of Dimes drive.



Vol. 50, No. 12 Wed., Jan. 18, 1950 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. Mercereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; Chester B. Hahn, 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**

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6425 Hollywood Blvd. Phone: Gladstone 8436

**WASHINGTON BUREAU**

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

**CHICAGO BUREAU**

Herbert M. Kraus  
188 West Randolph St.  
Phone: ANdover 3-6050

**SOUTHWEST BUREAU**

Paul Girard, Manager  
Tower Petroleum Bldg.,  
Dallas, Texas  
Phone: Riverside 3518-8

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

**FINANCIAL**

(January 17)

**NEW YORK STOCK EXCHANGE**

	High	Low	Close	Net Chg.
ABC	9 1/8	8 1/2	8 3/4	+ 3/8
Admiral Corp.	23 3/8	23	23	.....
Am. Tel. & Tel.	147 3/4	147 3/8	147 5/8	+ 3/8
CBS A	31 3/4	30 3/8	31 1/2	+ 1 1/2
CBS B	31 3/4	30 1/4	31 1/2	+ 1 1/2
Philco	36 1/8	35 1/2	35 3/4	+ 1/4
RCA Common	13 7/8	13 5/8	13 5/8	- 1/8
Stewart-Warner	13 5/8	13 1/2	13 1/2	.....
Westinghouse	31 1/8	31	31 1/8	+ 3/8
Zenith Radio	34 1/4	33	33 3/8	+ 5/8

**NEW YORK CURB EXCHANGE**

Hazeltine Corp.	17	16 1/2	17	+ 3/4
Nat. Union Radio	3 3/8	3 1/8	3 3/8	+ 1/4

**OVER THE COUNTER**

	Bid	Asked
DuMont Lab.	15 3/4	16 3/4
Stromberg-Carlson	12 1/4	13 1/2

**Everett Grady Is Dead; Was R. & R. Exec. V.-P.**

(Continued from Page 1)

a cub copywriter. Five years later he was named copy chief and in 1942 was elected executive vice-president of the agency.

The deceased is survived by his wife, Mary C. Grady; a sister, Helen, and a brother Frank. Funeral arrangements will be made today.

**THIS IS KGW'S BANNER YEAR**

**KGW** KGW-FM

PORTLAND, OREGON

AFFILIATED WITH NBC

REPRESENTED NATIONALLY BY EDWARD PETRY CO., INC.

★ **COMING AND GOING** ★

JOSEPH H. REAM, executive vice-president of CBS, has returned from New Orleans, where he attended the meetings of District 4 and 5, Columbia Affiliates Advisory Board. With him on the trip, and back in town at the moment, are HERBERT V. AKERBERG, vice-president in charge of station relations; HUBBELL ROBINSON, JR., vice-president and director of network programs; JOHN KAROL, sales manager, and LOUIS HAUSMAN, director of advertising and promotion.

ALLAN HAID, managing director of WMMN, Fairmont, West Va., is in town for conferences with executives of The Katz Agency, also with Tom Harker, vice-president in charge of national sales for the Fort Industry Co.

ISADOR GOLBERG, president of Pilot Radio Corp., has left on a trip that will take him to the Midwest, California and Hawaii. He'll combine business and pleasure.

ROSEMARY De CAMP, who plays Judy Price in the "Dr. Christian" series over CBS, has left for Mexico, where she'll spend two weeks of offshore fishing.

BILL ELWELL, manager of operations at WCBS, has left on a two-week vacation. He'll divide his time between upstate New York and Connecticut.

ALAN L. TORBET, formerly commercial manager of KPOJ, Portland, Ore., has arrived in Oakland, Cal., to take over his new duties as general manager of KROW.

GENE AUTRY, who with his CBS program company now is on tour, today will appear in Oshkosh, Wis.

FRANK McCALL, director of television operations for the NBC newsroom, has returned from Washington, D. C., where he spent Sunday and yesterday on business in connection with the Armed Forces Hour.

JACK MAUER, sales manager of WHK, Cleveland, is in New York on business. He'll be here through Saturday.

EDGAR BERGEN and CHARLIE McCARTHY, Columbia network stars now at the Shamrock Hotel in Houston, Tex., will arrive in New York tomorrow morning. They'll broadcast from Gotham Jan. 22 and 29. Alex Templeton will be guest on the 22nd, Henry Fonda on the 29th.

HOWARD S. MEIGHAN, Columbia network vice-president and general executive, is returning to Hollywood following a month in New York on business.

MARGARET ETTINGER, publicist, is expected from Hollywood today for conferences at the New York offices of her organization.

JOHNNY O'CONNELL, account executive for Associated Program Service, left yesterday on an extensive business trip to upstate New York. He'll be away the rest of this month. Among the cities to be visited are Albany, Schenectady, Utica, Syracuse, Buffalo and Rochester.

NED BROOKS, domestic affairs editor for "Sunoco 3-Star Extra" on NBC from Washington, today will arrive in New York to cover the automobile show now being held at the Waldorf-Astoria Hotel.

**Name De Pierro President Of Media Men's Group**

(Continued from Page 1)

Fitzgerald & Sample, Inc., second v-p; David Hogmer of Duane Jones Co., secretary; Thomas Jennings of the Biow Company, Inc., treasurer; Harry Ledingham of Needham and Grohmann, Inc., sergeant-at-arms; and George Haller of the Biow Co. and William Schink of G. M. Basford Co., members of the exec committee.

**Name Tichenor Sales Mgr. Of WKBW In Buffalo**

Buffalo — Clinton H. Churchill, president and general manager of WKBW, announced the appointment of Dudley Tichenor to the staff of WKBW as sales manager. Tichenor's duties were previously performed by Roger M. Baker who was recently promoted to the position of "assistant to the president."

Tichenor has twenty years in the advertising and radio business. It was in 1930 that he was employed by the Oklahoma Publishing Co. and for 17 years served the newspapers and radio stations of that company. At station KVOB, Colorado Springs, he held the position of sales manager, later being promoted to station manager. Tichenor then joined KLZ in Denver as national sales manager.

**Wedding Bells**

Bernard Zeidman, sales service representative for the Mutual network, will be married to Dolores Fitz-Henry, it was announced yesterday. Nuptials will follow Miss Fitz-Henry's graduation from New York University in the spring.

**Second BMB Report Now Expected On Jan. 31**

(Continued from Page 1)

and other facts of broadcasting is being readied in time for the NAB board of directors meeting which will be held in Phoenix, Arizona, on February 8, 9 and 10.

The first BMB report was published in the spring of 1946 in cooperation with AAAA, ANA and NAB.

**McPhillips Gets New Post With WJR In Detroit**

Detroit—Arthur McPhillips, traffic manager, was named assistant general sales manager of WJR by Harry Wismer, general manager and assistant to the president.

McPhillips's new appointment will relieve him from details of the traffic department and will allow more time to concentrate directly on sales.

McPhillips has been with WJR 20 years during which time he has served as engineer, producer, continuity manager and traffic manager. He has been acting as sales manager of the station during the extended illness of sales director Arch Shawd. He will work under Shawd when the latter returns.

**Another Title For Benny**

Jack Benny, who last week was named "Mr. Thrifty of 1950," yesterday was designated as "America's King of Hearts for 1950" by the American Heart Association. Benny's portrayal of "The Walking Man" in the 1948 Heart Association's fund-raising campaign netted the association more than \$1,500,000 in contributions.



**Mother Love**

This cat not only takes care of her own kittens, but she's adopted a baby squirrel as well. She goes all out to see that the little ones get all the care and attention they need.

In Baltimore, there's a radio station that goes all out for its advertisers. It's W-I-T-H, the BIG independent with the BIG audience.

W-I-T-H regularly provides its advertisers with more home listeners-per-dollar than any other station in town. And, in addition, a survey made under the supervision of the Johns Hopkins University showed that of all radios playing in barber shops, 49.3% were tuned to W-I-T-H.

That means low-cost results. That means that small appropriations accomplish big results on W-I-T-H. Call in your Headley-Reed man and get the full W-I-T-H story today.

AM FM

**WITH**

**Baltimore 3, Maryland**

TOM TINSLEY, President  
Represented by Headley-Reed

# Muzak Seeking FM Regulations Review

(Continued from Page 1)

counsel for the Muzak Corporation. In seeking an FCC hearing on the matter Muzak will point out that "certain FM stations in scattered parts of the country are utilizing the supersonic signal in connection with broadcasts of so-called back-ground music and renting the necessary equipment to commercial establishments. Under existing regulations, Muzak claims, these stations are violating at least five specific rules, as well as the general policies of the FCC relating to FM station operations."

Pending the action by the Commission on the petition, Muzak and its associated petitioners will request that the Commission, by appropriate public announcement, advise all FM broadcast licensees that the service which some of them are now performing by the use of a supersonic signal and the sale of such service to multiple addressees directly or indirectly, either by the station itself or through agency relationships, is contrary to the Commission's regulations and policy until they are amended as requested.

It is also petitioning permission to use special multiplexing so that it can send out the number of separate programs necessary to take care of all types of business.

# ★ AGENCY NEWSCAST ★

CARL RIGROD of Donahue & Coe, has accepted chairmanship of the radio committee for the 1950 city-wide campaign to raise \$500,000 for the Wiltwyck School for Boys. Officers of the campaign are: general campaign chairman: Mrs. Desmond FitzGerald, executive chairman: Harry Brandt, treasurer: James M. Wolf, and honorary chairman; Mrs. Eleanor Roosevelt.

The Wiltwyck School for Boys in Esopus, N. Y. is a non-sectarian, interracial, non-punitive treatment institution for delinquent and neglected boys from 8 to 12 years of age, referred by the City's Courts and Welfare Department.

MARGARITE WALSH has joined Ruthrauff & Ryan, Inc. in the radio copy department.

ALLAN BLACK has been appointed director of tele and radio of Gayton, Inc. He was director of tele since 1947.

JEROME G. HAHN, previously an account executive with Alfred J. Silberstein-Bert Goldsmith, Inc., is now with Ben Sackheim, Inc. in a similar capacity.

GERMAINE GARNETT has been appointed advertising director of Black, Starr & Gorham, Inc.

LAWRENCE R. LEACH has joined Benton & Bowles as an account executive.

J. MARION LAW, JR. has become an account executive with Grant Advertising, Inc. He was formerly with Anderson, Davis & Platte, Inc.

MONROE MENDELSON has been appointed radio and tele director of Kaufman and Associates, Inc. of Chicago.

FRANK J. WALSH has joined Beaumont & Hohman, Inc. in Chicago.

C. GILBERT NORTON has been named media director of O. S. Tyson, Inc.

ROBERT S. KELLER, INC. has been appointed national sales promotion representative for WLAU, Laurel, Mississippi, according to an announcement by Jimmie Wilson and C. H. Leggett, co-owner of the 250-watt Mutual affiliate.

JOHN A. CASHMAN has been named a v-p and director of O'Brien & Dorrance, Inc.

DICK SHACK is the new head of the TV department of Elliot Nonas Agency. He was formerly with Maxwell Sackheim Advertising Agency.

# Editorializing Used By WLIB In N. Y. Area

(Continued from Page 1)

of programming during a three-day period this week in behalf of a National Federal Employment Practices Commission and civil rights.

During the three-day period, January 15 to 17, the station featured editorials written by the news staff and carried station break announcements throughout the entire day. In addition to editorials and announcements, personalities representing civic, social, cultural and political organizations participated in the programs.

The editorializing in part was as follows:

WLIB's management has today taken its stand with the Mayflower decision of 1620—the decision of the Pilgrims that they must ever remain free to speak for the fundamental causes of the people—the causes of democracy. Today WLIB joins the people of America in declaring that the demand of the people for a fuller democracy can be fulfilled only through the enactment of the President's civil rights program.

## Will Play Palace

Rosalie Allen, emcee of the WOV Prairie Stars program will begin a week's engagement at the Palace Theater on Thursday, January 19.

# any advertising agent or timebuyer who hasn't told his clients that

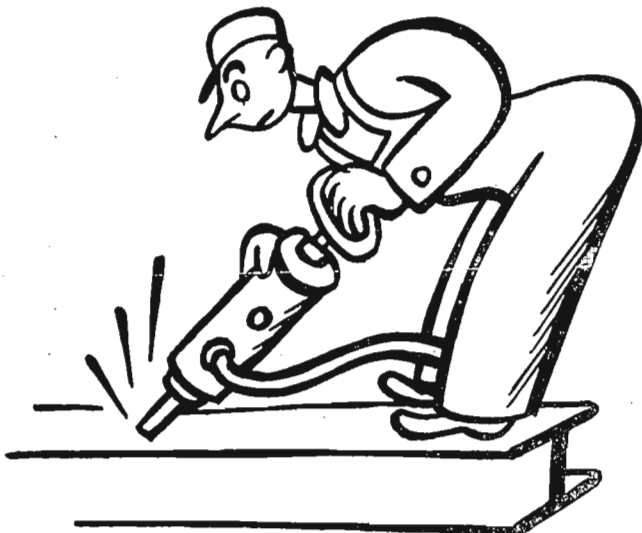
**the average WOR daytime carrier show delivers 11 listeners for 1c!**

**should be...well, let's say—reminded.**

Note: little wonder that WOR's shows are packed with the names of some of the shrewdest radio advertisers in America, local and national.

Ask us for further facts like these. They're here to help you sell more to people who sell and, in turn, help them sell more.

# WOR



**—heard by the most people where the most people are**

# CHICAGO

By HERB KRAUS

TELEVISION as an advertising medium will be discussed at a two-day meeting of railroad ad men, January 20 and 21 in the Sheraton Hotel. H. A. Carlson, and Roger O'Connor of the Illinois Bell Telephone company, will present an illustrated lecture on the rapid growth of the video industry. More than 90 ad men are expected to attend.

Hal Fisher, WBBM newswriter, hitched to Miss Mildred Phillips of Chicago, Saturday, January 7. . . . Ben Orloff, WBBM purchasing department head, vacationing in Miami Beach this month.

Bob Elson still drawing top-drawer names on his "On The Century" show, now heard over WBBM. Last week the roster included movie producer Raoul Walsh, Countess Freya von Moltke, Commander Donald MacMillan, Jerry Colonna, Jimmy Dunn, Elmer Layden, and Will Harridge.

Thousands of Burl Ives fans were disappointed Sunday when a sudden illness forced him to cancel his personal appearance in Orchestra Hall. The popular radio and recording artist is a favorite in Chicago.

Les Weinroot, who wrote "The College Inn Story" for the fabled nite club in the Hotel Sherman, is writing and producing "The Carolyn Gilbert Show" which premiered over WENR-TV and the ABC-TV network Sunday. Carolyn sings with the able abetting of Don Tennant, who introduces her songs with sketches and skits.

Hard working Bill Warrick, WJOB, Hammond, news director, is planning the agenda of the first Indiana Radio News Clinic, to be presented in Indianapolis Sunday, February 19. He is being aided by Fred Hinshaw, WLBC, Muncie, president; Harold Arthurs, WSCI, Columbus, first vice-president; Gordon Graham, WIBC, Indianapolis, second vice-president, and Allen Jeffries, WIRE, Indianapolis, treasurer.

Gilbert and Sullivan's hilarious satire on British parliamentary procedure, "Iolanthe," scheduled for "Chicago Theater of the Air," WGN, Saturday (21).



## Man About Manhattan. . . !

● ● ● UP AND DOWN THE STREET: Some of the smaller ad agencies doing a burn about indie station getting into the habit of pitching their packages direct to potential buyers. Stations apparently feel they've been getting the icy shoulder from the percentage houses. . . . Ezra Stone temporarily taking over as producer-director of the "Henry Aldrich" TV series. In the Spring, he'll do a B'way musical. . . . Murray Arnold, program director of WIP, Phila., will be one of the speakers at BMI's Program Directors' Clinic here Monday. . . . Add Nice Guys: DuMont's Chris Witting, easily one of the best-liked lads in television. . . . Aside to Hopalong Cassidy: What's cooking with CBS? . . . Doc Dunphy doing the Ike Williams-Johnny Bratton fite tomorrow nite from Chi via ABC. . . . Roscoe Karns scoring such a solid hit in the Stark-Layton package, "Rocky King, Inside Detective," that H'wood is starting with the contract-waving in his direction again. Roscoe, however, has a crush on TV and refuses to budge. . . . Herb Polesie flew down to Miami with his youngster, Bobby, for a fast five-day vacation between "20 Questions" sessions. . . . Kay Roberts, who manages Cathy Mastice, Jeff Clark and Bob Dixon, among others, moving into new offices at 420 Madison Ave. . . . Geo. Metcalf packing his portable, adjectives and mustache cup and leaving the press dep't at Camp Shows.

★ ★ ★ ★

● ● ● FILLER-DILLERS: Jack Gilford is buying a ranch-type house. He figured he might as well. His television set plays only cowboy pictures. . . . At Bill Bertolotti's, a political broadcaster who suffered-ptomaine poisoning was on the pan. "Prob'ly from eating his own words," snapped Roberta Quinlan. . . . Alfred Drake, who sails June 8th for Europe, sez you may not learn much listening to political speechmakers—but you'll know which way the WIND blows.

★ ★ ★ ★

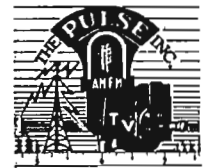
● ● ● THE MORNING MAIL: "Dear Sid," writes Walter Kaner. "Radio is known for the quickness with which it opens its heart for a worth cause. There exists today a heart-breaking situation which cries out for help. The Veterans Administration reveals that one third of the 52,000 mental patients in vet hospitals haven't been visited in a year or more. During our 'Tokyo Mose' broadcasts from Japan, I frequently used the power of a microphone to correct matters G.I.'s griped about. Here now is a pathetic situation which the Godfreys, the Walter Kiernans, the Geo. Putnams, the Galen Drakes, the Pat Barnes, the Martha Deans, disc jocks and others could help correct. Won't the many broadcasters who read your col'm pitch in and urge families to visit these hospitalized vets?"

★ ★ ★ ★

● ● ● Lou Straus, publicity master mind for the Gem Safety Razor Corp., has been publicizing for the past 10 years the ad slogan: "Avoid 5 O'Clock shadow, "with the result that today it's practically part of the language. But what we started out to report was that on shaveless Thursday last, Lou was interviewed by John Tillman on WPIX—and very patriotically showed up with a real "5 o'clock shadow."

★ ★ ★ ★

● ● ● SMALL TALK: TV is known to have aged directors and actors before their time, but in "Lights Out," Arnold Moss, playing the part of a mad 60-year-old scientist, turns the tables by making a transformation to a young man of 30 by asking the devil for eternal youth. A nice trick. . . . Bob Monroe's "High Adventure" resumes on NBC Jan. 29th with Shulton (Old Spice) sponsoring. Monroe will write, direct, produce and do the music—and if necessary, understudy..



## YOU DON'T NEED \$1,000,000 TO DO RADIO RESEARCH

In 10 markets the Pulse now performs continuing research on radio audience measurement. These markets include:

Boston  
New York  
Northern New Jersey  
Philadelphia  
Washington, D. C.  
Chicago  
Cincinnati  
St. Louis\*  
Los Angeles  
San Francisco\*

\*St. Louis and San Francisco are happily welcomed into this list with first reports available March 1.

These reports are reasonably priced. Yes, you don't need a million dollars to buy them.

On the third Wednesday of each month, this column will report research done by Pulse for its clients at a cost they could afford.

**THE PULSE INCORPORATED**  
110 FULTON STREET  
NEW YORK 7, N. Y.

Watch for this column on the third Wednesday in February—February 15

1906 1950  
*Henri*  
CONFISEUR  
**FRENCH RESTAURANT**  
**LUNCHEON from \$2.00**  
**DINNER from \$3.00**  
**COCKTAIL BAR**  
*Famous French Candies*  
**15 East 52nd St.**  
**AIR CONDITIONED**

# Radio's Role In Education Widening; Colleges Giving 'Credits' For Study

# Emerson Earnings Reach New High

(Continued from Page 1)  
definite trend by schools toward using actual broadcasts via recordings, into the classroom. The development of the tape recorder, as inexpensive and as simple as it is to operate, has brought on its practice of recording a program on the air when it is broadcast at times not coincidental with classes, for later hearing and discussion by student groups.

In addition to "Voices and Events," other programs which receive regular attention from students and teachers alike, are the "NBC Theater," "Town Meeting On The Air," "Trial," "Invitation To Learning" and "You Are There."

### Based On "Listenables"

The January 4, 1949, release by the National Council of English Teachers, entitled "Listenables," in addition to listing most of the shows listed above, also carried such a diversity of programs as "The Halls of Ivy" (NBC), "Dragnet" (NBC), "Family Theater" (MBS), "The Greatest Story Ever Told" (ABC), "Screen Guild Theater" (NBC), "Comedy Playhouse" (MBS), "Capitol Cloakroom" (CBS), "Meet The Boss" (MBS), "Let's Pretend" (CBS), "Symphonies For Youth" (MBS), "The Eternal Light" (NBC), "Theater Guild" (NBC), and a host of others totaling almost 40 in all with each of the four major webs being represented. In addition, "Listenables," which is prepared weekly during school semesters by Leon C. God, chairman of the English teacher's radio committee, reviews programs and occasionally raps these shows which, despite big build-ups, lay eggs production-wise. An example of this in the January 4 listings was the "Skippy Hollywood Theater" production of a play which featured the Abbey Players. This series of programs featuring the British actors, according to the release, had to date "been uniformly poor."

that the teachers reported 50 per cent listenership among the students in their classes even though the programs listed were only recommended and were "not sold" or required in any way.

In addition to the National Council of English Teacher's Radio Committee there have been formed in many local PTA groups and in national educational organizations, standing committees on Radio In Education. Examples of these national organizations are such groups as the Federal Radio Education Committee which is an adjunct of the Federal Security Agency, a governmental body; the National Advisory Committee of the Institute for Education by Radio, the National Advisory Committee on Radio, and the National Association of Educational Broadcasters. The latter is made up of radio stations which are owned and operated by colleges and municipalities which operate on a non-commercial basis.

### Some "Yearbooks" Published

Besides listing "acceptable" or recommended programs to group members and schools some of these organizations publish yearbooks marking the progress of the use of radio in education and serve in consultant capacities to networks, boards of education and governmental units.

As an example of the trend away from "highbrow" broadcasts and the use, for study, of programs originally aimed at the mass audience is the rise of "Voices and Events" to the status whereby it is actually used in classrooms, via tape-recordings.

"Voices and Events" is an NBC "news-of-the-week" type of program which was originally planned as a one-shot to review the happenings of 1948 at the year's end. It caught on and was developed into a weekly review of the news of the week.

Commenting on the change in approach of educational radio programming, Jane Wagner, NBC's director of education, says that army audio-visual teaching methods developed during the war have had their effect on radio in education, but she says the primary reason for the wider use of the broadcasting medium in schools can be directly traced to a better understanding on the part of educators of the proper use of the medium.

### Criticizes "Ivory Tower"

Too often, she says, radio educators, and educators in general, were operating on an ivory tower level with no appreciation of the potentialities of this mass audience medium.

She predicts that use of radio in teaching and in education will increase as more teachers trained in the proper application of audio-visual teaching methods enter the educational field.

Sterling Fisher, NBC's public af-

fairs director says that from the point of view of a network operation, the failure of the early in-class educational programs can be attributed to a diversity of factors.

He says that, except for tape recorded programs or recommended programs which coincide with class hours, in-school listening will continue to be affected by time zones, the different texts in use at different schools, personal opinions of teachers and principals and a variety of other factors. Proper application of directly broadcast educational programs, especially on the junior or high school level, can only be achieved by local stations which are familiar with local customs and habits, he says. Even on the college level, he continues, "home-study" courses are most effective when supplemented by local station programming.

### Stork News

Joseph O. Schertler, auditor of Westinghouse Radio Station KEX, Portland, Ore., is the father of a daughter, Susan Elizabeth, born Dec. 30 in Portland's Emanuel Hospital. Mrs. Schertler is the former Patricia McCluskey of Pittsburgh, Pa.

Emerson Radio and Phonograph Corporation has reported the highest net earnings after taxes in the history of the organization for the fiscal year ended October 31, 1949. The report released shows net earnings of \$3,035,652 or \$3.79 a share as compared with \$2,401,769 or \$3 per share for the fiscal year ending October 31, 1948, the previous all time high.

### Dividend \$1.30 Per Share

Net sales for the year amounted to more than \$40-million which is more than \$9-million higher than the preceding fiscal year. The company reported cash dividends totalling \$1,040,000 which equalled \$1.30 per share on the 800,000 shares outstanding.

Emerson said that a stock distribution of one additional share for each 10 shares held was made during December. Outstanding shares were thus increased to 879,805.

### Weather Reports

Temperature and weather reports for commuters is now being run on WINS approximately every five minutes from six to nine a.m. The service is provided during Art Scanlon's record show, the newscasts and Allen Brown's Corner as an aid to persons preparing to leave home.

# Arabian Nights

(NEW ENGLAND VERSION)

Once upon a time, in the caliphate of Boston, there dwelt a story-teller named Alton Hall Blackington. Each week, from the minaret of WBZ, his "Yankee Yarns" went forth to charm the faithful. Then, at the ceremony of Program Re-Shuffling, Blackington chanced to be dropped from the airwaves. The faithful, thousands strong, protested with a mighty roar, not to mention many letters and telephone calls. And so it came to pass that Blackington is back again with "Yankee Yarns," at 7:30 each Wednesday eve; and the faithful are pacified; all of which should Mecca lot of sense to wise advertisers who want to make much gold. For further information consult WBZ or Free & Peters.

# BOSTON 50,000 WATTS WBZ NBC AFFILIATE

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

## ATTENTION EXPERIENCED SALESMEN

Leading transcription library company has openings immediately for sales-minded men with well rounded station experience. Here's a real opportunity for men who like to sell and like to travel. Liberal salary and expenses paid.

Send full details of background, experience, present connection and photograph. Information will be held strictly confidential and interviews will be arranged at convenient time. Mail applications and full information to RADIO DAILY, Box 101, 1501 Broadway, N. Y. C.

## Liquor-Advtg. Law Not Needed, Says FCC

(Continued from Page 1)

have many different ideas on liquor and liquor advertising, said:

"Broadcasters are generally agreed, however, that the indiscriminate attempt made by this bill to prohibit all interstate advertising—including radio and television advertising—of alcoholic beverages is unsound and unfair. NAB wishes to go on record with this letter as opposing the pending legislation, but such opposition should not be construed as promoting or condoning the advertising of hard liquors or, for that matter, of any other spirituous product, the advertising of which would be detrimental to the public interest, or not in good taste, or not in accordance with the standards of practice of the NAB.

"It is needless to point out that the advertising of commodities is an important and necessary part of private enterprise in carrying on a lawful business regardless of the nature of that business.

"Where the sale of alcoholic beverages has been declared unlawful by a state or political subdivision thereof, ample power exists to regulate or prohibit the advertising of such products without recourse to the national Congress. Radio and television stations located in such areas, like other responsible elements of the business community, comply with the existing local laws with regard to the advertising of liquors. And, as the FCC itself stated, in a letter to you dated August 11, 1949, . . . 'adherence to the laws of a state in which a station is located, especially laws expressive of the public policy of the state or locality on subjects relative to health, safety, and morals, is an important aspect of operation in the public interest.'

"We would emphasize that there is already regulation in the broadcasting industry of advertising of alcoholic beverages. Industry self-regulation as set forth in the standards of practice and station and network codes have placed reasonable and appropriate limitations on the advertising of alcoholic beverages. In addition, the broadcast advertising of such beverages is subject to the provisions of the Federal Alcoholic Administration Act under which have been promulgated detailed regulations in connection with the labeling and advertising of such beverages. Further, all broadcast stations submit regularly their advertising continuity to the Federal Trade Commission which maintains a careful check."

### ARE YOU LOOKING

For someone that really knows TV? Producer-Director-Engineer desires Station or Agency connection. Resume—Write

Box No. 104, RADIO DAILY  
1501 Broadway, New York 18, N. Y.

## California Commentary

By ALLEN KUSHNER

● ● ● TV trade is still talking about the critical appraisal of television given by H. L. Hoffman, president of Hoffman Radio Corp., during a recent appearance before the Academy of TV Arts and Sciences. . . . Hoffman thinks the present quality of Hollywood kinescoped programming is poor and agrees with educational groups that too much crime and murder is reaching the TV homes. . . . he admonishes producers to ward off the criticism of PTA's and other organized groups by improving the quality of programs.

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● ● ● Discussing TV receivers, Hoffman, said that the quality of a picture depends on the set servicing of a manufacturer. . . . too often, Hoffman contends, the receiver is penalized by a poor antenna installation. . . . he characterized women as the largest group of potential TV set buyers and suggests that everything be done to please the housewife on matters of reception, programming and service.

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● ● ● "Vera Vague's Diary," a new half-hour situation comedy show starring Barbara Jo Allen in her familiar Vera Vague character, has been optioned by ABC. Program is designed for an early evening spot and plans are being made to launch it in mid-January as a sustainer if one of three interested prospective sponsors do not buy it before that time. . . . Following his date this week with the Detroit Civic Light Opera Ass'n in "The Chocolate Soldier" Allan Jones will fly to New York for television and radio guest appearances now being lined up by his manager Eddie Sherman. . . . Tex Ritter will cut a flock of new discs for Capitol. . . . Actor Elliott Lewis was signed recently to produce and direct "Pursuit," his second such assignment on regular CBS dramatic series in less than two months. His first, now heard nationally Saturday nights, was "Broadway Is My Beat." . . . The American Heart Assn. is pressing 1900 recordings of the Jo Stafford heart appeal program for distribution to radio stations throughout the country. Miss Stafford, who receives thousands of dollars for each radio appearance, bore all expenses for making the heart appeal. She is Hollywood campaign chairman of the 1950 Heart Drive, which starts Feb. 14. . . . Broadway comic Tom Ewell, who has just completed his topline role with Bing Crosby in "Mr. Music," is scheduled to return to the television airways as star of his own program shortly after first of the year. Ewell is set to impersonate the proprietor of a sporting goods store who knows nothing about sports on his weekly comedy stanza on WNBT-NY, and the NBC video web.

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● ● ● In addition to his five-times-weekly Oxydol stint on CBS, maestro Frank DeVol will make several radio-video guestings while in New York through the 27th. . . . DeVol will use Gotham Local 802 musicians for his 17-piece musiccrew while in the east.

### Three More Stars Signed For MGM Recorded Series

(Continued from Page 1)

for Scandal on January 22; and George Murphy will record Fast Company on February 3.

The programs are scheduled for release in March and are directed by Marx Loeb and produced by Raymond Katz. They are heard on WMGM each Friday from 7:30 to 8:30 p.m.

The programs currently being featured, include Celeste Holm in Slightly Dangerous and Madeleine Carroll in Riptide.

### Henry Morgan Series Set For Five-A-Wk. On WNBC

(Continued from Page 1)

and entitled "Here's Morgan," will bow over the network flag-station Monday, January 30 in the 6:15-6:30 p.m. time slot. Harvey J. Gannon, who made the announcement, said that Morgan would appear in several of his well known characterizations on the new program, including Dr. Hendrich von Morgan, reporter "Google" Morgan and Morganovitch, the musical commentator. No sponsor has as yet been signed.

## MBS Promotion Men Get Contest Award

(Continued from Page 1)

the "Kids Block," and 22 prizes for outstanding jobs in specific promotion categories.

William T. Kemp, KVER general manager, accepted the award for his station from Mutual's president Frank White.

The top 15 awards were distributed in the three station classification—stations in cities of 100,000 and over population; stations in cities between 25,000 and 100,000 population; and stations in cities under 25,000 population.

The winner in each classification for the overall "best" receives a Crosley "Hot Shot" automobile, valued at \$1,000, and second, third, fourth and fifth prizes in each classification are: table-model television sets, Keystone movie camera and projector combinations; popularoid cameras; and Remington noisless portable typewriters.

These winners are: Classification No. 1—William Schweitzer, WEBB, Buffalo; Ron Tuten, WJHP, Jacksonville, Florida; Joe Baker, KIBO, Omaha, Neb.; Vivian Blanke, KFEL, Denver, Colorado.

Classification II—William Kemp, KVER; W. Porsow, WHBY, Appleton, Wis.; C. Lowell Smith, KFXI, San Bernardino, Calif.; Lynn Fairbanks, KFIZ, Fond du Lac, Wis.

Classification III—Ed Bree, KFVD, Fort Dodge, Iowa; Dan Crogan, KCOK, Tulare, Calif.; Bill Wick, KDLR, Devil's Lake, N. D.; Louis C. Wrathner, WENK, Union City, Tenn.; Bob Bingham, WONV, Elizabeth City, N. C.

The twenty-two stations and their winners who won prizes for their outstanding jobs in the specific promotion categories (air promotion, publicity, point-of-sale promotion, promotion to youth organizations, etc.) are:

Harry Hoessly, WHKC, Columbus, Ohio; Wm. Sprague, WHK, Cleveland, Ohio; Kermit Edney, WHK, Hendersonville, N. C.; Bill Monroe, KENT, Shreveport, La.; Gen. Hoenes, KHMO, Hannibal, Mo.; B. Instad, KVOC, Valley City, N. D.; Betty Crocker, KRNR, Roseburg, Ore.; Wayne Phelps, KHUZ, Borger, Texas; Geo. H. Wilson, WST, Stuebenville, Ohio; Wm. Carlisle, WRBC, Jackson, Miss.; Dick Bolender, WBRK, Pittsfield, Mass.

Also, Earl Corbett, WCPO, Cincinnati; Ken Gordon, KDTH, Dubuque; Don Getz, WGN, Chicago; Don O'Neil, WHKK, Akron; Fred Ide, KGB, San Diego; Mack Neberry, KPAC, Port Arthur, Texas; Clar. Waggoner, WMAK, Nashville; Jack Swenson, WLOL, Minneapolis; Helen Penny, WRCX, Duluth; Lynn Kelly, KTRI, Sioux City; Chas. Curtin, WNAC, Boston.

### Stork News

Mr. and Mrs. Don Stevens are the parents of their first child, Marilee Donna, 7 pounds, 13 ounces, born Jan. 5. Father is announcer at WWSL, Atlanta, Ga.

# TELEVISION DAILY

Continuation of RADIO DAILY, Wednesday, January 18, 1950 — TELEVISION DAILY is fully protected by register and copyright

## JONES HINTS TRUST SUIT ON COLOR

### TELE TOPICS

**P** SOME EXTENT the current furor over crime shows was kicked off by a complaint filed with the FCC by the Southern California Association for Better Radio and Television. We are grateful to the TV for the following quotes from a file by Terry Vernon in the Long Beach (Calif.) Independent which we think offers a new perspective to the SCABRT charges: "This association has stated that a survey of night time programs there revealed 91 murders, seven stage holdups, five kidnappings, 10 thefts, four burglaries, two cases of arson, two suicides and one lone blackmail. Just for the fun of it we took our own survey and discovered that the programs on television today are mostly variety shows featuring talent. For instance, there are only 13 regular variety programs per week on the airways at present. Most of these are seen at a 10 o'clock hour, presumably after the sweeter children have retired for the night. There are 56 shows featuring music for entertainment of a variety nature. In addition, there are 28 sports shows, 21 children's shows, 22 devoted to homes and homelife plus many others.

**OUR SURVEY** also showed," Vernon continued, "that during every peak time when there was a mystery or crime drama on one station . . . there was plenty of variety and good clean sport on one hour or six other stations. At no time during a single week did we find duplication of crime drama, or movies, on all stations. Thus, a flick of the channel selector and a new and different program. If television had a single station, only, then clean-up would be needed, but right now the new medium is doing its level best to draw and gain respect, and station managers want the audience to approve the program. We feel that it is unfair for an organization to condemn television to the FCC in Washington, when it could have urged the stations and foregone cheap publicity and offered heartfelt cooperation."

**CBS IS READING PLANS** for a departure from its policy of AM-TV intention to set up a separate programming effort for WCBS-TV. Move is said to be a forerunner of increased daytime activity at the station. . . . NBC sales staffers are wrangling over the fact that the web is laid out at night except for Saturday and 8-9 Thursday slot. Two bankrollers said to have options on the latter period. . . . In an attempt to hypo the ailing "Burrows Almanac," which was widely panned in the press, CBS has signed Irving Mansfield to take over producer from Burrows and director from Dinehart. Dr. Mansfield's initial effort will be aired tonite.

### FCC Commissioner Says Justice Dept. Action Could Come Out Of Current Hearings; Scores Industry Efforts In AM, FM And TV Fields

(Continued from Page 1)

Commodore. Jones told reporters after his speech that such action could conceivably come out of the hearings on color and UHF now in recess until February. He emphasized however that he was not predicting anti-trust action but merely stating the possibility of it. He added that the matter could be brought to the attention of the Justice Department by the full Commission but said that he doesn't know how the other six members of the FCC feel about the matter.

Throughout his 12-page, single-spaced text, the Ohio Republican attacked the industry for failure to serve the public interest—in AM, FM and TV. . . . "and I don't distinguish between sponsors, radio equipment manufacturers, licensees or networks when I refer to the radio industry," he said.

Addressing the assembled researchers and marketing experts Jones said: "You want to reach the masses of men by radio to do a merchandising job; the Commission wants to vouchsafe to men everywhere radio signals that will be satisfactory and reliable for their education, enjoyment and culture. I do not want to cast any aspersions on you because you serve your clients the way you do; nor do I want to put a halo around the Commission because we must serve a different purpose."

Jones scored the industry for development of clear-channel AM stations at the expense of service to small cities, towns and rural areas:

the current plight of FM ("this new and superior radio service continues to be just a rainbow in the sky"), and TV allocations.

Speaking of FM, he said, "Some of the government executives who were preaching the amazing promise of this new art changed hats and became radio executives and practitioners of law and engineering. The Commission FM evangelists of yesterday, as today's leaders have lost their zeal to bring to the people this utopia of broadcasting and listening potential."

Before the present TV allocations were made, Jones said, the FCC stated that VHF could not serve the entire country and that UHF would have to be used, "but the major part of the industry not only opposed but did little or nothing to make television available in the UHF channels." He scored the industry generally (excepting RCA, CBS and CTI) for a lack of interest in color also.

"When private enterprise seeks out the most profitable market for the installation of clear channels and regionals in highly congested areas, I find no fault with such action," he said. ". . . But when private industry attempts to use government processes to accomplish the same thing in television, or when I think it attempts to use the Commission to eliminate the natural forces of competition between established black and white and infant color, there I draw the line."

### Second N. Y. Movie Chain Signs To Tie-In With TV Talent Seg

A second New York movie theater chain has signed to participate in a TV program series. 120 Skouras or Century houses will cooperate in a talent hunt to be aired weekly over WOR-TV, Wednesdays, 8-9 p.m., beginning Feb. 1.

It was previously announced that RKO theaters would cooperate in a similar promotion for a new show starring Harry Hershfield on WNBT. This stanza gets under way in mid-February for Vim stores and RCA Victor.

The WOR-TV stanza, titled "Talent Parade," has not yet landed a sponsor. It will feature twelve acts

culled from weekly elimination shows held on the stages of a like number of theaters in the metropolitan area. The top performer of the 13-week cycle will receive a trip to Hollywood from Max Factor and a screen test by 20th Century-Fox.

The New York Journal American is also tied in on the promotion and cross plugs will be delivered by all participating parties.

Tiny Ruffner will emcee "Talent Parade," which is a Gainsborough Associates production. Nick Matsoukas and Mike Jablons will produce and Nat Rudich will stage and direct the show.

### AM-TV Sets Demand Said To Be Heavy

(Continued from Page 1)

ated industry, radio, Elliott said: "Radio was buried too soon by too many television enthusiasts. Last year it kicked the lid off its coffin and showed that there was plenty of life in the old service yet." He predicted that "quite a few million units a year" would be sold for many, many years to come.

Elliott forecasts the largest volume of sales they have made to date in combination consoles during the current year.

Other marked trends now in evidence, he reported, indicate increased popularity of larger screen sizes, much greater emphasis on cabinet styling, attainment of relatively stable price levels in each quality bracket, and increased overall demand and production. The principal lines of technical advance cited by Mr. Elliott are in the direction of improved sound and reduced interference with image reception.

A telling factor in the expanding market for TV-radio-phono combination instruments, he said, is RCA Victor's recent introduction of consoles incorporating phonograph facilities for all three record speeds, with a separate 45-rpm turntable incorporating all of the original engineering advantages of the "45" system.

Largely responsible for the trends toward larger screens and more compact and graceful styling, he asserted, is the new short-necked metal-coned 16-inch picture tube developed by RCA, the design of which permits production economies and reduces both the cost and the living-space requirements of this year's big-screen sets.

### CBS In Pitch For Auto Biz, Spadea Handles TV Sales

Joseph R. Spadea, manager of the Detroit office of the CBS network sales department, will assume direction of TV as well as AM web sales in the Detroit area, it was announced yesterday by J. L. Van Volkenburg, vicepres.

Van Volkenburg said Spadea's expanded assignment was due to the increasing need for an on-the-spot tele representative in the Motor City.

Spadea joined CBS in February, 1945, as an account executive in Detroit following 26 months of service in the Army Air Corps.

# ★ ★ ★ COAST - TO - COAST ★ ★ ★

## WVOM Changes Rates

Boston, Mass.—WVOM, New England's only 24-hour station, has revised its rates. Going into effect February 1, 1950, from 7:00 a.m. until midnight daily and Sunday as Class A time; and from midnight until 7:00 a.m. as Class B time. This is in line with the thinking of many independent stations on the subject of day time and night time. WVOM, an independent station, recently made a survey with the cooperation of Cott Quality Beverages in which the effectiveness of the station spot announcements were studied and found to be equally effective day and night.

## Ackerson Returns To KWK

St. Louis, Mo.—Charlie Ackerson ballad singer and impromptu philosopher, has rejoined the KWK staff to take over the 6 to 7 a.m. program period which is now known as the "Charlie Ackerson Show." Charlie was the baritone singer on his show some 18 months ago, when he broadcast daily during the 12:30 to 12:45 p.m. period on KWK. He was also the master of ceremonies for the Ozark Valley Show which was originated by KWK for the entire Mutual Broadcasting System.

## Polio Campaign On WICH

Norwich, Conn.—This year WICH is going all out for the polio campaign. It started January 15th, station is remaining on the air continuously until the station raises \$5,000. That may take two days or perhaps the entire 15 days of the campaign. Each listener desiring a request number will be asked to send in one dollar toward the campaign to the station. Telephone pledges will be accepted on various programs, especially the period from 12:00 midnight to 6:00 a.m.

## Four Personnel Changes Announced By MBS Web

Mutual yesterday made several personnel changes brought on by the recent departure from the web of Joan Macgowan, who had been assistant director of religious programs.

William H. Fineshriber, vice-president in charge of programs, announced that Marion Lennox, who joined the department 4½ years ago, would become assistant director of continuity acceptance. Isabel Biasini, who has been with Mutual since March, 1948, becomes assistant director of religious programs, and Betty Levitt, formerly of Coronet magazine, joins continuity acceptance. Dorothy Kimble continues as director of continuity acceptance and religious and educational broadcasts.

All appointments are effective at once.

## WHIT Follows Team

New Bern, N. C.—WHIT followed their local midwest football squad all the way to Miami to broadcast the New Bern-Miami Midget game on January 6th. The broadcast originated in Miami's famed Orange Bowl and was piped over special lines to here, a distance of nearly 1,000 miles. WKAT, Miami, lent a big helping hand by furnishing a sports-caster, announcer and remote engineer to originate the game for its sister Mutual station.

## WCCC Wins Third

Hartford, Conn.—WCCC has captured third place in the country in the National Retail Dry Goods Association contest for the best commercial children's program. The Kiddie Corner program is sponsored by Sage-Allen and Company, local department store. The Kiddie Corner is conducted by Ivor Hugh. This is the second time WCCC has received honors for this program. Last year, the NRDGA gave the Kiddie Corner honorable mention.

## Starts Polio Fund Drive

Newark, N. J.—The local March of Dimes campaign was opened with an hour-long variety radio show broadcast from WNJR, at 3:00 p.m. Sunday. The broadcast, which was arranged by the Essex County Chapter of the March of Dimes, featured performances by the Korn Kobblers, Sarah Vaughn, Sasso Sisters, Bill Sayres and his Orchestra, Harry Shafran and Lazy Bill Huggins. Singing Sgt. Charles Conroy was the emcee.

## WPRT Author Guest

Albany, N. Y.—Pulitzer Prize winner Margaret Widdemer was guest of Beth Lee on Miss Lee's "Woman's Page of the Air" program on WPRT last Friday, January 6th. Margaret, who was awarded the Pulitzer Prize for her poem, "Factories," discussed her new novel, "Red Cloak Flying," which is based on the history of this area.

## KEX Joint Forum

Portland, Ore.—"Politics 1950," a joint political forum with local Republicans and Democrats discussing their relative viewpoints on current State issues, began broadcasting on KEX, January 10th at 8:30 p.m. Bob Thomas, KEX news editor, is acting as moderator for the eight-week series.

## Morgan At FM Post

Omaha, Neb.—Ed Morgan is the new transit sales manager of KBON-FM Transit Radio. Morgan will be the local sales representative for this new Inland Broadcasting venture. This will be in addition to his regular duties as KBON-AM sports director. Morgan was account executive and sports director of KBON-AM until his recent promotion.

## Frazier Joins WINX

Washington, D. C.—Louis Frazier, singer at the Dunbar Hotel here, has joined the circle of WINX personalities. His new show is called "Frazier's Frolics," and is aired 11:45 p.m. to 12 midnight, Monday, Wednesday, and Friday.

## WHDH Signs Bank

Boston, Mass.—WHDH has signed a long-term contract with the First National Bank here for the station's "Andre Kostelanetz Program," aired Sundays at 1:00 p.m. The program has been purchased to promote "The First Plan," an exclusive automobile financing service of the First National Bank. The Bank will also pick up the tab on WHDH's "Baseball Scoreboard" program, heard late afternoons, Monday through Saturday, during the 24-week baseball season.

## Bob Miller Named Director

Worthington, O.—Bob Miller, farm service director of WRFD, has been named program director of the station. Miller has made a host of friends on his agricultural interviews and will continue these programs.

## Marks 500th Broadcast

Worcester, Mass.—WTAG and WTAG-FM's Sunday morning "Nature in New England" program made its 500th consecutive broadcast on Sunday, January 8. The program has been running ten years exclusively on WTAG.

## Joins WCOP Staff

Boston, Mass.—George Gray has joined the sales staff of WCOP. He comes to WCOP from WBMS, also located here. Gray was previously associated with WEIM, Fitchburg; WHEB, Portsmouth, N. H., and WHOB, Gardner, Mass.

## Appointed Sales Rep

Danville, Va.—Emerson J. Pryor, general manager of WDVA, has announced the appointment of Stover J. Morris, Jr. as sales representative on the station's staff. Morris was associated with P. Lorillard Tobacco Company, the Southern Dairies division of Sealtest, and in the grocery business, prior to joining WDVA.

## WHIO Appointment

Dayton, O.—Robert Moody, general manager of WHIO, announces the appointment of Helen Drennen as director of all promotion and publicity for both AM and TV.

## Morgan Rejoins WHOK

Lancaster, O.—Bill Morgan has rejoined the staff of WHOK as a salesman and announcer. He was with WHOK until last February when he went to WWSO, Springfield, Ohio.

## Airing "Golden Gloves"

Washington, D. C.—WWDC AM and FM will broadcast the quarter-finals, semi-finals of the current Golden Gloves fistic tournament from Turner's Arena, according to an announcement by Ben Strouse, vice president and general manager of the station. Ray Morgan, sports director of WWDC, will handle the blow-by-blow descriptions of the amateur bouts with the aid of Bob Addie and Dick O'Brien, local sports reporters.

## KXOK Signs Newman

St. Louis, Mo.—Doug Newman, former Marine, has joined the announcing staff of KXOK. Newman started in radio in early 1948 at KFUE here, and moved to WEW later the same year. While at KFUE he handled news broadcasts and a program titled "Reflections at Eventide."

## New Shows Scheduled

Columbus, Ind.—New programs added to the schedule of WCSI-FM are, "The Kentucky Ridge Runners," western swing band from Tennessee, and aired every morning, Monday through Saturday from 6:30-7:00 a.m. and Marilyn Smith's show, "Especially For You," will be increased in time from fifteen to thirty minutes, 9:30-10:00 a.m.

## Fire Prevention Campaign Gets Tobacco Co. Aid

Vincent Riggio, president of the American Tobacco Company, has promised the Advertising Council renewed radio support of the public service campaign to prevent forest fires, it was announced yesterday. Previously, the tobacco company has broadcast on its regular network programs pleas to the public to use care in preventing forest fires.

The 1949 forest fire campaign received a great boost when Riggio's company gave the project impressive radio support, according to Advertising Council spokesmen. During 1949, messages were broadcast on the Jack Benny, "Your Hit Parade," "The Big Story" and Joan Davis programs.

Lyle Watts, chief of the U.S. Forest Service, said last year that the public service advertising campaign was primarily responsible for keeping the number of forest fires down.

The messages on the Jack Benny show and the other American Tobacco radio programs reminded listeners that: "Every year fires that start by carelessness lay waste to approximately 30,000,000 acres of timberland! Help prevent this shocking destruction of our forests. Be careful with matches and when you smoke never discard a match or cigarette without putting it out!" The copy was prepared by BBD&O.



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 50, NO. 13

NEW YORK, THURSDAY, JANUARY 19, 1950

TEN CENTS

## LUCKMAN RESIGNS LEVER PRESIDENCY

### Comm. May Rule On Future Of FM Music

Washington Bureau of RADIO DAILY  
Washington—The efforts of Muzak, Inc., to get the FCC to hold a hearing on the use of super-sonic signals in FM broadcasting may result in the Commission staging an open hearing on all uses of FM broadcasting as it relates to transit radio and the non-commercial service now being offered by private broadcasters in some cities.

Muzak, who offers a leased music service with telephone lines, now seeks FCC authorization for installation.  
(Continued on Page 4)

### Mutual's Election Cover In Britain Starts Feb. 20

The dissolution of the British Parliament on Friday, Feb. 3, will bringboard Mutual's expanded coverage of the forthcoming British general elections, it was announced yesterday.

MBS commentators Cedric Foster and foreign correspondent Bill Bringer will cover the elections for the network, with Foster originating his regular week-day commentary from London starting February 20.  
(Continued on Page 4)

### Big Joe' Joining WHOM With 'Happiness' Program

Big Joe Rosenfield, formerly all-night disc jockey with WOR, has signed with WHOM to do a nightly midnight to 6 a.m. program starting Monday. He will use the same name, Happiness Exchange, for his WHOM program as on WOR.

Rosenfield will also preview his program nightly, except Wednesday.  
(Continued on Page 2)

### Birthday Party

Edgar Bergen's problem child, Charlie McCarthy, is having a combination birthday party and family reunion in New York, Saturday, January 21, and he has invited every real-life Charlie McCarthy in the metropolitan area to be his guest. A couple of hundred youngsters between the ages of six and 14, all namesakes of the host will attend.

### TV Traveler

WKY-TV in Oklahoma City lays claim to fans with a taste for television and travel. Recently a furniture and appliance store was burglarized. The thieves' loot was 7 television sets and 24 pieces of luggage.

### Virginia Stations Report Radio Thefts

WWOD, Lynchburgh, Va., yesterday reported the theft of more than \$5,000 worth of engineering equipment from its transmitter station the night before last. WROV, Roanoke, Va., had previously reported a similar theft of the same type of equipment.

Jay Seibel, program manager at WWOD, said that local police had several leads as to the identity of the thieves and expected to soon make an arrest. He said that WWOD had notified all Virginia stations of the theft with a list of equipment which had been stolen.

Seibel reported that the thieves  
(Continued on Page 5)

### Re-sign Margaret Truman For Carnegie Hall Show

Margaret Truman, whose first "Carnegie Hall" solo appearance on Dec. 20 raised the show's rating perceptibly, has been signed for a return engagement on the program February 7, it was announced yesterday. "Carnegie Hall," heard in the 8 to 8:30 p.m. (EST) time slot on Tuesday evenings, is sponsored by  
(Continued on Page 2)

## House Committee Will Probe AM-TV Legislative Problems

Washington Bureau of RADIO DAILY  
Washington—A wide-open hearing on industry legislative problems and the future of television is in prospect before the radio sub-committee of the House Committee on Interstate and Foreign Commerce, Chairman George Sadowski said yesterday. The Michigan Democrat is preparing his own comprehensive bill, which he may eventually offer as a substitute for the Senate-

### Disagrees With British Associates On Operations Of American Company; Three-Man Board Is Named

### Seven New Sponsors Added To WOR List

Seven new program sponsorships have been signed by WOR during the month of January while three other time buyers have renewed their contracts. The new sponsors include the Dolcin Corporation, Wise Potato Chip Company, Radio Offer Company, Philadelphia and Reading Coal & Iron Company, Doyle Packing Company, Doubleday & Company and William H. Wise & Company.

Dolcin will air the Wednesday  
(Continued on Page 5)

### Boston Stations Report Million-Dollar Robbery

Boston—When Brinks, Inc., Armored-car service suffered the loss of \$1,500,000 in the Tuesday night holdup—the largest robbery of cash in history—the city's stations moved  
(Continued on Page 5)

### New NBC Mystery Show Will Feature Glenn Ford

Glenn Ford will star in a new NBC mystery drama series in the 7 to 7:30 p.m. (EST) time slot starting Sunday, January 22, it was announced  
(Continued on Page 5)

The resignation of Charles Luckman as president of Lever Brothers Company was announced at 5 p. m. yesterday by Sir Geoffrey Heyworth, chairman of Lever Brothers & Unilever Ltd., and Paul Rykens, chairman of Lever Brothers & Unilever, N. V., who are in New York on a  
(Continued on Page 3)

### '50 Heart Fund Drive Plans Are Announced

Support of the nation's drug stores, and twenty national civic, veterans, farm and fraternal organizations in the promotion of the 1950 Heart Campaign which opens February 1, was announced yesterday by Sylvester L. Weaver, Jr., vice-president in charge of TV for NBC. Weaver is chairman of the campaign advisory committee.

The American Pharmaceutical Association  
(Continued on Page 4)

### AFA Gives Approval To Foreign Adv. Group

The membership of the Advertising Foundation of America in the newly formed International Union of Advertising has been approved by the AFA's executive committee, it was announced yesterday. AFA's  
(Continued on Page 2)

### Cribbing OK'd

The Bushels of Fun show on WINS has reversed the idea of "no coaching from the audience" in its quiz program. Contestants are allowed to choose a coach from the audience and in the event the contestant cannot answer a question, the coach is allowed to give charades or pantomimes to help his partner at the microphone.



Vol. 50, No. 13 Thur., Jan. 19, 1950 10 Cts.

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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. Mercereau, 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.

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SOUTHWEST BUREAU

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Dallas, Texas

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

FINANCIAL

(January 18)

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, 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.

New WOR Program

The "Kate Smith Hour" will debut on WOR, New York, tomorrow from 8 to 8:55 p.m. Program will feature Kate Smith and Ted Collins who by means of recordings will recreate great moments from films, comedy and music.



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.

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AFA Gives Approval To Foreign Adv. Group

(Continued from Page 1)

membership brings IUA's roster to fourteen member nations.

The organizing member countries, which have held formational meetings of the Preparatory Committee over a period of two years in Paris, Brussels and Zurich, include Britain, France, Belgium, Holland, Italy, Denmark, Norway, Sweden, Finland, Switzerland, Mexico, Brazil, Uruguay and the United States. Additionally, the founding members have extended membership invitations to all countries having national advertising associations which cover all phases of advertising.

Officers Elected

Paul Althus, president of the Swedish Advertising Association, has been elected first president of the international ad group, and Paul Bastide of France has been selected as general secretary.

Closer contacts, exchange of information, and joint efforts to promote the interests of advertising are the purpose behind the group's organization. The Pan-American Union of Advertising will affiliate.

Radio Luxembourg Signs Stafford Weekly Series

The institution of the American disc jockey is being carried to Europe by Jo Stafford, America's very versatile singing star. Radio Luxembourg, Europe's only commercial and one of its most powerful radio stations, has arranged with Miss Stafford to present a half-hour show each Wednesday from 10:30-11:00 p.m., Greenwich mean time, titled the Jo Stafford Show. The program will feature the eight most popular tunes of Europe and America each week. Miss Stafford revealed that the program has been in the process of formation for several months.

Miss Stafford will select the eight tunes to be played each week by studying popularity polls and record sales in London and America. Then, in Hollywood, she will record the opening and closing portions of the show, introductions for each song and also will give "Hollywood Headlines." The master discs will then be shipped, each week, air express to Luxembourg. The show will be beamed to London, the Netherlands, Paris, Rome, Berlin, the Scandinavian countries and Switzerland.

Fred Heider will write and produce the Jo Stafford Show for Radio Luxembourg.

Moylan Transferred

Neal L. Moylan, who has been production manager of the New York State Radio Bureau, Department of Commerce, for two and one half years, has transferred to the New York State Department of Health as director of production in the Office of Public Health Education. In his new post, he will supervise production of radio, motion pictures, publications and exhibits.

Re-sign Margaret Truman For Carnegie Hall Show

(Continued from Page 1)

the American Oil Company through Banner & Greif.

Reason for the return engagement as given out by the agency was "public acceptance of her (Miss Truman's) initial effort and subsequent demands to hear more of her singing..."

Vocal details of the young singer's second appearance have yet to be worked out. Her "Carnegie Hall" debut was broadcast from the stage of Carnegie Hall. This time she will air from ABC's theater studio at the former Vanderbilt Theater, the program's regular point of origination.

Miss Truman is currently on tour in a series of personal concert appearances.

'Big Joe' Joining WHOM With 'Happiness' Program

(Continued from Page 1)

over WMCA from 11:03 to midnight, sponsored by Dynamic Radio and Television Stores for that company's video sets. Big Joe says he left WOR at his own request because of a disagreement over what type of commercials should be carried. The dee-jay also reports that two TV stations are dickering for his Happiness Exchange program.

COMING and GOING

KEN SPARNON, field representative in the station relations department of BMI, who has been in Nashville and Louisville during the past two weeks, will spend next week in Lexington, Ky.

EDDIE CANTOR, emcee on NBC's "Take or Leave It," will arrive in New York on the 25th of this month following two lectures at the University of Maine. He'll give other lectures while in the East.

WATTERS MILBOURNE, general manager WCAO, Columbia network affiliate in Baltimore, Md., is in town for conferences at the offices of the web.

DAVID CARPENTER, general manager WCON, Atlanta, Ga., was welcomed yesterday at the New York headquarters of the station national representatives.

OTTO BRANDT, national director of station relations at ABC, today will leave on a business trip to Nashville, Tenn. He'll be back Monday.

EDYTHE J. MESERAND, assistant to the director of news and special features at WOR, tomorrow will leave for a vacation in Bermuda.

BENEDICT GIMBEL, JR., president and general manager of WIP, Philadelphia, was in Washington yesterday attending the color-TV demonstrations.

CLYDE REMBERT, general manager KRLL, outlet of CBS in Dallas, is in New York on business.

PAUL E. LEAKE, chief engineer of KCRW, Sacramento, has arrived in Oakland, Cal., to take over his new duties as technical head of KROW.

Load-pullers



There's one station in Baltimore that works like an ox for you. That's W-I-T-H, the BIG independent that covers America's sixth largest city like a tent.

W-I-T-H is the buy for advertisers that want to produce BIG results for LITTLE money. The reason is that W-I-T-H delivers more listeners-per-dollar than any station in town.

W-I-T-H covers 92.3% of all the radio homes in the Baltimore trading area. So if you're looking for low-cost results call in your Headley-Reed man and get the W-I-T-H story.



W-I-T-H

BALTIMORE, MARYLAND

Tom Tinsley, President - Represented by Headley-Reed

# Luckman Quits Lever Bros.; Disagreed With Associates

(Continued from Page 1)

periodic visit. In a formal statement the English officers of the company said "the boards of the parent companies accept with regret the resignation of Mr. Charles Luckman from the presidency of Lever Brothers company, arising from a disagreement as to the future policy of the American company that we were unable to resolve."

Luckman's resignation came with dramatic suddenness late yesterday. The word passed quickly around the radio and TV networks and in agent and merchandising circles. Rumors were that the Lever Brothers president and his British associates were at odds on operating policies of the reorganized American company. It was said that Luckman declined to accept their recommendations for a three-man board operations arrangement which would place limitations on his authority as president.

### Rumor Is Confirmed

The rumor of operations differences was confirmed in the statement issued by the British executives. It read as follows:

"No arrangements have been made for the filling of Mr. Luckman's position. For an interim period the executive responsibility will be placed in the hands of three directors of Unilever, Messrs. Arthur Hartog, J. Heyworth, and F. D. Morrell, who are being loaned to Lever Brothers company.

"No changes are contemplated in the existing officers of the company." The announcement also contained note of appreciation for Luckman's services. It said:

"We wish to express appreciation for the quality of the services rendered to the company by Mr. Luckman during his four years as president, and most recently of his undertaking the execution of the consolidation and moving of the company's interests to New York. Last summer the directors gave full approval to the policies and plans formulated by Mr. Luckman for this move, and we are pleased that these have now been brought to a successful conclusion.

"The construction of the new Lever House building at 53rd and Park Avenue, the final design of which has been completed, will start in the early spring."

### Luckman Comments

Reached for comment, Luckman stated: "My relationship with Lever Brothers, and the directors of Unilever, has been a source of pleasure and satisfaction to me. Our inability to resolve a basic disagreement as to the future policy of the American company in no way lessens my regret in ending our association.

"I express to the officers and employees of Lever Brothers and its subsidiary companies, my deep appreciation for their splendid work and loyal devotion, which has con-

tributed so much to the company's success."

Immediately following Lever Brothers' recent move to New York, Luckman called a press conference for the trade press at which time he explained the reasoning behind the unprecedented move of the company's administrative facilities from Cambridge. He said at that time that one of the major reasons for the move, in addition to its economy and efficiency motives, was the fact that Lever's advertising department could work more closely with the several agencies handling various phases of its accounts.

Lever now operates from two New York temporary offices. One, the executive headquarters, is a palatial layout on upper Park Avenue. The other office, from which individual departments are directed, is in the downtown business district on Varick Street.

### Joined Lever In 1944

Luckman, one of the most dynamic of American young industrial leaders, when barely 35 years old, had already achieved national prominence for his stewardship of the Pepsodent Co. of Chicago, when in July of 1944, Lever Brothers announced its acquisition of Pepsodent and its president.

A year and one half later, Luckman was brought from Pepsodent to Cambridge, Mass. and Lever Bros. where he was named exec. vice-president. On July 1, 1946, at the age of 37, he became president of Lever Brothers, one of the nation's largest soap manufacturing firms and an important factor in the dentifrice, shortening, margarine, cosmetic and toiletry industries.

Luckman, who believes strongly in the power of radio advertising, was instrumental in making Lever Brothers one of radio's biggest spenders. Lever's radio shows were handled through a number of agencies.

### Sponsored Eight Programs

Lever sponsored a total of seven network programs over NBC and CBS, as well as one video program over CBS-TV. Shows which Lever Brothers sponsored with their agencies included:

"Lux Radio Theater" (CBS) on behalf of Lux through J. Walter Thompson; Bob Hope (NBC) on behalf of Swan Soap and, in some markets, Surf through BBD&O; "Amos 'n' Andy" (CBS) for Rinso through R & R; "Aunt Jenny" (CBS) for Spry through R & R; "Big Town" (NBC) through Sullivan, Stauffer, Colwell and Bayles for Lifebuoy with a Rinso hitchhike; "Junior Miss" (CBS) for Pepsodent through Needham, Louis, and Brorby, Inc.; "My Friend Irma" (CBS) for Pepsodent through Foote, Cone and Belding; and "The Clock" (CBS-TV) through J. Walter Thompson for Lux and Rinso.

# WPAT at 93

## NOW

### 5000 watts 24 HOURS A DAY

★ DAY after DAY

★ HOUR after HOUR

★ STAR after STAR

★ SHOW after SHOW

dials are swinging to 93

# WPAT

Paterson, N. J.

owned and operated by the Herald-News, Passaic-Clifton, N. J.

## '50 Heart Fund Drive Plans Are Announced

(Continued from Page 1)  
society, the National Wholesale Druggists Association, the National Association of Chain Drug Stores and the National Association of Retail Druggists will cooperate in the distribution of Heart Fund coin collectors ad campaign counter cards, Weaver said.

In addition to the promotional tie-ups with merchants the Heart Campaign has been assured the co-operation of radio and TV broadcasters in the use of spots and special programs during the drive.

## Mutual's Election Cover In Britain Starts Feb. 20

(Continued from Page 1)  
thru 24th. Elections are scheduled for Feb. 23.

Mutual has planned a minimum of 19 special and regular programs geared to election issues including candidates statements, economic and political trend reports, and pre-election governmental activities.

Meanwhile, "Mutual Newsreel" is devoting time to news-worthy statements by British Labor and Conservative leaders but Mutual expects that the dissolution of Parliament will permit candidates other than Atlee and Churchill to express their sentiments.

The first of the special broadcasts will be aired Election Eve at 11:15 p.m. (EST), when web newsmen will present a preview of the conditions which are expected to prevail on Election Day. Foster and Stringer will narrate the program.

**Special Election Day Series**  
Election Day proper will bring forth a deluge of special programs and up-to-the-minute coverage of scattered returns. In addition to Foster and Stringer, Mutual will present special programs, starting at 4:30 p.m., which will feature newsmen Cecil Brown, Robert F. Hurligh, and others.

In addition, regular commentators Fulton Lewis, Jr., Bill Henry and Frank Edwards will do special Election Day newscasts. A special commentators "Round-Table" will be aired by Mutual from 10:30 to 11 p.m. (EST) on the 23rd.

### ATTENTION EXPERIENCED SALESMEN

Leading transcription library company has openings immediately for sales-minded men with well rounded station experience. Here's a real opportunity for men who like to sell and like to travel. Liberal salary and expenses paid.

Send full details of background, experience, present connection and photograph. Information will be held strictly confidential and interviews will be arranged at convenient time. Mail applications and full information to RADIO DAILY, Box 101, 1501 Broadway, N. Y. C.



### Man About Manhattan. . . !

• • • IN ONE EAR: Judy Canova due in town for her Feb. 4th broadcast to discuss video setup and also confer with Rodgers & Hammerstein regarding a B'way musical. . . P & G planning a heavy radio and TV budget for a new home permanent wave product. . . Wm. Gargan working up to a TV forum type show dealing with child psychology. . . Don Cornell and Lisa Kirk set for a big build-up via RCA-VICTOR as a duo. They cut their first 3 sides this week. . . Tommy Dorsey looking for an unknown group of 4 or 5 voices for his organization. . . Joan Davis preparing a satirical monologue on what femme newscaster for her London Palladium date. . . Radio Best's Radio & Television Awards Dinner will be held March 21st at the Waldorf. The Awards will be known as "Michaels" and will be presented by Milton Berle. . . Dorothy Lamour arrives in town next month for a slew of radio guest shots. . . Overheard at a dinner to Dorothy Shay. A drunk to Dorothy: "Shay, aren't you Dorothy Shay?" . . . Radio is far from through but radio cabinets are on their way out. In another 15 years, radio amplifiers, speakers and control panels will be built into the walls of our homes and be as much a part of the home fixtures as the kitchen sink.



• • • To identify and publicize "joke-thieves" who violate codes of ethics, Fred Pitzer, Nat'l President of the Circus Saints and Sinners, has been elected to the post of Gag Detective by the Comedy Writers Guild. 73-year-old Pitzer, veteran of 50 years of creating, collecting and collating gags, has offered his services as a Dollar-A-Year Man to the Guild. "Comedy World," the trade journal of the humor biz, is sponsoring the Guild to protect gag-writers and special material writers not covered by the Dramatists Guild or the Radio Writers Guild, The mag. will open its pages to copyright new bits of material and thus determine priority for writers and performers.



• • • ONE MAN'S POINT OF (RE)VIEW: Garry Moore's daily hour session on CBS has all of the zing and originality of those old-time daytime sustainers out of which some of the best of today's radio has come. . . The shows that cover opposite ends of the family scale but come out right at the top of our personal program Hit Parade are Lucille Ball and her "Favorite Husband" Friday nites on CBS, and the whole "Junior Miss" gang who cavort on CBS Sat. mornings. Both shows are tops in performance, scripting and character delineation. . . Joan Banks gave a splendid performance in the "Escape" lead last week. This gal really has grown in artistic maturity through the years. . . Ralph Slater was little short of sensational on "Dinner at Sardi's" last week with his hypnotism routine. Here is a sure-fire guest shot for any radio or TV stanza. . . Nice to see Sid Paul back from the Chi company of "Mr. Roberts" and hearing him as the lead on the top shows hereabouts again. He's a solid performer.



• • • AROUND TOWN: Sports promoters who are afraid of television fracturing the gate will be happy to know that attendance records at the Kingsbridge Armory have been broken since televising the "stock car derby" Sat. nites. . . That eminent knight of the turnable, Jackson Eigen, who introduced "Slow Boat To China," "Dreamer's Holiday" and "Take It Easy, Arthur," among others, is waxing absolutely eloquent about his latest candidate—Janette Davis and the Mariners Quartet platter of "I Don't Know Whether To Laugh Or Cry Over You." . . . Betty Reilly figures that Artie Shaw entered the hospital to have "Will you marry me?" removed from his vocabulary.

## Comm. May Rule On Future Of FM Music

(Continued from Page 1)  
ling supersonic signals and a special form of multiplexing in connection with FM broadcasting. In petitioning the company points out that at present some stations are in violation of existing FCC rules by utilizing supersonic signals for the elimination of commercial announcements on FM station broadcasts.

Two operations where FM stations offer a leased music serve to clients, using tune-out devices for commercials are reported in San Francisco and Chicago. In San Francisco the Sundial Broadcasting Corporation, operating KDFC, offer a FM music service while in Chicago, Field Enterprises through WFMP, operate as "Functional Music, Inc."

## Coast Nielsen Ratings Led By Fibber McGee

"Nielsen Reports on Pacific Coast Radio Listening" covering the month of November, 1949, just released, shows that "Fibber McGee and Molly" with a rating of 24.6 nosed out "People are Funny," 24.3, and Bob Hope, 21.9 for the first position in the "Top Twenty" rated programs.

Nielsen also showed "Captain Midnight," 10.0, "Straight Arrow," 9.5 and "When a Girl Marries," 9.2, in positions one-two-three in daytime. Other programs which placed in the "Top Twenty" evening programs are, in this order, "Lux Radio Theater," 21.8; "Judy Canova," 21.3; Red Skelton, 20.4; Bing Crosby, 20.2; "Le George Do It," 19.5; Charlie McCarthy, 19.3; "Big Town," 18.7; "Grand Ole Opry," 18.6; "You Bet Your Life," 17.8; "Talent Scouts," 17.6; Dennis Day, 17.6; "Mr. District Attorney," 17.3; Bob Hawk, 16.8; "Truth and Consequences," 16.8; Jack Benny, 16.4; "My Friend Irma," 16.3; "Inner Sanctum," 16.1.

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

# Seven New Sponsors Added To WOR List

(Continued from Page 1)

Eight edition of Lyle Van's program, News on the Human Side, from 6 to 15 p.m. beginning January 25. Wise Potato Chips is buying the Rod Hendrickson Show, a twice weekly program of philosophy, poetry and music. Hendrickson is now heard on Tuesdays and Thursdays from 12:15 to 12:30 p.m.

Radio Offer Company assumed the sponsorship of Meet the Menjous heard also on Tuesdays and Thursdays from 9:15 to 9:30 a.m. The Menjou program is heard on other weekdays under participation sponsorship.

Philadelphia and Reading has bought Nemo's weather reports three times a week. Kate Smith speaks from 12 to 12:15 p.m. will be sponsored twice-weekly on Tuesdays and Thursdays by Doyle.

The first of two book publishers, Doubleday, is sponsoring an hour of Sunday morning programming on WOR. The hour includes records by Bing Crosby, Ted Steele, news and the Doubleday Quiz Club. The company also sponsors Hennessy's Saturday newscasts from 9 to 9:15 a.m. In addition, Bill Lang is presented by Doubleday twice on Saturdays from 9:15 to 9:30 a.m. and from 6:15 to 6:30 p.m. Doubleday is also presenting Sidney Walton from 7:45 to 8 p.m. on Mondays, Wednesdays and Fridays and at the same time on Tuesdays and Thursdays, Ted Steele.

The second publisher, William H. Wise, will sponsor Get More Out of Life on WOR Mondays, Wednesdays and Fridays from 12:15 to 12:30 p.m. and Saturdays from 10:15 to 10:45 a.m. as well as Henry Gladstone's newscasts on Sundays from 11 to 1:15 a.m.

Those sponsors renewing for WOR shows are G & D Wines and Ver-nouth, C. F. Mueller and Co. and Time Savings Bank.

# Citizen Group Asks Gov't To Oppose Transit Radio

Washington Bureau of RADIO DAILY

Washington—Congress was urged yesterday to yank the charter of the Capital Transit Company, operating bus and streetcar lines in Washington, because of the company's insistence upon proceeding with streetcar and bus radio programming. The call for Congressional action came from the National Citizens Committee Against Forced Reading and Forced Listening, which found Transit Radio "clearly reminiscent of the forced listening imposed by both the Nazis and Communists upon helpless peoples of Europe in days past and at the present time."

Streetcar radio on Washington vehicles is provided through contract with WWDC-FM, and has recently been upheld by the local Public Utilities Commission. Opponents have promised a court test.

# WINDY CITY WORDAGE

By HERB KRAUS

• • • "Saturday Square," Chicago's answer to New York and Hollywood, has turned out to be a top-notch TV show and one which should bring laurels to producer Ted Mills and NBC. Within two weeks of its premiere, it has developed a fresh and un-

## Chicago

stereotyped format which should help to keep the folks at home Saturday nights. Its continuity runs like a comic strip, various characters who pop in and out in a more or less irregular manner. Chief among them is Studs Terkel, whose show "Studs' Place" has been absorbed into the new format. Studs also has a major role in "Detective Story," the legit piece starring Chester Morris which leaves town next week. Mills plans to keep the home fires burning for Terkel while he's on the road. A fictional friend, will read letters from Studs and talk to him over the phone a la Archie and Duffy.



• • • Two staff announcers who also double as disk jocks are Norm Kraeft of WGN and Bob Grant of WBBM. Both do an excellent job—and are worthy of more than passing mention. Norm does the honors on "Rise and Shine" when the dew is pearly early in the morning, and Bob leaves 'em laughing on the afternoon "Gold Coast" show. . . Ben Park, in conjunction with publicity man Lee Provatiner, is working on a documentary show featuring the child guidance centers of Chicago. . . Incidentally Ben is moving his Documentary Company offices from 123 West Madison to 1260 North Dearborn Parkway.



• • • WHY DIDN'T THEY THINK OF THIS BEFORE DEP'T—Herb Laufman's "Women's Magazine of the Air," over WGN-TV, is now instructing the ladies in Canasta and Bridge via television. Mildred Cunningham does the "honors." . . Next week—Jacks or Better. . . Radio and TV are getting increasingly popular with the women, even tho the originality of its publicists doesn't always keep pace. Witness those two items in Sunday's Trib: "Judith Waller, public affairs director of NBC, will take her audience 'Behind the Scenes of NBC' when she speaks at the Cordon Tuesday evening." An item in the next column read: "The Chicago Catholic University Club will have Hooper White, WBBM producer as guest and speaker. The title of Mr. White's talk is "Behind the Scenes in Radio." Isn't there anything else to talk about in radio.



• • • Karl Sutphin, promotion director at ABC, moves up to the position of account executive for Network Sales, February 1. He will be succeeded by Dean Linger, who joined ABC as a publicity man in 1944. Since January 1949 Linger has been sales promotion director of WXYZ-ABC, Detroit. Karl has spent six years with the midwest organization of ABC, and formerly held similar position with WLS. . . Jane and Goodman Ace, who have a knack for it, again take the words out of the mouths of their competitors. Muse the Aces: "How can TV experts predict the death of radio when radio is such a sound business?" Ouch!



• • • Norm Lindquist, former producer-writer for WBKB, joins Atlas Film Corp. (of Oak Park) as television director. For past two years Lindquist held same position with Malcolm Howard ad agency. . . Wedding bells tolling for Kay Brewer, WLS-National Barn Dance yodeler, and singer Herb Adams, contracted to RKO studios. Jimmy Hutchinson, guitar and bass fiddler featured on WLS, altar trekked with Edith Johnson, sister of warbler Mary Jane Johnson. . . Smokey Moak, WENR-TV, is the father of a girl born January 12 in Augustana Hospital. . . The Ford Dealers Association will sponsor second half of January 22 and 29 telecasts of ABC-TV's Sunday feature, Super Circus. Sponsorship will cover 12 stations. . . More than 30 speakers are expected for the second annual TV Conference in Chicago March 6-8.

# Virginia Stations Report Radio Thefts

(Continued from Page 1)

had taken two Presto turn tables, a Presto disc recording unit, a distortion meter, an audio oscillator, an audio amplifier, a volume unit meter and a DuMont oscillator tube, as well as wall clocks and power tubes. WROV reported the loss of similar types of equipment.

The theft, he continued, did not prevent WWOD from going on the air yesterday for AM broadcasting but did interfere, to the point of forcing the station off the air, FM-wise.

Pointing out that the thieves apparently knew what they wanted, he said they had also removed one book from the station's library—an NAB publication for which the station had recently expended \$17.50. He said that the thieves had missed, or did not want, a brand new piece of recording equipment which had cost the station \$1,500.

Jack Welder is station manager of WWOD.

# New NBC Mystery Show Will Feature Glenn Ford

(Continued from Page 1)

nounced yesterday. Entitled "Christopher London," the new program will replace "Hollywood Calling," the giveaway program which recently was reduced to a half-hour program from its original hour-long format.

Les Crutchfield will write the new series, which will be based on the adventures of Earle Stanley Gardner's detective character. Program will originate in Hollywood.

"Hollywood Calling" was the giveaway show designed to compete with Jack Benny when the comedian moved over to CBS. Rating-wise, the show never paid off for NBC, according to Radio Row gossip.

# Boston Stations Report Million-Dollar Robbery

(Continued from Page 1)

quickly into action to report the news and to aid in tracking down the bandits.

Gene King, program director of WCOP, interviewed the victims following their release from the bonds which held them. The tape-recorded conversations were aired on four newscasts Wednesday morning. The station's report of the holdup, itself, was broadcast over the American network.

WBZ's special-events crew were on the scene of the robbery Tuesday night, interviewing Police Commissioner Sullivan personally. This was followed by a background story of the crime ad-libbed by Chick Morris.

All Hub stations gave full coverage to what was undoubtedly the biggest local story in decades.

## PLUG TUNES

a hit — A Hit — A HIT

**"TWO-FACED HEART"**Recorded by Eddie (Piano) Miller  
ON RAINBOW RECORDS**MICHAEL MUSIC CO., INC.**1619 Broadway Jerry Johnson  
New York City Gen. Mgr.**"THE SHEPHERD"**

by eden ahbez

**"MY STREET"****CAMPBELL MUSIC, Inc.**  
1619 Broadway New York City

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.

On Records &amp; Transcriptions

Billy Reid's Latest

**"TOO WHIT TOO WHOO"****AL GALLICO MUSIC CO., INC.**  
501 Madison Ave. New York, N. Y.

Revival of a Million Copy Hit!

**"AM I WASTING  
MY TIME ON YOU"****STASNY MUSIC CORP.**  
1619 Broadway New York City**JOHNSON RAG**

recorded by

PEARL BAILEY.....Harmony  
GENE COLIN.....Rondo  
JIMMY DORSEY.....Columbia  
RUSS MORGAN.....Decca  
ALVINO REY.....Capital  
JACK TETER TRIO.....London  
CLAUDE THORNHILL.....Victor**MILLER MUSIC CORPORATION****WORDS AND MUSIC**

By PINKY HERMAN

● ● ● **TIN PAN ALLEY OOPS:**—Nashville, Tennessee is acquiring a reputation of producing and introducing numerous song hits. . . . with WSM's "Grand Ole Opry" featuring so many top-ranking hill-billy and cowboy singers, music publishers make regular visits to Nashville with new songs. . . . Beasley Smith, musical director of the station, is the composer of two current hits, "Lucky Old Sun" and "That Master Painter." . . . the local music firm of Acuff-Rose, has a top favorite in "Jealous Heart" and also a new sensation "Chattanooga Shoe Shine Boy," written by Harry Stone, gen. mgr. and vice-president of WSM and Harry Stapp, producer of "Grand Ole Opry." . . . two years ago Frances Craig, another WSMaestro, came up with "Near You," Tin Pan Alley, which stretched from 14th St. up Broadway and eastward to Radio City, has continued to expand westward to W. Randolph St. in Chicago and N. Vine St. in Hollywood. . . . now a main artery has been opened southward to Nashville. . . . this is healthy for the music industry at large for the increase of musical centers directly increases the growth of music appreciation and likewise stimulates production of new ideas by new composers.

★ ★ ★

● ● ● Leo Feist is reviving "Oh Katherina," originally acquired from a Vienna house in 1924 with an English lyric assignment given to L. Wolfe Gilbert. . . . song can't miss repeating. . . . ● Mary Small is the sensation of the winter season at the Beachcomber in Miami. . . . this top radioriote isn't heard on wax. . . . how come? . . . ● Victor Pelle, former contactman at Laurel Music, has purchased the Oxford Inn, a famous landmark at Oxford, Md. . . . he'll take over Feb. 15 and will start a new policy of bringing in name bands. . . . ● Charlie Dobson's series of songfests, heard Tues. and Thurs. at 7:30 p.m. via NBT, stamps the good looking youngster as a lad to watch. . . . he's coached by Jimmy Rich, the mentor of Dinah Shore, Dick (Stop The Music) Brown, Jeff (Hit Parade) Clark and Three Beaus and A Peep.

★ ★ ★

● ● ● The new hit, "There's A Lovely Lake In Loveland," was originally published in 1935 under the title, "There's A Lovely Lake in London," written by Ralph Butler, Stanley Damerell and Tolchard Evans. . . . adopted by the Chamber of Commerce of Loveland, Colorado, a bit of research reveals that there are four other towns named Loveland, one in New York with a population of 40, in Washington with a pop. of 14, Oklahoma with 100 citizens and a Loveland, Ohio with a population of 1200. . . . ● DeeJay Peter Potter of KFWB, last Sunday on his "Platter Parade," interviewed the winners of his annual popularity poll. . . . the new list didn't include a single 1948 topper. . . . 1949 winners include Doris Day, top female vocalist, Gordon McRae, top male vocalist, Andrews Sisters, top vocal group, "Again," the top song, Les Brown's Ork, top band and Ralph Flanagan's Ork, 'most promising band.' . . . ● Little Bobby White, son of Joe White, famed Silver Mask Tenor of ten years ago, will record a composition they wrote together. . . . number, "St. Patrick's Bells Are Ringing" is published by Piantadosi Music. . . . ● After several years as aviation executive, Lige McKelvy, former production manager for Tommy Tucker Ork, is back on Broadway, handling the affairs for Art Mooney. . . . ● Originally signed for two weeks, the Dante Trio proved so sensational that they have been held over at Dempsey's Restaurant on Broadway until May. . . . This combo, easily one of the finest musical trio's in the country, belongs on TV. . . . ● Heard the team of Jerry & Sky last Thursday on the ABCCommercial "Stop The Music." . . . their style is smooth, down-homey and tuneful and our description is 'A pair of Burl Ives.

★ ★ ★

● ● ● **ON AND OFF THE RECORD:**—Bill Darnel comes thru for Coral with an ace job, coupling "Chattanooga Shoe Shine Boy" with "Sugarfoot Rag." "Deejays and juke box ops will surely latch onto this one.

## PLUG TUNES

Our Latest HIT

**"ECHOES"****LAUREL MUSIC CO.**

1619 BROADWAY NEW YORK CITY

(There's Something About A)

**HOME TOWN BAND****DUCHESS MUSIC CORPORATION****WHERE ARE  
YOU BLUE EYES?**Russ Morgan - Decca 24819  
Morrie Musette - Victor 25-1134  
**KNICKERBOCKER MUSIC PUB. INC.**  
1619 Broadway New York, N. Y.**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.**I DON'T KNOW WHETHER TO  
LAUGH OR CRY OVER YOU**

□

Columbia Record — by  
**JANETTE DAVIS—MARINERS  
& ARCHIE BLEYER ORCH.**

□

**PORGIE MUSIC CORP.**  
1619 Broadway 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**RYTYOC, Inc.**  
1585 Broadway New York 19, N. Y.

# TELEVISION DAILY

Section of RADIO DAILY, Thursday, January 19, 1950 — TELEVISION DAILY is fully protected by register and copyright

## HOUSE GROUP WILL PROBE AM-TV

### TELE TOPICS

IT'S NO SECRET to readers of this department that its proprietor bows to no one in admiration of and affection for Kukla, Fran and Ollie. Many persons have written many wonderful things about the show and Burr Tillstrom and Fran Allison but none that we have seen has completely captured the enchantment that occurs whenever Burr takes his place behind the shiny gold and blue stage to give life to the Kuklapolitan Players. So great is this enchantment and so universal the appeal of the show that Robert E. Sherwood told Tillstrom this week that he has created a modern 'Alice in Wonderland.' The three-time winner of the Pulitzer Prize, who is going to do a magazine piece on the troupe, was only one of many friends who crowded into the Johnny Victor Theater the other nite and sat spellbound as Burr and Fran put on an hour-and-a-quarter show which for sheer joy surpassed anything we have ever experienced. The IFO troupe leaves New York this morning after a visit that was all too short for us and undoubtedly too hectic for them, and we just want to say thanks, and please try to come back soon.

THE PITCH for agency air credit on shows made two weeks ago by Kiese-Wetter, Wetterau & Baker ran into a brick wall at a meeting of the AAAA operations committee this week. The 4-A group brushed off KWGB's "vital problem" by reiterating its policy of long standing that agencies should not seek the use of their names in advertising because it would come between the advertiser and the customer. . . . In her character of "Mama," Peggy Wood will make the rounds of CBS shows Sunday nite in a pitch for the March of Dimes. She'll appear on "Mr. I. Magination," "The Girls," "This Is Show Business," and the Fred Waring show. . . . Mal Boyd has added Adele Astaire to the PRB lineup for AM-TV and like Irene Castle she will work performing and consulting capacities on new video series.

HEREWITH A QUOTE from a reply to the Ross Reports subscribers poll which cannot be repeated too often. Here's hoping that more original thinking and imagination find their way into TV in '50. . . also better morals. We can't afford to inspire a 'Legion of TV Decency,' but can avoid moral pitfalls by common sense, good taste and constant vigilance." . . . Talk has been revived about a simulcast of the Telephone Hour with NBC staffers now trying to clear time for the project. . . . Monday nite edition of Charles Trantum's "Manhattan Spotlight" on WABD will be sponsored by Dictaphone Corporation beginning Jan. 23. Agency is Young & Rubicam.

### Head Of Interstate, Foreign Commerce Committee Cites '6 Big Problems' To Be Faced In His Measure; May Be Offered As Substitute For McFarland's Bill

(Continued from Page 1)

works, and any other related bills. Sadowski said that as he attacks the problem of revising the Communications Act he sees six big problems the committee must face: (1.) The problem of frequency allocation and assignment. The conflict and confusion resulting from assignment of frequencies to private users by the FCC while frequencies to Government agencies are assigned by the President. Part of this problem is the feeling of some members of the committee that the Government is hogging frequencies—a matter the McFarland subcommittee is also studying.

"Sanctions" Considered (2.) The question of sanctions, or penalties by the FCC. Sadowski observed that the recent Don Lee decision merely pointed up the long-standing dilemma of the Commission, which has no recourse but the "death penalty" when it decides it must penalize a station for violation of the regulations. Some less severe penalty appears to be needed, he held—perhaps a system of fines or suspensions.

(3.) The question of broadcaster liability for libel by political speakers. The whole question of licensee responsibility under state law for speeches the federal law requires it to carry without censoring cries out for Congressional action, he said. He said he is not prepared to advance a solution at this time.

(4.) The question of fraudulent advertising and other continuity of an objectionable nature. Sadowski did not go into detail on this, saying he believed it was fairly well covered in the McFarland bill.

(5.) The entire question of net-

work controls and protection against monopoly in radio and TV. He referred specifically to the pending Sheppard bill, which would drastically limit the amount of network time a station may provide, would block manufacturers of radio equipment from station licenses and would otherwise curb web activities.

"It may be that some form of direct supervision of networks by the FCC is what is needed, instead of the 'mollycoddle supervision' the Commission has at present," Sadowski said.

He added that he plans to talk with the anti-trust division of the Department of Justice on the problem, and hopes to be able to tap the expensive volume of information on the subject the department has built up during its current investigation.

(6.) The color tele problem and the general question of channel allocation for TV, Sadowski said the members of his committee feel that they and the public are being kept needlessly confused about the video situation, and said it is likely that the FCC will be asked to come up and explain things. The whole problem of channel availabilities, Government pre-empting of channels, and other issues must be worked out, he said. This is primarily a problem of information, rather than of possible legislation, he conceded.

Sadowski said further that he does not personally care for the new Commission procedures outlined in the McFarland bill, and indicated that he will have alternative procedural proposals to offer.

### ABC Names Stronach Nat'l Program Chief

Alexander Stronach, Jr. ABC-TV program manager since September, 1948, has been named national director of program operations for the web, prexy Robert E. Kintner announced yesterday.

In his new post Stronach will coordinate program activity of the web's stations and will report to Charles C. Barry, program veepee.

From 1938 to 1947 Stronach was with Young & Rubicam as writer, producer and director. In 1947 he joined the William Morris agency as an executive in radio-TV dept.

### DuMont Quits Buchanan, Names Campbell-Ewald

Dr. Allen B. DuMont, president of Allen B. DuMont Laboratories, Inc., yesterday announced the appointment of Campbell-Ewald Co., as advertising agency.

Appointment becomes effective March 1, and involves the DuMont receiver sales division and the broadcasting division including the DuMont web.

Winslow H. Case, senior vice-president in charge of Eastern operations for Campbell-Ewald will be in charge of advertising at the policy and plans level for the agency. Account will be handled by the Campbell-Ewald New York office augmented by the agency's offices in Detroit, Chicago, Los Angeles and San Francisco.

Account is now handled by Buchanan.

### TBA Seeks FCC Huddle On Operating Hours

Washington—An informal conference with FCC staff members has been requested by TBA as it filed comments on the Commission proposals regarding TV operating hours and separate use of the video and aural transmitters. TBA found the FCC proposals "both untimely and unrealistic."

On the matter of minimum hours, it was argued that competition is itself great enough, and growing, to insure the constant expansion of on-the-air time. Included was a tabulation of the average number of hours on the air for 46 stations during the month of October—ranging from 91 for WCAU-TV, Philadelphia, down to less than 20. The bulk, however, was well over 45 hours weekly.

## Fox Withdraws Applications For Tele Stations In 5 Cities

Washington Bureau of RADIO DAILY Washington—Twentieth Century-Fox yesterday announced that it will withdraw its pending applications for television stations in five cities, thus touching off what many feel may be a battle between theater video and the home-receiver service. The cities for which the film company sought licenses are Boston, St. Louis, Kansas City, San Francisco and Seattle. Factors which are believed to have influence Fox in cancelling its applications include the possibil-

ity of long delay by the FCC, the unsettled conditions within television today and the uncertain status of the Fox companies, themselves, in view of the Government anti-trust suit.

Fox, presumably interested in theatrical service in the five cities for which it sought licenses, gave its interest in theater television as the reason for its dropping of the requests. Yesterday's action marks the second time the film organization has decided to drop pending TV applications.

## NEW BUSINESS

**WBAL, Baltimore:** The Quaker Oats Company, contracted for thirty word and one-minute spot campaign on "Aunt Jemima Cake Mix," business placed through C. J. LaRoche & Company, Chicago. Procter and Gamble, through Benton & Bowles, New York, using "Al Ross Disc Jockey" show, 7:10-8:45 a.m., to sell Tide and Ivory Snow. P and G also using afternoon and evening schedule. E. I. DuPont de Nemours & Co., Inc., through BBD&O, New York, starting 13-week campaign on "DuPont Nylon," in "Molly Martin and the Captain" program, Monday, Wednesday, Friday, 1:30-2:00 p.m. Standard Brands, sponsoring series of "Fleischmann's Yeast" announcements through June in "Molly Martin and the Captain" program placed through J. Walter Thompson Company of New York, Consolidated Gas, Electric Light & Power Company, Baltimore, contracted for another 13-week sponsorship of "Industry Looks at Baltimore's Opportunities," with Lou Azrael, Wednesdays 7:30 to 7:40 p.m., effective January 25th. Davidson Transfer & Storage Company, Baltimore, through Stanley L. Cahn Company, same city, renewed ten-minute 8:00 to 8:10 a.m., segment, Tuesdays and Thursdays for 13 weeks. Commercial Radio Institute, Baltimore, has taken "All Ross Disc Jockey Show," Tuesdays and Thursdays, with one-minute spots. Also Sunday 11:00 p.m., and Wednesday p.m. break.

### FM Network To Aid In Polio Fund Drive

Ithaca, N. Y.—Twelve stations of the Rural Radio FM network will cooperate in staging a special program "Operations Polio" on Friday, January 27th, to focus attention on the March of Dimes drive. The programs will originate with WHCU-FM at Ithaca and will be presented by a staff of approximately 50 polio patients and alumni of the Ithaca Reconstruction Home.

### Warner Replaces Beall On ABC News Program

Albert Warner, veteran Washington newsman, will replace Jack Beall, resigned, in presenting ABC's Sunday program, "This Week Around The World" which is heard from 2 to 2:30 p.m., EST, and originates in Washington. Warner is also heard in a news commentary program over ABC on Saturdays from 6:05 to 6:15 p.m.

### POSITION WANTED

LADY — combination — STENO, DISK JOCKEY, CONTACT WOMAN. Write Box 105, RADIO DAILY, 1501 Broadway, N. Y. C.

## COAST-TO-COAST

### Named KBON Director

Omaha, Neb.—Richard F. Low has been named program director of KBON-AM and Transit Radio. He is absorbing part of station manager Dick Welna's work in order that Welna may supervise the complicated installation of radios in local buses. Low will handle the programming, public service supervision, and network and local feeding arrangements. He will also supervise the library, all scripts and continuity which go on the air, and the Transit Radio traffic.

### Joins WKY Staff

Oklahoma City—George Moore, formerly program director of KAMQ, Amarillo, Texas, has joined the announcing staff of WKY, Oklahoma City. Mr. Moore was program director of the Amarillo station approximately a year before joining WKY.

### Starts 8th WRC Year

Washington, D. C.—Nancy Osgood, director of women's activities for WRC, started her eighth year with NBC this month. Joining the station in 1943 as a producer, Nancy soon became women's director, with her own program of women's news and features, which continues to be broadcast Monday through Friday on WRC, at 9:30 a.m. As a service to the advertisers who use her daily program, she has begun issuing a monthly report on the many outside activities which make her one of Washington's busiest businesswomen.

### Gimbels, Jr. On Committee

Philadelphia, Pa.—Benedict Gimbels, Jr., president and general manager of WIP, has been listed as a member of the dinner committee being held by the National Conference of Christians & Jews, February 18, in Harrisburg. Guest of honor is Gov. James H. Duff, who will be awarded a citation for work in human relations. Henry Luce, of Time magazine, will be the speaker.

### Named Program Director

Milwaukee, Wis.—John Van Osch was named program director of WFOX. Van Osch, formerly with WIND, Chicago, was born in Amsterdam, Holland, but doesn't bring the Amsterdam accent into his announcing.

### Platter Parade Poll

Hollywood, Calif.—Winners of the 1949 Platter Parade Poll were presented by Peter Potter over KFVB Sunday, January 16th, from 9:30 a.m. to 12:30 p.m. The poll is an annual event conducted by Potter for many years. Participants in the contest are asked to send in letters voting for: top band, top male and female vocalist, top vocal group, top song and most promising band.

### Thomas Joins WGVA

Geneva, N. Y.—Dick Thomas, disc jockey of Central New York State, joined the staff of Mutual affiliate, WGVA, as announcer and disc jockey. Thomas was formerly associated with WCBA in Corning, and WLEA, in Hornell, where he was musical director, and also with the Pedlar & Ryan advertising agency in New York City.

### KPRO's Blanchard Resigns

Riverside, Calif.—Red Blanchard, for the past four years disc mc and program director of KPRO, and BCA "Western Network," has resigned effective January 23. Blanchard plans to take on established disc shows at KERO, Bakersfield, NBC affiliate.

### WCSI-FM Promotion

Columbus, Ind.—WCSI-FM is going all out to counter some of the adverse publicity which the press has been giving FM. Station has started a heavy "on the air" promotion campaign pointing out the many advantages of FM. Brochures are being sent out to agencies expounding these advantages. Station is also working on a motion picture trailer series for FM.

## AGENCIES

**EDWARD E. COVILL**, formerly with CBS, has joined Kenyon & Eckhardt, Inc., as business manager of the radio-television department. With the exception of five years' service with the Army Ground Forces, Scovill has been with CBS since 1936.

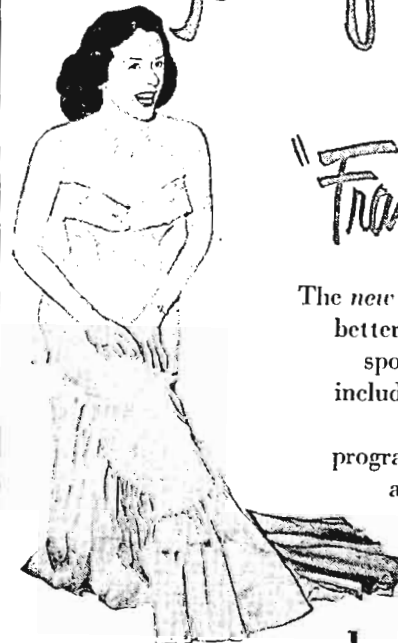
**LAWRENCE L. WYNN** has resigned as vice-president and program director of International Trans-Video, a television packaging company, in order to re-enter the advertising agency field as a television production executive.

**KAL, EHRlich AND MERRICK ADVERTISING, INC.** of Washington, D. C., has been appointed to conduct the campaign for the 26th Annual Flower Show to be held in the Nation's Capital, March 23rd through the 29th. Newspaper, radio and television will be used.

**GREY ADVERTISING AGENCY, INC.**, New York, has signed a National Nielsen Radio Index "Class A" service agreement.

**HARRIET HUBBARD AYER**, Lever subsidiary, is now at 505 Park Avenue. It will remain there until the new Lever Building on Park Avenue is completed.

The stars of today and tomorrow are



Yours for more Sales  
... with the new era in

Theaurus  
"Fran Warren Sings"

The new Theaurus brings you bigger and better programming packages with top sponsor-appeal... top name artists, including famed RCA Victor recording talent! You get comprehensive programming, promotion, publicity... a steady flow of current tunes and material... network-quality production. Wire or write today for full details!



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Radio Corporation of America  
RCA Victor Division

120 East 23rd Street  
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Chicago • Hollywood



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 50, NO. 14

NEW YORK, FRIDAY, JANUARY 20, 1950

TEN CENTS

## ASK NEW TAPE-RECORDING STANDARDS

### May Reopen Hearing On Transit Radio

Washington Bureau of RADIO DAILY  
Washington — With indications here that the FCC will soon examine the entire question of subscription radio, transit radio, forced listening and related problems, the District of Columbia Public Utilities Commission was asked this week to reopen the question of streetcar and bus installations in Washington. Filed with the PUC was an affidavit by W. Phillips Davison, Editor of Princeton University's Public Opinion Quarterly, and Robert T. Bower, public opinion survey authority formerly at Columbia University  
(Continued on Page 8)

### NARND Offers Support To NAB On News Issue

Des Moines, Iowa—NARND has offered its support to NAB which asked for a conference with Secretary of State Acheson as a result of a department order which banned live broadcasts of the Acheson speech on Far Eastern policy. A recording of the address was not released to regular radio networks and stations until three hours after the  
(Continued on Page 2)

### Television Credited With Increasing Sales

Chicago—Crediting TV with increasing sales 50 per cent, George H. Mildwoff, president and designer of the New Era Glass Company, New York, yesterday reviewed the success of staging a half-hour TV show over WBKB in connection with the company's display at the  
(Continued on Page 3)

### Premiere

Premiere of the All-Radio Presentation Committee, Inc., film, "Lightning That Talks," at the Waldorf-Astoria Hotel at a dinner on March 1 will be sponsored by the networks and a group of stations in the New York area. Cost of staging the invitational dinner is expected to be around \$35,000 with the money already subscribed.

### Guessing Game

Agency circles in New York yesterday buzzed with rumors regarding the future plans of Charles Luckman who resigned as president of Lever Brothers, Inc., on Wednesday. The guessing ranged from Luckman becoming associated with General Foods, to Procter & Gamble and the Colgate organization.

### Heavy AM-TV Sked For N. Y. 'Motorama'

Extensive radio and television coverage has been lined up for the General Motors Mid-Century Motorama which opened at the Waldorf-Astoria yesterday. In addition to sponsoring two special tele programs from the show, the company will spend about \$10,000 in a special spot campaign on New York stations. The spots began Wednesday and will run through next Thursday.

G-M has also made available tape  
(Continued on Page 8)

### FCC 'No' To WNYC Plea For More Time-On-Air

Washington Bureau of RADIO DAILY  
Washington—The FCC yesterday refused to consider the application of WNYC, New York City station, for an extension of hours to unlimited on the 830 channel. The station had asked for an amendment to the regulations, which was opposed by WCCO, Minneapolis. The Commission pointed out that  
(Continued on Page 2)

## Prices For TV Receivers Being Slashed By Dealers

Retail prices of TV receivers in the New York area nosedived this week as dealers sought to unload their stocks of 1949 models before launching campaigns on 1950 lines which will be priced lower than previous models, RADIO DAILY learned in a survey of dealers yesterday. The TV receiver sales campaigns, principally among the chain store operators, brought heavy advertising line-age in New York newspapers with a

### Important Revisions Will Be Suggested At NAB Board Meet Next Month; Interchangeability Is Sought

### Colorado Stations Cover Forest Fire

Radio stations in the Denver area dropped all scheduled broadcasts and devoted their time to emergency broadcasting during the forest fire in the Rocky Mountains which raged throughout Monday and early Tuesday in the vicinity of Colorado Springs.

Speeding to the scene of the fire in a mobile unit, the KOA staff aired nine complete broadcasts in  
(Continued on Page 3)

### ABC Quiz Program Sponsored By Wise & Co.

ABC has signed William A. Wise & Co., to sponsor "Get More Out Of Life," a special quarter hour question and answer feature with Len Sterling and Hubbard Cobb, on Sunday, Jan 22 at 10:15 p.m. over a 62-station network. Program will push  
(Continued on Page 2)

### Strouse Answers Muzak Re Transit Radio Move

Washington Bureau of RADIO DAILY  
Washington — Ben Strouse, vice-president and general manager of WWDC and WWDC-FM, charged yesterday that the Muzak Corpora-  
(Continued on Page 3)

Washington Bureau of RADIO DAILY  
Washington — The NAB Board will be asked to approve several important changes in tape recording standards when it meets in Phoenix next month, Neil McNaughton, chairman of the recording and reproducing standards committee, said yesterday. The suggestions were forwarded  
(Continued on Page 3)

### Propose Commission For Canadian Radio

St. John, N. B.—The president of the Maritime Association of Broadcasters yesterday told the Massey Commission that between 1947 and 1945 there had been "a lack of appreciation" by the station relations department of the Canadian Broadcasting Corporation for the problems of private stations.

Commission Counsel Peter Wright  
(Continued on Page 3)

### Coast RWG Meets Mon. To Plan CBS Walkout

West Coast Bureau of RADIO DAILY  
Hollywood—The Radio Writers Guild western region vice-president, Milton Merlin, has called a special meeting for Monday of all free-lance and contract writers employed on CBS package shows  
(Continued on Page 3)

### Vacationing

Robert Q. Lewis will substitute for Arthur Godfrey on two CBS programs starting February 6 while Godfrey takes a one-week vacation in Miami Beach. Lewis will emcee the Monday thru Friday AM series "Arthur Godfrey Time" and also the Feb. 8 presentation of "Arthur Godfrey and His Friends," the television show.



Vol. 50, No. 14 Friday, Jan. 20, 1950 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
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WASHINGTON BUREAU
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Phone: Wisconsin 5271
CHICAGO BUREAU
Herbert M. Kraus
188 West Randolph St.
Phone: ANdover 3-6050
SOUTHWEST BUREAU
Paul Girard, Manager
Tower Petroleum Bldg.,
Dallas, Texas
Phone: Riverside 3518-B

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

FINANCIAL

(January 19)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: ABC, High, Low, Close, Net Chg. Rows include Hazeltine Corp., Nat. Union Radio.

OVER THE COUNTER

Table with columns: Bid, Asked. Rows include DuMont Lab., Stromberg-Carlson.

Stork News

Andy Rooney, staff member of the Arthur Godfrey show on CBS, is the father of twin girls—six pounds each—born Jan. 17 to Mrs. Rooney at the Albany (N.Y.) Hospital.

ATTENTION EXPERIENCED SALESMEN

Leading transcription library company has openings immediately for sales-minded men with well rounded station experience. Here's a real opportunity for men who like to sell and like to travel. Liberal salary and expenses paid.

Send full details of background, experience, present connection and photograph. Information will be held strictly confidential and interviews will be arranged at convenient time. Mail applications and full information to RADIO DAILY, Box 101, 1501 Broadway, N. Y. C.

COMING AND GOING

HERBERT KREUGER, commercial manager of WTAG, Worcester, Mass., is in New York for conferences at CBS, with which the station is affiliated.

G. RICHARD SWIFT, general manager of WCBS, and DON MILLER, sales manager of the station, today will leave for Atlantic City, where they'll attend the National Food Brokers Convention, which will be held Monday through Thursday.

ED GREIF, of Banner & Greif, New York publicists, will return tomorrow morning from Cleveland, where he spent a week handling public relations for the Plant Maintenance Show.

VAUGHN MONROE and the members of his band leaving for Washington, D. C., where tomorrow they will broadcast their Columbia network program from Gaston Hall at Georgetown University.

JENNINGS PIERCE, manager of public affairs, guest relations and station relations at NBC-Hollywood, is back at his desk in the film capital following a leave of absence of slightly more than three months, during which he recovered from injuries received in the airplane accident in which Buddy Clark lost his life.

BOB WILSON, of the Mutual network press department, has returned to New York from Washington, where he was closeted with Mutual's press chiefs in the Capital regarding future promotions.

GENE AUTRY, accompanied by the radio troupe featured on the Columbia network, now on an extensive personal appearance tour, will show their wares tomorrow in Chicago.

FRANK SCHREIBER, manager of WGN-TV, Chicago, arrived in Gotham yesterday for conferences with executives of the DuMont television network.

NARND Offers Support To NAB On News Issue

(Continued from Page 1)

speech was over, according to the news directors.

NARND has offered its support to NAB's protests. Jack Shelley of WHO, Des Moines, president of NARND, has named Cash Keller of WRC, Washington, to give the news directors' viewpoints in any further meetings.

ABC Quiz Program Sponsored By Wise & Co.

(Continued from Page 1)

new Wise book entitled "Your Dream Home—How To Build It For Less Than \$3,500." Thwing & Altman, Inc. of New York was the agency.

New CBS Feature

"Main Street Music Hall," originally a two-shot Sunday program, will become a regular Sunday afternoon CBS feature effective immediately, it was announced yesterday. Heard at 1:30 p.m. (EST), the program features Earl Wrightson, baritone, with Antonini's orchestra.

FCC 'No' To WNYC Plea For More Time-On-Air

(Continued from Page 1)

the question raised is a part of the clear-channel issue.

WNYC operates now with one kilowatt limited to Minneapolis sunset; it was asking five kilowatts day and one kilowatt night.

At the same time the Commission authorized a power boost and frequency shift for WSAP, Norfolk, Va.—which goes from the 1490 to the 1350 band, with an increase from 250 watts daytime only to five kilowatts unlimited.

Vic Diehm Gets New Post

Victor C. Diehm, co-owner and general manager of WAZL in Hazelton, Pa., has been elected vice-president of the Allentown Broadcasting Corporation, owners and operators of WHOL in Allentown, Pa. Diehm's association with WHOL will be for the most part in an advisory capacity as he remains head of the WAZL operations at Hazelton.

Correction

Lever Bros. sponsors "The Clock" over NBC-TV, not CBS as reported here yesterday. Program is an NBC package.

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.



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.

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

# Study New Standards For Tape Recording

(Continued from Page 1)

him by Chairman Robert M. Mors of the committee's executive group. The new proposals, Morris said, include for the first time a recommended standard hub and flange for use in reels containing magnetic tape, a proposal under consideration for more than a year because of its importance as a link in the exchange of magnetic tape between reproducing machines of different makes.

### Statement By McNaughton

"One more vitally essential standard is now required which will permit the free exchange of tape recordings between broadcasters, and which will no doubt lead to the general issuances of tape libraries," McNaughton said, and added:

"This is the standard which will assure the broadcaster that the fidelity and quality of the program material on the tape will reproduce on his machine regardless of make, with the same fidelity and quality with which it was recorded."

Other proposals involved the "OW" factor of reproducing machines, the diameter of the reproducing turntable platen and the concentricity of the center hole.

A special committee has been established to investigate the problem of supplying the broadcasting industry with a standard test record. Specifications of standard test discs have been reviewed, and will be considered again at the March executive committee meeting.

The over-all recording and reproducing standards committee is scheduled to meet in Chicago during the 28th annual NAB convention, April 12-19.

# Strouse Answers Muzak Re Transit Radio Move

(Continued from Page 1)

on, thru its attorney, Paul Porter, had distorted and withheld the basic information as to why Muzak recordings are being withdrawn from the Transit Radio field. Strouse doubted that the decision was based on what Muzak calls "the public uproar over Transit Radio."

He said that Muzak "is now sweating" because of FM radio's threat to its "beautiful little monopoly" in the functional music business.

"Paul Porter would have been a loser to the truth if he had stated that Muzak made its move for competitive reasons," Strouse said.

"The fact of the matter is that FM stations throughout the nation—including WWDC-FM—are now going into the functional music business on a competitive basis," he added, saying, "WWDC-FM is already making arrangements to supplement its present music library from sources other than Muzak."

In regard to WWDC-FM's entry into the functional music field, Strouse pointed out that "the type

# Commuters' Aide

Sam Cuff, TV consultant who is associated with Adam Young, station rep, has been named "Mr. Commuter" by fellow commuters among the radio, TV agency and newspaper crowd, who ride the Westchester trains of the New York Central daily. Cuff is a one-man clearing house for commuter gripes and takes the complaints to the executive offices of the railroad at Grand Central terminal.

# Television Credited With Increasing Sales

(Continued from Page 1)

Chicago Furniture Show at the Merchandise Mart last week.

Mildwoff, using TV for the first time, produced a program, "Highlights of the 1950 Merchandise Mart," over the Balaban and Katz station in association with Evelyn Lawson, television director of the Cromwell Advertising agency of New York. It was a co-op type of show with other manufacturers participating: Schiffer Prints, Doric Lamps, Monogram Glass Company and Fine Arts Lamps, Ltd.

Buyers attending the Furniture Show watched the display and demonstrations of merchandise on TV over receivers placed in the television department of the show. The presentation, Mildwoff said, resulted in a substantial increase in orders for glassware products.

Bill Balaban produced the show for WBKB. Russ Davis, Chicago sports commentator narrated the show and was assisted by Ruth Turner.

# Coast RWG Meets Mon. To Plan CBS Walkout

(Continued from Page 1)

under Harry Ackerman's network program department. Purpose of meeting will be "to discuss most effective way to conduct RWG impending strike against CBS on behalf of staff writers.

CBS-RWG staff writers negotiations broke down in December with failure to reach agreement on wage hike, and limitation of working hours.

December 23 "cooling off" period required by the Taft-Hartley Law will expire next month.

of programming used on WWDC-FM and other FM stations throughout the nation lends itself to use in commercial and non-commercial establishments now using music supplied by the Muzak monopoly."

Strouse also said that Muzak recordings were never an essential in beaming programs usually heard on transit radio. Of the 20 stations in the United States in transit radio only three have been using the so-called Muzak record library—Houston, Texas, Worcester, Mass., and Washington, D. C.

# Colorado Stations Cover Forest Fire

(Continued from Page 1)

a 22-hour period. Headed by News Director Bill Day and including announcer Starr Yelland and Engineer Ken Raymond the KOA group kept listeners informed on all aspects of the big story until the blaze was brought under control. Included in the broadcasts was one to the NBC network and aired over Morgan Beatty's News of the World Program, Tuesday. All of KOA's news broadcasts from the first included tape recorded, eye-witness accounts from inside the critical areas. One such broadcast featured an interview with Denver Post Reporter Robert Cour, who was virtually trapped inside blazing Camp Carson Army Base when the KOA mobile unit passed through. Cour "hitched" a ride and was interviewed by Announcer Starr Yelland.

### KFEL at Scene

On the spot coverage was provided by KFEL and newsmen Warren Clark, Dick McDaniel and Duncan Ross through the use of a mobile unit last Monday. The newsmen made their reports periodically to the station for a 24-hour period when the fire was out of control. News director Jack Fitzpatrick and night editor Bob Erickson directed the operation.

# Propose Commission For Canadian Radio

(Continued from Page 1)

had asked Malcolm Neill how many decisions had been made by the CBC department which were meant deliberately to harm competing private stations. Wright was referring to the eight-year period when Neill and was assistant general manager. "I would rather not answer that question," Neill at first answered.

Wright said he was prepared to put the matter up to the chair. Neill, general manager of radio station CFNB, Fredericton, then said no such decisions had been made but added his rider about "lack of appreciation."

Neill was presenting the brief of the Maritime Broadcasters' Association to the Royal Commission on Arts and Sciences. The brief asked for an independent authority to govern all radio broadcasting in Canada.


The association said the CBC should not exercise regulatory authority because:

1. It is undemocratic and unsound that a programming body should exercise regulatory functions; and
2. It is unfair and unreasonable that a regulatory authority should be a body in direct competition with those it regulates.

• faces • facts • figures • wins •

faces • facts • figures • wins •

# FFV



**Charlie Starke**

**FIRST FOR VALUE** in N. Y. radio, the Charlie Starke MUSIC SHOPPE (10 a.m. to 12 noon), increased its audience by 69%\* in its first year on the air.

**\$25 now buys you 60,000 radio homes on the MUSIC SHOPPE.**

\* The PULSE INC.

wins • faces • facts • figures • wins •

**WINS**  
30KW NEW YORK

CROSLY BROADCASTING CORPORATION

## LOS ANGELES

By ALLEN KUSHNER

C. F. MASLAND COMPANY has renewed AT HOME Party for 13 weeks over KTTV, Hollywood. The renewal was made through Anderson, Davis & Platt, New York.

Challenge Creameries, Los Angeles, through Ross Sawyer, LA., sponsored a telecast of the Tournament of Roses Parade, Pasadena, California, over KECA-TV, on Monday, January 2, from 9:00 to 11:00 a.m. Owen James was account executive for KECA-TV.

Miles California Co., for its Alka Seltzer One-A-Day Brand Multiple Vitamins, contracted for "Queen For A Day" program on Don Lee-Television-KTSL, starting Jan. 5th for 39 weeks. Live program will be broadcast at 8:00 p.m. Thursdays, for a half-hour. Wade Advertising Agency placed.

Multicam Process yesterday was set as the title of Producer Jerry Fairbanks new filming Technique Perfected for video film production after three years experimentation. The process utilizes three or more cameras that simultaneously film long, medium and closeup shots as well as three or more angles of the same scene. Name of process reported to cut production costs by approximately 500 per cent has been copyrighted, the producer said.

J. Carrol Naish has received the annual award for the best radio acting of 1949 from the American Association of Radio Fan Clubs due to his work on "Life With Luigi" over CBS Tuesday evenings.

### Plan Language Versions For CBS' 'You Are There'

"You Are There," the CBS series which recalls history in newscast form, will be the basis for similar types of programs now being planned for Italian and German radio, it was announced yesterday by Werner Michel, chief of the CBS documentary unit. He said that R.A.I., the Italian National Radio Network, is now exchanging correspondence with the documentary unit with a view to launching a similar series over their facilities.

Meanwhile, he said, an independent version of "You Are There" also is being readied by German program directors, who feel the method could contribute to German re-education.

## RUBY EDITORIAL SERVICE, INC.

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For Motion Pictures & Television  
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### Man About Manhattan. . . !

● ● ● Sudden resignation of Chas. Luckman, president of Lever Bros., late Wednesday brought a lot of speculation in the trade yesterday as to what effect it may have on the company's radio and TV policies. Company is rated as one of the heaviest and most consistent users of radio and one of the major accounts on the CBS web. Luckman and Wm. Paley, chairman of the board, have long been personal friends and are said to have collaborated at times on talent acquisitions. Another Luckman business friend is Jules Stein, president of MCA, one of the major talent agencies. It had been rumored at one time that the Luckman-Paley-Stein combination was planning to work in close association on talent development particularly in the television field. Another appraisal of the Luckman resignation, coming from an agency source, is that the British owners of the parent Lever Company, are desirous of becoming actively associated in the American company and market. Devaluation of the British pound and the attractiveness of American dollars are said to motivate their thinking. While the arrival of Sir Geoffrey Heyworth and Paul Rykens from England was characterized as "a periodic visit" in a press release, it is said that the British execs made a hurried plane trip to America when dispute arose over operational policy matters. With the Luckman resignation, the future operations of Lever Bros. for at least the time being, will rest with a three-man board, all directors of the parent Lever company Unilever of England. Three men are Arthur Hartog, J. L. Heyworth and F. D. Morrell. Their plans for administration raises the \$64 question—will they be as radio and TV-minded as Luckman?

★ ★ ★ ★

● ● ● Tim Marks, who seems to be in a slogan-suggesting mood this ayem, suggests one for the March of Dimes TV program: When you lend a hand, you may get a heart in return. And this one for TV stations who're having tough sledding: Trying times are no time to quit trying.

★ ★ ★ ★

● ● ● AROUND TOWN: Top agency execs working on radio show which they hope will lure Eisenhower into radio. . . CBS quietly concentrating on Fibber McGee & Molly in an effort to change their minds on NBC. . . If Godfrey proves he works better on TV minus a studio audience, other shows will follow suit. . . Hank Morgan, once considered a 'bad boy,' now working hand in hand with top NBC brass. . . Jack Stewart, former head of the radio writers' dept at Wm. Morris, joins Frank Cooper in an exec capacity. . . Arthur Treacher stars in Philco's dramatization of the P. G. Wodehouse novel, "Uncle Dynamite," on the 29th. . . Peter Donald set for "This is Showbiz" Sunday. . . A. C. Underwood blows a kiss to telecaster Guy Lebow in his fiction piece in the current issue of Cosmopolitan. . . Joe Bushkin knows a comedian who wants material so badly he's gonna Beg Burrows or Steal. . . CBS expects to get going with the "Amos 'n Andy" TV-er this spring, but they're still looking for an Andy. . . Blanche Gaines set two originals on the Colgate Theater this month. . . DuMont's Eliz. Mears casting 6 shows a week—all by her lonesome. . . Jane Harvey pacted by MGM records.

★ ★ ★ ★

● ● ● OUR HAT'S OFF DEP'T: Mr. & Mrs. North—mastery in radio mystery. . . Mimi Benzell's swing version of "Lo, Hear The Gentle Lark." . . Betty Reilly, the Irish Senoritahhh, at the Capitol. . . Ex-Hit Parader Andy Russell and his lovely missus, Della, at the Roxy. . . Jean Carroll's su-berle-ative routines via TV guest shots. . . WHOM's "Afterhour Swing Session," with Willie Bryant and Ray Carroll.

★ ★ ★ ★

## CHICAGO

By HERB KRAUS

AL TIFFANY, of the WLS farm program dept. will speak on "The Effectiveness of Radio Advertising in Selling," before salesmen of the Cargill-Nutrena Corporation in Kansas City, Mo., today.

Roy V. Whiting, vice-president and director of promotion for "TV Forecast," left Chicago this week for Los Angeles to survey the market. He hopes to purchase a leading West coast TV program publication to add to the present chain of weekly fan magazines which includes Chicago and Boston.

The Good Neighbor policy has reached from Chicago to Bogota, Colombia. Robert Guilbert, NBC Chicago script manager, has been profiled in great detail in "El Espectador," Bogota daily paper.

Is WXRT going the way of WMCA-FM in New York? Robert Miller, prexy of the FM'er, which is an adjunct of WSBC, highly-successful foreign language outlet, is reported ready to dispose of WXRT for 20 G's.

Telequip is featuring eight models, ranging from a 12½-inch table model at \$179.95 to a deluxe 16-inch console at \$299.95, which is very much in line with prices of most major manufacturers. Sixteen-inch models retail for as low as \$269.95.

## Hollywood's New COUNTRY CLUB HOTEL

● The Country Club Hotel occupies a magnificent location in the heart of the exclusive Wilshire residential district . . . adjacent to Wilshire Country Club and overlooking the expanse of its gorgeous fairways and greens.

● Rates from \$6.00 up. Single Kitchenette Apartments Available by Week or Month.

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445 North Rossmore Avenue (Vine St.)  
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Telephone: HOLLYWOOD 9-2701

# M-TV EQUIPMENT FM FAX

Section of RADIO DAILY, Friday, Jan. 20, 1950

## TV DEALERS SLASH RECEIVER PRICES

### Wide Sports Use Seen For Lensless Lens

The nation's video viewers are enjoying sharper, long distance close-ups of sports and news on their TV receivers, due to a new lensless telephoto lens called the Video Reflector. This TV camera eye is another development of Dr. Frank G. Back, who pioneered the now famous mar lens, and whose work in and motion-picture photography and in TV, received top recognition recently when he was made fellow in the Royal Photographic Society.

The new lens was used for the first time by CBS-TV at the telecasting of the Columbia University-Princeton football game last fall in New York City and has since been used by KTTV, Hollywood, when it televised the Rose Bowl Game December 31. WPTZ, Philadelphia, NBC's TV outlet in that city, is doing an outstanding job televising the Army-Navy football classic, through the use of the new lens in addition to utilizing two Zoomar lenses. KTLA, Paramount's TV station in Culver City also has used the Video Reflector for the telecasting of the Jalopy Derby.

According to Television Zoomar Corp., manufacturers of the Zoomar lenses and the new Video Reflector, a number of TV stations have expressed interest in using the new lens for the televising of baseball games when they get under way in April. The Zoomar lens is now being used by 38 TV stations and it is anticipated that many of these stations will put the new Video Reflector into service as soon as they can be made available by Television Zoomar Corp., manufacturers of the lens, who claim that delivery should begin within six weeks.

### Philco Gross, \$80 Million at Convention, Regionals

Philadelphia — Orders for Philco television sets, refrigerators, ranges and other products placed by the company's distributors at regional meetings in December and the national distributor convention in Chicago last week total over \$80,000,000, has been announced by James H. Rmine, executive vice-president. Most of these orders are for shipment in the first quarter, he said, and increased production will be required in the television, refrigeration and electric range divisions of Philco to handle this large volume.

### "Radiophonic Schools" In South America

Getting an education in Colombia, South America for thousands of adults and children doesn't mean marching off to school classrooms. Instead, many of the populace gather in public plazas, in farm houses, or merely at the side of the road, where they receive lessons from instructors who carry short-wave radio receivers. The instructors get the lessons relayed to them from a main transmitting station and in turn instruct their pupils by writing the lessons on blackboards. This vast network of "radio-phonics" schools is being carried on by a young priest, Father Joaquin Salcedo, who has a pupil registration of 7,000 in 90 "radiophonic schools" spread over several counties in Colombia. He expects the number to be increased by several thousand as the result of his purchase of a 1 kw short wave transmitter and 700 short wave receivers from the International General Electric Company. The transmitters and receivers were made at GE's Electronic Park, Syracuse.

### Mayer Assumes N. Y. Post For RCA Service Co.

Harry J. Mayer, former manager of Technical Products Service of the RCA Service Company in the Chicago district, has assumed new duties as New York district manager of the company's Technical Products Service Division, it was announced yesterday by W. L. Jones, vice-president in charge of the T.P.S. division.

Fred W. Wentker, formerly of the company's home office in Camden, N. J., takes over the post vacated by Mayer in Chicago. William F. Hardman, former New York district manager, has been made a special representative of the company in Washington, D. C.

### Recording Research Lab. Opened By 3M Co.

A new research laboratory, to provide the movie industry as well as radio and TV networks with "on the spot technical service" on magnetic recording films and tapes, has been opened in Hollywood, Calif. The new laboratory was established by Minnesota Mining and Manufacturing Co., maker of "Scotch" sound recording tape, as an addition to its central research department in St. Paul. In addition to movie, radio and TV work, the laboratory will offer technical services on recording tape for Pacific coast recording companies, and manufacturers of recording equipment. In charge is Robert Herr of St. Paul.

### Unload '49 Models With Spirited Price Cuts

(Continued from Page 1)  
inghouse and others. The chain offered some 2,000 sets for sale on a no money down, 2 years to pay basis. All sizes of tube and wide varieties of cabinets were available. A check of Davega stores revealed however, that no great rush for the sets had begun as yet.

#### "Smashing Reductions"

A \$100,000 stock with "smashing reductions" was advertised by the Dynamic Stores. Once again, the choice of model and manufacturer was wide. Dynamic advertised that many sets were "marked down below actual wholesale cost!"

Stores appeared to be well stocked, but it was learned that most dealers were not carrying large inventories as a result of a booming business before Christmas. It was hoped that all remaining stocks could be cleared before 1950 lines were marketed.

### New Advance Announced In Tone-Arm Suspension

According to the Grey Research & Equipment Co., Inc., Hartford, Conn., the first basic advance in tone arm suspension systems in several decades, the viscous-damping principle of the new Grey transcription arm, has been announced. Among the features of the new tone arm are virtually complete elimination of tone arm resonances, perfect tracking of records, adjustable degree of damping by means of a knurled screw, almost complete elimination of any possibility to damage the reproducing stylus, instantaneous changing from 78 rpm to 45 rpm records, with correct stylus pressure automatically obtained and numerous other features.

### New Bulletin Features Antenna-Stacking Info

Explanation and detailed drawings of the proper procedure in stacking high-band antennas is given in Engineering Bulletin No. 58 just released by Technical Appliance Corporation, Shelburne, N. Y., manufacturers of TV, FM, and AM antenna systems. There has been much confusion in the field as to the correct method of stacking antennas for use in channels 7-13. Taco engineers have provided this information in an easy-to-understand form as a service for the busy TV installation man.

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New RCA electron tube gives today's amazing computing machines an indispensable memory.

***Tube with a memory keeps answers on file***

So complex are present scientific studies—such as in atomic research—that just working out the “arithmetic” could easily take up all of our scientists’ time.

Short cut through this drudgery is found in huge electronic computers, able to add or multiply numbers as large as a thousand billion in *millionths of a second*. But such speed is valueless unless—with comparable speed—the results of countless computations can be kept “on file” and taken out again.

Such a “file” now exists in a “memory” tube, developed at RCA Laboratories. Electronically it retains figures fed into calculating machines, stores them while it memorizes new ones—speeds intelligent solutions through mazes of mathematics.

Uses of RCA’s “memory” tube are many. It will help atomic scientists acquire new and needed knowledge . . . provide new information on supersonic flight . . . even help make rapid weather predictions! It is an invaluable instrument in the scientist’s campaign to penetrate the unknown.

**For your benefit:**

Development of the “memory” tube is another of the basic advances pioneered at RCA Laboratories. Continued leadership in science and engineering adds *value beyond price* to any product or service of RCA and RCA Victor.

\* \* \*

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



**RADIO CORPORATION of AMERICA**  
*World Leader in Radio — First in Television*

# TELEVISION DAILY

Section of RADIO DAILY, Friday, January 20, 1950 — TELEVISION DAILY is fully protected by register and copyright

## MOVIE INDIES SEEK TV MARKETS

### TELE TOPICS

**M**ANY YEARS AGO Jack Benny gave the words puerile and banal a thorough going-over on his show for several weeks. In fact, he put them through the wringer to such an extent that they attained the same status as Brooklyn and provoked laughs whenever they were heard. Both are pretty good words and now the time has come to rescue them from the limbo of Mr. Benny's gag files. Their first official duty in their new life would undoubtedly be to describe "That Wonderful Guy," a recent arrival on ABC. The program is another one of those situation comedy-type affairs, built around a bored drama critic (Neil Hamilton) and the houseboy (Jack Lemmon) in his upper penthouse. Which of the two is supposed to be the admirable fellow of the title is a mystery since the critic is a snob and the houseboy a dope. . . . Despite the handicaps of a frail, tired script and acting that is too broad even for a show of its type, the program offered one or two very brief flashes of what could develop into entertainment. A major operation would be necessary to bring this about, however. The show is afforded excellent production in which the advantages of ABC's huge TV-1 are very obvious. Written by Russell Beggs and Charles Hussman, program is produced and staged by Charles Irving. Hal Gerson directs.

**A**CCORDING TO a London publication quoted in Campbell - Ewald's Television Topics (no relation): "Television programs are being criticized by parents who fear that unless the quality improves, baby sitters will be difficult to engage." Times sure have changed. We can remember when mere possession of a receiver was sufficient to guarantee an unlimited supply of sitters. Now it seems that the sitters have used their fees to buy sets of their own and the inducement of video no longer applies. . . . According to Nielsen's New York ratings, Milton Berle is worth about eight points on Texaco Star Theater. On Dec. 6 the show was rated 77.2; on Dec. 20, when Berle was on vacation, 70.4; on Jan. 3, with Berle back, 78.7.

**W**PIX, building a Friday nite lineup, has added Paul de Fur's "Your Home Repair Man" at 10 p. m. for Doubleday, following the publisher's feature film series. The Truex Family has been moved to 7:30 preceding the movie package. . . . It's been said that the best salesman sells himself. Last week Paula Carr, half of Roberts & Carr package house, visited agencyman M. M. Winer to sell him a couple of shows. He didn't buy any but asked the former actress if she could whip up a woman's show with herself as the star. Presentation for same is now on the desk of a Winer client.

### Packard Signs ABC For Weekly Program

The Packard Motor Car Co. was added to the list of network video advertisers yesterday when it signed with ABC for presentation of a weekly half-hour program, time and day not yet fixed, beginning in March.

Although no details of the program were announced, it was learned that it will be a musical drama described as a kind of "musical 'Grand Hotel.'" Title was originally planned to be "Manhattan Towers," but clearance difficulties arose and a new title is in the works, it was said. Program has rights to all of Gordon Jenkins' music. It is produced by Monte Proser and Edward Duryea Dowling who were represented by the William Morris office.

Young & Rubicam, agency for Packard, seeks the 9:30 p.m. Thursday slot, but it was said that another advertiser holds an option on it.

### WKRC-TV Promotes Two

Cincinnati—L. Joe Bolles, program director of WKRC-TV, has been named sales exec by the station working under sales manager Jake Latham, it was announced by Hulbert Taft, Jr., exec veepee. At the same time, Taft announced that Syd Cornell, special events director, has been named commercial production manager.

### Color TV Boon To Art Says Gallery Chief

Washington Bureau of RADIO DAILY. Washington—Color video "should do for art what radio has done for music," David Finley, director of the National Gallery of Art said following a CBS colorcast from the gallery last night. The show was part of the web's current demonstration of its color system.

Finley lauded CBS for "a public service of the greatest value with resulting benefits which no one can estimate at this time." The art world, he said, has been "looking forward to the time when works of art could be broadcast in color. Now that time has come. . . . It can help to make works of art familiar to everybody."

Especially beneficial, he said, is the opportunity people will be afforded to become familiar in advance with the works they will see when they visit the art galleries personally. "Then they will be able not only to enjoy the works of art but to profit by them, because they will understand better what the artist has tried to say."

### Guinness Signs WOR-TV

Arthur Guinness Son & Co., American distributors of Guinness Stout, have signed with WOR-TV for sponsorship of sports pickups from New York Athletic Club on Wednesdays. Contract was placed through Hewitt, Ogilvy, Benson & Mather.

## Screen Guild Outlines Plans For Partnership With TVA

Screen Actors Guild yesterday emphasized that it will not agree to any joint membership meeting with Television Authority at which film actors could be "forced to strike or be prevented from striking by other actors who do not work in the motion picture field."

In a memorandum to TVA outlining its views on proposed partnership with TVA, repeated that "we will not join nor participate in Television Authority," adding that the TVA proposals apparently indicate "you are not ready to recognize the two separate fields in television, namely (1) performances in 'live' programs, and (2) performances in motion pictures produced for exhibition in television." The Guild said it "will never ac-

cept any condition which would allow performers primarily interested in the live field to have a controlling vote on the problems of actors in motion pictures however exhibited," and "if we agreed to joint membership meetings with power to take action, we in effect would be participants in Television Authority."

### Renews Invitation

SAG renewed its invitation to the TVA board to send a committee to Hollywood to help bring about an amicable settlement of the dispute, again explaining that "the Guild cannot send a representative delegation to New York at this time because its principal officers and committee members are professionally engaged in Hollywood."

### Producers Hail TV As Upping Take On Old Films

West Coast Bureau of RADIO DAILY

Hollywood—The attitude of many independent motion picture producers toward TV is steadily changing from reluctance to eagerness as the home video market looms as a new outlet for circulation and a source of added income.

One indication of this trend is a statement made by Irving Lesser, president of Producers Representatives, Inc., that the "insatiable" TV market "is the answer to the independent producer's prayer for additional revenue." Sale of TV rights to old films is providing many a hard-pressed indie producer with much needed income for current financing, he said.

### Lesser Lining Up Films

Lesser, who has acquired TV rights to some two dozen features, is now in Hollywood to line up additional films. He is especially interested in the great number of TV shorts filmed here in 1947 and 1948 which never reached the air because of the lack of advertising revenue at that time.

Another manifestation of the trend was the acquisition this week of 18 features by Commonwealth Film & Television, Inc., including features starring Jack Benny, Eddie "Rochester" Anderson and Jimmy Durante.

### Top Stars Included

Others on the list, according to Jerry Hyams, general sales manager of Commonwealth, include films with Barbara Stanwyck, Robert Young, Claudette Colbert, Raymond Massey and Elisabeth Bergner.

Many other top names are featured in films that will find their way to tele in the near future, it was said.

### Ask Permanent Licenses For Fox, Para. Stations

Washington Bureau of RADIO DAILY

Washington—The FCC was asked yesterday to place WBKB, Chicago; KTLA, Los Angeles, and other TV and AM stations owned by Paramount affiliates on permanent license on the ground that the anti-trust difficulties of the company have now been resolved to the satisfaction of the Justice Department. The Paramount and Fox stations were placed on temporary license a year ago pending Commission determination of a policy on pix licensees and applicants with records of anti-trust violations.

## Heavy AM-TV Sked For N. Y. 'Motorama'

(Continued from Page 1)

recording equipment for out-of-town stations who wish to pick-up special events from the Motorama. Stations WCOP, Boston, KRNT, Des Moines, WJR, Detroit, and WCAU, Philadelphia, have each assigned special crews for recording events to be released over their air-waves at a later date.

Among the programs plugging the show which have already been aired is Three Star Extra on NBC Wednesday. C. E. Wilson, president of G-M made a guest appearance on the program. Yesterday, Arthur Godfrey was the featured performer on a telecast from the exhibit presented on CBS from 9:30 to 10 p.m. Pontiac was the sponsor.

### Kettering Heard

Scheduled yesterday was Charles F. Kettering, dean of the G-M research department, who was guest of Mary Margaret McBride on WNBC. Gordon Fraser interviewing celebrities at the show was presented on WJZ later in the afternoon. This program was recorded on Wednesday.

Tex and Jinx were starred over CBS-TV yesterday on another G-M sponsored feature. This program ran from 9:30 to 10 p.m. from the Waldorf.

Tonight, John Wingate and Barbara Wells will do a dual reporting job from the exhibition on WOR-TV from 8:30 to 9:00 p.m.

Two other presentations will be run next week. The first will be the regular Henry J. Taylor broadcast on Monday, January 23 over ABC from 8:30 to 8:45 p.m. emanating from the hotel. The second will be a telecast on WABD spot-lighting hand-carved models of old and new vehicles executed by boys in the recent Fisher Craftsmens Guild Contest. These will be televised on Wednesday, January 25 from 7:30 to 7:45 p.m.

Two other manufacturers' groups are also preparing to stage large-scale exhibits in New York in the near future. Kaiser-Frazer is now readying plans for a late February showing while the Society of Motor Manufacturers and Tradesmen is preparing for the British Motor Car Show to be held in Grand Central Palace from April 15-23.

General Motors is also planning to stage a Motorama in Chicago at a later date.

### New WINS Feature

A new midnight to three a.m. program sponsored by and emanating from Hickory House will begin over WINS on Tuesday, January 24. Emceeding the show will be Ed Weiner, author of the Damon Runyon Story. Weiner will feature interviews, comments and music from the 52nd Street night-spot. The contract is for one year and covers every day except Monday. Robert Feldman, Inc. is the agency.

## COAST-TO-COAST

### New WDRC Receptionist

Hartford, Conn.—Gail Hatry is the new receptionist at WDRC, starting Jan. 23. She replaces Barbara Nelson, who is going to New York, where she will be secretary and assistant to Milton Karle, record exploiter and publicity for Peggy Lee, Jimmy Dorsey, Mel Torme, Nellie Lutcher, King Cole Trio, Johnny Desmond and others.

### Regional Peabody Awards

Worcester, Mass.—The Massachusetts Peabody Award Committee presented two WTAG (and FM) programs with first place honors in their divisions: in the news class, day newsman Dick Jacobs' "Who's New?" on Saturdays and in the public service class, analyst Clyde Hess' "Plan of Two Cities." The latter special series were broadcast for five successive Sundays leading up to the local municipal elections of November 8th. Its purpose was to help clarify the new council-manager form of government and its proportional-representation voting, which the city inaugurated with that election. "Who's News" is a weekly 10-minute stanza written and produced by Jacobs and presented by him with the alternating voice of a staff announcer.

### Presents "Old Vic" Players

Worcester, Mass.—WTAG (and FM) have concluded arrangements with the British Broadcasting Corporation for exclusive Central New England radio rights to "World Theater," a series of stage-length transcriptions featuring stars of London's famed "Old Vic Theater." The initial broadcast, Shakespeare's "Macbeth," was aired January 7th. Plays scheduled for the series run the gamut from John Gielgud's "Hamlet" to dramatizations of Chekov, Goethe, Eliot, Goldsmith and Sheridan. Productions are under the local supervision of Gladys Tomajan, WTAG special program assistant.

### British Boxing Match To Be Reported By WNEW

A ringside report of the World Championship light-heavyweight title fight from London will be carried by WNEW on Tuesday, January 24 from 10 to 10:30 p.m. via shortwave and the BBC facilities. New Yorkers will hear two British announcers giving the blow-by-blow account and commentary of the battle between Joey Maxim of the U. S. and Freddie Mills of Great Britain.

The bout is being held at Earls Court in London, and the account will be recorded earlier. Following the description of the fight, Jimmy Powers, sports editor of the Daily News, will analyze the difference between American and British fight announcers.

### Airing To Foreigners

Minneapolis, Minn.—Cedric Adams' five-minute CBS show, "A Little Talk and a Little Tune," will be broadcast to foreign listeners via the Voice of America. Adams, Northwest radio broadcaster and columnist, broadcasts 17 times weekly over WCCO in addition to his network stint. Permission was granted by CBS to the State Department last week for the program to be broadcast by the Voice of America minus commercials.

### Leaves WOCB For WNBH

New Bedford, Mass.—David J. Shurtleff, manager of WOCB, WOCB-FM, West Yarmouth, on Cape Cod, has left that position to take charge of sales and sales production at WNBH-WFMR, it has been announced by James M. Patt, manager of the New Bedford stations. Gerald L. Staten replaces Shurtleff as manager of the Cape Cod station.

### Congressional News Program

Richmond, Va.—WMBG announces the sale of a new five-minute program to the International Wood Products Company here. The new program, titled "Washington Correspondence," is presented Monday, Wednesday and Friday at 6 p.m. With the new session of Congress coming up, the WMBG Washington correspondent tells his audience the things which are happening and what will be in store for them when Congress gets into action.

### Anson Turns Western

Hollywood — Bill Anson, KFWB disc jockey, has turned Western. Bill is not only dressing Western, but also has written several very excellent Western tunes. Hill and Range, publishers of Folk and Western Music, are publishing three of Anson's tunes. Walt Disney Publishing Company will publish Anson's song "I'm Just A Link In Your Chain of Broken Hearts."

### Disc Jockeys Co-operating On WJZ Polio Fund Stunt

Ted Brown and Hal Tunis, WMGM platter spinners, have been added to the list of persons who will appear on the all-star disc jockey parade being run on WJZ from midnight to 5:45 a.m. tomorrow in behalf of the March of Dimes. Other New York disc jockeys who will be featured are: Gene Rayburn and Dee Finch of WNEW, Bill Taylor of WOR, Pat Barnes and Herb Sheldon of WJZ, Wayne Howell of WNBC, Allen Stuart of WMCA, Willie Bryant of WHOM, Fred Robbins of WABD, Paul Brenner of WAAT, and Art Scanlon of WINS. The all-night jamboree for the benefit of the infantile paralysis fund is on the regular Symphony Sid program.

## May Reopen Hearing On Transit Radio

(Continued from Page 1)

and now at American University. Bower and Davison found the survey of rider opinion submitted by the Transit Company faulty because it did not ask riders how they would feel about the broadcasts if they knew that a minority objected to them. "It is our considered opinion," they said, "that many riders would be opposed to their continuation out of respect for the feelings of the minority of the riders, and that in failing to ask a question probing attitudes concerning the feelings of other riders the survey did not in fact present a balanced view of public opinion on the issue."

It was pointed out that although the above question was not asked, those who said they objected to the programs were asked if they would continue to object even if they knew a majority did not object. Thus they were asked to consider the feelings of their fellow passengers.

The PUC was also told that the survey was faulty in that it did not record refusals to answer questions, and it was stated also that the poll of streetcar and bus operators "was made under circumstances which may have indicated pressure for favorable answers."

The PUC stated, in okaying the installations last month, that it was acting not on the basis of rider preference but merely on the basis of public interest and safety.

## Send Birthday Greetings To—

January 20

George Burns George V. Kelly  
Ed Fitzgerald Connie Haines  
Al Rice J. Kelly Smith

January 21

Allen Prescott George Putnam  
Elizabeth Hart Charlotte Manson

January 22

Vivien Ruth Rhoda Cantor  
Ralph H. Minton James Milton  
John Lucas

January 23

Madeline Ensign Edward Harris  
Maxwell Smith Earl Waldo

January 24

Alwyn Bach Frank Lamarr  
Jay Wesley John I. Edwards  
Leo Fitzpatrick Anne Jamison  
Milton Kaye Bill Davidson  
Oscar Bradley Ken Sisson  
George Marshall Durante

January 25

Teddy Bly Portland Hoffa  
Robert Durham Bob Keyworth  
C. A. Snyder

January 26

Ed Ballentine Wyllis Cooper  
Chas. E. Green Joseph Koehler  
Sophie Hinze  
Donald W. Thornburgh



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 50, NO. 15

NEW YORK, MONDAY, JANUARY 23, 1950

TEN CENTS

## NAB DUES MAY BE INCREASED IN 1950

### TV-Receiver Mfg. Up, Radios Down, In 1949

Washington Bureau of RADIO DAILY  
Washington—Post-war production of home television receivers reached the four million mark by the end of the last month, according to RMA figures released this morning. The total 1949 turnout was said to exceed 3,000,000, with more than ten million radios put out. TV set production for 1948 was estimated at 750,000, with about 16,500,000 radios marketed.

Despite a holiday slowdown and  
(Continued on Page 5)

### McCullough Announces SPAC Comm. Members

Convention and promotion committees for the 1950 Stations Planning and Advisory Committee of NBC were announced Friday by Blair McCullough, chairman. McCullough is a member of the Mason-Dixon Group. Committee members are:

Sound Broadcasting Promotion Committee—Ewing C. Kelly, KCRA, Sacramento, Calif., chairman; Stanley W. Barnett, WOOD, Grand Rapids.

(Continued on Page 5)

### Radio Weather Service Will Use FM Outlets

A five-minute weather roundup sponsored by the United Fruit Company on WQXR and four FM stations will make use of FM mountain-top transmitters in upstate New York and Pennsylvania to transmit data. The program will be heard from 7:25 to 7:30 p.m. every day except Sunday.

Weather observers at each point  
(Continued on Page 6)

### Newsman's Workshop

Mrs. Bill Henry, wife of the Mutual newscaster, returned home last week following a week's visit to California to find that her husband had installed a couple of news tickers in her clothes closet in Washington. Henry has always wanted a pair of tickers in his home but this was the first time he was able to find sufficient space.

### Latest On Luckman

The latest rumor on Charles Luckman who resigned the presidency of Lever Brothers, Inc., last week is that he is being considered by President Truman as Ambassador to the Court of St. James's in England. Luckman, according to reports, will leave New York this week on a lecture tour.

### NAB Engineering Conference Planned

Plans for NAB's fourth annual NAB engineering conference in the Stevens Hotel, Chicago, April 12-15, are under way, Neal McNaughten, NAB engineering department director, said Friday. A questionnaire, designed to collect suggestions on subjects and speakers for the technical conference on AM, FM and TV engineering, has been sent to broadcast engineers and others.

The engineering conference had its beginnings in 1947, as a part of the Atlantic City NAB convention,

(Continued on Page 4)

### United Nations Polls L. P. Record Stations

Four hundred forty-four radio stations out of 1,800 polled in the United States by the United Nations radio department are equipped to play long playing phonograph records, it was announced Friday. Out of the number reporting 612 advised U. N. they did not have the

(Continued on Page 2)

### CBS Color Gets Press Hypo From Home-Made Converter

CBS received a color tele publicity windfall Friday when AP, UP and most New York papers gave considerable space to a story about a 27-year-old electrician in Roselle, N. J., who has been picking up the web's test color transmissions on a two-year-old 10-inch table model receiver which he converted to color at a cost of \$4.30.

CBS first learned of the electrician, Forrest W. Killy, early last

### Meeting of Committees in Washington Today Expected to Recommend New Financial Structure

### Hooper Comments On Nielsen Proposal

Rumors that negotiations have been under way whereby the A. C. Nielsen Company, Chicago, might acquire some of the network audience rating services of the Hooper organizations were partially confirmed by C. E. Hooper in a statement on Friday.

Asked for a clarification, Hooper said:

"It is true that there have been discussions between A. C. Nielsen  
(Continued on Page 2)

### Offers WPEN Facilities On Controversial Issue

Philadelphia—A & P and the attorney general have been offered the broadcasting facilities of WPEN and WPEN-FM "so that the general public may have an opportunity to hear both sides of the controversy" be-

(Continued on Page 5)

### Labor FM Network Set To Carry News Program

First commercial sponsorship of a news commentary on a labor network of six FM stations will get under way today when Kaiser-Frazer  
(Continued on Page 2)

Washington Bureau of RADIO DAILY  
Washington—With the battle for power between the Broadcast Advertising Bureau on the one hand and the radio and television divisions on the other hand due for what will be almost final resolution, a recommendation for the hiking of the NAB dues structure is expected to be voted today  
(Continued on Page 5)

### Garden Hoop Games Aired On 18 Stations

College basketball games from Madison Square Garden this season are being covered by 18 stations from many parts of the country, according to Fred J. Podesta, Garden business manager for basketball. In some instances, more than one station covers the games from the same city, Podesta also reported.

Many of the broadcasts are hand-  
(Continued on Page 6)

### New York Store Contracts For Test Shows On WNEW

Eleven programs weekly on WNEW have been bought by Sachs Quality Stores, pioneer radio advertiser, Ira Herbert, station v-p in charge of sales has announced. The contract is for 13 weeks and the shows will be used as a test to reach new customers for the stores, ac-  
(Continued on Page 2)

### Stassen To Speak

Some 3,000 engineers and scientists are expected to attend the winter meeting of the American Institute of Electrical Engineers being held at the Hotel Statler from January 30 to February 3. Keynote speaker for the opening meeting will be Harold E. Stassen, Presidential aspirant and now head of the University of Pennsylvania.



Vol. 50, No. 15 Monday, Jan. 23, 1950 10 Cts.

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FRANK BURKE : : : : Editor
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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.

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

FINANCIAL

(January 20)

NEW YORK STOCK EXCHANGE

Table with columns: ABC, High, Low, Close, Net Chg. Rows include 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 DuMont Lab., Stromberg-Carlson.

OVER THE COUNTER

Table with columns: Bid, Asked. Rows include DuMont Lab., Stromberg-Carlson.

Hooper Comments On Nielsen Proposal

(Continued from Page 1) and me regarding his purchase of certain portions of our network audience rating services. "Most emphatically the proposals do not involve his reported absorption of our business or organization. "Such proposals are not firm or final and are contingent upon approval by Nielsen stockholders and directors. "If and when I have received a firm proposal the trade will learn of our reaction to it without delay." The Nielsen service in both the radio and TV field has been gaining in popularity the past year while Hooper has extended his rating service to cover the TV field.

COMING AND GOING

HOWARD K. SMITH, chief of the Columbia network's European news staff, is back at his London headquarters following a two-week trip to Switzerland. PHIL HARRIS and ALICE FAYE, whose program is a feature of the NBC schedule, will arrive in New York from the West Coast this coming Thursday. RAY TROTTER, staff member of George P. Hollingbery Co., national station representatives, will return today from a week-end in New England. LEONARD MacCLAIN, better known as "Melody Mac" on WIP, Philadelphia, is cruising to South America. He is accompanied by MRS. MacCLAIN. LOWELL THOMAS, Columbia network commentator, will originate his programs of today and tomorrow at WTOP, network affiliate in Washington, D. C. DENNIS DAY, singing star on NBC, is expected in New York Thursday.

JOE KELLY and his "Quiz Kids" heard on NBC, are in New York. They'll be here for two weeks. BEN LUDY, general manager of WIBW, Topeka, Kans., is in town for conferences at the headquarters of CBS, with which the station is affiliated. TED MALONE, newsman and gabber on the American network, left Friday night for Phoenix, Ariz., where he'll attend the rodeo and spend a week on a dude ranch, after which he'll go on to Los Angeles, returning to New York from that point. GORDON McRAE, featured on the "Railroad Hour" over NBC, is visiting in New York. SPENCER MITCHELL, general manager of WDAE, Columbia network outlet in Tampa, Fla., is in town on business. ROY V. WHITING, vice-president and director of promotion for "TV Forecast," a Chicago origination, has left the Windy City on a short business trip to Los Angeles.



United Nations Polls L. P. Record Stations

(Continued from Page 1) l.p. recording playing equipment and fifty more said they were contemplating installation of equipment. The results of the U. N. survey differs from that reported by Columbia a few months ago. At that time it was said that a survey of 2,100 AM stations in the United States indicated that 972 were equipped to play the l.p. records. In Canada, Columbia said, 59 stations had the new recording playing equipment. Dorothy Lewis Made Request The U. N. survey was made at the instigation of Dorothy Lewis of the domestic radio division who sought the data in connection with transcribed releases which are sent out as a part of the United Nations radio programming.

Benny Leads Ratings In New Hooper Report

Jack Benny (24.7), "Lux Radio Theater" (24.3), and Arthur Godfrey's "Talent Scouts" (22.2) finished in positions one, two and three in the regular Hooperating sweepstakes, according to the Latest Hooper report, dated January 15. Other programs which led the field to place in the "First Fifteen" include: Walter Winchell, 21.2; "Fiber McGee and Molly," 21.0; "My Friend Irma," 19.3; Bing Crosby, 18.7; Bob Hope, 18.0; Groucho Marx, 17.7; "People Are Funny," 17.6; "Big Town," 17.5; Bob Hawk, 17.0; "Mr. Keen," 16.4; "Amos 'n Andy," 16.3; and Charlie McCarthy, 16.3. Arthur Godfrey (8.2), "Young Widder Brown," (7.7), and "Our Gal Sunday" (7.4) led the top ten daytime ratings. Other shows which placed were "Right To Happiness," 7.4; "Ma Perkins," 7.3; "Portia Faces Life," 7.2; "Backstage Wife," 7.1; "When A Girl Marries," 7.0; "Romance of Helen Trent," 7.0; and "Guiding Light," 6.8.

New York Store Contracts For Test Shows On WNEW

(Continued from Page 1) cording to a spokesman for the agency handling the account, William Warren, Jackson and Delaney, Inc. Sachs will use three ten-minute periods a week on the Anything Goes program with Rayburn and Finch, three quarter-hours a week on Make Believe Ballroom with Martin Block and three quarter-hours a week in the daytime program of Bing Crosby records. A new series, The Home Decorating Club on WNEW Wednesdays from 10:15 to 10:30 p.m. and Sundays from 5:45 to 6:00 p.m. will also be sponsored by Sachs. Grace King will conduct the two shows and present ways to make homes more beautiful on small budgets. Sachs has also renewed for its 27th year a spot schedule on WMCA. The first Sachs program on WNEW will be heard today.

Labor FM Network Set To Carry News Program

(Continued from Page 1) Corporation begins presentation of a 15-minute news program, Monday through Friday at 7:30 p.m. on six stations. The programs will feature Marquis Childs three days a week and Joseph C. Harshe on the other two days. Broadcasts will originate in Washington and will be tape recorded for the other stations. The outlets contracted for are WFDR, New York; WCFM, Washington; WVUN, Chattanooga; KFMV, Los Angeles; WCVO, Cleveland and WDET, Detroit. WCFM in Washington will be the originating station. Stork News Joseph A. Ruggiero, account executive at Forjoe & Co., station representatives, is the father of a boy born Jan. 17 to Mrs. Ruggiero in Long Island College Hospital. It is their fourth child—all boys.

Sorry, wrong number

Bobo, a favorite monkey in the Kansas City zoo, hasn't much chance of making good connection on the telephone, but he doesn't care. He just loves to finger the dial and chatter. How about your radio advertising in Baltimore? Have you got the right connection to produce low-cost results? If you're buying W-I-T-H, you're all set. For W-I-T-H is the BIG independent with the BIG audience. It delivers more listeners-per-dollar than any other station in town. And that means that a little bit of money goes a long way on W-I-T-H So if you want to buy radio economically, if you want to make every dollar count, buy W-I-T-H. Call in your Headley-Reed man and get the full story today.

AM W I T H FM Baltimore 3, Maryland TOM TINSLEY, President Represented by Headley-Reed

DETROITERS  
have the  
money now



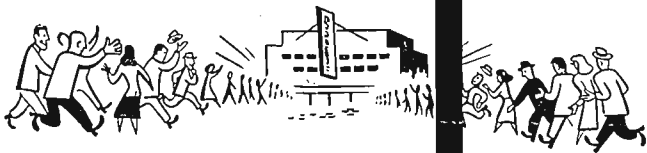
TEN CONTINUOUS YEARS of full employment for over a million workers have made Detroit America's most prosperous major market. With auto manufacturers planning to EXCEED last year's record production of 6,240,400 cars, the 1950 outlook is exceedingly bright. Looks like another three-billion-dollar year for Detroit's retailers!

WWJ-TV  
has the  
audience now



THE 150,000 TV sets now in the Detroit market are concentrated within easy range of WWJ-TV's strong, clear signal. Lion's share of this audience belongs to WWJ-TV, first television station in Michigan . . . two years ahead of Detroit's other two, in TV know-how and programming.

ADVERTISERS  
are doing the  
business now



1949 WAS A GOOD YEAR for WWJ-TV advertisers. Naturally, 1950 is proving even bigger. Aggressive advertisers seeking increased sales in this fabulously wealthy market can achieve them through WWJ-TV.

FIRST IN MICHIGAN

Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

ASSOCIATE AM-FM STATION WWJ

**WWJ-TV**

NBC Television Network

## CHICAGO

By HERB KRAUS

**JIM HANLON**, WGN flack chief, discussed "Radio and Your Community," with the Elgin Woman's Club Tuesday (17).

Al Capp, the ol' master cartoonist himself, visiting Chicago this week for the benefit of the March of Dimes. He appeared on the ABC Breakfast Club show Wednesday morning (18) and with his kigmies on the ABC-TV wrestling bouts in the evening.

Two old-timers of Chicago radio are being heard and seen in Chicago these days. Saturday night Uncle Ezra comes out of semi-retirement to guest on the National Barn Dance program over WLS; while every Saturday night Cliff Soubier can be seen on "Saturday Square" over WNBQ and the network, where he portrays the "con" man of that very wacky, never-never neighborhood.

Tommy Bartlett, Chicago's Welcome Traveler, bowed in over WGN Monday on a new five-day-a-week housewife interview show. Tommy is interviewing the better-halves at the Home Art Guild, where he began his local radio career twelve years ago.

Christmas wish of 10-year-old Dick Scoma is about to come true. Youth wrote Gail Compton, proprietor of "The Pet Shop" (WNBQ) telling of his desire for a dog ever since he fell sick. Said he had an alligator plus five dollars for a trade-in. Tuesday he will appear on the show to get his puppy as a gift from Oldhove Kennels. They say they can't use his alligator or his five dollars, either.

Arvin is offering an 8½-inch screen, metal cabinet set for \$129.50, substantially cheaper than any previous Arvin model. Production began January 3 in Columbus, Indiana, and distribution to primary metropolitan markets is expected to begin in February.

J. L. Van Volkenburg, vice-president and director of TV operations for the Columbia Broadcasting System, was a recent WBBM visitor.

Kastor, Farrell, Chesley & Clifford, Inc., has signed an agreement for National Nielsen Radio Index Class "A" Service.

### NAB Engineering Meet Planned For Apr. 12-15

(Continued from Page 1)

and is now a regular feature of NAB's annual meets. It was held ahead of the management conference portion of the convention, last year for the first time. Last year was also the first time in which three days had been devoted to the technical meeting.

The 1950 NAB convention's management conference is scheduled for April 17-19, with registration on Sunday, April 16, after the close of the engineering conference.



### Man About Manhattan. . . !

● ● ● WEEK-END CUFF NOTES: There's no doubt that giveaway shows, for the most part, have overstayed their welcome. So what's new in cycles? From where we sit, it looks like songwriting talent shows are next in line for a big play by the chains. NBC's already cooked up "Pick a Hit" and CBS is also readying a like stanza. Who said "Stop the Music?" . . . CBS readying another hefty pitch at Bob Hope. Web rates an 'A' for effort, at any rate. . . That Dean Cameron, who just started a daily (4:30 p.m.) human interest series via WOR today is none other than our old chum, Arthur Van Horn, of "Heartbeat in the News" fame. . . The unanimous critical raves handed Dave Burns in "Alive and Kicking" has sparked agency interest in the Alan Sands TV comedy, "Cinderella on B'way," which stars Burns. . . And speaking of Davey, his sidekick in "Make Mine Manhattan," Sid Caesar, opens at the Waldorf's Wedgwood Room on the 9th of Feb. We get it straight from Ted Saucier that this is the first time the Waldorf has ever starred a native New Yorker. . . Zero Mostel postcards that he's fallen in love with N'Orleans. He's down there on location with Elia Kazan's new movie, "Port of Entry." . . When Eli Lloyd Hoffman saw TV detectives Wm. Gargan and Ralph Bellamy dining at the Orchid Room in Queens, he immediately tagged it the Copper-Cabana.

☆ ☆ ☆ ☆

● ● ● How busy can a guy get dep't: Mort Nusbaum, morning man and emcee at WHAM, Rochester, has a three-hour ayem show, a noon-hour show and a weekly talent show. Plus that, he's readying a teevee series. Now we learn that Mort has just been signed up for the lead in "Light Up The Sky" with the Rochester Community Players (the group that launched John Lund on his way).

☆ ☆ ☆ ☆

● ● ● THEY SAID IT: We'll have color teevee but it will not do away with black-and-white video, just as television itself will not kill radio broadcasting.—Frank M. Folsom. . . At Nick Kenny's testimonial dinner: I've read better stuff than his (Kenny's) on Burma Shave signs with the last two posts missing.—Joe Laurie, Jr. . . Ken Murray's present sponsor would never use radio, maintaining it was just a fad. With the rise of television, the sponsor says: "See, I told you radio would blow over."—Earl Wilson. . . I've made a conscientious effort for the past 15 years to say nice things about people on the air. You'd be surprised what wonderful results I've got.—Harry Wismer.

☆ ☆ ☆ ☆

● ● ● SMALL TALK: Merrill E. Joels has completed narrating some kiddie discs for Caravan and Admiral records. . . WPIX news commentator, John Tillman (he does Con Edison's Telepix Newsreel and News of the Hour) readying an article on video newscasting for a nat'l mag. . . Herb McCarthy, the jovial country squire from Bowden Sq., Southampton, is now serving his many Radio Row pals at the 500 Club (opposite CBS).

☆ ☆ ☆ ☆

● ● ● Eddie Jaffe, the press agent, has blossomed into a television authority. In fact, he'll lecture on any subject at the drop of a cyclotron. Recently he did one appearance on "The Battle of the Sexes" (a subject he has researched for years), with the following reaction from his fans. When he returned home, he was delighted to receive a phone call from a femme admirer who told him he looked great on television. Eddie modestly thanked her and then she snapped: "In fact, I recommend you don't ever leave the studio!" Incidentally, Marty Ragaway's comment when he heard about Eddie's appearance was: "This is the first time I've heard of a medium catching up to a face."

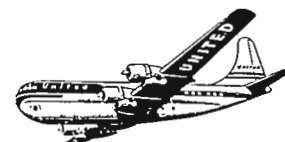
## SAN FRANCISCO

By NOEL CORBETT

**KGO-TV** making a fast bid for the 6 to 6:30 p.m. kid audience. Tack Knight, internationally famous cartoonist and creator of the widely known syndicated cartoon strip, "Reg'lar Fellers," precedes the "Shirley and Bedelia Show." Latter program, designed for the younger set, features Shirley Reid and her talking doll.

Gary Crosby made his singing debut on one of the four shows Bing Crosby cut at the Marine Memorial this week. Others who hit the town to guest with Bing were Peggy Lee, Jack Teagarden and Joe Venuti.

**FLY  
UNITED'S  
Mainliner  
Stratocruiser  
to  
HAWAII!**



It's the finest of all Stratocruisers—the most luxurious plane over the Pacific.

Yet you pay the regular fare—only \$160 (plus tax, one way), from San Francisco.

**JUST 23½ HRS.**

from New York. Leave at 11 p.m. (Sun., Tues., Thurs., Sat.), be in Hawaii for dinner. Or, leave at 1 p.m. (Tues., Thurs., Sat.), be there for breakfast! Via connecting DC-6 Mainliner 300 from New York.

**UNITED AIR LINES**

Airlines Terminal Bldg., 80 E. 42nd St., or Hotel Statler. Call MURray Hill 2-7300 or an authorized travel agent.

# Committees Of NAB May Up Assn. Dues

(Continued from Page 1)

tomorrow by the finance committee of the association. Both the structure and the Finance committee meet here today and tomorrow. It was believed that the Finance committee will call upon the board to ask for the preparation of a new and stiffer dues structure.

The recommendation would go to the board at Phoenix, Arizona, next month and the new structure could be approved by the finance committee for submission to the board again at its April meeting in Chicago. The association's dues table was shaved 2½ per cent across the board at last summer's board meeting in Ventworth-by-the-Sea, New Hampshire. Action was taken in the face of general apprehension about the winter's business, but it is now established that the going has not been as tough as anticipated.

### May Cancel Present Dues

The finance committee might recommend the immediate cancellation of the present dues structure and the adoption of the table discarded last summer. There is a strong feeling in some quarters, however that the membership rates might go even higher than those dropped last summer—which would mean an increase greater than the 12½ per cent decrease of last year.

Lowest monthly rate last summer was \$7.50 dropping to a little over ix dollars.

Just what additional services would result from the anticipated greater association income is difficult to say except that it is generally felt that expansion of present services would eat up the difference. As of now it is not anticipated that any new category of service will be added.

While there is a constant turnover of membership, with resignations and new members reported weekly, it was pointed out at NAB last week that such defections as that of WNEW and WQXR are very painful to the pocketbook. WNEW, for instance, is said to have been paying about \$7,000 annually to NAB—which far outweighs many memberships at \$90 per year which might be picked up.

### Will Consider BAB Controversy

The Structure committee will have before it the recommendation of the Broadcast Advertising, the radio and the television committees for resolution of the jurisdictional controversy involving BAB, the radio and the television. The three committees, meeting jointly earlier this month, advanced what NAB President Justin Miller described as "a workable solution." This apparently would award BAB Director Maurice B. Mitchell full authority over all broadcast and TV matters, with the radio and TV divisions clipped of most of the authority they had apparently held.

The finance committee, under the

## RECEIVER PRODUCTION FOR '49

Below are shown the month-by-month tabulations on the production of radio and television receiving sets during 1949 as reported to the Radio Manufacturers Association.

	TV	AM and FM	AM Only	All Sets
January	121,238	147,733	561,900	830,871
February	118,938	98,969	498,631	716,538
March (5 weeks)	182,361	71,216	607,570	861,147
April	166,536	37,563	468,906	673,005
May	163,262	28,388	449,128	640,778
June (5 weeks)	160,736	40,512	471,342	672,590
July	79,531	23,843	318,104	421,478
August (5 weeks)	185,706	64,179	559,076	808,961
September	224,532	70,936	461,532	757,000
October	304,773	83,013	387,267	975,053
November (5 weeks)	414,223	122,603	787,533	1,324,359
December	292,061	86,550	620,382	998,993
<b>TOTAL</b>	<b>2,413,897</b>	<b>875,505</b>	<b>6,391,371</b>	<b>9,680,773</b>

## McCullough Announces SPAC Comm. Members

(Continued from Page 1)

ids, Mich.; J. B. Conley, Westinghouse Stations, Philadelphia, Pa.; Harold Essex, WSJS, Winston-Salem, N. C.; Milton L. Greenebaum, WSAM, Saginaw, Mich.; Jack Harris, KPRC, Houston, Texas; P. A. Sugg, WKY, Oklahoma City, Okla.; Walter E. Wagstaff, KIDO, Boise, Idaho; Charles P. Hammond, NBC, New York; and Sydney Eiges, NBC, New York.

Television Interconnected Promotion Committee—John T. Murphy, WLW-TV, Cincinnati, Ohio, chairman; Harry Bannister, WWJ-TV, Detroit, Mich.; Walter J. Damm, WTMJ, Milwaukee, Wis.; Wilbur M. Havens, WTVR, Richmond, Va.; Robert Thompson, WBEN-TV, Buffalo, N. Y.; James Nelson, NBC, New York and Eiges.

Television Non - Interconnected Promotion Committee — John M. Outler, Jr., WSB-TV, Atlanta, Ga., chairman; S. S. Fox, KDYL-TV, Salt Lake City, Utah; John J. Gillin, Jr., WOW-TV, Omaha, Neb.; Nathan Lord, WAVE-TV, Louisville, Ky.; Henry Slavick, WMCT, Memphis, Tenn.; Nelson and Eiges.

Convention Committee—Clair R. McCollough, chairman; Howard E. Pill, secretary; Harry Bannister, WWJ-TV, Detroit, Mich.; and Charles R. Denny, NBC, New York.

## Gets Thrifty Citation

Hollywood—Jack Benny has been named "Mister Thrifty of 1950" by the National Thrift Committee headed by Dr. Herman Wells, Indiana University. He was cited: (1) for astute management of financial affairs, (2) as recognition of his unpublicized charitable activities, and (3) his radio characterizations emphasizing the value of thrift, though "sometimes in a humorous manner."

chairmanship of John F. Meagher, KYSM, Mankato, Minn., is composed of Harold E. Fellows, WEEI, Boston; Clyde W. Rembert, KRLD, Dallas; William B. Quarton, WMT, Cedar Rapids, Ia., and Harry R. Spence, KXRO, Aberdeen, Wash.

The structure committee, headed

## Offers WPEN Facilities On Controversial Issue

(Continued from Page 1)

tween them, Edward C. Obrist, station general manager revealed on Friday. In a wire to Attorney General J. Howard McGrath and A & P's John Hartford, Obrist said the station offered to provide radio time in addition to offering to supply the NAB with transcriptions of any broadcast for general distribution to all radio stations in the country.

WPEN will also advise its listeners on hourly newscasts that these offers have been made, Obrist said. A forum type of program was suggested "although the nature, number and length of said program or programs can be subject to subsequent agreement."

### Statement By Obrist

Said Obrist: "We are anxious to bring the issues to the people of Philadelphia and the nation at large and stand ready to make any time of the day or night available and to make pick-ups from New York and Washington instead of Philadelphia, if necessary.

The wire to A & P and Hartford opened "Believing the current issue between the two parties thereto has by virtue of a barrage of advertising become a public interest factor of prime importance and that everyone will be benefited thereby, the William Penn Broadcasting Company places the personnel and facilities of WPEN and WPEN-FM at your disposal.

## Wedding Bells

Anne Marie Gayer, NBC actress, and James Henderson Lee, Jr., video actor and writer, yesterday announced their marriage November 9 in the Church of The Transfiguration in N. Y. The bride's home originally was in Chicago and the groom hails from Detroit.

by Clair R. McCollough, WGAL, Lancaster, Pa., includes Campbell Arnoux, WTAR, Norfolk, Va.; Everett L. Dillard, KOZY, Kansas City, Mo.; John F. Meagher, KYSM, Mankato, Minn.; Paul W. Morency, WTIC, Hartford, Conn., and H. W. Slavick, WMC, Memphis, Tenn.

# TV-Receiver Mfg. Up, Radios Down, In 1949

(Continued from Page 1)

the changeover to 1950 lines in many plants, manufacturers reporting to RMA turned out 292,061 in the four-week period covered in December reports. This figure was slightly under the four-week total for October of 304,773 and well under the five-week November total of 414,223 sets.

The fourth quarter TV output amounted to slightly over one million sets—or 42 per cent of the year's output.

Radio receiver production, while showing a strong revival during the fourth quarter, was only about two-thirds of that in 1948 and little more than half of the industry's record output in 1947.

FM and FM-AM receivers reported by RMA member-companies totaled 875,505 sets in 1949 or about 56 per cent of the 1,590,046 FM and FM-AM receivers reported to RMA in 1948.

## Memorial To Roosevelt Sked For WQXR Concert

A memorial dedication to Roosevelt written by Winston Churchill and read by Basil Rathbone will be the highlight of a Franklin D. Roosevelt Memorial Concert for the National Foundation for Infantile Paralysis on Monday January 30 from the grand ballroom of the Waldorf-Astoria Hotel. WQXR will air part of the concert including the dedication in addition to the Voice of America which will beam the entire program overseas.

Deems Taylor will preside at the three - and - one - half - hour concert which features the music of the Juilliard Symphony Orchestra under the direction of Jean Morel with Nathan Milstein, violinist, as soloist. Other artists appearing on the program are Jan Peerce, Marjorie Lawrence and Victor Borge.

WQXR will be on the air from 9:30 to 10:30 p.m. WFDR will record the program for use at a later date.

## For The Record

The Congressional Record, long a resting place for the stentorian eloquence of American legislators, was enlivened last week by the inclusion of certain remarks made by Senator Wiley (R. Wis.) relative to the coming appearance of numerous Washington officials on the "Original Amateur Hour" over ABC in behalf of the American Heart Foundation's fund raising drive. Wiley lauded the amateur hour, the members of its staff, and Old Gold cigarettes for the public services rendered by the program. The citation was the first time that a radio program had been written into Congressional history.

## Garden Hoop Games Aired On 18 Stations

(Continued from Page 1)  
led through the facilities of WMGM which airs the games in the Metropolitan area, in addition to other Garden sports events. The local station will provide engineers and announcers for out-of-town stations for a fixed fee, it was learned.

In the event the broadcast is on a sustaining basis, the Garden makes no charge for the use of the press box, Podesta said, but for games carried commercially, a \$50 charge is made since WMGM which has sponsored broadcasts, also pays for the rights to the games.

While the broadcast rights are exclusive with WMGM in its area, any number of stations beyond New York is allowed to carry the games. Approval of both WMGM and the Garden is required for stations desiring the rights.

Staff announcers who handle the games for WMGM and are also available to out-of-town stations include Marty Glickman, Connie Desmond, Bud Palmer and Curt Gowdy. WMGM facilities available to other stations are managed by Bud Green-span, sports director for the station.

In addition to the regular schedule of games, the National Invitation Tourney clashes, the National Collegiate Athletic Association finals and the East-West All Star game are also broadcast from Madison Square Garden. WMGM and other stations which are in areas represented by one of the finalists, carry these contests.

Following is a list of radio stations carrying games from the Garden during the 1949-50 season: KOCY, Oklahoma City; WXXW, Albany; WJRH, Lafayette College Station; WLBJ, Bowling Green; WAAB, Worcester, Mass.; WMBD, WIRL, and WWXL, Peoria; WRUN, Utica; WYBC, Yale University station; KNOR, Norman, Oklahoma; WKDA, Nashville; WKLX, Lexington; WNAO, Raleigh; WLAP, Lexington; WAJR, West Virginia; and WSAN, Allentown.

In several instances, the station may also pipe the broadcasts to other stations in its area. Networks of more than 20 stations are lined up on this basis.

## Two Appointed At NBC To Promotional Posts

Charles Hammond, NBC vee-pee in charge of advertising and promotion for sound broadcasting on Friday announced the appointments of Pat Steele as manager of audience promotion, and Allan J. Hughes to the sales promotion division of the web.

Steele joined NBC in 1947 as a copy writer, and until now has been manager of the web's network broadcasting unit. Hughes comes to NBC from CBS, where he served in the sales promotion division.

## California Commentary

By ALLEN KUSHNER

● ● ● TV leaders on the west coast are planning to head eastward next week to attend the Television Conference at the Hotel New Yorker and the annual Television Broadcasters Association conference scheduled for the Waldorf-Astoria Hotel the first week in

### Hollywood

March. . . among the leaders expected to make the trip are Louis Allen Weiss, Harry Lubcke, Klaus Landsberg. . . Mac Bonoff, director and writer of Cy Howard's "Life With Luigi" collects the writings of Mark Twain and is quite a student of the great humorist. This influence shows up in the script of this fine show, which gets better every week. . . Albert Gannaway and Larry Kolpack have cut an audition kinescope at NBC for a prospective Eastern sponsor of "Let's Dance" for Larry Finley Productions, starring Anthony Capps, noted dance instructor for many filmland celebs, Ted Fio Ritta's Orchestra will be featured. . . Robert Montgomery, noted screen actor, director and producer who will produce, narrate and act in the new one-hour dramatic show to be sponsored on NBC-TV by the American Tobacco Co., has joined the NBC Television network as executive producer. . . Freddy Martin will launch a new Wednesday night series of telecasts to be known as "Fun at the Paladium," direct from the Hollywood Paladium, over KTTV. Program will feature Freddy, his singing saxophone, his orchestra and soloists. . . The Kay Mulvey Show, which has been appearing for fifteen minutes on KLAC-TV, has now been extended to a half hour and will appear from 7:00 to 7:30 p.m. every Thursday night. . . Station KTTV, Hollywood, really gives their viewers, up-to-the-minute news coverage. For the first time in local court history, jurors in a notorious murder case were asked whether they were influenced by any news stories they saw on television. Since only KTTV Television News showed the arrest of the accused on the same day, plus other shots of the case, the court was in effect acknowledging the news coverage of KTTV. . . Elliott Lewis has been retained by UCLA to conduct two classes a week on radio acting and radio direction, Tuesdays and Thursdays. His first class is Feb. 14th.

★ ★ ★ ★

● ● ● Frank DeVol will supply the music as well as the laugh lines on the new television show CBS is prepping for Alan Young for a spring debut. This, in addition to his five times a weekly baton work on the Oxydol Show over CBS plus his weekly "Pantomime Quiz" video stint, should make DeVol the busiest conductor-arranger-comedian in radio and television. . . Those eastern TV network salesmen who are complaining of the difficulty in selling a kinescoped show to sponsors might investigate Filmtone's method of filming shows, just as they are doing with the "Life of Riley." The cost is the same as kinescoping, the photography is well-nigh perfect—after all, the movies have done okay the last twenty-five years—and there is none of that "flare" around a screen which kinnies seem to breed. . . Radio moguls are overlooking a good bet in Jimmy Crier, who played at the Los Angeles Biltmore Bowl for about ten years. Jimmie's band was heard coast-to-coast on the Bing Crosby show and made many a record with the old groaner. After three years in the Coast Guard during the war, he has found it tough getting started again, but he now has a really excellent band which is playing at the Del Mar Club in Santa Monica and is up for a couple of radio shows.

★ ★ ★ ★

● ● ● End of this month marks one year on NBC for Dean Martin and Jerry Lewis with an expenditure of \$250,000 and little sponsor interest. . . Jack Bailey begins his busiest two weeks, January 23rd. He'll record four "Comedy of Errors" shows, do two live "Queen for a Day" television shows, kinescope a third and do a special "Queen" radio show in Fresno, California, Wednesday, Feb. 8th, saluting the Fig Festival. . . United Productions of America, Hollywood's top producer of cartoons for television, has opened New York offices at 521 Fifth Ave.

## New Promotion Plan Offered Broadcasters

Development of a low cost radio and advertising service for radio and television stations was announced Friday by William R. Seth radio-TV director of O'Brien and Dorrance Inc., New York advertising agency.

Explaining the new service, Seth said: "A great deal of station promotion never reaches the attention of the very agency executives and advertisers it is intended to impress. This fault stems directly from a lack of distinctiveness and a monotonous similarity which fails to inspire readership, often presenting the station's basic points in such an amateurish manner as to obscure their actual importance.

"Successful radio promotion," Seth continued, calls for special skills. The limited number of stations which are outstanding in this field attests to that fact.

O'Brien and Dorrance, Inc., have specialized in promotion assignments for the radio industry during the past four years. It is currently engaged in the production of all promotion projects for the Broadcast Advertising Bureau, industry organization sponsored by NAB to aid radio and TV sales promotion.

Seth was formerly promotion manager of two divisions of NBC and more recently advertising and promotion director for Muzak, Inc. Dick Dorrance, president of the new advertising firm, was formerly director of promotion for the company-owned stations of CBS. Harry O'Brien, the agency's executive vice-president, served for ten years as art director of CBS.

## Radio Weather Service Will Use FM Outlets

(Continued from Page 1)  
on the Rural Radio FM Network will give a brief report of the weather in the locality at the time. The first report on conditions will be made from Wethersfield, N. Y., south of Buffalo. The broadcasts then move east to Ithaca followed by reports from Allentown and Wilkes-Barre, Pennsylvania. Weather bureau forecasters from New York City will then follow using information which has been reported. All of the reports in New York State will be relayed by FM except those from Allentown to New York.

The roundup will also be heard on WFNF in Wethersfield, WHCU-FM, Ithaca, WIZZ, Wilkes-Barre, and WFMZ, Allentown, in addition to WQXR AM and FM.

## Wedding Bells

Boston, Mass.—Jane Colson, secretary to managing director Bill McGrath of WHDH, has announced her engagement. She will be married at the end of this month, but intends to continue with her job at the station.

# TELEVISION DAILY

Section of RADIO DAILY, Monday, January 23, 1950 — TELEVISION DAILY is fully protected by register and copyright

## RMA SETS NEW STANDARDS GROUP

### TELE TOPICS

**VIEWED WITH ALARM DEPT.:** A dispatch from WMAR-TV, Baltimore, informs that the station will simulcast its local shows over its FM outlet beginning this week, and that additional shows are being considered for the same treatment. Of course we haven't seen any of the stanzas involved and it is possible that the arrangement will succeed; but it's doubtful. First of all, all simulcasts we have seen have been radio shows to which TV was added. WMAR-TV is reversing things and adding FM only. Now if the programs in question are good interesting video fare, audio alone isn't going to mean much. On the other hand, they can change the shows so that audio alone will stand out. In either case either FM or TV is bound to suffer. The economic factors behind such an arrangement are abundant and clear, but we hope it doesn't start a trend because just 'tain't fair to either medium.

**TV'S FRIENDLY, big-hearted WOR-TV** these days. Station ran a striking full page ad in the Herald Tribune last week as part of its campaign to acquaint set owners with channel 9. Copy prominently displayed the station's call letters and channel but also pointed out that sets should pick up all seven stations in the area. "Remember, your TV set is made to show everything on all seven channels clearly, vividly and faithfully. So why not get in line with channel 9 and every other channel today?" This was the general theme of the copy which was run under a dramatic half-page cut of the station's sign transmitting tower. According to the outlet's advertising and promotion director, Joe Creamer, who wrote the ad, it will be run in other New York dailies as well as the trade press.

**NEW YORK CENTRAL RAILROAD** has started a new year-round spot campaign on four stations. One-minute films, not by Caravel, plug dependability of rail travel. . . Al Morgan show, fed to DuPont by WGN-TV, has been renewed for another 13. Show is aired by 12 stations and sponsored on eight. . . "Can You Top This?" will be given a one-shot simulcast by WOR-TV Wednesday. . . John Mattison, associate editor of Teletech, will reside over a course on films for tele next semester at the NYU division of general education. Students will shoot 5 mm. footage for production of a news documentary film as part of a class project. . . WTAR-TV, first station in Norfolk, Va., will begin operation March 1, a month earlier than originally planned. Station has signed an affiliation contract with NBC, the web's 58th. . . Guido Landt, CBS musicologist for the past ten years, has been named musical director of Ford Theater," replacing Cy Feuer.

### Billion TV Industry In '50 Is Forecast

Philadelphia—Television receivers will be a billion dollar industry in 1950, Dr. Courtney Pitt, vee-pee of Philco predicted at a Philadelphia Chamber of Commerce Conference last week. The official estimated that between four and four-and-a-half million tele sets would be sold during the year, compared to the 2,700,000 sets with a retail value of \$800,000,000 manufactured and sold during 1949.

Television is continuing to live up to its reputation as the fastest-growing industry in history, Pitt reported. If the FCC lifts the "freeze" on new station applications in the near future, he said, the 1950 increase will be even greater.

Pitt said that the temporary decline of the early months of 1949 in the industry had been stopped with increases coming during the year. He added that auto radio output is now higher than ever before.

### Denied Color-Hearing

Washington — Prismacolor Pictures, Inc., has been denied permission to appear in the color television hearings because the FCC felt there was no evidence it had anything important to contribute. The Commission explained that the Chicago company had failed to make any *prima facie* case that it had anything of importance to offer, since it has not done sufficient actual work to adapt its color system to TV.

The company was advised that if it does come up with significant laboratory findings on the problem of adapting Prismacolor to TV, the Commission will of course be interested.

### CBS Color Gets Press Hypo From Home-Made Converter

(Continued from Page 1)

published Thursday and picked up by the wire services. New York papers sent men to see Killy on Thursday and broke the story Friday, the Herald Tribune giving it three columns, with cut, on page one. The Times, News, Mirror and World Telegram also carried the story, which was broadcast by WOR and CBS.

Killy made his converter with 30 cents worth of red, blue and green cellophane and \$4 in old parts.

### Nielsen's Top Ten

(New York, Dec.-Jan.)

Texaco Theater....NBC	75.2
Talent Scouts.....CBS	53.6
Toast of Town.....CBS	50.1
Godfrey Friends....CBS	46.9
The Goldbergs.....CBS	46.7
Studio One.....CBS	43.1
Fireside Theater...NBC	37.7
Lights Out.....NBC	35.9
Suspense.....CBS	34.3
Man Against Crime.CBS	34.0

### 27 Stations Signed For ABC's 'Crusade'

As of Friday, a total of 27 stations had signed with ABC to air "Crusade in Europe." Of these, 11 have landed sponsors for the 26-week series of films based on the book by General Dwight D. Eisenhower.

The series was aired on the network, beginning in May, 1949, with Time, Inc., picking up the tab. The web estimates that "Crusade" will reach three times the audience on its second run because of the sharp upturn in receiver circulation.

Program will be sponsored on KECA-TV, Los Angeles, and KGO-TV, San Francisco, by Mercury Television & Radio; WJZ-TV, New York, Bowery Savings Bank; WJAC-TV, Johnstown, Hot Point; WAFM-TV, Birmingham, Daniel Construction; WBTV, Charlotte, and WFMV-TV, Greensboro, Pilot Life Insurance; NEWS, Cleveland, Central Chevrolet; WXYZ-TV, Detroit, Detroit Edison; WDSU-TV, New Orleans, Godchaux; WHAM-TV, Rochester, Stromberg-Carlson.

### Freeze, UHF, Color On Study Agenda; Baker Chairman

Creation of a National Television System Committee to achieve industry-wide agreement on technical developments needed for the expansion of TV to all parts of the country and for the establishment of basic standards for color was announced yesterday by RMA.

Dr. W. R. G. Baker, vice-president of General Electric, was named chairman of the group, and Donald G. Fink, editor of "Electronics," and David B. Smith, vice-president of Philco, were named vice-chairmen.

RMA will initiate and finance the new engineering study but said that the committee will have full jurisdiction with respect to its technical findings. In 1941, Baker headed a similar group which drafted and recommended to the FCC standards for present black and white service.

The committee will cooperate with and report to the FCC, the RMA said. NTSC would be charged with assembling technical data on (1) allocation of UHF channels; (2) procedures which will enable the FCC to lift the freeze; (3) basic standards for color.

### Chick Kelly Joins WPTZ, Stover Named Prog. Chief

Philadelphia — John J. "Chick" Kelly has joined WPTZ as sales promotion and publicity director, and Preston Stover has been promoted to manager of program operations of the Philco station, it was announced Friday by general manager Ernest B. Loveman.

Kelly, formerly publicity director and commercial rep for WCAU-TV, joins WPTZ today to coordinate all sales and audience promotion, publicity and public relations. He has been in radio and tele here for ten years and from 1946 until he joined WCAU in October, 1947, he was associate radio director of the Carl Byoir office in New York.

Stover, previously special events chief for WPTZ, will supervise all phases of the station's programming in his new post. He joined the station after the war as a cameraman and later became floor manager, remote director and assistant special events director.

### Wedding Bells

Nat B. Eisenberg, television director associated with "Spin the Picture" and "Old Nick Music Hall," will be married next Saturday to Gladys Gayle, a Pan-American Airlines stewardess.

## AGENCIES

**LIONEL COLTON**, station representative formerly of Helen Wood & Colton, has built his client list to the point where it now includes: WFKY, Frankfort, Ky.; WSFC, Somerset, Ky.; WBET, Brockton, Mass.; WCCM, Lawrence, Mass.; WBTA, Batavia, N. Y.; WIBX, Utica, N. Y. (N. Y., Philadelphia & Baltimore areas) and WATN, Watertown, N. Y.

**ARTHUR DIMOND** has been named advertising manager for H. J. Heinz Company. He was formerly department head in charge of media.

**JOHN H. HURLEY**, previously with The New York Sun, is now an account executive with Picard Advertising Company. William Gervase, also with The Sun, has joined the production staff of the agency.

**MASSACHUSETTS MUTUAL LIFE INSURANCE CO.**, Springfield, Mass. has named J. Walter Thompson Co.

**IRA ALAN GOFF** has resigned as sales promotion director of WAMS, Wilmington, Del., to join Kates-Haas Advertising in the same city as account executive and director of radio and television. Expanding television activity at the agency is planned.

**NORMAN GLADNEY** has joined Scheck Advertising Agency, Inc., Newark, N. J., as vice-president in charge of television and radio.

**KATHLEEN DUNNING** is now with Ted Bates & Co., in the press department. She was formerly with Charles W. Hoyt Co.

**HARRY RICHARDSON**, formerly of Needham, Louis & Brorby advertising agency, has joined P.R.B., Inc., producers of the Buddy Rogers show on ABC, it was announced last week by Mal Boyd, of the radio-video organization.

**THE JOHN E. PEARSON COMPANY**, effective February 1, will become the national sales representative of WSTV, Steubenville, Ohio.

**VICK KNIGHT AND HENRY RUSSELL** have started Knight & Russell, Inc., an advertising agency with national headquarters at 8301 Beverly Blvd., in Hollywood. Knight was head of the radio department for the Biow Company and a vice-president of Foote, Cone & Belding. Russell was director of music for NBC's western division, also president of Russell and Sweet, Inc., manufacturers of guided missile oscillograph viewers.

**FRANK HELTON** is now in the copy department of Lewis & Gilman, Inc., Philadelphia. He was formerly with J. J. Weiner Co., San Francisco.

## ★ THE WEEK IN RADIO ★

### Luckman Leaves Lever Bros.

By BILL SILAG

**CHARLES LUCKMAN** resigned as president of Lever Brothers in a policy disagreement with the English firm's top level brass. Luckman's sudden resignation took the entire commercial world by surprise and the air around Radio City and 485 Madison Avenue was rife with speculation as to Luckman's reason for resigning, his future plans and Lever Brother's future radio advertising policy.

Luckman, a booster of radio as an advertising medium, made Lever Brothers one of the heaviest spenders in radio. According to a company spokesman, the firm spent well in excess of five million dollars a year for advertising with about 50 per cent appropriated for radio. Lever is supposed to have added between 1½ to 2 million dollars to the ad budget for the current year, all earmarked for TV exploitation of Lever's many products. Rumor has it—and you can take your choice—that Luckman is going with General Foods, Procter & Gamble, and with Colgate-Palmolive-Peet.

A Pulse study in the metropolitan LA area indicated a heavy increase in the usage of automobile radios. The survey checked 8,908 autos to find that 72.5 per cent of them were radio equipped with 32.8 per cent on the road between 8:00 a.m. and 8:00 p.m. Peak listening hours were reported as 8:15 a.m., noon, 2:00 p.m., 2:45 p.m., and 7:00 p.m.

The NAB will be asked to approve several important changes in tape recording standards when it meets in Phoenix next month. . . . ABC reported gross year-end billings of \$42,342,225 for 1949 as compared with record billings of \$44,303,376 in 1948. . . . and the AAAA, in a statement presented to a Senate Committee, opposed passage of the Langer Bill which would prohibit the transportation in inter-state commerce of advertisements plugging alcoholic beverages.

A RADIO DAILY survey reported a change in the pattern of educational broadcasting with radio gaining wide recognition as a potent educational force when properly used. . . . the New York listening post made recommendations for the George Foster Peabody awards in several categories. . . . and WASH-FM, set a live musical series featuring top-rank concert artists in observation of the Sesquicentennial of the nation's capital.

The Institute of Radio Engineers announced that it will confer 30 fellow awards at its annual convention to be held March 6 to 9 at New York's Hotel Commodore. . . . Muzak sought to gain permission to use frequencies allotted to FM broadcasters for supplying specialized programs to clients across the country. . . . AM and TV receivers were reported to be much more in demand than ordinary TV sets. . . . and the TBA board unanimously approved

a sample station rate card which will be distributed to all outlets within the next two weeks.

KVER, Albuquerque, won Mutual's promotion award for pushing the web's "Kids Block" of programs. . . . WLIB was using its FCC granted right to editorialize in behalf of the National Federal Employment Practices Commission and civil rights. . . . and WLW, Cincinnati, reported "enthusiastic retailer's acceptance" of its "Top Stores" promotion on behalf of both branded and unbranded merchandise.

The second BMB Study will be released about January 31, according to BMB spokesmen. . . . Anthony C. DePeirro was named president of the Zeta Psi Club of the Media Men's Association. . . . and Everett Grady, Ruthrauff & Ryan's executive vice-president, died.

WWOD, Lynchburg, and WROV, Roanoke, reported thefts of considerable quantities of transmitting equipment. WWOD's loss amounted to more than \$5,000. . . . WHOM, Jersey City, renewed its request to the FCC to move its main studio to New York. . . . and WNYC, New York, was refused FCC permission to extend broadcast hours to a 24-hour per day operation.

NBC cancelled "Hollywood Calling" and replaced the give-away with a new Glenn Ford "Christopher London" mystery series. The web also signed Shulton Inc. as sponsor of "High Adventure." . . . Mutual and ABC announced extensive coverage plans for the forthcoming British general elections and WNBC, New York, signed Henry Morgan for a five-a-week fifteen-minute show starting January 30.

The Ronson Company (cigarette lighters) upped its ad budget. . . . Margaret Truman was signed by ABC for a return engagement on "Carnegie Hall" and the West Coast chapter of the RWG has called a special meeting for today to consider a walk-out on CBS as a result of breakdown last December of wage-hike and shorter-working-hours negotiations with the web.

### Two Stations Added To ABC Network

WALB, Albany, Ga. and WJMX, Florence, S. C. have affiliated themselves with ABC bringing the network's total of affiliates to 287, it was announced last week.

WALB joins the web on January 29 as a full-time station operating with 1,000 watts on 1590 kcs. H. L. Tallman is station manager.

WJMX replaces WOLS as the ABC affiliate in Florence. WJMX is a 5,000 watt daytime only operation at present but has a proposed grant covering 1,000 watts nighttime on its present frequency—970 kcs. Paul H. Benson Jr. is station manager.

## COAST-TO-COAST

**WCAX Managers Appointed**  
Burlington, Vt. — Two new appointments in WCAX's management set-up have been announced by C. F. Hasbrook, general manager. J. D. Swan, formerly assistant manager, was appointed manager. T. B. Braine, formerly local sales manager, was named commercial manager. Swan has been associated with WCAX since its present ownership; acquired the property. Braine came to WCAX as a time salesman in 1945.

**Anniversary Year**  
Steubenville, O.—WSTV is celebrating its 10th year of radio broadcasting service to the Tri-State Area. This will be the third anniversary of FM service to the area because WSTV-FM, with 2,000 watts of radiated power, first began broadcasting in June, 1947. When WSTV first went on the air, 75 advertisers availed themselves of the service offered by the station. During the year of '49, WSTV carried advertising messages for over 500 advertisers. The operating personnel of WSTV has just about doubled in the intervening years and six of the original employees are still staff members.

**Takes Westinghouse Post**  
Sunbury, Pa.—The appointment of A. George Rogers as assistant manager for Westinghouse Home Radio Division with responsibility for television and radio receiver, engineering and manufacturing, has been announced by F. M. Sloan, division manager. Rogers succeeds Harold W. Schaefer, who resigned. He came to his new position from Radionics Products Division of the Wilde Manufacturing Corporation.

**WCUE Executives Named**  
Akron, O.—George K. Stroupe and Tim Elliot are named key executives of WCUE. Stroupe is president and business manager, and Elliot is vice-president and operations manager. A newcomer to radio Stroupe has had wide experience with a local industrial plant. Elliot brings to the station more than 15 years of broadcasting experience. WCUE will begin regular programming early in February.

**Features City History**  
Columbus, Ind. — In conjunction with the local Chamber of Commerce, WCSI-FM, is planning weekly one-hour program, "This Columbus, Indiana." Program will feature background histories of the city's 93 industries, interviews with the workers, etc., and will be aired on Sunday afternoons.

**Appointed Chairman**  
Oklahoma City, Okla. — Sano Saunders, form director of WKY, has been appointed chairman of the soil conservation committee of the local Chamber of Commerce.



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

OL. 50, NO. 16

NEW YORK, TUESDAY, JANUARY 24, 1950

TEN CENTS

## PUBSERVE DEMANDS ON RADIO GROW

### No Excise Tax Relief Included In Message

Washington Bureau of RADIO DAILY  
Washington—No reduction for excise taxes on radios, radio parts or phonograph records was in sight yesterday as President Truman's tax message ignored the manufacturers' excise taxes. The President called for reduction of retail excise levies, but did not mention the ten per cent tax on phonograph records or the ten per cent levies on manufacturer prices of radio and radio parts.

These rates were not raised by the 1948 tax bill which increased the

(Continued on Page 5).

### Illinois Survey Claims Production Records

Champaign-Urbana, Ill. — Illinois now leads all other states in the radio and television manufacturing industry, according to statistics in the current issue of the Illinois Business Review, published by the University of Illinois Bureau of Economic and Business Research.

The report shows that more manufacturers are in Chicago than any other area in the country with radio

(Continued on Page 2)

### Chairman Coy To Address Oklahoma Conference

Norman, Okla. — FCC chairman Wayne Coy will be guest speaker at the University of Oklahoma radio conference from March 21 to 24, according to Dr. Sherman P. Lawton, conference chairman and coordinator of radio instruction at the university. The theme of the session will be "Broadcasting in a Competitive

(Continued on Page 3)

### Popular Book

Washington—The NAB engineering department has sent a new copy of its Engineering Handbook to WOOD, Lynchburg, Va. The volume, which had cost the station \$17 shortly before, was the only book stolen during a \$5,000 robbery of technical equipment at the station last week. The handbook was issued by the association.

### Attempt to Dynamite WBT Mast Thwarted

Charlotte, N. C.—An attempt to dynamite the towers of WBT, 50,000 watt CBS outlet here, was thwarted here Sunday by the police who had a tipoff on the dynamiters.

Police found a cache of dynamite near the station's towers and removed the fuse caps. The officers then lay in wait and later arrested a suspect after he had ignited the fuses. Another man in an automobile got away.

### Language Stations Defended By WHOM

Seeking a voice on the grounds that they represent "a major and direct interest in the question of foreign language broadcasting," WHOM, New York, filed a petition with the FCC yesterday in which they ask to be heard in oral argument on an Initial Decision involving six Boston applicants. The decision in question is said to have attacked the value of foreign language broadcasting and WHOM

(Continued on Page 3)

### Bristol Myers Renews Spots On ABC Stations

Bristol-Myers Company has renewed their schedule of one-minute spot announcements and station breaks over WJZ, New York; WXYZ, Detroit; KECA, Los Angeles, and KGO, San Francisco, for 52-weeks, it was announced yesterday. All four

(Continued on Page 2)

### Bargain Radio Commercials Being Scrutinized By BBB

Strong—and unfavorable—listener reaction to "sensational bargain" radio commercials has brought on a "close scrutiny" of that type of radio advertising by the Better Business Bureau, it has been revealed by the Bureau's "Monthly Memo."

The Memo said that the Bureau had received a flood of complaints in recent months about commercials advertising terrific bargains

### Networks And Stations Are Receiving Unprecedented Requests For Free Time For Charity Tie-Ins

### BMI Programming Clinic Being Held

Representatives from 26 stations are taking part in the eleventh BMI program directors and librarians' clinic which opened yesterday at the CBS studios and will end today at the RCA exhibition Hall.

The first day's events included a welcome to CBS from Don Ball, program director, a talk by BMI prexy Carl Haverlin, the programming tips given by Roy Harlow, BMI director

(Continued on Page 3)

### 11th Music Festival Plans Made By WNYC

The 11th annual American Music Festival to be held by WNYC and WNYC-FM from February 12 to 22 will include 20 public concerts, according to plans announced by the city station musical supervisor, Herman Neuman. Among the groups to

(Continued on Page 2)

### Storecast Sponsor List Shows Sharp Increase

Storecast Corporation of America has signed 14 new advertisers in January for its music and service broadcasts which are carried in

(Continued on Page 4)

Heavy demands upon networks and stations for the support of charity drives and other public service causes this year indicates that the amount of free time in 1950 will surpass the unprecedented free talent and time allotments of last year, RADIO DAILY learned in a survey of

(Continued on Page 3)

### Broadcasters Elected To Membership In AP

Election of an additional group of radio stations to Associated Press membership was announced yesterday by Oliver Gramling, AP assistant general manager for radio. The new members, elected at the January meeting of the AP board of directors, are:

KRMG, Tulsa, Okla.; KFYZ, Bismarck, N. D.; WGN, Chicago; WWJ,

(Continued on Page 2)

### FCC Denial To Horvitz's Upheld By Appeals Court

Washington Bureau of RADIO DAILY  
Washington—The U.S. Court of Appeals upheld the FCC yesterday in its refusal to grant stations to the Mansfield Journal and the Lorain Journal, Ohio newspapers owned by Samuel and Isadore Horvitz. In a

(Continued on Page 2)

### Employed

Lamberto Maggiorani, the Italian laborer who starred in "The Bicycle Thief," and who was recently offered a job by WOV, Italian language New York station following his "out of work and hungry" publicity, yesterday was offered a job by a Hungarian director who would do a film based on Maggiorani's life. The WOV deal didn't go through.



★ COMING AND GOING ★

Vol. 50, No. 16 Tues., Jan. 24, 1950 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

Allen Kushner, Manager 6425 Hollywood Blvd. Phone: Gladstone 8436

WASHINGTON BUREAU

Andrew H. Oldor, Chief 6417 Oahonega Rd. Phone: Wisconsin 3271

CHICAGO BUREAU

Herbert M. Kraus 188 West Randolph St. Phone: ANdover 3-6050

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

(January 23)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include ABC, Admiral Corp., Am. Tel. & Tel., CBS A, CBS B, Philco, RCA Common, RCA 1st pf., Stewart-Warner, Westinghouse, Zenith Radio, NEW YORK CURB EXCHANGE, Hazeltine Corp., Nat. Union Radio, DuMont Lab., Stromberg-Carlson.

FCC Denial To Horvitz's Upheld By Appeals Court

(Continued from Page 1) separate action, the Horvitzes are defendants in an anti-trust suit brought by the Justice Department to break up an alleged monopoly in news and advertising media control. The Commission found evidence that the Horvitzes had pressured advertisers to refuse to advertise on WMAN, Mansfield, and held that similar practices might occur under similar circumstances in Lorain. The Justice Department case has been ordered to trial in Cleveland March 1.

Heads WBIG Board

Greensboro, N. C.—Ralph C. Price has been elected chairman of the board of the North Carolina Broadcasting Company, licensee of WBIG, 5 kw CBS affiliate.

BARNEY McDEVITT, Hollywood public relations executive who once beat the drums for Morton Downey and Fred Waring, is in town from the West Coast in advance of Phil Harris and Alice Faye, who'll do their February shows from New York.

O. B. HANSON, vice-president and chief engineer of NBC, and RAYMOND F. GUY, manager of radio and allocations engineering for the network, accompanied by RCA Victor technicians, today are in Bridgeport to inspect the recently-installed UHF experimental station.

DON RODERICK, general manager of KROD, Columbia network outlet in El Paso, Tex., is in town for conferences with executives of the web.

DONALD COOPER, engineer in charge of NBC-Washington, is conferring with station-relations officials of the network in New York.

MORTON DOWNEY left New York yesterday for Palm Beach, Fla.

ARTHUR CHURCH is here from Kansas City for confabs at CBS. He's the general manager of KMBC.

JAMES D. SHOUSE, chairman of the Crossley Broadcasting Corp. and member of the AVCO directorate, was in New York yesterday en route to Washington. He'll be back in Gotham day after tomorrow for the meeting of the AVCO board.

JACK BENNY and MARY LIVINGSTONE, whose programs are heard on CBS, are expected in New York tomorrow. They'll be here about two weeks.

GUNNAR WIIG is in town. He's the general manager of WHEC, Rochester, N. Y., a CBS affiliate.

W. C. BRIDGES, general manager of WEBC, has arrived from Duluth, Minn., on business. Paid a call yesterday at the headquarters of NBC.

JACK GELDER, general manager of WCHS, Charleston, West Va., was welcomed yesterday at the offices of CBS, with which the station is affiliated.

E. B. CRANEY, managing director of KXLF, Butte, is in town from Montana to confer at NBC, of which KXLF is an outlet.

Broadcasters Elected To Membership In AP

(Continued from Page 1) Detroit; KMAN, Manhattan, Kas.; WVLK, Versailles, Ky.; KIFW, Sitka, Alaska; WIRY, Plattsburgh, N. Y.; KREW, Sunnyside, Wash.; KILO, Grand Forks, N. D.; WAVZ, New Haven, Conn.; KOWH, Omaha, Neb.; KSET, El Paso, Tex.; WTOR, Torrington, Conn.; KLPM, Minot, N. D.; WFIG, Sumter, S. C.; KMOD, Modesto, Calif.; WBLX, Bedford, Va.; WWCO, Waterbury, Conn.; KXLO, Lewistown, Mont.; WOSC, Fulton, N. Y.; and KGCX, Williston, N. D.

Bristol Myers Renews Spots On ABC Stations

(Continued from Page 1) stations are owned and operated by ABC. The 52-week renewal calls for 17 spots weekly on the four stations and involves \$49,322 in gross time sales. All spots will push Ipana, except those over KECA. KECA spots will promote Vitalis. Doherty, Clifford & Shenfield, Inc., is the agency.

TV Preview Given Virginia Dealers

Norfolk—RCA Victor has shown its line of television receivers to more than 300 civic leaders at its initial dealer meeting preparatory to Norfolk becoming a TV market. The first station to go on the air will be an NBC affiliate, WTAR-TV, which plans to start testing signals in February or March and to inaugurate regular schedules about April 1.

Executives of RCA attending the meeting included Allan B. Mills, general sales manager of the home instrument department; R. M. Ryan, assistant treasurer; E. D. Eades, regional manager; Dan D. Halpin, tele receiver sales manager, and R. P. Watkins, field rep.

11th Music Festival Plans Made By WNYC

(Continued from Page 1) be heard from the various concert halls of the city are: the West Point Military Band and Cadet Chorus; the United States Army Band; Daniel Saidenberg and the Chamber Orchestra, and the Guilet String Orchestra. Educational organizations participating include: the Yale School of Music; Columbia University; N.Y.U.; and the Juilliard School. The St. Lawrence Choral Groups will offer a program from WNYC's studios and on the final day of the festival, a program by the University of Michigan Glee Club will be heard.

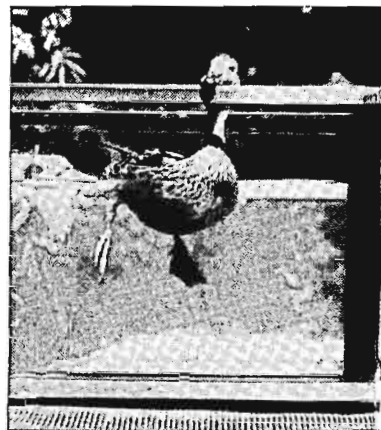
FCC Turns Down WNOW

Washington—The attempt of WNOW, York, Pa., to win a night time authorization by shifting its frequency 10 kilocycles has been turned down by the FCC in short order. The station, which operates daytime with one kilowatt on the 1250 band, had asked to be permitted to shift to the 1240 band with 250 watts for a night schedule. The Commission returned the application as not in accord with Commission rules.

Illinois Survey Claims Production Records

(Continued from Page 1) and tele employment at more than 40,000 in November, 1949. The state had 179 of the 850 radio and TV makers in the United States, the publication said, quoting the 1947 census of manufacturers.

Too wet for the duck



The water in this tank has been treated chemically to make it "wetter"—more effective in fire-fighting. And the poor duck finds that it's harder for him to keep afloat in it.

Advertisers are finding it harder to keep afloat these days in the tough, competitive markets. And in Baltimore they are turning to W-I-T-H to produce low-cost sales.

You can do so much with so little money on W-I-T-H! It's the station that's famous for delivering more listeners-per-dollar than any other station in town. So if you're looking for a BIG BARGAIN in radio time, call in your Headley-Reed man and get the full W-I-T-H story.

W-I-T-H BALTIMORE, MARYLAND Tom Tinsley, President • Represented by Headley-Reed

## Language Stations Defended By WHOM

(Continued from Page 1)

maintains that "the conclusions of the Hearing Examiner in regard to foreign language broadcasting are entirely erroneous and contrary to public interest." Stating that foreign language broadcasting is in the public interest, the WHOM brief asserts that the potential foreign language audience in the United States is estimated as between 15,000,000 and 20,000,000 people and that large numbers of foreign language speaking people depend almost exclusively on foreign language broadcasting for information, education and entertainment. Foreign language speaking minorities, as well as all other minorities, "have an equal right with other Americans for access to media of information and entertainment including the broadcast medium."

### Wants "No Blanket Policy"

Pointing out that English-speaking people have many available sources of information and entertainment, the brief urges that "the Commission should adopt no blanket policy to the effect that broadcast stations must merely add to the already numerous media available to the English language and not serve the seriously unsatisfied needs . . . of significant foreign language minority groups."

The importance of foreign language radio during World War II is stressed, particularly the importance attached to reaching non-English-speaking groups by the OWI.

### Sees Citizenship Encouraged

Attacking the Hearing Examiner's proposition that foreign language programs may tend to destroy all incentive to learn English, the brief points out that "withholding foreign language from those who are unable to speak English will . . . cause further withdrawal from activities requiring a knowledge of English and remove a basic medium through which encouragement could be given to learn that language." As further substantiation of the value of the foreign language station in encouraging good citizenship, the brief refers to WHOM's recently inaugurated program entitled "Operation Naturalization" in which listeners have the opportunity to enroll in free evening classes in Americanization training which are conducted at WHOM's studios.

The brief concludes that "the continuance of foreign language broadcasting in the United States is clearly required in the public interest, convenience and necessity and should be encouraged by the Commission."

### Authorities Quoted

In support of its conclusions, the WHOM brief, which was filed by the station's Washington attorneys, John & Marks, cites many authori-

## Public Service Demands On Radio Show Increase

(Continued from Page 1)

the radio public affairs departments yesterday.

In addition, the high-powered public relations staffs of major charitable organizations have lined-up an impressive amount of fund drive and charity tie-in time on normally straight commercial programs.

Fund drives have become big business. To such an extent is this true that organizations sponsoring fund drives have among themselves assumed a pattern whereby no two national or, for that matter, major local drives compete for contributions at the same time. The "Big Five" — The National Community Chest, The American Heart Association, The American Red Cross, The National Foundation for Infantile Paralysis, and The American Cancer Society—have arranged their fund drives so that one falls in October, one in January, and the others in February, March and April. There are no overlaps.

Radio's enormous listening audience has made the medium a "natural" for seeking donations to fund raising drives; and networks, local stations, advertising agencies, and radio entertainment personalities have increasingly given of their time and talents to spur interest in "the good cause."

### Requests Many And Varied

NBC, CBS, ABC and Mutual, as well as regional webs and local stations, devote considerable amounts of public service time to requests for listener-cooperation in a wide variety of interests.

NBC, for example—and it is true of other webs to a greater or lesser degree depending on circumstances,—last year received more than 400 requests for free time to plug organizational activities, to request listener-cooperation in various "campaigns," or to solicit funds to enable the organizations to continue their work. The network gave time to more than 300 of these.

Donated time on NBC, as on the other webs, regional and local stations, included spot announcements ranging from twenty seconds to a full minute—and half-hour time periods for special programs.

Web spokesmen say that last year's flood of free time requests surpassed any previous period, including the war years.

It was during the recent war years,

ties in support of its contentions. These include: Jacques F. Ferrand of the Common Council for American Unity, Professor Carl Friedrich of Harvard University, the President's Committee on Civil Rights, the Federal Communications Commission's report on the Public Service Responsibility of Broadcast Licensees, as well as quotations by James Lawrence Fly and Charles R. Denny when they were associated with the FCC.

incidentally, that the Advertising Council was organized to put the forces of advertising behind the war effort. The Council's contributions to the nation's war effort was so successful that the Council was continued on into peace time to serve as a sort of "clearing house" for public service campaigns requiring the utilization of advertising mediums.

### Council Aids Campaigns

Last year, the Council was approached for assistance by 123 campaigns, of which only sixty, for varying reasons, were refused. In all instances, the other 63 received heavy advertising media support, and almost all campaigns were backed by radio.

In the first nine months of 1949, the Council estimates that 13,642,295,000 "listener impressions" resulted from radio support of major national campaigns by Council members.

National campaigns which the Council pushed with allocated radio time included the Christmas Seal Drive, the Red Cross Fund, The National Community Chest program, CARE, "Fight Tuberculosis" and the "American Economic System." In addition, the Council secured radio aid for "Fire Prevention Week," Polio Emergency (not to be confused with the March of Dimes), and Buy U.S. Savings Bonds campaigns, as well as others.

The Council's radio department, under the direction of Gordon Kinney, publishes a bi-monthly "Radio Bulletin" which lists Council supported projects and also supplementary listings of other worthy causes seeking radio aid, and a "Radio Fact Sheet" which contains information on Council approved campaigns.

### Many Local Requests

Concurrently with national network support of individual campaigns, local stations—often solicited by local committees — have been donating time to public service causes. WNBC, New York, for example, last Thanksgiving Day tied all local programs in with the CARE campaign. Also, such regional campaigns as the Herald-Tribune's Fresh Air Fund receive public service time to promote their efforts, or to seek operating funds. Two hundred and seventy five stations in thirteen states cooperated with the Fresh Air drive for vacation homes for needy children last year.

### Appreciation Is High

The consensus of opinion among public service drive directors, web public affairs directors, advertising agencies, network programming departments and spokesmen for regional nets and local stations was that the radio industry was devoting plenty of time and talent to public service efforts. And in radio, time and talent are commodities with heavy dollar sign value.

## BMI Programming Clinic Being Held

(Continued from Page 1)

of station relations, Ted Cott WNEW program director, and Gordon Graham, WCBS assistant program director. Following a recess, the group took a tour of inspection of a BMI model library and the WCBS library of recordings. The day's final talk was delivered by Robert J. Burton, BMI veep.

Thomas B. McFadden, WNBC and WNBC-FM general manager, will welcome the delegation today following which will be a demonstration of "The Art of Making a Wax Program Appear Lifelike." Miss Eileen O'Connell, conductor of WMGM children's programs, Miss Betty Betz, columnist for teen-agers, Arnold B. Hartley, v-p in charge of programs for WOV, and David Randolph, conductor of the Musical Notebook on WCBS, are also scheduled to speak in the morning.

The afternoon's program includes Israel Diamond, BMI director of logging, Paul Ackerman of Billboard, Murray Arnold, WIP program director, Warren Wade, WPIX program director, and a round-table session featuring all clinic speakers.

Clinic chairman for BMI is James L. Cox.

Attending the clinic are the following: Charles J. Hines, program director and Duncan Elliot, announcer, of WGCH-FM in Greenwich, Conn.; Gaylord J. Avery, program manager and Todd Storz, general manager of KOWH, Omaha; E. F. Shadburne, program director of WSIP, Paintsville, Kentucky; Richard J. Hartigan, musical director of WROW, Albany; Edward Ervin, production manager of WBNX, New York; Jared L. Rolston, program director of WLBR, Lohanon, Pa.; Charles Barclay and Miss Lois Westerdaal of WGYN-FM, New York; and William M. Johns, program director of WWPB, Miami.

Also present are: Miss Janet Lee, librarian of WTTM, Trenton, New Jersey; Cal Kalby, program director of WBIS, Bristol, Conn.; Edward Paul, program manager of WCED, DuBois, Pa.; George Wallach and Seymour Segel of WNYC, New York; Frank Hamilton of WKBS, Oyster Bay, N. Y.; Fred Daiger, program director of WKKW, Albany; Wayne Henry Latham, program director of WSPR, Springfield, Mass.; Elton P. Hall, station manager and Howard Atwell, announcer of WVPO, Stroudsburg, Pennsylvania; and Tim Elliott, v-p of WCUE, Akron, Ohio.

John H. Stewart, program director of WEDO, McKeesport, Pa.; Curtis Bowles, general manager and William Weathers, program director of WFVG, Fuquay-Varina, N. C.; David E. Bigley, program director of WLN, Lancaster, Pa.; Marlene Regnery, librarian of WICC, Bridgeport, Conn.; Avner Rakov, musical director of WBZ, Boston; Gene Paul King of WNEW, New York; Julian H. Gins, president of WGNR, New Rochelle, N. Y.; James E. Minogue, announcer and librarian of WMTR, Morris-town, N. J.; and Tony Sharpe, program manager of WTRY, Troy, N. Y. also attended.

## Chairman Coy To Address Oklahoma Conference

(Continued from Page 1)

tive Democratic Nation," Dr. Lawton said.

The 1950 meeting will be the fifth year that the conferences have been held. Students from regional colleges and universities will take part with professional radio leaders and station personnel.

# CHICAGO

By HERB KRAUS

ESQUIRE magazine taking a flyer on Chicago radio to test pulling power. Magazine big-wigs have chosen Jay Trompeter's "Rush Hour" over WMOR, which is aired from the new Carnegie Theater on the Rush Street rialto.

Two new radio participants cut their teeth on the Quiz Kids program last Sunday (22) over WMAQ-NBC. They are Freddie Solomon, 13, whose information runs to music, sports, and cartooning; and Harvey Dyth, 6, who likes science and prehistoric animals. Both hope to be radio comedians when they grow up. Well, three years of rugged training should qualify them for all but the most rigorous of radio comedy routines.

Grey Advertising Agency of New York, has signed for the Nielsen Radio Index services, adding to the growing list of agencies using the local service.

WBBM-CBS will begin auditions on February 7 for amateur and professional talent to appear on the "Horace Heidt Show" which will be broadcast from Chicago February 19. All participants must be at least 14 years of age and they must bring their own music. Groups of instrumentalists and vocalists are limited to four people. Cash prizes will be awarded to the winners on the program, to be broadcast from the Civic Opera House, which seats 4,300 people.

## Storecast Sponsor List Shows Sharp Increase

(Continued from Page 1)

some 500 super markets and reach FM listeners in Southern New England, Pittsburgh, Philadelphia and Chicago. The new commercials make a total of 110 products sponsoring the programs.

New advertisers over WMMW-FM in Meriden, Conn., are: Dif Corporation; Judson Dunaway Corp.; Adell Chemical Co.; General Foods Corp. for Log Cabin Syrup; Kitchen Art Foods Inc.; and Groveton Paper Co. In the Pittsburgh area on KQV-FM the following have been signed: General Foods Corp. for Baker's Chocolate and Cocoa products and Maxwell House Coffee; McCormick & Co., Inc.; and the Puritan Co. of America.

Sylvan Seal Milk Inc. have joined the sponsors in the Philadelphia area for Storecast.

Helen Harrison Foods, Inc. and the Modglin Co. have been added in Chicago via WEHS.

## Stork News

George Diefenderfer, NBC Chicago sales account executive, became a father for the sixth time this week when his wife gave birth to a six-pound, 13-ounce baby boy at Passavant Memorial Hospital. The newcomer has been named Alex.



## Man About Manhattan. . . !

● ● ● BIGTOWN SMALL TALK: If Elliot Roosevelt pulls off that interview with Stalin, he shouldn't have too much trouble peddling that program featuring interviews with international biggies. . . Ben Gross reveals that Fred Allen and NBC have at last agreed on a TV format with the comic expected to make his bow in a regular video series by next fall. The plan is to telecast the weekly show 'live' as Fred dislikes the kinescope almost as much as he does the Mass. state income tax. Price tag on the package is \$23,000. As for radio, Fred will confine his activities in that medium to a few guest shots. . . Mary Margaret McBride is making final arrangements to present her hour-long daily radio stanza over a midwestern radio hookup, with the shows being transcribed here. WGN, in Chi, will preem her show in mid-Feb. at 9:15 a.m. Sponsorship will be on a participating basis, with the deal being set by Mary Margaret's manager, Estella H. Karn. . . Tito Guizar, a major stockholder in Republic Pix, has cut short his eastern p.a. tour to return to H'wood for conferences regarding future production now that John Ford and Meriam Cooper have joined Republic. . . Mimi Benzell sez that the 1950 census takers will run into plenty of trouble. What housewife will answer all those questions without a jackpot offered?



● ● ● With the Dean Martin and Jerry Lewis radio series being axed by NBC, reports are that both ABC and CBS are hurling television offers at the lads. It looks to us from here that CBS has the inside track—for there is located there one Cy Howard, who has something to do with "My Friend Irma," in which the lads also have an interest. . . the movie version, at any rate. No one's bothered to ask us, but we think their radio program was no better or worse than a lot of successful, sponsored stanzas. Their real medium, however, must be video for they have to be seen to be appreciated.



● ● ● FILLER-DILLERS: Leo De Lyon is glad he's got one of the large screen teevee sets. He's finally finding out which way the cowboys go when the gal tells Hopalong Cassidy: "They went that-a-way." . . . And Hank Sylvern adds: "Just wait until Hopalong Cassidy gets on the trail of those Boston million-dollar robbers." . . . Speaking of the robbery, Chuck Green sez the reason they left a million dollars untouched was because they didn't want to get into the higher tax brackets. . . New York is now made up of six Boroughs, claims Peter Donald—Manhattan, Bronx, Brooklyn, Richmond, Queens and ABE. . . So many advertising agencies handling cigarette accounts on Madison Ave., the Easy Aces call it Tobacco Road.



● ● ● The Mariners Quartet believes in keeping busy. Last Friday they had a fast 'coffee-and' following the Godfrey show and grabbed a rattler for Philly where they were booked for a week-end date at the Lexington Casino. While there they also helped kick off the March of Dimes campaign at Philly's Gimbels and then made 20 separate disc jockey interviews during their stay.



● ● ● IN ONE EAR: Roland V. Haas and Marian Alden Burr have acquired the TV and radio rights to "My Flag is Down," James Maresca's diary of a N. Y. cabbie. Ruth and Gil Braun will script the television series. . . Lee Sands, who's scripted for Jolson, Berle and Vallee, now hypo'ing up the Morey Amsterdam stanzas. . . Comic Timmie Rogers will take time out from tunesmithing with composer Don Redmond to open at Cafe Society Downtown Thursday.

# LOS ANGELES

By ALLEN KUSHNER

CARRYING out the first of many steps in scheduled TV expansion during 1950, KDYL-TV, Salt Lake City, enlarged its television program schedule on January 16th to include two hours of afternoon programming on Mondays, Wednesdays and Fridays, marking the first time that afternoon TV programming on a commercial basis has been available in Salt Lake City.

Chalk up 349,676 as the year-end total of TV receivers operating in the Los Angeles area. Size of the LA TV market jumped 3.4 times in 1949. Reports from San Francisco show sales jumping in the Bay Area. PG & E estimated 22,000 sets in its region Dec. 1. San Francisco had a 23 per cent gain in November.

January is anniversary month for three LA tele stations. It's three candles for KTLA, one for KNBH and one for KTTV. . . Congratulations! Invitations went into the mail this week to business executives, educators and heads of TV-allied activities to attend the Don Martin Television Seminar, a 26-week program of panel discussions and demonstrations on all aspects of TV.

The Union Pacific Railroad Company is sponsoring the Monday, Wednesday and Friday KNX "Frank Goss News" at 11:00-11:10 p.m., PST. The order is for 52 weeks and was placed through the Caples Company, Los Angeles, Meredith Pratt is the KNX account executive.

New series of television film commercials was scheduled at Jerry Fairbanks Productions for Oldsmobile. First group of films to face the cameras include six one-minute spot announcements and a five-minute color picture to be used to show dealers 1950 models. Pact for the series was set through the D. P. Brother and Company Advertising Agency of Detroit.

**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

# No Excise Tax Relief Included In Message

(Continued from Page 1)

ates of the admissions and the retail excise taxes. In his message the President called for the stoppage of loopholes which have been of more than passing interest to some broadcasters and broadcast talent. He referred, for instance, to the tax exemption enjoyed by educational institutions, declaring that such exemption has been used in some instances "to gain competitive advantage over private enterprise through the conduct of business and industrial operations entirely unrelated to education activities."

"There are also instances where the exemption accorded charitable trust funds has been used as a cloak for speculative business ventures, and the funds intended for charitable purposes, buttressed by tax exemption, have been used to acquire and retain control over a wide variety of industrial enterprises."

He referred also to attempts by film producers and talent to report income properly taxable under the personal income bracket as capital gains through the setting up of separate limited corporations. Such a practice has been blocked by the treasury and has not yet been tested in court, but the President believes that any loophole leaving the possibility of such action must be closed. He referred to the practice as an attempt "to take unfair advantage of the difference between the tax rates on ordinary income and the lower tax rates on capital gains."

## Opposition Slate Set For 802, AFM, Election

An opposition slate to the current administration of Local 802, AFM, will be entered in the next December's election, Al Manuti, leader of the Musicians Unity Group announced yesterday. Manuti who came within 89 votes of winning the presidency of the local in 1948, accused the present administration of being a complete and utter failure.

He said the Blue Ticket Administration has on six occasions within the past two years walked out of membership meetings and has made a move to encourage members to attend regular meetings. Richard McCann is present head of the local.

## Wheeler Heads FM Group

Chicago—Edward A. Wheeler, of ICAEW, has been elected president of the FM Broadcasters of Chicago, succeeding Ralph Wood, former president of WMOR, it was announced yesterday.

Two new directors will be elected at the next general meeting to be held in the studios of WFJL at 9:30 a. m., on January 24. At this meeting plans will be revealed for a sales drive throughout the Chicago area.

## 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 January 13 - 19, 1950

TITLE	PUBLISHER
A Dreamer's Holiday.....	Shapiro-Bernstein
All The Bees Are Buzzin' 'Round My Honey.....	Santly-Joy
Bibbidi Bobbidi Boo.....	Walt Disney
Bye Bye Baby.....	J. J. Robbins & Sons
Charlie My Boy.....	Bourne
Dear Hearts And Gentle People.....	E. H. Morris
Don't Cry Joe.....	Harms
Echoes.....	Laurel
Festival Of Roses.....	Witmark
Happy Times.....	Harms
Hometown Band.....	Duchess
I Can Dream Can't I.....	Chappell
I Gotta Have My Baby Back.....	Peer
I Said My Pajamas.....	Leeds
I Wanna Go Home.....	Paxton
I've Got A Lovely Bunch Of Cocoanuts.....	Cornell
Jealous Heart.....	Acuff & Rose
Johnson Rag.....	Miller
Marta.....	E. B. Marks
Old Master Painter.....	Robbins
Open Door—Open Arms.....	Leeds
She Wore A Yellow Ribbon.....	Regent
Sitting By The Window.....	Shapiro-Bernstein
Slipping Around.....	Peer
Sorry.....	Henry Spitzer
Stay Well.....	Chappell
There's A Bluebird On Your Windowsill.....	Mellin
There's No Tomorrow.....	Paxton
'Way Back Home.....	Bregman-Vocco-Conn
Why Remind Me.....	Barton
You're Always There.....	Bregman-Vocco-Conn

## Second Group

TITLE	PUBLISHER
A Dream Is A Wish Your Heart Makes.....	Walt Disney
A Man Wrote A Song.....	Sam Weiss
A Thousand Violins.....	Paramount
Copper Canyon.....	Famous
Crocodile Tears.....	Johnstone-Montei
Daddy's Little Girl.....	Beacon
Enjoy Yourself.....	E. H. Morris
Farwell Amanda.....	Chappell
Have I Told You Lately That I Love You.....	Duchess
Hush Little Darlin'.....	Michael
I Must Have Done Something Wonderful.....	Simon House
My Love Loves Me.....	Famous
One I Love Belongs To Somebody Else.....	Forster
Rain Or Shine.....	Lombardo
River Seine.....	Remick
Scarlet Ribbons.....	Mills
Too-Whit Too-Whoo.....	Gallico
Wedding Samba.....	Duchess
We'll Build A Bunkalow.....	Mollin
You Missed The Boat.....	Advanced

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# Bargain Commercials Getting BBB Scrutiny

(Continued from Page 1)

got him, by return mail, a new one dollar bill.

Recently a series of radio commercials offering "sensational five giant inflated toy animals brought the Bureau a flood of irate complaints. Listeners were told that the kiddies will "want to ride them all over the house and around the neighborhood." They could be had for "not five dollars, not four dollars, or even three or two, but just one dollar."

We quote from one letter of complaint: "... I hate to be gypped. ... even if it's just a buck. ... so we open our package and find, happy day. ... balloons. Of course, even in their uninflated state it's a trifle difficult to see that they're potentially our five different animals. They look sort-of like ordinary sausage-shaped balloons except that they come in a few different colors and lengths. ... Comes the low blow. It seems that our sausage-shaped balloons are the disassembled anatomies of all five of the animals. It also seems that these are very homogeneous animals—and practical too—inasmuch as they have interchangeable parts. In case one gets a flat, his buddy can lend him a body or a leg. ... Technically I have received what was advertised, personally I think the deal is the old shell game designed for poor suckers like myself. Oh well, charge it up to flim-flaming, I did get a bunch of balloons for my buck. ..."

## Leibert Joins Town Hall In Public Relations Post

Town Hall president George V. Denny, Jr., has announced the appointment of E. R. Leibert as director of public relations and development. Leibert has been a partner in the public relations counseling firm of Pendray and Leibert and will now become an inactive partner. He is also chairman of the public relations committee of the National Social Welfare Assembly and treasurer of the public relations committee of the National Social Welfare Assembly.

## AP Shifts Bureau Chiefs

AP has announced a shift of its bureau chiefs at Boston and Des Moines. L. P. Yale, who has been chief in Des Moines since 1942 will take over in Boston succeeding C. G. Douglass, who will go to Des Moines.

Douglass, who first joined AP in 1929, will go to his home state. He was born in Boone and graduated from Coe College at Cedar Rapids. Yale joined AP in 1934 at Chicago and served in New York before he was given the Des Moines assignment.



New RCA electron tube gives today's amazing computing machines an indispensable memory.

***Tube with a memory keeps answers on file***

So complex are present scientific studies—such as in atomic research—that just working out the “arithmetic” could easily take up all of our scientists’ time.

Short cut through this drudgery is found in huge electronic computers, able to add or multiply numbers as large as a thousand billion in *millionths of a second*. But such speed is valueless unless—with comparable speed—the results of countless computations can be kept “on file” and taken out again.

Such a “file” now exists in a “memory” tube, developed at RCA Laboratories. Electronically it retains figures fed into calculating machines, stores them while it memorizes new ones—speeds intelligent solutions through mazes of mathematics.

Uses of RCA’s “memory” tube are many. It will help atomic scientists acquire new and needed knowledge . . . provide new information on supersonic flight . . . even help make rapid weather predictions! It is an invaluable instrument in the scientist’s campaign to penetrate the unknown.

**For your benefit:**

Development of the “memory” tube is another of the basic advances pioneered at RCA Laboratories. Continued leadership in science and engineering adds *value beyond price* to any product or service of RCA and RCA Victor.

\* \* \*

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



**RADIO CORPORATION of AMERICA**

*World Leader in Radio—First in Television*

# TELEVISION DAILY

Section of RADIO DAILY, Tuesday, January 24, 1950 — TELEVISION DAILY is fully protected by register and copyright

## EMPIRE STATE ANTENNA PLANS SET

### TELE TOPICS

**B**Y AND LARGE, the programs on Hooper's "top ten" list for his network clearings service do not change much from month to month. Texaco Star Theater has been on top (of this and every other survey) since it went on the air. However, the program's rating has declined steadily and in Hooper's December report it is 15.1 points below September. It must be remembered, however, that the Berle show is now reaching as many or probably more TV homes despite the rating drop because of the tremendous increase in set circulation. The program is still on top, but the percentage of set owners watching it has declined and the rating point spread between it and the second rated show is smaller than ever. Texaco's rating drop is by no means common to others in the top ten. Using "Arthur Godfrey and His Friends" as a comparable example, here are the figures:

	Sept.	Oct.	Nov.	Dec.
Berle	73.7	69.4	65.0	58.6
Godfrey	39.8	49.7	39.1	42.5

It should be pointed out here that Milton Berle was on vacation for one of Hooper's two interviewing dates in December.

**A**PARENTLY a certain portion of the video audience has become used to Berle and the general pattern of the show. This is based on examination of Hooper's sets-in-use and share-of-audience figures:

	Sept.	Oct.	Nov.
sets-in-use	79.1	74.8	69.1
share	93.2	92.8	94.1

December figures have not been released, but sets-in-use continues downward, while share remains relatively the same. Competition does not play an important part because there are no network commercials and hence no ratings) on the air at the same time as Berle. But since share has stayed high while usage has declined it may be said that those who have become tied up with the Texaco show are giving the go-by on Tuesday nights between 8 and 9. Berle and his show are still video's leading attraction and his share of audience is phenomenal. But his astronomical ratings of last season now appear to be very definitely a thing of the past. . . . Following Berle in the top ten for December are: Talent Scouts, 52.1; Toast Of The Town, 46.9; Godfrey's Friends, 42.5; Fireside Theater, 40.3; Gillette Cavalcade of Sports, 37.4; Stop The Music, 37.2; Lone Ranger, 36.1; Ford Theater, 35.1; Goldbergs, 34.9.

### SONGS WITH THE LARGEST TV AUDIENCES Survey Week Of January 13-19, 1950 THE TOP 5 SONGS OF THE WEEK

A Dreamer's Holiday	Shapiro-Bernstein
Ain't She Sweet	Advanced
Dear Hearts And Gentle People	E. H. Morris
Johnson Rag	Miller
Mule Train	Walt Disney

### THE 5 FAVORITE STANDARDS OF THE WEEK

Bye Bye Blues	Bourne
Just One Of Those Things	Harms
On The Sunny Side Of The Street	Shapiro-Bernstein
You Oughta Be In Pictures	Harms
You're The Top	Harms

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### CBS' Tinted Charms Turned On Senators

Washington—CBS continued its highpowered publicity and promotion drive for color tele here yesterday with a special demonstration for members of the Senate and their wives and other government officials.

Most of those present were visibly impressed with what they had seen. Solons' comments to reporters were as follows:

Sen. Guy Gillette (D., Iowa) "It's astonishing what has been developed in color television. My only criticism is that the color is almost too vivid. However, it is a marked advancement over black and white."

Sen. Charles R. Tobey, (R., Vermont) "I'm fascinated by it, it's wonderful. This is tops in television entertainment—it's the ultimate."

Sen. & Mrs. Edward W. Thye (R., Minn.) "The color is excellent. We liked it very much."

Sen. & Mrs. John Bell Williams (R., Del.) "We don't have a black and white set. This is wonderful."

### \$1,400,000 In New Biz Chalked Up By ABC

Three new accounts signed recently by ABC will bring an estimated \$1,400,000 in gross billings into the web's coffers, according to eastern sales manager Slocum Chapin. In addition, the web now has completely sold out its Thursday night lineup from 7:30 to 11 p.m.

The three accounts are Packard, Esquire Boot Polish and Griffin Manufacturing Co. Packard signed for a new musical half-hour to start Mar. 23, Thursdays, 9:30-10 p.m., while Esquire will bankroll "Blind Date" in the preceding half-hour, beginning Mar. 16. Griffin will sponsor half of the Saturday night Paul Whiteman TV Teen Club.

### WRTV Withdraws CP

Washington—The FCC yesterday okayed the withdrawal of its TV construction permit by Maison Blanche, New Orleans department store. Call letters WRTV had been assigned. No explanation was offered by the store.

### Four Firms Reported Bidding For Paramount's DuM Stock

At least four companies, all giants in their fields, have approached Paramount with a view toward acquiring the film company's interest in Allen B. DuMont Laboratories, Inc., it was reported here yesterday.

Paramount owns 560,000 shares of "B" stock in DuMont, representing the entire issue of that class. Because of this and the structure of the DuMont board of directors, the FCC has ruled that Paramount controls DuMont. This has long been denied by both parties and an

appeal from the FCC ruling is in the works.

Expressions of interest in the Paramount holdings were made about a year ago at which time the film company set a price of \$10,000,000 for its investment. It is understood that Paramount would insist on a higher price today.

One of the parties interested in a possible purchase was reported to be General Motors, but this could not be confirmed. None of the four is in the motion picture industry, it was said.

### Bldg. Will Erect 199-Foot Mast For 4 Stas.

Consummation of a deal between NBC and the Empire State Building for the construction atop the building of a 199-foot antenna tower to be used by four New York stations was announced yesterday. Agreement was reached by Joseph H. McConnell, president of NBC, and Lt. Gen. Hugh A. Drum, president of Empire State, Inc. Project was revealed by RADIO DAILY ten weeks ago.

The new mast, which will raise the height of the building to 1499 feet above sea level, will be used to transmit the signals of four stations—WNBT, which has been using the tower exclusively for the past 18 years; WJZ-TV, which will move from the Hotel Pierre in a few days; WABD and WPIX, latter two outlets are currently negotiating with the building.

The ABC flagship will stay on at the Pierre until tests from a temporary transmitter at the Empire State are completed. Tests are to determine if the WJZ-TV signal will interfere with WNBT. If no interference is found, ABC will switch programming to the temporary transmitter and then move its regular equipment over with no interruption in service.

Design of the new structure and antenna will be supervised by a committee consisting of O. B. Hanson, vice-president and chief engineer for NBC and Dr. Frank G. Kear of the engineering firm of Kear and Kennedy, Washington, D. C., which represents Empire State. Consultants to the committee will be the firm of Shreve, Lamb and Harmon, architects who designed the building, and the firm of Starrett Brothers and Elken, who constructed it. Empire State will finance the design and construction of the new structure. The committee hopes that the new tower will be in operation in 1950.

The present 61-foot antenna, which has been used by WNBT since 1946, will be taken down to make way for the new structure. There will be no interruption in present service as a temporary antenna has been installed.

### Arnold Signs Emerson

Ansonia Shoes is bowing out as sponsor of the Faye Emerson show on WCBS-TV and Arnold Bakers, Inc., will pick up the tab beginning Jan. 23. Benton & Bowles is the agency for Arnold. Program is produced by Hardie Freiberg.

## AGENCIES

**M. L. McELROY** has been named v-p of the Association of National Advertisers, Paul B. West, president, announced yesterday. McElroy is now with Cluett Peabody & Co. Inc., and will assume his new position on February 1. At ANA, he will head the media and research department. A study of both magazine and radio audiences will be among McElroy's assignments.

**PARFUMS CHARBERT, INC.**, to H. W. Fairfax Advertising Agency, Inc. Radio and tele spots will be used in addition to other media. Natt Ensler is account executive.

**J. C. WEMYES**, president of Groveton Papers Company, Groveton, N. H., announces the appointment of John C. Dowd, Inc., as their advertising agency for Blue Ribbon Napkins, Blue Ribbon Embossed Towels, Protex Super Soft Tissue, Vanity Fair Bathroom Tissue and Vanity Fair DeLuxe Tissue.

**JOSEPH C. LIEB** has joined Cecil & Presbrey, Inc., as account executive. He held the same position previously with Geyer, Newell & Ganer, Inc.

**DANIEL F. SULLIVAN CO.**, Boston advertising agency, formerly located in the Statler Building, now occupies the entire ninth floor of the Union Savings Bank Building at 216 Tremont Street, formerly the offices and studios of WORL. The agency's new suite has been completely remodeled and redecorated to insure smooth operation of all departments.

**H. W. FAIRFAX ADVERTISING AGENCY** has resigned the Roger Kent, Inc. account.

**STERLING SHIRT CO., INC.**, Belmar Venetian Blind Co., and Gean Edwards, Milwaukee to Worth Advertising Agency, Inc.

**DAVID H. LION** has resigned as vice-president of Spectrolux Television Corporation and joined Fletcher Smith Studios, Inc. In his new position, he will be director of sales and will also act in a production capacity on special accounts.

**SAMUEL FRANKEL**, previously a v-p of Lawrence Boles Hicks, Inc. has joined Emil Mogul Company, Inc. as an account executive.

## COAST-TO-COAST

**WJPS News Dept. Formed**  
Evansville, Ind.—WJPS has announced formation of a complete news department with Glenn B. Webber, former station announcer and newscaster, as news editor. Webber's daily schedule includes one morning and two evening 15-minute newscasts.

**College Head On KDKA**  
Pittsburgh, Pa.—Dr. Irving Stewart, president of West Virginia University, was presented in a special program over KDKA Saturday, January 14, by Homer Martz, agricultural director of the station. Dr. Stewart and Martz discussed "The Functions of the Land Grant College," during KDKA's regular Farm Hour broadcast at 6 a.m.

**Writing Radio Scripts**  
Washington, D. C.—Sanford Sheldon of WMAL is writing a series of radio scripts of symphonic programs for the National Symphony Orchestra Association. The shows will be used on various local stations during the current 1950 Fund Raising Campaign of the National Symphony.

**WCCO Raising Polio Funds**  
Minneapolis, Minn.—Sixteen WCCO personalities are participating in an all-out effort to raise funds for the March of Dimes through the "Iron Lung Baby" contest to give little David William Wells a new and additional middle name. David was born last November; his mother has been an iron lung patient in a local hospital since September.

## Washing Machine Co. Extends Participation

The Blackstone Washing Machine Company, Jamestown, N. Y., impressed with the commercial value of radio advertising, has increased the percentage of participation in station time cost deals with distributors and dealers. The company, according to Charles Michelson, New York package producer, now pays 33 1/3 per cent of the costs with distributors and dealers paying the rest for local station airtime. The Blackstone program is now heard on 90 stations and features the Blackstone-Magician series of ETs.

## Named ABC Acct. Exec.

Chicago—ABC's central division network sales department has named Karl R. Sutphin as an account executive, John H. Norton, Jr., v-p of the network's central division has announced. Sutphin will be replaced as central division sales promotion manager by Dean Linger, formerly of WXYZ in Detroit.

The new account executive has served with WLS as sales service manager and joined ABC in 1944 as assistant promotion manager.

## Announcer Joins KWK

St. Louis, Mo.—Les Carmichael, announcer, joins the KWK staff. Carmichael was formerly with KWDM, Des Moines, and he will replace Lee Cavanagh, who leaves the KWK announcing staff to enter his own business here.

## WTTM Plea Answered

Trenton, N. J.—Within five minutes after WTTM aired a plea for blood donors for an ailing local boy scout, the station's switchboard lit with response from listeners willing to travel to a nearby Philadelphia hospital and donate their blood to young Graham Wilson, bedded for removal of half of his lung. Boy's need was brought to the attention of WTTM by Dave Rossmarin, director of WTTM's "Scout Trails" program.

## WTIC Covers Fight

Hartford, Conn.—WTIC had exclusive broadcast rights to the Willie Pep-Charlie Riley featherweight title fight in St. Louis on January 16th. Sportscaster Bob Steele was at the only microphone at ringside when the champ risked his crown against the rugged Missouri challenger. The broadcast originated in the Mound City's Kiel Auditorium and began at 10:30 p.m., EST. It was WTIC's third coverage of a Pep title bout in a distant city.

## Tinney Joins WCSS

Amsterdam, N. Y.—Lou Tinney has joined the staff of WCSS, as full-time staff announcer. Tinney was formerly with WGLN, Glens Falls.

## Storecast Offers Aid To March Of Dimes Drive

Support of the March of Dimes is being given by Storecast in its affiliated markets and FM homes in Chicago, New England, Philadelphia and Pittsburgh. Appeals made by the super market firm are heard in seven chains constituting some 500 markets through broadcasts on WEHS, Chicago, KQUV-FM, Pittsburgh and WMMW-FM in Meriden, Conn.

Storecast buys time on stations and broadcasts the programs in their markets. The company is currently working to use a similar set-up in the New York territory over WMCA-FM.

## Aids Council On Blindness

A check for \$1,220.59 was presented to the National Council to Combat Blindness by Big Joe Rosenfield on his initial broadcast over WMCA on Saturday, January 21. The gift money came from Big Joe's Wishing Well which had been placed in the Hotel Taft, New York. A further presentation was a gift of \$150 sent in by Big Joe's fans from the New York Home for Homeless Boys.

## SAN FRANCISCO

By NOEL CORBETT

**GEORGE VOIGT**, the Chronicle's radio chronicler, pulled a switch last week when he threw a party for local press agents. Idea was, the kiddies were to show up and help put away the Christmas cheer they had presented George with earlier in the yearly holiday press agent rush. Everybody was there, and that included: Johnny Thompson and Bill Minette (KNBC); Maury Baker and Wally Hutchinson (KGO); Grant Holcomb and Bill Cullenward (KCBS); Kay Mulvihill (KSFO-KPIX) and Tony Habeeb, Voigt's assistant. To keep things humming and make it easier on George, Dwight Newton, radio scribe for the Examiner showed up. But last seen, both George and Dwight had stories sticking out of every pocket!

Acme Brewing Company is sponsoring Ben Alexander on KFRC Monday through Saturday, 10:30 to midnight chatter and recordings. Ben, who was a movie moppet and early day radio star, has deserted the Hollywood area and now lives on the Peninsula. He also has a KPIX TV show.

Bill Weaver (Waitin' for Weaver, 6:15 to 6:45 ayem on KCBS) doesn't ask for boxes or baskets when he puts on an audience pull. He demands barrels-ful, and gets 'em.

Mickey Ward, KGO-AM and TV continuity editor, is a former Hollywood NBCer.

Arthur McGuire, 18-year-old son of a San Francisco fireman, was the winner of the thousand dollar scholarship Dean Maddox gave on his "Budda's Amateur Hour," for young singers. Diana Malstrom, soprano, took second prize.

Ken Wallace and Ralph Rogers have joined the KGO announcing staff. Wallace was formerly with KNX, Hollywood, and KSFO and KYA here. Rogers was sportscaster on KSJO in San Jose, and worked on KECA in Hollywood. Wallace and Rogers replace Mark Jordon who goes to KECA, Hollywood, and Lee Giroux, who's now on free lance.

## Stork News

Sarah Selby, Mother Graves on CBS' "Junior Miss" program, gave birth to a 7 pound 14 ounce daughter, Star Harthern, on January 15. On the 14th, she had played her usual role on the Saturday program.

John V. B. Sullivan, WNEW account executive, is the father of a daughter, Sheila, born Wednesday, January 11 at the Harkness Pavilion. Mrs. Sullivan was formerly assistant to Miss Bernice Judis, WNEW general manager.

Washington—Born yesterday to Mrs. Cody Pfanstiehl, twins are George Washington Hospital, Washington, a son, Eliot, and a daughter, Julia. Father is press relations director for WTOP, CBS station here.

**WBAL**  
means business  
in Baltimore





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 50, NO. 17

NEW YORK, WEDNESDAY, JANUARY 25, 1950

TEN CENTS

## NEW BILL ASKS WIDER FCC AUTHORITY

### European-Music ETs Offered To U.S. Indies

Recorded concerts by thirteen of the most famous symphonic orchestras in Europe are being made available through the Unaffiliated Stations Committee of the NAB as a sustaining feature under the title of "Orchestras of the World." Ted Cott, vice-president and program director of WNEW, New York, and chairman of the unaffiliated stations group, announced yesterday. The production costs and tape recordings are being absorbed by the Economic Coopera-

(Continued on Page 6)

### General Electric Executive To Address REC Luncheon

Philip Reed, chairman of the board of General Electric Company, and president of the International Chamber of Commerce, will address the luncheon of the Radio Executives Club of New York in the grand ballroom of the Hotel Roosevelt tomorrow. Reed's subject will be "The Role of the Modern Businessman." He will be introduced by Fred Waring, whose Sunday night CBS-TV series is sponsored by General Electric Company.

### New Godfrey ET Show To Be Sponsored On CBS

Arthur Godfrey's contributions to American humor will be 'digested' in a new CBS network program entitled "Arthur Godfrey's Digest." The new show preems over the web Saturday, Jan. 28 in the 9:30 to 10:00 p.m. (EST) time slot.

To be sponsored by Liggett & Myers Tobacco Co. on behalf of Chest-

(Continued on Page 2)

### Cooperation

Waterbury, Conn.—All three Waterbury stations are co-operating in a five-hour-long Disc Jockey Dance Jamboree at the Waterbury State Armory, Saturday afternoon, January 28 for the benefit of the March of Dimes. Included are Wally King, Al Vestro, Charlie Bengston, Al Dary, Bob Holczer, Bob Crager, Gene Valentino and Jim Logan.

### New NBC Appointee?

Announcement is expected to be made within a few days of the appointment of Edward D. Madden, 50, as assistant to Joseph McConnell, NBC proxy. Madden has been general manager of the American Newspaper Advertising Network since May, 1946. Prior to joining the ANAN, Madden was vee-pee at McCann-Erickson in charge of new business, and had previously been associated with Standard Oil as manager of retail promotion, and with the Rueben Donnelly Company.

### Four-A Convention Plans Announced

Secretary of Commerce Charles Sawyer will be the keynote speaker at the annual dinner of the 1950 annual meeting of the American Association of Advertising Agencies, to be held at the Greenbrier, White Sulphur Springs, West Virginia, it was announced yesterday. Meeting dates are March 30, 31, and April 1.

Convention theme of the 1950 meeting, the 34th annual convention of the Association, will be "Advertising" (Continued on Page 3)

### Radio Campaign Planned For Eagle-Lion Movie

Boston—Eagle Lion Films are set to promote their latest production, "Guilty of Treason," with an intensive radio campaign over WNAC and the entire chain of the Yankee Net-

(Continued on Page 2)

## Jones, Miller Exchange Notes Re Need For Color Television

Washington Bureau of RADIO DAILY

Washington—FCC Commissioner Robert F. Jones yesterday called upon NAB President Justin Miller for "demonstration of good faith to the Commission and to the public" in the matter of speeding the program of color TV. He accused Miller of being the spokesman for "the power segments" of the radio industry, rather than small broadcasters. Jones released a letter from Miller

## Sadowski Measure Suggests Penalties Of Various Types Against Stations, But Eases Political-Libel Rule

### FM Competition On Muzak Agenda

The use of supersonic signals by FM broadcasters to eliminate commercials for leased music service will be the main topic of discussion at the convention of Eastern Muzak franchisers to be held at the Biltmore Hotel on Saturday and Sunday, January 28 and 29.

The regional meeting will center its talks on the possibilities of using FM as a medium for transmission of

(Continued on Page 3)

### WFDR Renews Its Offer To Buy Crosley's WINS

WFDR, the ILGWU station, yesterday renewed its offer to buy WINS from the Crosley Broadcasting Corp. in a letter to James D. Shouse, chairman. Said F. F. Umhey, president of WFDR: "We stand

(Continued on Page 6)

### Lewis Making Tour; Will Broadcast Enroute

Fulton Lewis, Mutual newscaster, will leave Washington January 27 for a three-week "fact-finding" tour of the West Coast, it was announced yesterday. During the time Lewis is

(Continued on Page 3)

Washington Bureau of RADIO DAILY

Washington—A bill to permit the FCC to suspend radio licenses for up to 90 days, to issue cease-and-desist orders and to fine licensees up to \$500 per day for violation of its regulations was introduced in the House yesterday by Rep. George Sadowski, (D., Mich.). Sadowski is chairman of the

(Continued on Page 5)

## CBC May Place Ban On 'Bingo' In Canada

Montreal—Board of governors of CBC at a meeting in Toronto Feb. 10 and 11 will hear representations on a proposed ban of bingo and similar games on the radio.

The board announced Dec. 7 that it was considering banning the games from the airways. Before acting it will consider either oral or written representations.

The question of the ban appears to

(Continued on Page 2)

## Copyright Appeal Board Delays Canada Decision

Montreal—The Copyright Appeal Board reserved decision Saturday on the 1950 fees the Composers, Authors and Publishers Association of Canada plans to charge for the use of works in its repertoire. The

(Continued on Page 2)

### Joins LP Ranks

MGM Records will issue LP platters as of March 1, the company has announced. A series of four to be released discs include transfers from sound tracks and popular albums previously sold by MGM. The company was one of the last to commit itself to either the LP records or the 45-revolutions-per-minute recordings.

(Continued on Page 7)



Vol. 50, No. 17 Wed., Jan. 25, 1950 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.

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

FINANCIAL

(January 24)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Lists various stocks like ABC, Admiral Corp., Am. Tel. & Tel., etc.

Radio Campaign Planned For Eagle-Lion Movie

(Continued from Page 1) work in New England. The campaign will start the early part of February, it was announced by Linus Travers, executive vice-president. Specially created programs, interviews with outstanding personalities, an intensive spot announcement schedule and other unusual features will highlight the air promotion of this sensational film.

THIS IS KGW'S BANNER YEAR KGW PORTLAND, OREGON AFFILIATED WITH NBC REPRESENTED NATIONALLY BY EDWARD REEVE CO., INC.

COMING AND GOING

LESTER A. WALKER, general manager of KFGT, Fremont, Nabr., and WILLIAM H. BALDWIN, station manager, visited yesterday at the New York offices of BAB.

J. L. HATHAWAY, assistant manager of engineering development for NBC, is in Camden, N. J., for the meeting of the RCA Victor-NBC liaison committee.

JOHNNY O'CONNELL, account executive for Associated Program Service, is heading for northern Ohio, where he'll spend two weeks starting next Wednesday visiting, among other cities, Cleveland, Detroit, Toledo, Sandusky and Cincinnati.

L. R. MOFFATT, staff engineer for NBC, today will arrive in Bridgeport to inspect the new experimental UHF station.

HARRY BUCKENDALL paid a call yesterday at the Columbia network headquarters. He's the manager of KOIN, Portland, Ore.

BURL IVES, singing star of radio and films, has returned from the Virgin Islands and will open an engagement today at the Persian Room of the Plaza.

BILL BRANT, disc jockey at KDKA, Pittsburgh, and his two winners in the "Double or Nothing" contest—MRS. JEAN MILLS and MRS. JOHN McCANDLESS—will fly to Hollywood tomorrow for a week-end as guests of Walter O'Keefe.

JOHN BOLER, manager of KSJB, Columbia network outlet in Jamestown, N. Y., is in town on business.

E. POWER BIGGS, organist, has left on a concert tour that will take him to Atlanta, San Antonio, Fort Worth, Des Moines, Baton Rouge, Charleston and other cities.

ALLAN SIMMONS, owner and manager of WADC, Akron outlet of CBS, conferred yesterday at the New York offices of the web.

CHARLES GARLAND, manager of KOOL, Tucson, Ariz., which recently joined CBS as an affiliate, is spending a few days in New York on station and network business.

LESTER GOTTLIEB, producer of "Sing It Again" and "The Show Goes On," both CBS features, will return today from Atlantic City, where he spent two weeks.

Copyright Appeal Board Delays Canada Decision

(Continued from Page 1) three-man board, headed by Mr. Justice J. T. Thorson, president of the Exchequer Court, heard several protests against the fees.

John Jennings, counsel for the CBC, protested against the proposed 1950 charges against the CBC, CAPAC which pays part of the fees to the authors of its works, plans to charge radio stations \$292,718 this year, an increase of more than \$20,000 over 1949.

See Split With Private Stations The CBC would be required to pay \$146,359 and the privately-owned stations as a group would pay a similar amount. The fee is fixed at the rate of 14 cents per licensed radio receiving set. The CBC pays 7 cents a set and private stations a similar amount.

Mr. Jennings asked that the CBC fee be reduced to 4 cents per licensed receiving set. However, Mr. Justice Thorson said the board would not rule on the question. He said if anyone was dissatisfied with the fees fixed by the board they could test the matter before the courts.

Will Honor Dr. Bush

Dr. Vannevar Bush, noted atomic scientist, will be made an honorary life member of the American Institute of Electrical Engineers when the organization meets at the Hotel Statler from January 30 to February 3. James F. Fairman, president of the institute, will confer the award on Dr. Bush, who is now president of the Carnegie Institute of Washington.

Bush received the Edison Medal from the institute in 1943 and now joins Marconi, Edison, Lord Kelvin and others who have received this honor previously. Dr. Frank B. Jewitt will be awarded posthumously the Hoover Medal at the meeting and the Edison Medal will be presented to Karl B. McEachron of General Electric.

CBC May Declare Ban On 'Bingo' In Canada

(Continued from Page 1) be the major item of business on the boards' agenda for the two-day hearing. There are only two applications for licences for new broadcasting stations.

L. Pierre Brisson of Victoriaville, Que., has applied for a 1,000-watt station, Victoriaville. Gibson Brothers limited have applied for a license for a 250-watt station in North Vancouver.

Station CJSH-FM of Hamilton, has applied for permission to increase its power.

Other applications deal with the transfer of shares in existing broadcasting companies.

New Godfrey ET Show To Be Sponsored On CBS

(Continued from Page 1) erfields, and designed to serve "those listeners who are not able to hear the inimitable Godfrey during the daytime," each program will be highlighted by a special Godfrey introduction and will be made up of the "cream of the week's humor and songs culled from the daily CBS "Arthur Godfrey time program," on record.

Godfrey, incidentally, has just been named Chairman of the National Entertainment Division of the 1950 March of Dimes campaign on behalf of the National Foundation of Infantile Paralysis.

Renew Banghart Program

"News with Kenneth Banghart" has been renewed over WNBC, New York, for an additional 13 weeks by the makers of Italian Swiss Colony Wines in behalf of that product, it has been announced. The program, heard at 6 p.m., will be sponsored on Mondays, Wednesdays and Fridays by the wine company. Platt-Forbes, Inc., was the 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

# M Competition On Muzak Agenda

(Continued from Page 1)

the music and the petition which Muzak has presented to the FCC asking for a hearing on the "beeps" which it claims are in violation of rules governing FM stations. The personie "beep" when transmitted to the station cuts off the commercial in the receivers provided with special equipment.

Other topics on the agenda for the convention are new engineering techniques and equipment, studies of the productive effects of music on people and market and general sales talks.

Some 100 franchisers from the West, from Albany, Allentown, Baltimore, Binghamton, Boston, Bridgeport, Buffalo, Hartford, Montreal, Norfolk, Philadelphia, Pittsburgh, Richmond, Rochester, Scranton, Syracuse, Toronto and Washington are expected to attend the sessions.

The convention is the fourth in a series of regional meetings of Muzak held during the past month in New Orleans, San Francisco and Chicago by the franchisers in the Western, Central and Southwestern divisions.

Speakers and presiding officers will be: Harry E. Houghton, president; Charles C. Cowley, executive vice-president; E. F. Hembrooke, vice-president in charge of engineering; Curt H. Pfenniger, vice-president in charge of national sales; and Ralph J. Roberts, national sales promotion and publicity director.

# Lewis Making Tour: Will Broadcast Enroute

(Continued from Page 1)

away from his home beat in the nation's capital, he will broadcast from Mutual's affiliated stations in the cities he visits.

While on the coast, Lewis will hold a press conference at the Ambassador Hotel in Los Angeles on February 2, and will be the guest of honor at an "off-the-record" press dinner sponsored by the Greater Los Angeles Press Club on Feb. 8.

While on tour Lewis will broadcast from the following cities:

Jan. 27, Chattanooga; Jan. 30 and 31, Dallas; Feb. 1, to 10th, Los Angeles; Feb. 13, Portland, Ore.; Feb. 14, Seattle; Feb. 15, Tacoma; Feb. 16, Portland; Feb. 17, San Francisco; Feb. 20, Chicago; and Feb. 21, Washington.

# 'Straight Arrow' Renewed

The National Biscuit Company has renewed "Straight Arrow" over Mutual effective February 7, it was announced yesterday. The program, which was the first children's program to place in the top ten rated daytime shows and has been a constant prize winner, is heard on Tuesdays and Thursdays from 5 to 30 p.m. Agency was McCann-Erickson.

# ★ AGENCY NEWSCAST ★

**A**LFRED S. MOSS has been elected a vice-president of Gordon & Rudwick, Inc. He was previously an account executive with Tracy-Kent & Co., Inc.

**S**TORY F. CHAPPELL, formerly president of Basket Advertising, Inc., has become an account executive with Cunningham & Walsh, Inc. He was previously in the copy department of Newell-Emmett before it incorporated under the name of Cunningham and Walsh.

**E**DWIN N. HOMER has been named advertising and promotion manager of Mohican Stores, Inc. He was previously with The New York Sun.

**E**DITH DUNN BOYLE has been made director of publicity for John A. Cairns & Co., Inc.

**A**LDEN JAMES has been elected director of advertising and public relations by P. Lorillard Company. J. J. Blacknall was elected director of manufacturing and J. V. Necas, director of purchasing, the company also announced.

**B**OB KNAPP has been named radio and tele copy chief of Schwimmer & Scott, Inc. of Chicago. He has been with the agency for 10 years and previously served with a number of midwestern and southern stations.

**J**AMES L. FALLON, formerly v-p of Davis & Co., has joined Erwin, Wasey & Co. in their Los Angeles office.

**L**EONARD E. HAMMER is now with Adam J. Young, Jr., Inc., station reps, on the sales staff.

**B**OB HOWARD of Robert J. Enders Advertising Agency will be writer-producer for TV Jamboree, a new series sponsored by Snellenburg Department Store in Philadelphia.

**L**OUIS SHERRY has appointed the Bobley Company, Inc. for their preserves. Newspapers, tele and radio will be used.

# ABC Planning Salute On Roosevelt's Birthday

Hollywood — "America Salutes Franklin D. Roosevelt's Birthday," a special broadcast over the full ABC web, will be aired Mon., Jan. 30 at 10 p.m. (EST) as part of the net's special March of Dimes programming.

Ralph Edwards will serve as emcee of the half-hour show which will feature Mrs. Eleanor Roosevelt, Basil O'Connor, Red Skelton, Evelyn Knight, Connie Haines, Hoagy Carmichael and Tony Reluso and his Orchestra.

**P**RUDENTIAL INSURANCE CO. of America to Carlock, McClinton & Smith, Inc. on May 1 when the new agency opens.

**A. A. LANDIS** will move to the New York office of Koehl, Landis & Landan on Feb. 1. He has been vice in charge of the Cleveland office for 11 years. Russell Rowan will succeed Landis in Cleveland.

**JAMES J. CONNOLLY** has been named production manager for Ruthrauff & Ryan, Inc.

**AIRLINE FOODS CORPORATION** of Linden, N. J. to Chambers & Wiswell, Inc.

**RICHARD H. BELKNAP** has been named a v-p of Lee Ramsdell & Co. Inc.

**MARTIN ZITZ** will become an account executive for Henri, Hurst & McDonald, Inc., on February 1. He was formerly with the Elgin-American division of the Illinois Watch Case Co.

**L. J. SCHNEIDER** has joined Brooke, Smith, French & Dorrance, Inc., on the creative copy staff.

# Four-A Convention Plans Announced

(Continued from Page 1)

Using's Responsibility in the Expanding Economy."

Members of the Association of National Advertisers, meeting March 29-31 at the Homestead, in nearby Virginia Hot Springs, will be invited to participate in the 4 A's meeting starting at noon March 31. Invited media guests will also join the sessions beginning the same date.

Events on the first day, Thursday, March 30, will be for A.A.A.A. member agency people only, and wives.

General program plans are in charge of the operations committee of the A.A.A.A. board of directors, headed by chairman Clarence B. Goshorn, of Benton & Bowles, Inc., New York.

# Fight Film Scheduled

Films of the Maxim-Mills lightweight title fight in London last night are being flown to this country for distribution to 28 stations. The ten-minute reel with sound is expected in New York on Friday and reprints will be made. Most of the stations have scheduled their showing of the film for January 30. Cinetel Corporation is handling the distribution.

for profitable selling **INVESTIGATE**

**WDEL**

WILMINGTON  
DELAWARE

**WGAL**

LANCASTER  
PENNSYLVANIA

**WKBO**

HARRISBURG  
PENNSYLVANIA

**WRAW**

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



## LOS ANGELES

By ALLEN KUSHNER

**C**HARLES HUTCHINGS has resigned from Erwin-Wasey staff, Los Angeles, to enter the television field. Effective February 1st, Hutchings will be associated with Todd Russell, well known radio master of ceremonies, in the writing and production of package television and radio show. The new combination will be known as Russell-Hutchings Productions.

Telemount Pictures, Inc. signs Eddie Stanley as head of production department, with status of independent producer. Stanley will write and produce with view to kinescoping packages for national distribution.

Blayne Butcher, who has been supervising Auto-Lite's "Suspense" show in Hollywood, has resigned as radio director of Newell-Emmett, now that Auto-Lite account has shifted to Cecil and Presbrey. Butcher's future plans have not been announced.

Sponsorship of "The Marshal of Gunsight Pass" over KECA-TV starting Thursday, February 2 by Kern's Foods of Los Angeles, has been announced by Bill McDaniel, acting sales manager of the video station. The Lockwood-Shackelford Ad Agency of LA placed the 13-week order through KECA-TV account executive Owen James.

Gene Autry, guiding light of KOOL, Phoenix, and star of CBS's Saturday Night Gene Autry Show, has wrapped up his group and taken it on a nationwide tour of 35 cities, making one night stands at such points as Saginaw, Mich., Wausau, Wisconsin, and Newark, N. J. He'll broadcast en route, and his programs will continue to be heard each Saturday night.

Darmour Studios, at Santa Monica Blvd. and Van Ness Ave., in Hollywood, has been leased for a year from Columbia Pictures by Filmtone, Inc., a teevee producing company. Expansion of Filmtone from its present television filming studios at 8451 Melrose Ave. was made necessary by the increase in filming of television shows, according to Isidore Lindenbaum, president of the company.

### WKTY Joining ABC

WKTY, La Crosse, Wis., a 1,000-watt station, affiliates with ABC on May 7, it was announced yesterday. WKTY replaces WLCK, a 250-watt station. WKTY is owned by the La Crosse Broadcasting Co. It is affiliated with the La Crosse Tribune, and operates full-time on 580 kcs. Veri Bratton is manager.

### Script Typist

Radio — Script. Electromatic Machine. Five Day Week. Fast—Accurate—Intelligent. Call

Judson 6-5700 — Ext. 13.



### Man About Manhattan. . . !

● ● ● **IN ONE EAR:** Paramount is reported to have an asking price of around \$12,000,000 for its stock in DuMont Labs and TV network. . . . Phil Harris and Alice Faye arriving in town Thursday for three weeks. Will do some TV guest shots while here. . . . Buchanan Agency dropping 15 staffers in N. Y. office after losing DuMont account to Campbell-Ewald. . . . Longines-Wittnauer Watch Company is reported planning a campaign of station breaks and spots following their dropping of two network programs. . . . Colgate's in the market for a day-timer. . . . The British Royal Family has nixed all TV appearances for Princess Margaret Rose when she comes to the U. S. this year. . . . Legit press agent Mike O'Shea has joined the staff of Television Guide and will byline "TV Holiday" col'm covering stage, screen and nightclub news and reviews. . . . Kay Thompson brings her new act to the Versailles Feb. 1st. . . . Harold Stengel and Louis Goetz will showcase their TV show, "Pets on Parade," this Sat. via WJZ's "Market Melodies." Ray Hanfield will emcee, with script by Barbara Hotchkiss. . . . It's a boy, David Stanton, at the Don Cordrays. Mom is the former BBC disc jockey, Pat Field, while Don used to be an NBC announcer and is now with WJR in Detroit. . . . Sid Caesar turned down a \$4,500 weekly offer at the Beachcomber in Miami Beach to remain in N. Y. and work on a new situation comedy show he's readying for TV. He goes into the Waldorf on the 9th of Feb.

☆ ☆ ☆ ☆

● ● ● Herb Shriner, the Hoosier Wit, eyeing the decorating of the Fifth Ave. store windows in the swank sectors, paused and studied one. "I never forget my grandfather's General Store in Indiana," he reflected. "Only window decoratin' he did happened about once a year. He'd put a new piece of fly paper in the window—and wash the cat."

☆ ☆ ☆ ☆

● ● ● **JUST TYPING OUT LOUD:** Hottest new act in town is Andy Russell and his lovely wife, Della. They are slated for 15 TV and radio guest shots during Feb. . . . Lisa Kirk is an ambitious lass. She's flying to H'wood on Sunday for one week date at the Macomb and returns to "Kiss Me, Kate" on the 13th. . . . Marty Ragaway sez the height of egotism, so far as he's concerned, is a writer who doesn't have a waste paper basket in his office. . . . Carl King getting nibbles on his new TV show idea, "The Trading Post." . . . Admiral Record singing star, Bobby Colt, will fly to Rome next month to make a film. . . . Lovely Sara Allen, who is scoring with her impressions of Mae West, is now wanted for TV shows which La West won't do. . . . Cathy Mastice on rigid fattening diet to make up weight she lost while at the Music Hall. . . . "Sheriff" Bob Dixon will mail his 200,000th deputy badge this week. . . . Charlie Kenny will tell about his songwriting career via the Herb Sheldon show on WJZ Feb. 3rd. . . . Those Auto Derby speed sessions, televised via NBC Sat. nites, will get added lure starting Feb. 4th when femmes are included among the racing competitions. . . . Athena Lorde now spending her lunch hour bowling practicing up for role as an expert bowler on "Big Story" Feb. 3rd.

☆ ☆ ☆ ☆

● ● ● Tiny Ruffner (6 feet 6) oughta be a big click on his new television show, "Talent Parade," which bows in on WOR Wed., Feb. 1st 8 to 9 p.m., if 25 years as a radio headliner qualifies him to advise newcomers to showbiz. The grand prize winner, selected as the most talented unknown in N. Y. will be flown to H'wood for a 20th Century-Fox screen test. "Talent Parade" is not strictly an amateur show. Professional talent can compete for the screen test as well. Interested acts should contact Mike Jablons at Gainsborough Associates in the Sardi building.

## PROMOTION

### Frank Luther Day

Frank Luther, nationally known children's entertainer, will visit Hartford Tuesday, January 31 and elaborate plans are being made by Station WONS to receive him. Luther is scheduled to appear before several public and parochial school assemblies, will be the guest on a WONS broadcast during the afternoon and, at 4:30 p.m., will pay a visit to Governor Chester Bowles in his office at the State Capitol. Following the Bowles visit, Mr. Luther will perform at the famous Newington Home and Hospital for Crippled Children in nearby Newington. Mayor Cyril Coleman of Hartford is planning to issue a proclamation making January 31 "Frank Luther Day" in Hartford.

### Florida Thermometer

Every night the sky over Orlando, Fla., is stabbed at regular intervals by brilliant orange flashes as the \$6,000 spectacular erected by WORZ spells out "WORZ; The Best Shows In Town." Standing atop the "Food Palace" building in downtown Orlando, the 30 x 18 foot neon sign displays a thermometer six feet in diameter which is operated by dual spring coils reacting to heat at different speeds. This makes the thermometer self-adjusting and guarantees an accurate reading at all times. A recent circulation check indicates that 70,000 weather-conscious Floridians pass the new sign daily. Flanking the call letters are the station's dial position—740—and its affiliation—NBC.

### Hour Long News Program Gets Sponsor On WVNJ

An hour-long continuous newscast will be launched over WVNJ, Newark, today from six to seven a.m. under the sponsorship of the Garden City Seed Company. Two announcers, George Hogan, formerly of WOR, and Jules Labert, previously with WMCA, will alternate on 15-minute segments of the program which will feature U.P. news and time signals. The sponsor will use the daily newscasts to plug flower seed offers. Pinsker Advertising Agency placed the account for 13 weeks.

1906 *Henri* 1950  
CONFISEUR

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

*Famous French Candies*  
15 East 52nd St.  
AIR CONDITIONED

# New Bill Asks Stronger FCC, But Would Ease Libel Rule

(Continued from Page 1)

radio sub-committee of the House committee on Interstate Commerce. His bill would also provide for creation of an independent five-man frequency control board to deal with allocation of frequencies to both Government and industry and would "render radio station licenses immune from civil or criminal actions for statements made in the course of political broadcasts and would clarify Section 315 of the Communications Act relating to such broadcasts."

### Wants No 'Piecemeal Approach'

Sadowski said these subjects need intensive study and that he is offering "a concrete proposal for discussion purposes." He struck at industry pressure for immediate passage of the McFarland bill, saying he thinks the problem of revising the Communications Act cannot be approached piecemeal.

The Michigander declared that the committee has not had a chance to study problems of the Communications Act seriously since 1942, and that since then many new problems in radio and video have arisen. Without first understanding these problems the committee cannot be expected to act intelligently on the McFarland or any other bill dealing with the act, he said.

On the matter of frequency allocations, Sadowski said both the FCC

and IRAC should be congratulated for having been able to get along thus far without serious friction as they try to allocate frequencies. But, he said, demands for spectrum space are increasing and the job of deciding who is most deserving becomes harder and harder. Pointing out that it is charged that in the scramble for space private applicants have come out second best to government, he said:

"It has been contended that the FCC has been given to distributing among private applicants that portion of the spectrum that has been left over after the Federal Government agencies took the space that they desired.

### "A Serious Charge"

"This is a serious charge, indeed, and in a democracy it is poor business to leave the apportionment of an important natural resource like the radio spectrum, as between Federal Government and non-Government uses, to a planless system of compromises between two public bodies, each sovereign in its own field."

Sadowski spoke briefly on the House floor yesterday on his new bill. On the matter of sanctions, he referred to the recent Don Lee decision as an illustration of the need for the power to impose penalties less severe than license revocation.

## Plan Radio News Clinic For Indiana Broadcasters

Washington Bureau of RADIO DAILY  
Washington—Harry M. Bitner, Jr., director of NAB's 9th District and general manager of WFEM, Indianapolis, announced Friday that a radio news clinic for the state's broadcasters will be held in Indianapolis Sunday, February 19. Bill Warrick, news director of WJOB, Hammond, has been named general clinic chairman. The clinic will be Indiana's second since the end of the war. Commenting on the first news clinic, held Jan. 3, 1946, Don Burton, owner of WLBC, Muncie, Ind., and president of the Indiana Broadcasters Association, called for better local news coverage by radio.

## Mitchell To Address Oregon Broadcasters

Eugene, Oregon—Plans for the annual meeting of the Oregon State Broadcasters Association on February 10 and 11 have been completed with BAB director Maurice Mitchell skedged as principal speaker. Mitchell will address the opening luncheon which is being held jointly with the Eugene Chamber of Commerce.

### Four Stations Plan Party

Business sessions are billed for both morning and afternoon of the first day followed by a cocktail party at 4 p.m. being staged by KASH, KERG, KORE and KUGN. Following an unusual dinner at which there will be no formal speeches, the broadcasters have been invited to attend a play, Thunder Rock, at the new University of Oregon theater.

A student-broadcaster forum on Saturday morning will precede dedication ceremonies of new university buildings. Election of new officers will take place in the afternoon. A radio play, Macbeth, will be presented by Oregon students at 3 p.m. followed by the OSBA cocktail party.

Governor Douglas McKay will be guest speaker at the annual OSBA banquet when new officers will be installed. The broadcasters will have their choice of a basketball game or a play for the final evening's activities.

### Water Boy

Mike Dann, NBC trade publicist, is responsible for the green wooden barrel lettered "NBC Water Barrel" which stands adjacent to the elevators on the web's 4th floor. He dreamed it up as "a continuous promotion stunt" capitalizing on New York's water shortage. Gimmick is that visiting NBC stars from the hinterlands and West Coast will carry containers of water from their home cities to be emptied into the barrel.

**50,000** watts **at 800** kc.



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.

## Frequency Traffic Opposed By FCC

Washington Bureau of RADIO DAILY

Washington—Moving to wipe out "trafficking" in radio frequencies the FCC proposed new rules whereby it would retire construction permits automatically whenever the permittee negotiated to sell a controlling interest before the station takes the air for program tests. Pro forma transfers or assignments would be excepted.

Commissioners Robert F. Jones and Rosel H. Hyde dissented, holding the proposed rule to be "inconsistent with the policy of the Communications Act."

### Hearings Ordered

Last week the Commission ordered hearings in the case of a Lima, O., station where it is charged the permit was offered at a substantial sum to an unsuccessful applicant for the same frequency in nearby Columbus before the station took to the air. The hearing is to be on the matter of licensing the new station. The Commission asked comments on the new rule by February 17, as it said the basis for the new rule is the legal requirement that frequencies be issued in the public interest in all cases. "The practice of transferring a construction permit before the station has been constructed and operated contributes to a trafficking in frequencies," the Commission held.

"The conditions set forth in the original grant are meant to insure that the permittee, who has received a valuable right, shall exercise that right promptly and in the public interest. The time limitations imposed, are, therefore, necessary to insure that the frequency shall be utilized with dispatch and that the permittee be not allowed to commence that use at such time as he deems proper. "Similarly, the Commission is of the opinion that a construction permit should be forfeited if the permittee signifies definitely that he does not intend to complete construction and apply for a license."

### Statement By Jones, Hyde

Jones and Hyde declared that:

"Under the proposed rule, a permittee would stand to lose substantially his entire investment if for any reason it becomes impossible or inadvisable for him to complete construction under a permit. Good faith, unforeseen conditions and happenings, no matter how onerous, would be no basis for relief. This is not, in our opinion, a regulation which would operate to encourage the larger and more effective use of radio through private enterprise.

"Regarding trafficking in frequencies, it is sufficient to observe that the act prohibits the assignment of authorizations or transfers of control of corporations holding permits without the approval of the Commission, and that the Commission has an opportunity to deal with any question of trafficking in frequencies when it considers applications filed under section 310 (B) of the act."

## Famed European Orchestras Offered Gratis To Indies

(Continued from Page 1)

tion Administration which is linked with the administration of the Marshall Plan in Europe.

The series of musical programs which will be made available to independent stations for presentation as a sustaining feature over a 13-week period beginning April will be high fidelity tape recordings made in the concert halls of Europe. "Orchestras of the World" will be produced by Edward Gruskin, chief radio officer of E.C.A. in Europe with Steve Campbell and Margaret O'Neil as production co-ordinators.

In addition to the series for the independents, transcriptions in Italian and other foreign languages will also be made available to American foreign-language stations. Arnold Hartley, WOV vice-president and chairman of the foreign-language

subcommittee of the NAB, commenting on the language series said: "The decision to make these programs available in languages other than English, points up the growing importance of foreign-language domestic broadcasting in both the commercial and public service sense."

### Orchestras Listed

The orchestras to be heard are: the Rome Symphony, the Greek National Orchestra, the Danish State Radio Orchestra, the Swedish National Orchestra, the Norwegian National Orchestra, the Portugal National Orchestra, the Vienna Philharmonic, the Concertgebouw of Amsterdam, the Belgian National Orchestra, the Berlin Symphony, the French National Orchestra, the BBC Symphony Orchestra, and the National Symphony of Turkey.

## Baudino Re-elected Prexy Of Penn. AP Association

Harrisburg, Pa.—Joseph E. Baudino, manager of radio station KDKA, Pittsburgh, and officers of the Pennsylvania-Delaware Associated Press Radio Association were re-elected at a recent meeting of the organization here.

The other officers are George Coleman, WGBI, Scranton, vice-president; Ed Obrist, WPEN, Philadelphia, 2nd vice-president, and Jack Hooper, WHGB, Harrisburg, 3rd vice-president; Joseph Snyder, Philadelphia, chief of the Pennsylvania AP bureau, secretary.

### Banks Again Chairman

William A. Banks, WHAT, Philadelphia, continues as chairman of the Cooperation Committee. The other members are Leo Omelian, WLIEU, Erie, and George Joy, of WRAK, Williamsport.

President Baudino appointed a new State Continuing Study committee to study the news report, as follows: Ed Darlington, WCNR, Bloomsburg; J. Leonard Taylor, WBUT, Butler; John Price, WHP, Harrisburg; Ron Stevenson, WJAC, Johnstown; Franklin D. Coslett, WBRE, Wilkes-Barre, and Alfred Ringler, WCAU, Philadelphia.

Frank Smith, WBVP, Beaver Falls, Joseph M. Clearly, WESB, Bradford, and Charles R. Petrie, WISL, Shamokin, were named members of the Nominating Committee.

The Association adopted a resolution commending the general AP news report, and heard speakers urge cooperation by the stations in reporting their local news for exchange with one another through The AP.

## Cancer Fund Contribution

The National Cancer Fund has received \$2,900 as a result of a fashion show staged at the Hotel Astor by WMGM emcee, Eileen O'Connell.

## WFDR Renews Its Offer To Buy Crosley's WINS

(Continued from Page 1)

ready at any time on notice of your desire to do so to make a contract with you similar in all respects to that which you made with Il Progresso Italo-American."

Il Progresso had made a deal to buy the Crosley station but it fell through when it could not dispose of WHOM in the time provided.

## New Sponsors Named For Radio Script Contest

Two new sponsors for the annual script competition of the Association for Education by Radio have been announced. Webster Electric Company and Protestant Radio Commission have been added to the list which includes Audio Devices, the School Broadcast Conference and World Book Encyclopedia.

The purpose of the contest is to encourage good script writing among college students and to call attention of the industry to promising writers. Cash and equipment prizes are offered for the contest. Rules may be obtained from Dr. Sherman P. Lawton, Oklahoma University.

### Suggestion Box Pays Off

NBC's Suggestion Box campaign, started in December of 1941, has resulted in the submission of 3,946 suggestions from NBC employees to date, a network spokesman said Friday.

Thus far, according to the spokesman, NBC has given 585 cash awards totaling more than \$10,000 to employees for accepted suggestions.

Vice-President William F. Hedges is chairman of NBC's Suggestion Committee. Other committee members are Ted Thompson, David Adams, Leslie Harris, and George McElrath.

## Radio, TV May Gain By Truman Tax Plan

Washington Bureau of RADIO DAILY

Washington—A possible "break" for TV and aural radio stations just getting under way is seen in proposals for tax changes advanced this week by the President, while networks and broadcasters with higher earnings records would be hit by "a moderate increase" in the levy on corporate income over \$50,000, if Mr. Truman's proposals are accepted.

On the other hand, he suggested a reduction from the current high "notch" rate of 53 per cent for income between \$25,000 and \$50,000.

### Sees "Handicaps" Removed

The Chief Executive said this would "go far toward removing the handicaps which present law places upon the expansion of small corporations." He also suggested extension from two to five years of the loss carry-forward provision, offering "increased incentive to business investment affected by uncertain profit expectations."

New broadcast and video stations might benefit especially from such a change in the regulations. Presently they may be required to pay taxes over a period of several years during which they actually suffer a net loss.

## Will Discuss Bomb

The highly topical and widely-publicized hydrogen super-bomb will be discussed in a CBS broadcast over the full web on January 27 at 11:15 p.m. by Dr. Harold C. Urey.

Dr. Urey will speak on "Freedom of Inquiry in a Democratic Society" in connection with a Roosevelt Day dinner to be given at New York's Waldorf-Astoria under the auspices of the Americans For Democratic Action and will be transcribed by CBS for the 11:15 p.m. broadcast. Dr. Urey was one of the prime developers of the atomic bomb.

## WWDC Will Air Games

Washington—WWDC will broadcast all games of the Washington Senators, in the American League, vice-president Ben Strouse announced this week. The airing of all 154 day and night games will give the club its largest audience in recent years—especially since WWDC is expected to have FCC approval for the shift to the present WOL assignment, 1260 kilocycles with five kilowatts.

## Gets Legion Citation

Bill Herson, conductor of the Timekeeper program on WRC, Washington, was selected this week as the "citizen of the month" by the DC Department of the American Legion. The award was in recognition of his work conducting the WRC doll house, which broke all records last month in the solicitation of Xmas toys for needy children.

# TELEVISION DAILY

Continuation of RADIO DAILY, Wednesday, January 25, 1950 — TELEVISION DAILY is fully protected by register and copyright

## MILLER, JONES DISCUSS COLOR-TV

### TELE TOPICS

**ALLANTINE WILL DROP** the CBS Wednesday nite boxing pickups from Nicholas Arena, but another brewery, that, will pick up the tab beginning March 1. Warwick & Legler set the deal with Pabst. . . . Chesebrough Manufacturing Co. (Vaseline) has renewed "Greatest Hits of the Century" film series on NBC through June, 1951. Cayton is the agency and Jim Stevenson, former pro columnist, does the commentary. . . . NBC is introducing a new vaudeo stanza starring the Wheeler. Titled "It's Your Turn," the program is packaged by Roberts & Carrington. . . . A half-hour fashion film, "Color," to be shot by Motion Picture Sales for St. Maur, carries such a high budget that director Les Hafner, is screen writing both the gowns and models in color. Project is planned for tele with a possibility for theatrical release. . . . M. Que and Lyre Light Opera Co. will do "Trial By Jury" on WPIX tomorrow.

**PHILIP MORRIS** has renewed Allen Funt's "Candid Camera" through May. Operators of the tobacco firm are said to be much pleased over the results of their candid commercials. Biow is the agency. . . . Herb Shriner, whose five-minute strip on CBS has been cancelled, says he's "retiring from five-minute television to return to show business." . . . Those one-minute Gay Nineties melodramas made for New York Central Railroad, Cone & Belding are causing considerable comment around town. They're the first railroad advertising we've seen that employs a humorous twist and as such are mighty welcome. . . . Bonafide has renewed "Versatile Varieties" on NBC. Pact was placed through Giblin agency. . . . "Author Meets The Critics" moves to Wednesday nites over NBC Mar. 22 to make room for the new record show.

**MORE THAN** three times as many advertisers used TV in December, 1949, as in December, '48. According to the Cough report, there were 2,316 TV advertisers last month broken down as follows: Network—89; Spot—427; Local—1,800. In December, '48, there were 767 buyers: Network—37; Spot—230; Local—413. . . . Howdy Doody's Hooper is coming back to the heights it achieved last year ago. Show was rated 33.0 in December, a boost of ten points. . . . Bill Frost, formerly with Friedenburgy, NBC and WABY, has joined the staff of WCAU-TV, Philadelphia. . . . First airing of the official film of World Series will take place on WATV on Tuesday, 8 p. m. . . . MCA pitching "In The Bag" for daytime airing. Program is a quizzer packaged by William Zehle.

### NAB Prexy And FCC Member Exchange Letters; Commissioner, Queried On His Jan. 27 Speech, Asks Assn. For 'A Demonstration Of Good Faith'

(Continued from Page 1)

velopment of new industrial procedures."

Angrily Jones replied that he is "amazed that a former Judge of the Court of Appeals, a lawyer who has spent many years as head of the NAB and who holds himself an expert on the Communications Act and the Constitution, should lend currency to the false shibboleth in the color proceedings."

"Certainly," he said, "you would be the last one I would expect to interpret the Commission's rule-making proceeding as forcing anybody to manufacture anything. There cannot be any misunderstanding between you and me as lawyers on this point. And the industry doesn't misunderstand it either; witness its long record of not producing FM sets to meet the public demand. With reference to television, there is no connotation in this hearing that the Commission is forcing an assembly-line production of anything, and can't be, because the Communications Act does not comprehend regulation of receiving sets. There is, however, a consideration of free competition between husky black and white and infant color. I have never thought of you or the NAB as being on the side of those who would urge Commission rules that would eliminate this or any other kind of competition."

Jones said "the industry again is implicitly trying to get a decision which will freeze television in black and white until they have exhausted the market. It seems fair to assume

from the press reports of your speech in Iowa, wherein you stated that color is five years away, that you have aligned yourself with those who wish to preserve an exclusive black and white receiver market. I feel, therefore, that you have joined forces with those who wish to lick color with nothing. If for any reason I am wrong, may I suggest to you as a leader of industry—industry which as far as I know has refused to build receivers to field test the color systems proposed in these hearings—that you might well call on industry to set schedules that it can meet to furnish the answers to the questions they themselves have raised about color. When may I hear from you about your efforts in the matter, which I am sure would help bring color to the public in the manner you propose? That would be a real demonstration of good faith to the Commission and the public. . . .

#### "Shocked" By "Confirmation"

"I have always thought of NAB as representing the little broadcasters and little members of the industry as well as the big and powerful ones. I was therefore shocked to have in black and white from you some confirmation of the accusations that have been made by small broadcasters about the NAB that the NAB speaks for the power segments of the industry. Your letter is therefore more significant by what it did not say in behalf of the small communities and the small broadcasters."

## New B-W Bands, Not Color, Most Urgent, Says DuMont

Pittsburgh—Color should be left to develop in its own due course and primary consideration given to the problem of providing additional channels for black and white television transmission and reception so that all of the major marketing areas in this country will be served by a truly competitive television transmission system," Dr. Allen B. DuMont urged last night in an address at the first anniversary ceremonies of WDTV.

DuMont said that "10 or 20 years" would be necessary for development of a color system "equal in quality, reliability and comparative cost to our present black and white system."

"No such system has yet been demonstrated, which is why we urge immediate action on the allocation of additional black and white channels, letting color television follow when the research laboratories of industry have evolved a color system which will meet the qualifications which I have stated."

Pointing out that the payroll for receiver manufacturers in 1949 was about \$300,000,000, DuMont predicted that 4,000,000 sets would be produced and sold this year. "This would anticipate an investment by the American public of approximately five billion dollars in television equipment and receivers," he said.

## Garden Cuts Price, WPIX Sells Rangers

WPIX has signed with Madison Square Garden for coverage of twelve of the remaining 14 pro-hockey games to be played at the Garden by the New York Rangers. The contests will be sponsored by Sunset Appliance Stores, Inc., and Bruno-New York, metropolitan distributor of RCA Victor, Bendix and other appliances.

Terms of the contract with the Garden were not disclosed but reportedly were lower than the original price tag set at the beginning of the season.

Both Garden college basketball and pro hockey were scanned last season but neither event was picked up this year because of the arena's asking price, which station and network officials said was out of reach of advertisers.

New York Rovers amateur hockey from the Garden Sundays has been aired by WPIX for Sunset since the season started. Arnold Cohan agency placed the contract for the Rangers games.

## Pulse Survey Sample Increased 14 Per Cent

An increase of 14 per cent in the size of the samples used by Tele Pulse surveys was announced yesterday by Sydney Roslow, director of The Pulse, Inc. In New York the number of families interviewed has been increased from 1,400 to 1,600 and in all other markets from 1,050 to 1,200.

## Ford Buys 'Kukla' Seg For Wednesday Airings

Wednesday airings of "Kukla, Fran and Ollie" over 56 NBC stations will be dropped by RCA Victor Jan. 25 and picked up by Ford the following week. RCA will retain sponsorship Mondays and Fridays and Sealtest on Tuesdays and Thursdays. J. Walter Thompson set the deal for Ford.

## Ballinger Joins C-E

Bill S. Ballinger has joined the New York office of Campbell-Ewald as head of the agency's new programming department. An independent packager in Chicago for the past five years, he will also work on the agency's current video operations.

# COAST-TO-COAST

## Jones Joins KCMO

Kansas City, Mo.—E. K. Hartenbower, general manager for KCMO, has announced the addition of Charles E. Jones to KCMO's sales staff. Jones, who will work on local and regional sales, comes to KCMO from Mason City, Iowa, where he was general manager for KICM, as well as secretary-treasurer of the Iowa Tall Corn Network.

## KMOX Crime Show

St. Louis, Mo.—At 10:30 p.m. every night in the week except Saturday, KMOX airs its new five-minute program, "Crime Report," with up-to-the-minute crime news. "Crime Report," prepared and written in the KMOX news room just prior to air time, is based on information gathered from the local enforcement agencies. It is reported by Hal Stewart.

## "Congress Speaks" On WHAM

Rochester, N. Y.—WHAM, NBC affiliate, has launched a new program series, "Congress Speaks," which will feature at 7:30 p.m. Monday nights talks by Congressmen representing districts in the station's clear channel coverage area. Senators Irving M. Ives of New York and Francis J. Myers of Pennsylvania started the series Jan. 23, discussing "What's Ahead for the Second Session of Congress?"

## New Sports Series

Stamford, Conn.—WSTC is carrying a new type of weekly sports programs (they began Sunday, January 22nd) 10:30-10:45 p.m. The program titled, "Jackie Robinson Show" features the Brooklyn Dodgers second baseman, and is designed as an effective means of combating juvenile delinquency, in which Robinson is vitally interested. Guests interviewed each week include Joe Louis, Jack Dempsey, Hank Greenberg, Johnny Lujack and others.

## Bingo Game Aired

Washington, D. C.—A radio version of the ever popular game of "Bingo," with a winner on every program, will be aired twice daily, beginning Monday, January 30th, over WWDC. The name of the game is "Musical Tune-O" and is a direct take-off on Bingo, cards and all. The show will be emceed by morning disc jockey Milton Q. Ford and "Richard," radio's talking parrot. Ed Stern, WWDC assistant program director, will produce the program.

## WIBC Signs George Young

Indianapolis, Ind.—WIBC announces the acquisition of George Young, veteran newspaper and radio reporter from Amarillo, Texas. His chief duty at WIBC is the presentation of two quarter-hour newscasts daily. He is best known for his unique sign-off, "And that's the news, by George!"

## Mel Allen Guest

Norwich, Conn.—Mel Allen appeared here and officially opened the New London County Polio Campaign at an open sports show at the Town Hall sponsored by the Recreation Commission. Event was broadcast by WICH. During the broadcast Mel received a gift presented by Janet Browning, six-year-old polio victim on behalf of the polio sufferers in this area.

## Stork News

Atlanta, Ga.—Mr. and Mrs. Wayne L. Anderson are the parents of their second child, a boy, born January 10th at Crawford W. Long Memorial Hospital. Father is publicity director at WSB and WSB-TV.

## WCOP Offers Aid

Boston, Mass.—WCOP program director Gene King, has wired FBI Chief J. Edgar Hoover, the local police commissioner and superintendent and the public safety commissioner, pledging the facilities of WCOP to assist them in the apprehension of the nine criminals who robbed the Brink's Transportation Company. King wrote, "We are ready to use the medium of radio broadcasting to help mobilize the citizenry of this community to aid in the arrest of these criminals. To this end we pledge our full cooperation and the use of our broadcast facilities."

## Disc Association Formed

Charleston, S. C.—Disc Jockey Bill Hedgepeth, of WCSC, announces the formation of the "Charleston Association of Disc Jockeys" as an outgrowth of a co-operative effort on the part of all disc jockeys connected with the five radio stations here to raise money for the March of Dimes. Disc jockeys will take pledges of a dollar from listeners, and will then play tune requested for each dollar, money to go to the polio fund.

## Grover Rejoins KSL Staff

Salt Lake City, Utah.—After an absence of 20 years, Roscoe Grover has returned to the staff of KSL. As a member of the program department, he will work in AM radio and later on KSL-TV. Programs featuring Grover will be scheduled soon, officials at KSL announced.

## Will Cover Sprints

For the 15th straight year, Fred Schmertz, director of the Millrose Games at Madison Square Garden, will appear with Stan Lomax on his WOR program on Friday, January 27 at 6:45 p.m., the night before the games open. University of Wisconsin track star Don Gehrman will also take part in the broadcast. The Millrose Games, which will open the indoor winter track season at the Garden, will be on January 28.

# RADIO EXECUTIVES CLUB OF NEW YORK

LUNCHEON-MEETING

THURSDAY, JANUARY 26

HOTEL ROOSEVELT

GUEST SPEAKER—Philip Reed, chairman of the Board, General Electric Co., and president of International Chamber of Commerce, speaking on "The Role of the Modern Businessman." He will be introduced by CBS-TV star Fred Waring.

ADMISSION — Members \$3, Non-Members, \$3.75.

Reservations—Claude Barrere  
MU 6-0238



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 50, NO. 18

NEW YORK, THURSDAY, JANUARY 26, 1950

TEN CENTS

## EXPECT BAB BUDGET TO GET NAB OKAY

### FCC Commissioner Talks Frequencies

Radio frequencies are among the "most vital" natural resources available for the development of this country, Commodore E. M. Webster, Commissioner of the FCC, yesterday told the New York Chapter of the Armed Forces Communications Association. He said that too few people understand their importance, although Congress recognized their value and declared them in the public domain.

Webster said one of the most challenging problems facing this, and other, nations is for the U.S. to work

(Continued on Page 3)

### LP Records Promotion On CBS Network Show

"The Columbia LP Parade," a new series of musical programs sponsored by Columbia Records, Inc. on behalf of the LP Masterworks and Popular Releases, will bow over CBS Sunday, Feb. 5, in the 4:30 to 5 p.m. (EST) time slot, it was announced yesterday. McCann-Erickson, Inc. is the agency.

The web also announced that the weekly wrestling matches from St.

(Continued on Page 2)

### English Speaking Union Honors Barbara Wells

Barbara Wells, WOR women's commentator, has been given the English Speaking Union's 1949 award for furthering understanding between the United States and Great Britain, it was announced yesterday. The award was based on a series of programs recorded by

(Continued on Page 3)

### Guesting

Herbert Hoover will be the guest of New York Yankee star Joe DiMaggio on the CBS full-web sports program, "Joe DiMaggio's Show" on Saturday, March 11. Show is aired in the 10:30-11:00 a.m. (EST) time slot. The ex-president, who recently appeared on a CBS series explaining his Hoover Report, will speak for Boy's Club Week.

### Can. Copyright Fees Remain Unchanged

Montreal — Mr. Justice J. T. Thorson, chairman of the Copyright Appeal Board, indicated yesterday he will not make any change in division of costs against radio stations for the use of works in the repertoire of the Composers, Authors and Publishers Association of Canada.

He told representatives of the CBC and of privately-owned radio stations that if they felt the division of costs as fixed by the board was unfair they could take the matter to the courts.

He made the statement at the board's annual hearing of representations on the fees to be charged by C.A.P.A.C. for use of its plays and music. Part of the fees collected are paid to the authors.

### CBS Prexy Issues "Progress Report"

Claiming CBS is now the "unquestioned leader" in network radio, Frank Stanton, Columbia president, yesterday gave a progress report in a letter addressed to trade paper editors. He said that, despite the giant strides made by video in the past year, the average CBS advertiser is now reaching 242,000 more listeners per program than a year ago—and 1,471,000 more listeners than the average advertiser on any other network.

Stanton pointed to CBS' leadership in programming which, he said, was

(Continued on Page 8)

### Toscanini, NBC Symphony To Tour, Visiting 18 Cities

Arturo Toscanini and the entire NBC Symphony Orchestra will embark on an unprecedented coast-to-coast concert tour on April 14 under the auspices of the RCA Victor division of the Radio Corporation of America, it was announced yesterday by Frank M. Folsom, president of RCA. Folsom said the tour, which calls for concerts in 18 cities over a six-week period, has been planned in observance of the musical

### Closed Meeting Of Finance Committee Reported Recommending Green Light For BAB Operations

### May Set Date Today For Radio-Act Confab

Washington Bureau of RADIO DAILY  
Washington—The communications sub-committee of the House Interstate Commerce Committee will meet this morning and is expected to set a date for the opening of committee hearings on revisions in the Communications Act. Acting Chairman George Sadowski, Michigan Democrat, said he will propose hearings getting under way in mid-February.

(Continued on Page 8)

### Two New Sponsors For 'Stop The Music'

"Stop The Music" goes full commercial starting March 26, it was revealed yesterday following the announcement of the sale of the two remaining unsponsored fifteen-minute segments of the hour-long show. ABC spokesmen said yesterday that

(Continued on Page 2)

### TV Section Of NAB Meet Will Be Held On Apr. 19

Washington Bureau of RADIO DAILY  
Washington — The television section of the NAB convention will be held Wednesday, April 19, from 10 a.m. to 1 p.m., the association's convention

(Continued on Page 8)

Washington Bureau of RADIO DAILY  
Washington—Members of the NAB Finance committee in closed session on Monday and Tuesday virtually gave Broadcast Advertising Bureau the green light as a NAB member service and according to reports will recommend to the full board that the BAB budget for the new year which

(Continued on Page 3)

### ATAS Video Awards Scheduled For Friday

West Coast Bureau of RADIO DAILY  
Hollywood—Television leaders on the Pacific Coast will gather in the Embassy Room of the Ambassador Hotel on Friday night for the Second Annual Awards Dinner of the Academy of Television Arts and Sciences at which time the annual "Emmy" awards will be made to stations, programs and artists.

Benton Paschall is chairman of the

(Continued on Page 2)

### Bob Hope Coming East For Personal Appearances

Bob Hope will broadcast his January 31 show from New York while the rest of the cast will be heard from Hollywood.

The glib comedian will be in the East in connection with a series

(Continued on Page 2)

### Educational

"Loyalty and Our Universities," a special half-hour program over ABC, will be heard Sunday, Jan. 29 at 12 noon (EST). Program will be broadcast in conjunction with a Buffalo Symposium being conducted by N. Y. State University. The program will feature Harold M. Stassen, president of the University of Pennsylvania, and other university presidents.

Expect No Anti-Video Action In Sports For Year

TURN TO PAGE 7



Vol. 50, No. 18 Thur., Jan. 26, 1950 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.

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

FINANCIAL

(January 25)

NEW YORK STOCK EXCHANGE

Table with columns: ABC, Admiral Corp., Am. Tel. & Tel., CBS A, CBS B, Philco, RCA Common, RCA 1st pfd., Stewart-Warner, Westinghouse, Westinghouse pfd., Zenith Radio. Includes High, Low, Close, Net Chg. values.

NEW YORK CURB EXCHANGE

Table with columns: Hazeltine Corp., Nat. Union Radio. Includes Bid, Asked values.

OVER THE COUNTER

Table with columns: DuMont Lab., Stromberg-Carlson. Includes Bid, Asked values.

LP Records Promotion On CBS Network Show

(Continued from Page 1)

Nick's Arena, offered on the web for co-op sponsorship, will be sponsored over WCBS-TV, New York, by Marvel-Lens starting Feb. 7, Klein Advertising Co., Philadelphia, is the agency.

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.

Anniversary

Carl Ide, whose WNJR, Newark, disc-jockey show "Carl Ide Calling" will be one year old on Tuesday, Jan. 31st, will celebrate the occasion by holding open house in the auditorium studio of the WNJR building in Newark. A number of radio and recording artists have indicated their intention to attend and some 20 recordings of congratulatory messages have been made for broadcast on the show by artists who will not be in town for the occasion.

ATAS Video Awards Scheduled For Friday

(Continued from Page 1)

Awards Dinner committee; Russell Furse is production co-ordinator and Erskine Johnson, entertainment chairman. The entertainment program will include such well known personalities as Ed Wynn, Jim Backus, Veloz & Jean Davi, Melodaires, Joe Graydon, Felix De Cola and Benno Rubinyi. Mayor and Mrs. Bowron will attend and the Mayor will make the award for the best public service program.

Lois Collier, who was named "Miss Emmy" of 1950 by the Academy, is making guest appearances on all Los Angeles television stations this week as a reminder of the Awards Dinner. She will participate in the presentation of the awards.

Bob Hope Coming East For Personal Appearances

(Continued from Page 1)

of engagements starting in Durham, N. C. today, and ending with his appearance as emcee of the Radio Correspondents Association of Washington annual dinner honoring President Truman on February 4. This will be the second time Hope has been honored with the emcee's job. He did the same chore two years ago.

Associated Signs Yankee Web To Program Service

Associated Program Service announces the signing of the Yankee Network to a contract covering all owned or operated stations in New England including WNAC, WNAC-FM and WNAC-TV, Boston, Massachusetts; WEAN, Providence, Rhode Island; WICC, Bridgeport, Connecticut; WMTW, Portland, Maine; WAAB, Worcester, Massachusetts; WONS and WONS-FM, Hartford, Connecticut. The agreement covers comprehensive transcribed library service and Associated's special series of "Shows That Sell."

Contract negotiations were consummated by George W. Steffy, vice-president of the network and Richard S. Testut, vice-president and general manager of Associated.

Two New Sponsors For 'Stop The Music'

(Continued from Page 1)

the sale of the two segments totaled \$20,000 per week in billings.

Starting March 5, the Sterling Drug Co. will pick up the tab for the 8 to 8:15 p.m. (EST) segment on behalf of Ironized Yeast and Double Danderine. Dancer, Fitzgerald, Sample, Inc. is the agency.

Trimount Clothing Co., manufacturers of "Clipper Craft" clothes, will commence paying for the 8:15 to 8:15 p.m. (EST) segment on March 26. William H. Weintraub & Co. is the agency.

The other segments are sponsored by the Spiedel Co., and P. Lorillard Co. for Old Gold cigarettes.

WPAT Signs Don Kerr

Don Kerr, radio and television personality, has signed a five-year contract with WPAT. He will air two shows of his own and will also join Joe Cumiskey on the latter's "Sports Revue" broadcast heard from 6 p.m. to 7:45, Monday thru Saturday.

From 8 to 10 p.m., Kerr will weave a pattern of nostalgia into WPAT's round-the-clock programming as he spins old time records on "Gaslight Revue." He will conduct "Let's Dance" from 10 p.m. to midnight. Both of these shows will be broadcast Monday thru Saturday.

AGENCIES

HUBERT C. SHERK, formerly of Maxon, Inc. has joined The Biow Company as account executive for the Lava soap division of Procter and Gamble. Sherk recently was associated with John Hudson Moore, Inc. in New York. Lava Soap sponsors "FBI in Peace and War" heard over CBS network. . . . JOHN F. LAFARGE has joined the copy department of Biow. Formerly vice-president of Hewitt, Ogilvy, Benson & Mather in charge of copy, he has also worked with Young & Rubicam and N. W. Ayer & Son, Philadelphia. . . . L. G. MOSELEY and NORMAN MORK have been named co-managers of the San Francisco office of The Biow Company, succeeding Mrs. L. J. Hannah, who has resigned.

GEORGE P. HOLLINGBERRY CO. Knox LaRue, manager, announce their change of address from 1204 Russ Bldg. to 400 Montgomery St. San Francisco 4, Calif.

CHARLES HOLLIS is now in the copy department of Grant Advertising, Inc.

RUTH AVORN has joined Alfred J. Silberstein, Bert Goldsmith, Inc. in an executive capacity.

The battle's on!



This picture was snapped just before these two tough polar bears tangled in what was the battle of the century in the Seattle Zoo.

There's another battle going on these days in the tough, competitive markets of America — like Baltimore. It's a battle for profitable, low-cost sales.

And that's where W-I-T-H comes in for smart advertisers. For this BIG independent delivers its BIG audience at the lowest cost-per-listener of any station in town. That's why you can get BIG results for a LITTLE money on W-I-T-H.

W-I-T-H covers 92.3% of all the radio homes in the Baltimore trading area. For more facts about this big bargain buy, call in your Headley-Reed man and get the W-I-T-H story.



W I T H

BALTIMORE, MARYLAND

Tom Tinsley, President • Represented by Headley-Reed

# AB's Finance Group Seen Giving BAB Nod

(Continued from Page 1)  
regates around \$250,000 be authorized.  
Broadcaster members of the Finance group and Structural committee meeting at NAB headquarters were almost to a man agreed that the BAB operation is essential to the industry's organization as a service

### Annoyed

*It was learned at NAB headquarters in Washington yesterday that some of promotion men of network affiliated stations have been annoyed by the fact that competing stations in their communities, members of NAB, get the Broadcast Advertising Bureau radio sales presentations.*

its members for at least another year. Discussions also covered expansion of NAB activities in the TV field and the eventual operation of BAB as an independent organization. Financing problems as discussed by the committee will be presented to the full board at the San Marcos Hotel, Chandler, Arizona, meeting February 8 to 10th. At this meeting the board will consider the finance committee recommendations on BAB and whether or not to increase dues of members for the ensuing year.

### Optimism Felt

Committee members attending the two-day session were optimistic about the coming board meeting. They indicated that the streamlining plans of reorganization of NAB affairs was proceeding well and that they did not anticipate any great contention on policy matters at the board session. As one committee member put it: "We can operate pretty much the same as we are doing now or expand our activities to include augmented service in the television field. The whole thing revolves itself into whether or not we are willing to foot the bill and take a progressive attitude on TV or limit our service to members as in the past."  
Officials at NAB headquarters here declined comment on the committee commendations yesterday. They said that the meetings were closed and that nothing would be released until after the board meets in Arizona.

### Thought for Today

**A**LL HIGHER MOTIVES, ideals, conceptions, sentiments in a man are of no account if they do not come forward to strengthen him for the better discharge of the duties which devolve upon him in the ordinary affairs of life.

—BEECHER.

# Webster Sees Frequencies As 'Vital' Natural Resource

(Continued from Page 1)

out its frequency utilization problem in such a way as to meet its essential operating requirements and, at the same time, "to cooperate with other nations. . . on frequency matters to see that they have sufficient frequencies to help them maintain a standard of welfare that will enable us to live in harmony with them."

He recommended that this nation seek new national policies for several aspects of our communications before setting any organizational controls over the use of frequencies. He said this problem was very complex.

Referring to the natural resources value of frequencies, Webster said: "While the radio spectrum has very definite and fixed limits there appears to be no limit to the new uses to which we, as a country, are putting radio. In a country as dynamic as ours it is only natural that new technological developments are expanded at a terrifically rapid pace. It's the American way. It's this continued expansion in the use of radio which produces increased industrial efficiency as well as new products for consumers and new industries and jobs to meet the consumer needs. This is vital to maintaining

the high rate of national income essential for the general health of our economy.

"Let me give you just one example of the impact of communication developments on our economy. In 1941 the television industry was of negligible importance from an economic standpoint, since the transmission standards were established in that year and the television industry was just being embarked. Yet in 1949 the television industry contributed 1 1/4 billion dollars to our national income. By 1954 it is estimated that the television industry alone will be adding somewhere between two and three billion dollars a year to our national income."

Commodore Webster has been associated with communications for a good many years during which time, he said, he has dealt with communication problems on a national and international level. He was for many years associated with the Coast Guard, and on his retirement joined the FCC. He returned to the Coast Guard during the war years, and then served as a consultant to the shipping industry on communication matters. He later rejoined the FCC, and is now one of the seven Commissioners.

# English Speaking Union Honors Barbara Wells

(Continued from Page 1)

Miss Wells during a junket in the United Kingdom last September.

Runners-up for the honor were Miss Nancy Craig and Miss Pauline Frederick of ABC. Mrs. Langdon Marvin, chairman of the union's panel committee, will present the award to Miss Wells on Wednesday, February 1.

The union also presented a similar award to a newspaper woman with the Christian Scientist Monitor.

### Judges Listed

Among the judges for the award were: Ted Cott, WNEW vee-pee; W. H. Fineshreiber, Mutual v-p; James H. Gaines, director of owned and operated stations for NBC; Michael R. Hanna, general manager of WHCU, Ithaca; Samuel W. Meek, J. Walter Thompson vee-p; Robert Saudek, ABC v-p in charge of public affairs; Seymour Siegel, director of WNYC; Sydney Roslow of Pulse, and Sylvester L. Weaver, Jr., NBC vice-president in charge of tele.

Barbara Wells program is heard Monday through Friday on WOR from 4 to 4:30 p.m.

### Heads Entertainment Unit

Hal Tunis, WMGM disc jockey, has been appointed national entertainment chairman of the American Committee for National Child Centers in Israel.

# NBC Symphony Tour Under Toscanini Set

(Continued from Page 1)

would be transported by special train.

The tour will open in New York's Carnegie Hall on April 14 and will consist of three concerts a week over the six-week tour period.

The orchestra will play in Baltimore, Richmond, Atlanta, New Orleans, Houston, Austin, Tex., Dallas, Pasadena, San Francisco, Portland, Seattle, Denver, St. Louis, Chicago, Detroit, Cleveland, Pittsburgh, and Washington, D.C. The tour will end at Philadelphia's Academy of Music on May 27.

NBC said that no plans had been worked out for broadcasting the concerts on the network, but said there was a possibility that local NBC affiliates in the cities the orchestra visits, would air the concerts.

### Enoch Leaves KTOK

Oklahoma City—Robert D. Enoch, general manager of KTOK, has announced his resignation, effective immediately. He has been KTOK manager for nine years and has served for the past two years on the board of directors of NAB, representing the NAB 12th District comprising the states of Oklahoma and Kansas. Enoch has not announced any future plans.



### EYE OPENER

Not the coffee—the doughnut! Many an advertiser's eyes have popped on discovering the doughnut-shaped extra coverage area of WOWO in Fort Wayne. Yes, this 59-county surrounding area is four times as rich as prosperous Fort Wayne itself. Only one medium covers it all: WOWO! 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  
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for WBZ-TV, NBC Spot Sales

# The NEW ERA in *Thesaurus*

## TWO BIG



HERE THEY COME . . . with all the poli  
the bigness, the listener-appeal it takes to  
local advertisers. The commercially-styled R  
McKINLEY and ALLEN ROTH shows are j  
two of the profit-earning packages brought  
you by the New Era in THESAURUS. More

## Ray McKinley and his Orchestra

"The Most Versatile Band In The Land"

featuring

**RAY McKINLEY**

his vocals, his drums  
and DALE NUNNALLY

Each program opens and clos  
with a warm personali  
touch as Ray sings ov  
his famous theme musi  
It's a quarter-hour sho  
available for immedi  
and continuous broadca  
one-or-more times a wee

brings you

# SALES-BOOSTERS!

times, more top shows than ever before are now  
years. And with them you get *comprehensive*  
programming, promotion, publicity . . . con-  
nity . . . *current* hit tunes! Network-quality  
roduction. *Take the NEW THESAURUS route*  
*more sponsored programming!*

## Music by Roth

featuring dynamic  
**ALLEN ROTH**  
his CHORUS, his STRINGS  
and his ORCHESTRA

Smoothly-styled openings and closings  
by the Roth Chorus over theme music  
set a distinctive mood for this half-hour  
program series, available for immediate  
and continuous broadcast 3-or-more  
times a week.

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## LOS ANGELES

By ALLEN KUSHNER

**L**EW WALKER, the announcer and continuity writer for KFBB, Great Falls, Montana, has been promoted to program director, it was announced by J. F. Wilkins, general manager. Walker came to KFBB in January, 1949. He was formerly at WCNW, New York, KYW, Philadelphia, WBYN, Brooklyn and WCOP, Boston. Position of program director was formerly held by W. J. Turner who will continue as assistant manager of KFBB.

Gifford Phillip's Television Film Co., under its new setup, has four programs for television ready to go, and a number of others in preparation. Set up for the gun arc: See It and Believe It—a series of animal pictures which were shot in all points of the world . . . twenty-six in this series are already in the can and more are in preparation; Veronica—a situation comedy starring Ruth Brady, prepared for low cost budget; Gigi and Jock, an unusual children's program . . . thirteen in the series are completed; and Short Shorts — five-minute TV playlets, written for 300 second presentation, with a backlog of over 300 top short shorts written and collected in the past 25 years.

### Engineers In Washington Shown CBS Color-Tele

Washington Bureau of RADIO DAILY

Washington—A joint meeting of the Washington section of the American Institute of Electrical Engineers and the Institute of Radio Engineers was given a demonstration of CBS color TV Tuesday night, following an address by Dr. Peter D. Goldmark, CBS research chieftain. A crowd of 1,500 technicians heard Dr. Goldmark explain the workings of the color systems offered by CBS, NBC and CTI.

After his address the meeting adjourned to the Walker Building, where CBS color transmitters have been on display in operation all month.

### Lebow To Present Boxing Cup

Loew's, Inc., together with the Hudson Motor Co., and Sunset Appliance Stores will honor the film, "Al Jolson Sings Again," by awarding the Guy Lebow-Al Jolson "Cup of Champions" to the outstanding rookie boxer and wrestler of 1949 at Ridgewood Grove Saturday, Jan. 28. WPIX Telecaster Lebow will present the cups after the Ridgewood bouts.

### WANTED Script Typist

Immediate Opening

Radio — Script, Electromatic Machine. Five Day Week. Fast—Accurate—Intelligent. Call

Judson 6-5700 — Ext. 13.



### Man About Manhattan. . . !

● ● ● **RADIO ROW CHATTER:** Webs are reported pressing Broadcast Measurement Bureau for network figures in connection with the Second Study. Latest information is that Study No. 2 will be out before the end of the month and in advance of the NAB board meeting in Feb. Network figures, however, are not expected to be available for some months to come. . . . The Ed Gardners in town on a visit from Puerto Rico. . . . Robert Young's "Father Knows Best" to get the video treatment. . . . Sears Roebuck getting set to expand their TV spots to national coverage. . . . A new series of television spots for Colgate-Palmolive-Peet is being produced by Edwin Rehberg at the Mannon Sound Stages. Our old chum, Geo. Orth is technical director. . . . John Nelson, of the Masterson-Reddy-Nelson firm, will supervise news interviews on the west coast for the company's Mutual show, "Rebuttal." Marvin Bech will assist him in lining up top H'wood personalities who will 'talk back' on the show to public attack. . . . NBC's Bill Kaufman has completed a 400-page tome called "Television Closeup." . . . Former sportscaster, Cy Seymour, has opened up a clothing shop on B'way & 51st Street. . . . Dick Sandwick, who started as an actor in television 5 years ago on GE's experimental station in Schenectady, is now directing Roscoe Karns' click show, "Rocky King, Inside Detective."

★ ★ ★ ★

● ● ● Jack Barry has lined up an impressive list of guests for the next two months on Jo DiMaggio's sports show, including James J. Braddock, Sonia Henie, Lynn Patrick, Ham Fisher, Geo. Mikan, Phil Rizzuto and Herbert Hoover. Hoover and Di-Mag, incidentally, will kick off National Boys Club Week on the March 11th show.

★ ★ ★ ★

● ● ● George Frazier, the jazz authority, pulls no punches in his current article in Pageant in which he names his choice for the All-Time, All-Star Jazz Band plus his reasons for the selections. Artie Shaw and Dizzy Gillespie, he excludes from his team terming them "musical monstrosities." Of Shaw, he said he was "pretentious and a pathetic copycat." Another surprise cast-off is Tommy Dorsey, whom Frazier dubbed "a trivial talent indeed." Frazier's list of all-time greats are: Louis Armstrong, on the trumpet; Jack Teagarden, on the slush-pump; Benny Goodman, on the clarinet; at least six men deserve to be considered for the tenor sax chair: Bud Freeman, Lester Young, Eddie Miller, Coleman Hawkins, the late Hershel Evans and the late Choo Berry, (with Frazier favoring Evans and Freeman); Gene Krupa, drums; Charlie Christian, guitar; Jack Lessberg, string bass; Earl Hines, piano; and Duke Ellington conducting and arranging, with Bessie Smith chanting the blues and Mildred Bailey handling the ballads.

★ ★ ★ ★

● ● ● **WELL, FOR TYPING OUT LOUD:** Tip to disc jocks: There's a field day coming (in about 6 weeks) when the first of a series of Maggy Fisher's Piano Playhouse albums are released via the MGM label, with Cy Walters, Stan Freeman and Joe Bushkin on the ivories. This is the same Piano Playhouse that's been a top ABC favorite for so long and the forthcoming platters have caught them at their zingiest. . . . The new Kate Smith hour teed off on WOR last week with a bang reminiscent of the famed Kate Smith hour that was radio's outstanding show for so many years. Ted Collins is on the right track with this one. . . . The day after the col'm ran that rave on Geo. Putnam, his "Headline Clues" snagged a bankroller (Unicorn Press). . . . Lew Herbert's interpretation of the irritable milkman on the "Goldbergs" Monday nite highlighted that very funny stanza.

★ ★ ★ ★

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Radio Corporation of America  
RCA Victor Division

# TELEVISION DAILY

Section of RADIO DAILY, Thursday, January 26, 1950 — TELEVISION DAILY is fully protected by register and copyright

## NO SPORTS TV ACTION FOR YEAR

### TELE TOPICS

**PRESIDENT TRUMAN** and his family and all future tenants of the new White House will have the joys and woes of television woven inextricably into their lives. . . . That's the lead on a story by Douglas Larsen in the Washington Daily News about a master TV receiving system included in the plans for remodeling of the executive mansion. Large screen sets will be installed in every room, with a six-by-eight screen in the building's small theater. Each set will be connected to a master central control and operated by a dial similar to those on telephones. All local programs as well as network shows, even those not being aired in Washington, will be available. The complex wiring job will provide also for AM and FM programs, records and will be able to play all kinds of phonograph records and magnetic recordings in every room. These services will be part of the dialing system, which can also be used as a public address pickup and to record any program of the day as well as White House events.

**WBNS JOINING** the co-op bandwagon, has sold its Tuesday night wrestling pickups from St. Nicholas arena to Marvel-Lens over WCBS-TV and is pitching the future for local sponsorship in other cities. Marvel-Lens bankrolling begins Feb. 7, and was placed through the Klein Agency in Philadelphia. . . . "The March of Dimes," new song by Dick Stutz and Jack French, published by Bobby Mellon and Roberts Music, will be premed on Belmont's two-hour Celebrity Parade on half of the polio campaign Sunday night. Dennis James, Hank Ladd and Bert Parks will emcee the all-star program which has set a goal of \$100,000 an hour in contributions to the March of Dimes. Show will be supervised by Jim Caddigan and Alex Mercer will supply the music. . . . Next offering of the NBC opera staff will be "Madame Butterfly," Feb. 6, 9:30-10:30 p. m.

**JANUARY RATINGS** of the American Research Bureau for the Washington area report a drop by Arthur Godfrey's Talent Scouts from third place to twelfth attributed to a new feature film series on MAL-TV. In the listings, Hopalong Cassidy is in second place with 51.1, with Erle, natch, on top with 67.9. The Bureau, headed by Jim Seifer, also reported that wrestling and boxing pickups were rating into the ratings of Studio One, The Goldbergs and Break The Bank, while Fred Waring knocked Philco Playhouse out of the top ten. . . . "Night Book," new dramatic series produced by Stedman Coles and Barry Thomson, bows over WOR-TV eb. 2. Ed Lattimer will be starred and Robert Bower directs.

### Motorola Set Orders Triple '49 Demand

TV orders by Motorola distributors for the first quarter of 1950 are running three and a half times ahead in dollar volume of the corresponding period last year, according to Walter H. Stellner, vice-president in charge of merchandising for the manufacturer.

Motorola is continuing allocations of shipments during the first quarter and "indications now are that allocations will continue beyond that time," Stellner said.

#### Large Screens Stressed

Anticipating a continued trend toward larger screen sizes, Stellner said that more than half of Motorola's output this quarter will be 16 or 19½-inch sets, with nine of the firm's new line of 19 models featuring tubes 16 inches or larger.

### Reed Named By NBC As Sales Service Head

Frank J. Reed has been appointed manager of NBC's newly-created tele sales service department, George Frey, director of sales for the network, announced yesterday.

The department will be made up of three units headed by: Mary Alcombrach, special service; Hamish McIntosh, traffic, and John J. Weir, financial. All three will report to Reed.

Reed has been with NBC since 1934 except from 1942 to 1946 when he served in the Intelligence Corps of the U.S. Army.

## University President Hails TV As 'Answer To Mass Education'

Louisville—Dr. John W. Taylor, president of the University of Louisville, this week hailed the use of television by schools and colleges as "the ultimate answer to mass education."

In a statement announcing a regular university course for credit to be carried by WAVE-TV, Dr. Taylor said: "In general, I believe universities are more backward in the use of modern technology in the classroom than any other type of school. I really feel that if one should visit an elementary school class at random that one would come nearer to finding a film projector, a recording, or a radio in use than in any university classroom."

### New Electronic Color Claimed By DeWald

Development of a new all-electronic color system of the "repetitive cyclic interval type" was announced yesterday by David Wald, president of DeWald Radio & Television Corp. The system, invented by Mark Glaser, vice-president and chief engineer of DeWald, shows great promise but will take several years for full commercialization, Wald said.

#### Features Outlined

Features of the system, it was claimed, are: fully compatible; low cost; operates on VHF or UHF; adaptable for present receivers for less than \$100; requires no accurate color registration alignment; can be operated with present picture tubes; present systems can be converted by a simplified transmission change.

Patents for the complete system are pending, Wald said.

### Coe Hospitalized

Robert Coe, former manager of WPIX, is in Roosevelt Hospital recuperating from a virus attack. He is expected to remain hospitalized for about two weeks.

### Wright, Gordon To Speak

Tom Wright, BBD&O film director, and Larry Gordon, Television Features president, will address the National Television Film Council dinner meeting in the Brass Rail tonight. Mel Gold will preside at the meeting.

### Survey By Student Seen As Factor In Decision

No concerted action by organized sports for a ban on television coverage will be taken at least for another year. Professional baseball moguls and leading colleges, many of them members of the National Collegiate Athletic Association, have decided not to accede to pressures for such a ban.

#### Student's Survey A Factor

One of the factors in the decision is a survey made by a 21-year-old graduate student at the University of Pennsylvania. Preliminary findings of the study indicate that while TV has in some cases hurt sports attendance, it may increase the gate in the long run. The longer a person owns a receiver, the survey found, the more interested he becomes in attending sports events in person, in contrast with the fact that initially, the new set owner usually drops many other activities.

The survey was made by Jerry Jordan, son of Clarence L. Jordan, executive vice-president of N. W. Ayer. It was released by the agency as one of the organizations that contributed data for the research.

Jordan said his study has involved 1,200 personal interviews, 4,000 mailed questionnaires and nearly 11,000 phone calls. He added:

#### Compares TV and Non-TV Areas

"To date, only a few preliminary findings are completed. None can be considered a conclusion until after all the factors are checked. In football, colleges in television areas did not fare quite as well as those in non-TV areas. However, there were many in TV areas of high saturation that showed an increase, and no simplified conclusion can be drawn as yet. Small colleges did not appear to be hurt by the television of larger colleges in the same area. A random sample of the general public, excluding special season ticket and alumni groups, showed that only 24 per cent of owners of 1-3 months attended football games of all types; 41 per cent of owners of 4-11 months attended, 45 per cent of owners of 1-2 years and 54 per cent of set owners of two years or more attended one or more football games last fall. This compares to an attendance of 45 per cent for non-owners of TV sets."

### New Sylvania Price Cuts

Chicago—Second price reduction on the Sylvania receiver line within a week was announced here yesterday. Reductions averaging \$20 and \$30 per set were announced for all models.

## May Set Date Today For Radio-Act Confab

(Continued from Page 1)

ruary—and that he guesses they might run through March.

Sadowski said he is anxious to conclude the hearings early enough so that legislation improving the law and bringing it up to date can be put through both houses of Congress this session. On Tuesday he introduced his own bill designed to give industry a better crack at frequencies now held by Government agencies, to provide penalties less severe than license revocation for imposition by the FCC, and to provide immunity for broadcasters from libelous or slanderous statements over their facilities during political broadcasts.

The Michigander said he is especially anxious to tighten the law as regards Commission procedures in an effort to speed things up. He said he has had frequent complaints about the molasses-like progress of applications and motions through the halls of the Commission.

### Belittles McFarland Bill

"The FCC has not been too anxious to work out changes in its procedures up to now," he said, "but if they see that Congress is going to adopt some changes to hasten procedures they probably will come through with proposals of their own, since they don't like those of the McFarland bill."

Members of the FCC, Sadowski continued, are "a hard gang to lead to the water and make drink. They say they recognize the need for improvement in their procedures, but the battle is to make them come out with proposals of their own. Maybe now they will, though, when they see that they have to."

He said the Commission has registered detailed objection with him to sections of the McFarland bill dealing with procedure on license applications, transfers, the power of the Commission to consider antitrust violations in other activities by applicants, and forbidding the Commissioners to consult with members of the legal department of the Commission on pending investigative matters.

Actual chairman of the sub-committee is Maj. Alfred Bulwinkle of North Carolina, but Bulwinkle is seriously ill and is not participating in Congressional affairs. He will not seek reelection.

Also on the group are Democrats Eugene Keough of New York, Dwight Rogers of Florida, Thomas Underwood of Kentucky, John A. McGuire of Connecticut and George Wilson of Oklahoma.

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RADIO DAILY

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# COAST-TO-COAST

### McEniry Rejoins KLZ

Denver, Col.—Matt McEniry, one of KLZ's pioneer radio personalities, is returning to KLZ Feb. 1 as public service director of the station. He succeeds Mack Switzer, who has resigned to enter a local advertising firm. McEniry, who began his announcing days at KLZ on Nov. 11, 1932, worked at KLZ for 10 years before resigning in '42 to enter the Remington Arms plant.

### Foster In Lufkin

Lufkin, Tex.—Cedric Foster, Mutual news commentator, heard from 1:00 to 1:15 p.m., EST, Mondays through Fridays, will originate his broadcasts this week from here. Foster will address the annual meeting of the Angelina Chamber of Commerce and a joint meeting of our Lions and Rotary Clubs.

### Joins KFAB Sales Staff

Omaha, Neb.—George A. Strobel has joined the sales staff of KFAB. Harold Soderlund, sales manager of the station, announced that Strobel will work in retail sales for the CBS station.

### Receives British Award

Minneapolis, Minn.—Stewart MacPherson, new WCCO personality, accepted the National Radio Award for the outstanding voice of 1949 by proxy at a presentation dinner in London, as a result of a nationwide poll conducted by the Daily Mail, English newspaper. Two of MacPherson's shows on BBC placed among the first 10 most popular light radio shows in the same poll. His "Twenty Questions" received the second highest number of votes and "Ignorance Is Bliss" placed tenth.

## Special Programs Set For March Of Dimes Drive

Four special Roosevelt memorial programs will be presented by WLIB on Monday, January 30 in observance of the late president's birthday.

Betty Granger, women's editor of the New York Age, will be heard from 9 to 9:30 a.m. with prominent women who will discuss the influence of Roosevelt. WLIB's Spanish program from 2:30 to 4:00 p.m. will include the music Roosevelt loved best in addition to a Spanish translation of his Four Freedoms speech.

Ballad for F.D.R., a musical presentation featuring Tom Glazer, will be broadcast from 4:45 to 5:00 p.m. Following, will be Mrs. Estelle M. Sternberger, WLIB commentator, who will have as her guests, composer Harold Rome, Dr. Morris N. Kertzer, director of interfaith activities of the American Jewish Committee, and Dr. Hart E. Van Riper, medical director of the National Foundation for Infantile Paralysis.

### Downie Does First Net Show

Stamford, Conn.—WSTC's staff announcer, Harry Downie, did his first network show with a bit on ABC's "News of Tomorrow," originating from the local studios. He came away from the mike with beads of perspiration all over, and his first crack and only concern was—"I hope my wife heard me."

### Aired Golf Contest

Long Beach, Calif.—KGER carried an exclusive broadcast of the Open Golf Tournament held at the Lake-wood Country Club from January 19 through the 23rd. The tournament was given a complete coverage by KGER, with broadcast amounting to 2 and 3/4 hours per day. Broadcasts were handled by Fred Hessler and members of the KGER sports department.

### Free Trips To Hollywood

Pittsburgh, Pa.—A local professional model and a New Gallilee housewife have been named winners of the KDKA contest which offered a free weekend in Hollywood as a prize. In Hollywood they will be the guests of Walter O'Keefe and the Double or Nothing program. The contest was conducted on the three KDKA shows, "Cinderella Weekend," "Brunch" and "The Midnighters Club."

### "Andy" Anderson Promoted

St. Louis, Mo.—E. H. Shomo, general manager of KMOX, CBS outlet, announced the appointment of P. S. Anderson as general sales manager. Anderson, "Andy" to his friends, joined KMOX as account executive after the war, and was made local sales manager.

## TV Section Of NAB Meet Will Be Held On Apr. 19

(Continued from Page 1)

vention committee decided yesterday.

Meeting at NAB headquarters, the group worked yesterday on details of the program for the full week of meetings to be held at the Stevens Hotel, Chicago, April 12-19. The engineering conference will last through April 15, yielding to the management conference after Sunday, April 16, is devoted to the un-affiliated stations session.

The annual banquet will be Tuesday, April 18.

Chairman of the convention committee is Howard Lane of WJJD, Chicago, serving with Charles C. Caley of WMBD, Peoria, and James D. Shouse of WLW, Cincinnati.

### Stork News

Washington—Born to Mrs. Leonard Marks, former FCC press officer and newspaper correspondent, Stephen Ames Marks, January 18.

## CBS Prexy Issues "Progress Report"

(Continued from Page 1)

largely responsible for the web's having the largest average evening audience four nights out of seven. Nielsen currently rates eight CBS programs in the evening top ten and eight CBS daytime shows in the top fifteen; Hooper gives CBS 10 of the top 15 evening programs and five of the top 10 daytime shows.

Stanton cited figures to back up his contention that CBS advertisers were now getting bigger audiences at lower costs per thousand than they did a year ago. He said that "a direct reflection of the increasing values," CBS is the only web whose 1949 billings surpassed 1948's.

### Growth of TV Reported

TV-wise, Stanton continued, CBS programming is paying off in ratings, audience acceptance, and advertiser sponsorship. He said that the web's TV-net grew from 21 operating stations to 55 in the past year serving major markets which account for 51 per cent of all retail sales in the U.S.

CBS-TV network advertisers increased in the past year from seven to thirty, and sponsored hours per week have advanced from four hours, 20 minutes to almost 18 hours, he said. Network time sales in 1949 were 20 times what they were in 1948.

## Takes N. Y. State Post

Albany—John Franklin Carter, Jr., who under the name of "Jack Franklin" was a commentator for NBC in 1938 and 1939 and who since 1936 has syndicated a new column, "We, the People," has been appointed to the new \$8,000-a-year post as director of public relations division of state publicity, State Department of Commerce. The appointment was announced by Herbert C. Campbell, director of the division.

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5000 WATTS 1330 K.C.  
PROGRAMS OF  
DISTINGUISHED FEATURES in  
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# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 50, NO. 19

NEW YORK, FRIDAY, JANUARY 27, 1950

TEN CENTS

## SALE OF TWO KEY STATIONS APPROVED

### FCC "Trust" Hearing For Pic Firms Feb. 13

Washington Bureau of RADIO DAILY  
Washington—The FCC yesterday scheduled for Feb. 13, a hearing called for the purpose of establishing "a uniform policy to be followed in the licensing of radio broadcast stations (in cases where) applicants and licensees have been found by a Federal court to have violated laws of the United States relating to monopoly, restraint of trade, unfair competition and other

(Continued on Page 5)

### Directors Guild Strike May Come Off On Jan. 31

Three hundred sixty directors—members of the New York chapter of the Radio & TV Directors Guild—may walk out on strike against the four major networks and station WOR-TV shortly after midnight January 31 if settlement of demands for changes in their 1950 contracts are not met by the webs by that date.

The strike, originally set for December 31, was postponed for one month while Guild and web negoti-

(Continued on Page 3)

### Plans Are Completed For Heart Fund Program

Veep Alben W. Barkley and Mrs. Barkley will lead a distinguished cast of Republicans and Democrats, Admirals and Generals who will vocalize and provide other special acts on the Original Amateur Hour broadcast of Thursday, February 2 over ABC from 9 to 9:45 p.m. (EST) to launch the 1950 Heart Campaign.

The program emanating from Con-

(Continued on Page 3)

### Distinction

"The Lone Ranger" galloped right into the Congressional Record in Washington yesterday when Rep. A. S. Monroney of Oklahoma in a speech cited the program for the tribute paid pioneers in the settlement of Oklahoma Territory. The program is featured on both ABC radio and TV and is the creation of George V. Trendle, Detroit showman.

### President's Daughter May Record For RCA

Washington—It is rumored here that RCA-Victor has signed Margaret Truman, daughter of the President, to a long term recording contract and that the first record releases will be timed to coincide with her spring concert tour. Miss Truman is currently on tour and will take time out from her concert engagements to make a second radio appearance on the "Carnegie Hall" program over the ABC network on February 7.

### Sacks Joining RCA; Quits Columbia Post

Emanuel (Manie) Sacks, widely known executive of the music and recording industry, has resigned as vice-president and director of Columbia Records, Inc., to join the RCA Victor division and NBC on February 1 as director of artists relations, Frank M. Folsom, president of Radio Corporation of America, announced yesterday.

Sacks has been associated with

(Continued on Page 3)

### New CBS Time Sales Offset Cancellations

CBS has sold three time segments for an increase in billings of \$1,900,000 during the next month, but has suffered two cancellations amounting to a loss of \$1,300,000. The three contract signatures, however, leave the web with a plus of \$600,000 in-

(Continued on Page 2)

### FCC Okays Transfer Of WNEW, N. Y., Also WWDC (And FM) In Capital; Means Bulova Quits Industry

### Free Enterprise Theme Of Address

American businessmen must assume the responsibility for educating the American people in the "fundamentals" of private enterprise, Philip Reed, General Electric board chairman, yesterday told the Radio Executives Club luncheon at New York's Hotel Roosevelt. He said the U.S. Government has for 30-years been following a trend toward "centralization of control" and that businessmen have failed to assume responsibility for educating the

(Continued on Page 2)

### Communications Act Hearings Begin Feb. 20

Washington Bureau of RADIO DAILY  
Washington—The radio subcommittee of the House Interstate Commerce Committee announced yesterday that hearings will get under way February 20 on proposed revi-

(Continued on Page 2)

### Arrest Union Leader In Dynamiting Plot

Charlotte, N. C.—Charlotte police have arrested Sterling L. Hicks, business manager of International Brotherhood of Electrical Workers

(Continued on Page 5)

Washington Bureau of RADIO DAILY  
Washington—The FCC yesterday approved the sale of WWDC and WWDC-FM, Washington, to the Peoples Broadcasting Corporation, a subsidiary of the Ohio Farm Bureau Federation, and in a similar action okayed the sale of WNEW, New York, by Arde Bulova's Greater New York Broadcasting Corporation to WNEW, Inc.

Capital Broadcasting moves WWDC by this sale and purchase from the 1450 band with 250-watts unlimited to the 1260 band with five kilowatts unlimited, at a cost of \$93,000. Price for WOL to the Cowles

(Continued on Page 3)

### Brand Names Day Plans Completed

The planning committee for Brand Names Day will be headed by H. James Gediman, Hearst regional manager, it was announced yesterday by Donald B. Douglas, chairman of the board of Brand Names Foundation and v-p of the Quaker Oats Company. Serving with Gediman on the committee

(Continued on Page 3)

### TV, Radio Facilities Used By WDSU On Election

New Orleans—Television, short-wave and AM have been integrated by WDSU and WDSU-TV with pronounced success in the recent mayoralty election. AM pickups were

(Continued on Page 5)

## Colorado Broadcasters Organize Association

Colorado Springs — Representatives of 26 Colorado broadcasting stations met at the Broadmoor Hotel here on Tuesday and participated in an organizational meeting of the Colorado Broadcasters Association.

Directors were chosen for each of five districts in the state to serve a two-year term. Those chosen were: Dist. 1 (stations west of the Continental divide), Rex Howell of KFXJ, Grand Junction; Dist. 2 (cities north

of Denver), Doug Kahle of KCOL, Fort Collins; Dist. 3 (Denver), Al Meyer, KMYR, Denver; Dist. 4, (Colorado Springs, Pueblo and Canon City), Robert D. Ellis, KGHF, Pueblo, and Dist. 5, (other Southeastern Colorado stations), Ed L. Allen of KGIW, Alamosa.

The board members subsequently elected Rex Howell, president; Robert Ellis, vice-president and Al

(Continued on Page 5)

### Laudable

High Point, N. C.—When Nick Lawrence of WHPE learned that Peggy Love, a polio victim was bedridden and might never walk, he campaigned over the station to buy the girl a television receiver. Listeners contributed over \$400 with \$300 going to the purchase of the set and the rest donated to the March of Dimes campaign.



Vol. 50, No. 19 Friday, Jan. 27, 1950 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.

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Herbert M. Kraus
188 West Randolph St.
Phone: ANdover 3-6050
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.

★ COMING AND GOING ★

LENNART HYLAND, of Radiotjänst, Stockholm, Sweden, and ROLF KIRKVAAG, of Norsk Tiksringkasting, Oslo, Norway, have arrived from Europe on their way to Lake Placid, where they'll cover the 1950 World Ski Championships for their networks.

STANLEY R. PRATT, owner and president of WSOO, Sault Ste. Marie, Michigan, has returned to the station following a trip to New York with H. ALLEN CAMPBELL, vice-president and general manager of WTAC, Flint, Mich., and JAY HERBERT, of Wolf Associates.

JOHN DERR, Columbia network's associate director of sports, has returned from Miami, where he spent four weeks of leisure.

PHIL HARRIS and ALICE FAYE got in town yesterday. They'll be here for three weeks, airing their shows from Radio City.

ED DODD, creator of the "Mark Trail" comic strip, is expected in New York over the week-end for a series of radio appearances to promote the new "Mark Trail" program on the Mutual network.

JUDY CANOVA, one of NBC's brighter lights, has come on from the Coast for two weeks in New York.

ELL HENRY, publicity manager of the American network's central division, has arrived in New York for conferences with officials of the network.

JOSEPH CLOSE, manager of WKNE, Keene (N. H.) affiliate of CBS, a visitor to New York this week.

ROBERT J. BURTON, vice-president of BMI in charge of publisher relations, and ROBERT SOUR, in charge of writer relations, left yesterday for the West Coast, with a stopover scheduled at Chicago. They'll be away for three weeks.

JAMES G. RIDDELL, general manager of WXYZ, Detroit, outlet of the American network, left for home yesterday following a few days in Gotham on business.

BOB HOPE broadcast over NBC yesterday from Durham, N. C., and will arrive in New York today. His Tuesday show will be aired from Radio City.

ELMER DAVIS, American network commentator, is in New York today en route to Boston. He'll broadcast tonight's program from the Radio City studios.

MARGARET PHELAN, vocalist, is in town. She'll be here several weeks making records for M-G-M. She guested last night on the Wendy Barrie ABC video show.

AL JAEGGIN, nocturnal news writer at WOR, leaves today for Maryland, there to week-end at his parents' place near Baltimore.

EDWARD ARNOLD, star of "Mr. President," the ABC co-op series, in New York this week for an appearance on "Cavalcade of America." He'll be back in Hollywood for his February 5 broadcast.

A. R. HEBENSTREIT, president of KGGM, Albuquerque, N. M., was welcomed this week at the headquarters of CBS.



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 featuring a stylized face with a lightning bolt. Below it, the text reads: WITH Baltimore 3, Maryland TOM TINSLEY, President Represented by Headley-Reed

New CBS Time Sales Offset Cancellations

(Continued from Page 1) crease in billings, it was revealed. CBS has sold the Monday thru Friday 4 to 4:30 p.m. time slot to Colgate-Palmolive-Peet for a program details of which are still to be announced. The sale amounts to \$1,000,000 in billings. Also recently sold were the Saturday 9:30 to 10 a.m. time slot to Chesterfield for the "Arthur Godfrey Digest" program amounting to \$800,000; and the 13-week purchase by Columbia Records, Inc. of the 4:30 to 5 p.m. slot to present the "LP Parade" amounting to another \$100,000 in billings.

The cancellations by the Prudential Insurance Co. of the "Family Hour of Stars" (Sundays 6 to 6:30 p.m.) effective February 13, accounting for an income drop of \$500,000, and the American Tobacco Company of the "Joan Davis Show" (Fridays, 9 to 9:30) effective March 3, accounting for an \$800,000 loss, drop the over-all increase in gross billings to \$600,000.

Communications Act Hearings Begin Feb. 20

(Continued from Page 1) sions to the Communications Act. It was estimated that testimony would be taken for as long as six weeks, with members hopeful that the entire range of the Communications Act will be reviewed.

Acting Chairman George Sadowski said his colleagues hope to cover the fields of television and international agreements as well as detailed portions of the Communications Act.

Free Enterprise In U. S. Is Theme Of Address

(Continued from Page 1) people in free enterprises' role in a healthy democratic economy. Reed said that the U.S. government was now expending far less to supply information (or propaganda) to foreign countries than for other supplementary adjuncts of American foreign policy. He said that foreign policy now was a three pronged weapon in the waging "cold war." These prongs, he said, were military preparedness, on which the government was spending some 16 billions of dollars a year; economic aid to foreign nations (ECA, etc), on which the U.S. was spending some six billion a year; and information, on which Uncle Sam was now only spending 45 millions of dollars per year.

Reed called on radio, and other media, of public information, to aid in giving status to the U. S. information service. Radio executives can be of great assistance, he said.

Reed was introduced by band leader Fred Waring. Out of town members of the club in attendance included: Walter S. Lemmon, World Wide Broadcasting, Boston; Robert L. Dreher, Meeker Associates, Philadelphia; E. S. McKay, Bloomfield General Electric Company; and John T. Carey, WIND, Chicago. Carey was the first out-of-town member of the REC.

David Niles Hospitalized

David Niles, chief announcer at WEVD, is in Jewish Hospital, Brooklyn, for a minor operation. He expects to be there for a week or 10 days.

FINANCIAL (January 26)

Table with columns: ABC, 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, DuMont Lab., Stromberg-Carlson.

Named W. E. Veep

Joseph R. Bransford, personnel director of Western Electric Company, Incorporated, since May 1, 1948, has been elected financial vice-president of the company, it has been announced. He succeeds George L. Best who has resigned from the company to accept a vice-presidency with the American Telephone and Telegraph Company. Bransford will continue to be responsible for personnel administration in addition to the duties of his new position.

Will Promote Movie

An international exchange of greetings to be broadcast over WOR from 9:30 to 10 p.m. tonight, will be used by RKO to promote their new movie, The Man on the Eiffel Tower. Included on the program will be motion picture actors and municipal officials talking from the Statue of Liberty and the Eiffel Tower.

## FCC Approves Sale Of WWDC, WNEW

(Continued from Page 1)  
Broadcasting Corp. was \$170,000 while Peoples' Radio Foundation paid \$77,000 for the facility on the 1450 band. The FM stations affiliated with the two AM stations are included in the deal, and they also swap frequencies. The Transit Radio contract of WWDC-FM will be transferred to WOL-FM as the call letters change, leaving Capital Broadcasting still holding the Transit Radio franchise here.

Ben Strouse, vice-president and general manager of Capital, has been unwilling to tie his station to Mutual, and the network is said to be negotiating with WINX and WEAM, Arlington, about possible affiliation.

In okaying the sale of WNEW, New York, the price for the station is \$1,500,000 plus an additional consideration based upon the amount of net quick assets at closing date, it was reported. This approval will take the watchmaker millionaire out of broadcasting, the FCC said, after a lengthy history of station operations in New York and New England.

President of the new corporation is William S. Cherry, Jr., real estate and department store operator in and around Providence, R. I. Cherry is president of Cherry & Webb, licensee of WPRO and WPRO-FM, Providence, and applicant for a TV station there. Cherry holds 49.29 per cent of the stock. Holding no stock but acting as vice-presidents of the corporation are Bernice Judis, Ira M. Herbert and Ted Cott—who have been directing the affairs of the station for several years.

Other stock interests are held as follows: Harry Playford 19.2 per cent, Charles W. Knowles five per cent, George Meehan 8.3 per cent, Harold Tanner and Clem Randau 3.5 per cent each, Albert Baer 3.3 per cent, Alfred Buckley and Godfrey Simonds 2.5 per cent each and Russell C. Smith 1.7 per cent.

## Plans Are Completed For Heart Fund Program

(Continued from Page 1)  
stitution Hall in the nation's Capital includes selections by a chorus of Congressional leaders among whom are Senators Robert A. Taft, Scott Lucas, Homer Capehart and Estes Kefauver. Representative Francis Bolton of Ohio will sing Brahms Lullaby as her contribution while Rep. Dewey Short of Missouri will imitate Churchill, Rear Admiral George L. Russell will strum a banjo and Rep. Frank L. Chels will sing My Old Kentucky Home and Old Folks At Home.

Other "amateur" acts will feature a Republican quartet pitted against a Democratic foursome, a celebrity symphony, square dances by Texas Congressmen and their wives, a Navy three, and a trio composed of Mrs. Claude Pepper, Mrs. George Malone and Senator William Jenner.

Barkley and his wife have not announced what they will do, but it is expected that they will sing. Final number, following the veep and Mrs. Barkley, will be the singing of God Bless America.

The program will continue after the broadcast is over with appeals being made for the Heart Fund. Admission will be charged to the hall and an estimated \$13,000 will be turned over to the drive.

Ted Mack, em-cee of the Amateur Hour, and other staff members have been conducting auditions in Washington for the last two weeks. The usual program has been turned over to the drive for this occasion.

A similar program will be staged on the TV broadcast of the Original Amateur Hour over NBC on Tuesday, February 7 from 10 to 11 p.m.

## Sacks Joining RCA; Resigns Columbia Post

(Continued from Page 1)  
Columbia Records since 1940 and headed the organization's artists and repertoire department. Prior to his association with Columbia he was with Music Corporation of America for seven years during which time he discovered and developed many artists of the music and entertainment world. He came to MCA from the artists bureau of WCAU in Philadelphia.

In announcing the appointment of Sacks, president Folsom of RCA stated that his appointment in no way changes the operation or the personnel of the popular artists sections of RCA Victor records, or the operations and personnel of the program department at NBC. Folsom pointed out the responsibility for the determination of tunes to be recorded and the selection of artists by whom specific tunes are to be recorded will remain with Joseph Csida and the present popular artist and repertoire staff. This staff includes Charles Green, Henri Rene, Hugo Winterhalter, Stephen Sholes, Alex Bard, Stephen Carlin and Walter Heebner. The final decision of signing new talent will also remain with Csida and his department.

## Directors Guild Strike May Come Off On Jan. 31

(Continued from Page 1)  
ators tried to work out a meeting of minds on 1950 contract details. Mabel Leslie, New York State Labor Mediator, however, has not been successful in bringing the participants together.

According to a network spokesman, the Guild is demanding a 150 per cent to 200 per cent increase in wages, three weeks a year vacation, eight weeks severance notice, and two weeks severance pay for every year a director has served with the web. In addition, according to the spokesman, the Guild is demanding a 100 per cent increase in commercial fees to \$500 for a half-hour commercial TV show, and \$210 for a half-hour commercial radio program.

A Guild spokesman, however, said that the directors were asking \$300 per week base salary for TV directors, and \$200 a week for radio directors. The Guild charged that the nets now deduct 25 per cent of any commercial fees from the directors base salary if the fee exceeds \$65.

NBC, it is known, has alerted all agencies of the strike threat and warned them to be prepared to put their shows on the air if the strike goes through. NBC, according to a web spokesman, will broadcast all regularly scheduled programs, strike or no strike.

## Brand Names Day Plans Completed

(Continued from Page 1)  
will be six leading executives in the fields of advertising, it was also revealed.

Included are: Harry B. Carpenter, Young & Rubicam, vee-pee; George Fotis, Remington Rand, director of sales promotion; Ivor Kenway, ABC vice-president; Albert L. Morse, Goodall-Sanford v-p; H. Ford Perine, Times magazine director of merchandising, and John W. Hubbell, Simmons Company vice-president.

Scheduled for April 5 at the Waldorf-Astoria, Brand Names Day will be the fifth all-day conference on brand and advertising themes sponsored by BNF. The foundation this year, Douglas said, will attempt one of its most ambitious programs.

Following a morning business session, more than 1000 executives are expected to gather at luncheon in the hotel's grand ballroom to hear an address. Stars of stage, screen and radio will provide entertainment for the occasion.

A round table discussion will be held in the afternoon with leading figures in retail, wholesale, sales and production fields taking part. Gediman said the names of all participants will be told later.

*"I'm Winning Because of You"*

**JOIN THE MARCH OF DIMES**

January 16-31

**FIGHT PARALYSIS**

The National Foundation for Infantile Paralysis  
FRANKLIN D. ROOSEVELT, 1940

• faces • facts • figures • wins •

**FFV**

Charlie Starke

FIRST FOR VALUE in N. Y. radio, the Charlie Starke MUSIC SHOPPE (10 a.m. to 12 noon), increased its audience by 69%\* in its first year on the air.

\$25 now buys you 60,000 radio homes on the MUSIC SHOPPE.

\* The PULSE INC.

**WINS**  
50KW. NEW YORK

CROSLY BROADCASTING CORPORATION

• faces • facts • figures • wins •

## PROMOTION

### Boosting Coffee Sales

To boost coffee sales in the San Diego market Folger's Coffee has bought the "Noon News" on KCBQ, San Diego CBS affiliate. San Diego station was latest added in the coffee company's series of special 13-week promotions involving purchase of outstanding noon news broadcasts in West Coast markets. A special Folger's crew makes house-to-house calls to attract attention of housewives to KCBQ program and to give them Westinghouse appliances as prizes if they can answer the "Question of the Day."

To assist merchandising the show, station is also interviewing winners on "To the Women," popular morning participation show. Names of two of the previous day's winners are announced on the "Noon News" each day as part of Folger's commercial.

### Book Collection Completed

Phil Cook's eighth annual "Books for Cook" campaign on behalf of hospitalized patients in 86 voluntary institutions resulted in the unprecedented total of 100,000 volumes received. Cook will thank all contributors, as will station WCBS, New York over which Cook airs his morning program, in a day-long series of announcements starting at 6 a.m. on the Jack Sterling show.

### Hollywood's New

## COUNTRY CLUB HOTEL

• The Country Club Hotel occupies a magnificent location in the heart of the exclusive Wilshire residential district . . . adjacent to Wilshire Country Club and overlooking the expanse of its gorgeous fairways and greens.

• Rates from \$6.00 up. Single Kitchenette Apartments Available by Week or Month.

## COUNTRY CLUB HOTEL

445 North Rossmore Avenue (Vine St.)  
Hollywood 4, Calif.

Telephone: HOLLYWOOD 9-2701



### Man About Manhattan. . . !

• • • FRIDAY-DREAMING: We must've started something when we dubbed Saturday nite as the loneliest nite in the week so far as television was concerned. Because look at it now. And NBC tees off the last Saturday in Feb. with that much-discussed 2-and-1/2-hour series—one hour to stem from Chicago and the rest from here. The New York portion of the series will include most of the old Admiral talent (Sid Caesar, Imogene Cocoa, etc.) with overall talent bill said to be in the nabe of 50 G's weekly, or certainly over 40. Furthermore, we hear that time will be sold mostly on a spot basis. . . . The Phil Harris-Alice Faye cancellation is no longer just a rumor. . . . Also axed is the Joan Davis stanza. . . . Looks like Ford will even further that 2-week deal with 22 radio shows and 5 TV's, prob'ly extending the campaign through March. . . . MCA readying an all-Negro variety stanza for video. Which reminds us that "Uptown Jubilee," recently on CBS-TV, is too good not to be on some screen right now. They made the mistake of trying to buck Berle with it, thass all. . . . Peter Donald's suggested slogan for March of Dimes: Take a step to help those who cannot. . . . One word description of Dinah Shore and Maggie Whiting: Oxydolls. . . . Take it from Gary Stevens that considering Fred Coe's tremendous contributions to TV, they oughta spell it Phil-coe.



• • • Ben Gross, dean of radio editors and responsible for a flock of journalistic 'firsts,' tees off Sunday with a six-times-a-week radio and TV news and gossip series via WPIX. (Aside to the press agents: Ben can use good anecdotes, human interest stuff, short bios; etc. He'll even flash the clients' pictures on the screen).



• • • Of course he's only kidding, but Harry Hershfield relays the one about the guy who went into a drug store and asked the clerk if he had some stuff which would make his eyes sore and red. The amazed clerk wanted to know howcum the guy wanted his eyes to look that way. "You think I want my friends to know I haven't got a television set?" was the snapper. Harry, incidentally, has just completed his tome, "Anybody's Biography." As he puts it, what happened to him could've happened to anybody who wanted to get into the newspaper business. Oh, yeah? Wanna bet, Harry?



• • • APPLAUSE DEPT: John Cameron Swayze's easy-to-take style and delivery on his nitely Camel newscasts. . . . Ralph Paul's sparkling emcee'ing on WOR's "2nd Honeymoon." . . . ABC-TV's "Lone Ranger" series. . . . Herb Sheldon's 'color' descriptions of the Stock Car Auto Derby via WNBT. . . . Janette Davis, plus the Mariners, on "I Don't Know Whether To Laugh or Cry over You." . . . John Tillman's "human-interesting" treatment of the news via WPIX.



• • • IN ONE EAR: International Movie Producers' Service share of the take on the all-radio presentation film, "Lightning That Talks," was \$85,000 for three versions (one 4-reel and two 2-reel films) out of the over-all industry cost for writers, scripts, promotion and incidentals totaling \$185,000. . . . "Outdoor Life Time," transcribed hunting and fishing series produced by Richman Prod. and distributed by Harry S. Goodman, has been broadcast on more than 50 stations from Key West, Fla., to Fairbanks, Alaska. . . . With 11 shows a day, 7 days a week, WATV's Geo. Green is hereby nominated for the busiest program manager in TV. . . . Seaboard Studios, Inc., have completed two trailers plugging the new Rob't Montgomery series for NBC, featuring, naturally, Rob't Montgomery.

## NEW BUSINESS

WNBC, New York: The Premier Food Products Company, for Sauce Arturo, has renewed its sponsorship of the 9:00-9:15 a.m. portions of the Tex and Jinx Show on Tuesdays and Thursdays. The 13-week contract was placed through Peck Advertising Agency, Inc. A 52-week contract for participations in the Mary Margaret McBride program has been inked by Bosco Company, Inc. The order was placed through Robert W. Orr & Associates, Inc. The Borden Company has signed a 13-week contract for announcements in the Norman Brokenshire Program on Wednesdays, Thursdays and Fridays. Kenyon & Eckhardt, Inc. is the agency. A 52-week contract for announcements in the Bob Smith Program has been signed by International Salt Co., Inc. to advertise Sterling Salt. Order was placed through Duane Jones Company. Weekly Publications, Inc. for Newsweek Magazine, has renewed its announcement schedule on Thursdays and Fridays in the Bob Smith Program. The order was placed through Lenzen & Mitchell, Inc.

The Childs Company has signed a 26-week order for announcements on the Bob Smith Program. The contract was placed through Cecil & Presbrey, Inc. Bristol-Myers Co. has renewed its schedule of station breaks and announcements on the Bob Smith Program. The order calls for 260 announcements and 52 station breaks for a 52-week period. Doherty, Clifford & Shenfield, Inc. is the agency. A 52-week contract has been signed by Lever Brothers renewing their announcement schedule in the Bob Smith and Johnny Andrews Programs. Agency is Sullivan, Stauffer, Colwell & Bayles. The Beech-Nut Packing Company has signed a 52-week station break contract. Order was placed through Kenyon & Eckhardt, Inc. Ward Baking Company has signed a 52-week order for station breaks to advertise Tip-Top Bread. The order was placed through J. Walter Thompsons.

WENR - TV, Chicago: Courtesy Motor Sales have ordered the renewal of their sponsorship of the wrestling matches each Wednesday evening for 26-weeks through Malcolm Howard, Chicago; Ford dealers renewing "Parade" for 13-weeks 7:00-7:30 p.m. Sunday, through American National Video productions; French Sardine Company Star Kissed Tuna, film program Sunday 3:10-3:25 p.m. from February 1 to May 7 with Rhoades and Davis at the agency.

WGN-TV, Chicago: Burgess Battery Company, Chicago, is sponsoring "Burgess Hobby Shop," Tuesday 6:30-6:45 p.m. for 13-weeks from January 10. C. C. Fogarty, Chicago handles the account. New World Distributing Co., Chicago, renews "Story of the Record," 3:00-4:00 p.m. Monday thru Friday, for 13-weeks. Paul W. Hermann, Chicago, is the agency.

# C "Trust" Hearing for Pic Firms Feb. 13

(Continued from Page 1)

ters." Top motion picture industry lawyers will present their arguments against FCC consideration of anti-trust violations of their acts.

Announcement follows more than year of deliberation, during which companies as Paramount, Fox, Schine and others have kept in a state of uncertainty. There have been on notice that their permits, licenses or applications being considered subject to final termination of Commission policy with regard to the anti-trust cards of the companies.

The Commission said persons desiring to participate should file appearances by Feb. 6, and briefs and memoranda outlining the points which they will argue. While there is to be no limitation to pertinent points of argument, the Commission offered suggestions for discussion by those who will testify.

It was proposed that they state whether, if they feel the Commission has authority to consider regulations by the applicants of Federal laws other than the Communications Act, there is "any basis in law for not considering such regulations.

If the Commission is held to have no authority, it went on, "should there be a difference in procedure as a result in any of the following situations. In this connection consideration should be given to the situations involving both comparative hearing and non-comparative hearings:

(A) Whether the finding of the violation is in a civil or criminal case.

(B) Whether the finding of violation is by the U. S. Supreme Court or by a lower Federal court.

(C) Where, after the finding of violation, a decree is entered by appropriate court which results in the elimination of the practice which was a violation of Federal law.

(D) Where there has been no finding of violation but a suit has been filed alleging a violation.

(E) Where there has been no finding of violation or no filing of suit, but the Commission is in possession of information which shows that there has been a violation of Federal law."

# Radio Facilities Used By WDSU On Election

(Continued from Page 1)

de from various campaign and office headquarters where returns are tabulated and in addition, a mobile unit equipped with short-range toured polling booths and other local points.

WDSU-TV had five separate telecasts which were also broadcast on radio with cross references being made between the AM and TV coverage. All facilities were made available to the candidates.

# California Commentary

By ALLEN KUSHNER

● ● ● The best news this column has heard in a long while is that Haven Mac Quarrie, noted producer of "Noah Webster Says" and many other network shows has been vindicated in his fight to prove that he was not responsible for a tragic accident in Hollywood recently. Mac Quarrie, who steadfastly maintained his innocence, vowed that he would give up radio, and stay off the air until his innocence was proven. Everybody in the industry is glad that Mac Quarrie can now carry on and we know that several national sponsors are anxious to bid for his show. Good Luck, Mac. . . . It's also good to know that Joan Crawford, who has consistently refused all offers to go on the air, regularly, has finally broken down and is now preparing a show which is being produced by Robert Kenneth James, Inc. of which Jimmy Doolittle is president and directed by Dee Breitanbach. There is a tremendous interest in this series and with Joan's firmly established popularity the show should be a real success. . . . Quite a revelation, to wander into Filmtone's studio's on the old Darmour lot when a "Life of Riley" show is in production. They do a 30-minute feature in a little over eight hours and sacrifice nothing in the doing. A lot of important Hollywood people are paying heed to this show. Ferenz Fodor, guiding light of Filmtone, went seeking one of his own prints of the show and discovered it was making the rounds of the "Bel Air Circuit"—the producers who view product in their own living rooms. Watching their competition.



● ● ● Cathy Lewis and Marie Wilson will repeat their title roles in the TV version of "My Friend Irma," now being prepared by Cy Howard for initial camera tests early in February. . . . Mac Benoff, director and writer of "Life with Luigi" starring J. Carroll Naish, has been deluged with offers by many foreign language groups to speak at their meetings all over the country. . . . Pinky Lee, radio and night club star and former Earl Carroll comedian, will star in a new commercial video series to premiere on KSNB, Hollywood, starting January 26th. Show will be sponsored by Leo J. Meyberg Company for RCA-Victor home instruments. . . . Gifford Phillips has announced that Hollywood Reel, produced by Erskine Johnson and Coy Watson, is again a TFC property, for all but fourteen markets sponsored now by Star-Kist Tune. TFC will make Hollywood Reel available in 43 markets for regional or local sponsorship. . . . Dick Wesson has sponsor interest in his half-hour "Dick Wesson Show" situation comedy telecast, and producer Joe Bigelow is flying to New York this week to confer with ABC video execs and ad agencies on the offers. Program is now one of the costliest sustaining television programs originating on the West Coast. . . . Jack Bailey's "Queen for a Day" does a big broadcast in Fresno, Calif., Thursday, Feb. 9th, for the annual Fig Festival.



● ● ● Bert Lewis has resigned as director of "The Life of Riley" television show to handle megging chores on "Bunco Squad" at RKO. Irving Brecher, producer of "Riley," has made no replacement as yet, inasmuch as the TV show is on a two-weeks vacation. . . . Frank DeVol's busy radio-television schedule (CBS Oxydol Show five times weekly and Pantomime Quiz) will not interfere with the maestro's plans for a May concert tour of Southern California in conjunction with disc jockey-promoter Gene Norman. . . . KLAC-TV has started a weekly wedding ceremony show, on their new "Wedding Bells" show, which started Friday night, January 20th. Jimmy Wallington, M.C.'s the show. . . . Hans Conried, featured on the CBS "My Friend Irma," "Life with Luigi" and "Edgar Bergen-Charlie McCarthy" programs, turned director on the CBS "Stars Over Hollywood" series which began Saturday, January 21st. Ann Rutherford in "Marriage in Heaven" starred in Conried's directorial debut.

# Colo. Broadcasters Form Association

(Continued from Page 1)

Myers, the secretary and treasurer.

The delegates approved in general the terms of by-laws drawn up by a committee, consisting of Ellis (KGHF, Pueblo), Howell (KFXJ, Grand Junction), Al Meyer (KMYR) Denver, and James Russell (KVOR, Colorado Springs.)

The association is an outgrowth of a meeting held during the district convention of NAB at Salt Lake City in December. A group of station executives from Colorado laid plans then, and appointed the above committee, to lay the groundwork for the organization's meeting.

**Objectives Outlined**

The objectives of the non-profit organization, as outlined in the by-laws, include: "To promote cooperation and understanding among its members; to foster and promote the development of the art of radio broadcasting; to encourage and promote customs and practices which will be for the best interest of the public and the radio broadcasting industry."

Active membership will be limited to licensed broadcast stations or those holding construction permits in the state of Colorado. But persons or organizations engaged in activities allied with radio broadcasting are eligible for associate memberships, without the voting privilege.

**Roster of Broadcasters**

Attending Tuesday's meeting were:

Ed L. Allen, KGIW, Alamosa; Floyd Baskette, University of Colorado; Raymond M. Beckner, KRLN, Canon City; Raymond M. Beckner, Jr., KRLN, Canon City; Frank Bishop, KFEL, Denver; Justin B. Bradshaw, KLMR, Lamar; John L. Buchanan, KTLN, Denver; Dee B. Crouch, KDZA, Pueblo; George Cory, KUBC, Montrose; Jack P. Dubberley, KLMO; C. L. Dynes, KGIW, Alamosa; Robert D. Ellis, KGHF, Pueblo; Con Hecker, KVOD, Denver; Jack Hitchcock, KCOL, Fort Collins; Rex Howell, KFXJ, Grand Junction.

Also Vir. N. James, KVRH, Salida; Doug Kahle, KCOL, Fort Collins; Ay Meyer, KMYR, Denver; Elwood Meyer, KYOD, Greeley; Dick Miner, KRAI, Craig; Pat O'Brien, KIUP, Durango; W. D. Pyle, KVOD, Denver; Joseph H. Rohrer, KRDO, Colorado Springs; James Russell, KVOR, Colorado Springs; Dale Scott, KCSJ, Pueblo; Russell Shaffer, KBOL, Boulder; Frank Smith, KFTM, Fort Morgan; Ellsworth Stepp, University of Colorado, and Hugh B. Terry, KLZ, Denver.

# Arrest Union Leader In Dynamiting Plot

(Continued from Page 1)

and charged him with conspiracy in attempted dynamiting of WBT radio tower. Management of WBT station is involved in labor dispute with INEW. Hicks is one of WBT technicians discharged by the company last September as result of labor trouble. Also held in connection with plot that failed because Charlotte police had been tipped off in advance are, C. M. "Chudd" Lovell, who tossed the defused dynamite at the tower, and Hicks' nephew Burris Boyd of Columbia, S. C.

RADIO DAILY

PLUG TUNES

a hit — A Hit — A HIT
"Two-Faced Heart"
Recorded by Eddie (Piano) Miller
ON RAINBOW RECORDS
MICHAEL MUSIC CO., INC.
1619 Broadway New York City
Jerry Johnson Gen. Mgr.

"THE SHEPHERD"
by eden abbez

"MY STREET"
CAMPBELL MUSIC, Inc.
1619 Broadway New York City

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.

On Records & Transcriptions
Billy Reid's Latest
"TOO WHIT TOO WHOO"
AL GALLICO MUSIC CO., INC.
501 Madison Ave. New York, N. Y.

I DON'T KNOW WHETHER TO
LAUGH OR CRY OVER YOU
Columbia Record — by
JANETTE DAVIS—MARINERS
& ARCHIE BLEYER ORCH.
PORGIE MUSIC CORP.
1619 Broadway N. Y. C.

JOHNSON RAG

recorded by
PEARL BAILEY.....Harmony
GENE COLIN.....Rondo
JIMMY DORSEY.....Columbia
RUSS MORGAN.....Decca
ALVINO REY.....Capitol
JACK TETER TRIO.....London
CLAUDE THORNHILL.....Victor
MILLER MUSIC CORPORATION

WORDS AND MUSIC

By PINKY HERMAN

TIN PAN ALLEY OOPS:—Leo Feist is starting to work on a pop tune, "When You Break An Irishman's Heart," which we predict will be a topper among the new crop. . . . written by Lew Brown and Sam H. Stept. . . . The droll patter and NBC clowning each midnite by Johnny Bradford and Tony Romano, is a MUST. . . . Lark Frank Gallagher has written a novelty with Glen Moore which sounds like a honey. . . . ditty is titled, "A Picture In A Locket" (In the pocket of my vest) published by Galmor Music Co. . . . In last week's story about the Dante Trio, we inadvertently neglected to mention that they've been featured at Jack Dempsey's restaurant since last April, and are still there, after having been hired for but two weeks. . . . Heard an audition platter of a new series, "One Way Street," written, produced and directed by Jerry McGill. . . . this Bernard L. Schubert package is fast-moving drama, chilling suspense and utilizes novel bridges, vocals by balladeer Tom Glazer with original music by John Gart who also conducts the orchestra. . . . Frank Stanton has written a fine set of English lyrics to the Peer International European importation from Italy. . . . number is titled, "Hold Me In Your Arms," with music by Mascheroni. . . . Shapiro-Bernstein's newest ballad, "More Than Anything Else In The World," has a chance to hit the high spots. . . . clefted by Lee Pearl and Art Berman.



The sudden and untimely death of George Evans, of a heart attack yesterday proved a profound shock to the hundreds of us along Broadway who knew him. . . . George, at the age of 48, had attained for himself a lofty niche in deserved recognition of inspired promotion of ideas and personalities. . . . It was George who was responsible for the rapid rise to popularity of Frank Sinatra, via his unique and artful 'stunts' which catapulted Sinatra into international prominence overnight. . . . services will be held today at 2 p.m. at Park West Chapel, d15 W. 79th St.



Leeds' new tune, "Open Door-Open Arms," is going places—but fast. . . . tune originated in Sweden and Buddy Kaye wrote the English lyrics. . . . Art Ford and Buddy Basch, who flew down to Bermuda via BOAC (free plug) came back with stories about a lad named Pat Gilbert who bills himself "sweetest music this side of the Gulf Stream." (are you reading, Guy Lombardo?) . . . We began hearing recordings and live plugs of a new tune and to such an extent that we just took it for granted that some major firm was the publisher. . . . but, a little research reveals that the number, "Broken-Down Merry Go Round" was written by Arthur Herbert and Fred Stryker and published by Fairway Music in California. . . . And while on the subject of small publishers, we'll take a bow for calling the turn several weeks ago on another novelty "Music, Music, Music," owned by Cromwell Music, which teed off with the sensational "Hop Scotch Polka." . . . third ditty to watch, published by a comparatively small firm, Rytvoc Music, is the novelty "If I Had A Million Dollars." . . . Dennis James has been chosen "Mr. Tele-Tie of 1950" by the Nat'l Tie Institute. . . . Some few months ago we chronicled that the Red Bensons were hoping the Stork would bring them a BenSON. . . . said Son, Stephan, weight seven pounds, was born Tuesday at the Mt. Vernon Hospital.



ON AND OFF THE RECORD:—Mercury has an ace in Frankie Laine's warbling of "Black Lace" flipped with "Cry of the Wild Goose." latter side is especially suited to Frankie's style and 'Mister waving hands' gets able support by Harry Geller's ork. . . . Arthur Godfrey backed with Archie Bleyer's Ork comes up with a pleasant enough novelty backing "California Is Wonderful" (If You're A Grape Fruit) with "I'm Going Back To Whur I Come From." . . . deejays can find good use with this one.

PLUG TUNES

Our Latest HIT
"Echoes"
LAUREL MUSIC CO.
1619 BROADWAY NEW YORK CITY

Open Door - Open Arms
LEEDS MUSIC CORPORATION

WHERE ARE YOU BLUE EYES?
Russ Morgan - Decca 24819
Merrie Musette - Victor 25-1134
KNICKERBOCKER MUSIC PUB. INC.
1619 Broadway New York, N. Y.

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.

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.

THE OLD MASTER PAINTER

recorded by
PHIL HARRIS.....RCA Victor
RICHARD HAYES.....Mercury
DICK HAYMES.....Decca
SNOOKY LANSON.....London
PEGGY LEE-MEL TORME, Capitol
JACKIE PARIS.....National
FRANK SINATRA.....Columbia
with others to follow
ROBBINS MUSIC CORPORATION

# TELEVISION DAILY

Section of RADIO DAILY, Friday, January 27, 1950 — TELEVISION DAILY is fully protected by register and copyright

## NBC WITHDRAWS SAT. TIME ORDER

### TELE TOPICS

**SILVER THEATER** will be the first major live network show to test final film as a means of by-passing poor quality of kinescopes, according to producer Jerry Fairbanks. A test program will be filmed at the Fairbanks studios in Hollywood next month using producers' newly developed Multicam process. Frank Telford, who directs the International Silver show for Young & Rubicam, will fly to the Coast to supervise the filming which will use a cast made up of leading Hollywood free-lancers. In addition to pressing his multi-camera shooting, Fairbanks has purchased the Lucky Strike "Your Show Time" film series from Grant-Realm. The series of 26 half-hour programs has been entitled "Masterworks of Famous Authors," and is being edited to eliminate cigarette commercials. Russ Johnston, Fairbanks vicepee, is now pitching the series at several bankrollers for second time, using as ammunition a survey showing that only one viewer in 25 today could be seen the series when it was first aired a year ago.

**NBC IS READYING** a new program for Dione Lucas, whose CBS cooking show, the best of its kind on the air, was dropped several weeks ago. . . . NBC's Ted Malone will do a new show on WJZ-TV following "Crusade in Europe" beginning Sunday. The five-minute program will contrast stories of Europe in wartime and at present using film taken by former war correspondent Malone. . . . NBC bears a strong resemblance to an animal shelter these days. Larry Schwab, director of "The Clock," auditioned some 10 cats yesterday (for the benefit of a new photographer) to select one that will be used on the show in a week or so. The web is also looking for a trained geon to walk across a park path to the feet of the lead player in "Dead Pigeon," a thriller to be offered by "Lights Out" Feb. 6. Have you contacted Rosita Royce yet, fellas?

**NBC HAS CHALKED UP** another healthy slice of business in signing Procter & Gamble for a weekly half-hour series to begin in September. No details have been set. . . . That "VIP Edition" of the Amateur Hour for the Heart Fund Feb. 7 ought to be a dilly. Already committed to appear are Adm. C. H. Woodward, Vice Adm. G. L. Russell, Mrs. Claude Pepper, Mrs. George Malone, Rep. Louis about, Mrs. Cornelius Vanderbilt Whitney, Rep. and Mrs. Daniel Flood. . . . Stephen Courtleigh has been cast as young Abe Lincoln in "Ann Rutledge," Norman Corwin's first story for TV, to be aired on Philco Playhouse Feb. 12.

### Video Seen As Aid To Industry Stability

*Washington Bureau of RADIO DAILY*  
Washington—Television may bring about more stabilized employment in the radio industry if more efficient and scientific methods of distribution and marketing research are generally adopted, RMA industrial relations and personnel directors were told at a two-day industrial relations seminar.

A. F. Watters, assistant director of personnel of the RCA Victor division, said the "peak-and-valley" employment and production practices of the radio industry have made it an easy target for labor organizers in past years.

Lack of competent marketing research and unscientific distribution, he said, has proved costly both to management and to the industry's employes in the past. Manufacturers, because they often have had to await dealers' cancellations or orders before they could appraise the market, have frequently failed to gear their production to consumer demands, he pointed out.

### Will Produce TV Films

Harry Thomas, pioneer movie producer who is currently making The Red Rider series, will begin producing television films exclusively in the near future. He has been experimenting with a special lighting and camera system and reports that losses of quality caused by the reduction of 35mm film to 16mm can be remedied by his process. Thomas is now in New York discussing plans with TV execs.

## Pro Wrestling In TV Studio Bought By Graybar In Ohio

Cincinnati—Television and sports history will be made at Dayton, Feb. 4, when for the first time professional wrestlers will hold forth in a video studio instead of an arena on a regularly-scheduled, sponsored basis. The matches will originate in the big main studio of WLW-D, Dayton, and will be fed to its sister stations of Crosley Broadcasting Corporation, WLW-T, Cincinnati, and WLW-C, Columbus. Al Haft of Columbus, widely known promoter, will be matchmaker for a weekly series, which will include two 15-minute prelims, followed

**Luckman Guesting**  
Washington — Charles Luckman, who resigned last week as president of Lever Brothers, will be seen on WMAL-TV tonight on "Capital Closeup." Robert J. Enders agency set the deal for its client, Occidental Restaurant, which sponsors the show. Another Enders show this weekend, "Your Junior Revue," on WNBW, will feature Ashoks Nehru, cousin of the Prime Minister of India.

## RMA To Press FCC For End Of Freeze

*Washington Bureau of RADIO DAILY*  
Washington—RMA president R. C. Cosgrove will renew his plea to the FCC for lifting of the TV freeze, RMA said, when the Commission's hearings on color resume next month. Just prior to the February 20 reopening of the sessions, RMA's annual mid-winter meeting will be held in Chicago, February 15-17. The TV situation will be thoroughly canvassed there, with Cosgrove presiding.

Organization of the all-industry National Television System Committee, under director W. R. G. Baker of the RMA engineering department, also will be pressed, as authorized by the tele committee under chairman Max F. Balcom.

RMA action with regard to the 10 per cent radio excise tax in connection with excise tax repeal or reduction proposals before Congress will be considered by the excise tax committee, under chairman Joseph Gerl.

## Plans New Series; Big Competish By Nets Seen

In the face of charges of monopoly and time brokerage filed with the FCC by DuMont, NBC yesterday advised the Commission that it has abandoned its plans for reserving time on affiliates for a two-and-a-half-hour Saturday night program and has withdrawn the order for station time.

Instead, NBC is going ahead with a revised plan for the Saturday night time period. A two-and-a-half-hour variety show will be aired, beginning Feb. 25. It is believed that this is being offered to sponsors on a rotating participation basis, as was originally planned, but that the web will not order station time until contracts are lined up.

### One Hour From Chicago

One hour of the program will originate in Chicago and will be produced by Ted Mills. The remainder will originate in New York and will be built along the lines of the "Broadway Revue," with Max Liebman producing.

Inauguration of the NBC program will complete the lineup for a four-network show battle on Saturday—once the forgotten night of TV programming.

DuMont is strengthening its lineup by the addition of new shows to bolster the cooperatively sponsored "Cavalcade Of Stars." "Rocky King," detective series with Roscoe Karns skedded in the 8:30-9 slot about two weeks ago, will be preceded by a revue from the Hotel Taft featuring Vincent Lopez and his orchestra. The Lopez stanza is expected to kickoff tomorrow, with Earl Wilson and cast members of "Texas L'il Darlin'" participating. In addition, the web is extending its high-rated "Captain Video" to Saturdays, 7:30 p.m., and will open the evening with a new western film series at 6:30.

### Murray, Wynn On CBS

Highlighting the CBS Saturday lineup is the back-to-back combo of Ken Murray and Ed Wynn. Murray is aired on alternating weeks, with the hypoed "54th Street Revue." Locally, CBS will air the John Reed King show preceding Murray and "Winner Take All" at 9:30 following Wynn.

ABC's big Saturday show is the Paul Whiteman TV Teen Club from Philadelphia, latter half of which was recently sold to Griffin Manufacturing Co. Show is aired from 8 to 9 p.m. and the web is reported setting plans for bolstered programming before and after.

## AGENCIES

**JAMES E. HANNA**, recently named head of N. W. Ayer & Son, Inc. radio-television department, has been elected to the agency's board of directors.

**JOHN F. LAFARGE** has joined the copy department of the Biow Company and Hubert C. Sherk has become an account executive for the Lava Soap division of Procter and Gamble for the agency.

**DOROTHY BLAYLOCK**, formerly media director for Mills, Lund & Mann, Inc., has been named manager of Jackson & Company's Chicago office.

**TRU COTE MANUFACTURING CO.** to Getschal & Richard, Inc. for Master Glow floor polish.

**BERT D. LYNN**, well known in aviation public relations, has been appointed director of advertising and public relations for Western Air Lines, Inc. For the past two years he has been president of Lynn-Western, Inc., advertising and public relations agency in Los Angeles.

## Send Birthday Greetings To—

January 27

Bernice Claire B. G. De Sylva  
Lee Hughes Harry Riely  
Benay Venuta C. T. Hughes

January 28

Irene Beasley Nelson Olmstead  
Mort Silverman Arthur Gary  
Frank Healy Beatrice Pons  
Edward F. Loomis  
Richard W. Davis

January 29

Joy Hodges Florence Muzzy  
Joe Parker Alice Patton  
Eileen Palmer Richard Hess  
Ted Green

January 30

Ida Bailey Allen Dick Kelly  
Renwick Cary Gene Norman  
Walter Damrosch  
Lawrence W Lowman  
Reg. D. Marshall  
H. C. Carlborg  
Ciarence Gilbert Cosby

January 31

Alton Cook G. Bennett Larson  
Eddie Cantor T. A. M. Craven  
Cecil Hogan Larry Helcomb  
Leonard H. Hale Isham Jones  
Bob Novak Herbert L. Krueger  
Norman Nesbitt Garry Moore  
Roy Porteous Robert Maxwell

February 1

John L. Anderson Frank Engle  
James P. Johnson Arch Morton  
Hildegard Betty Lawford  
H. M. Overstreet

February 2

Benny Rubin Cal Tinney  
Veronica Wiggins  
Arthur Billings Hunt  
Joseph E. Baudine

## PICTURE OF THE WEEK



DuMont TV network officials in New York huddled with Frank P. Schreiber, manager of the WGN-TV, Chicago, this week, regarding network TV program originations from the Windy City. Standing, left to right, are Schreiber of WGN-TV, Commander Mortimer W. Loeuw, director of the DuMont Television network, and James L. Caddigan, network program director. Chris J. Witting, assistant network director, is seated at the desk.

### WPKE Contest Winner To Make European Tour

Sally Baker, who was selected from hundreds of thousands of clubwomen nominees as the "Queen Of America" on Mutual's "Queen For A Day" program, will leave the United States by plane on January 29 for a one month's tour of Europe where she will serve as an unofficial American good-will ambassador to Europe's femininity.

Mrs. Baker, who represented WPKE, Pikesville, Ky. in the all-Mutual stations contest, will be accompanied by her husband. In addition to her activities as a clubwoman and her duties as the mother of two children, Mrs. Baker follows a professional nursing career.

The "Queen contest" originated when Senator Margaret Chase Smith (R. Me.) lauded, on the floors of Congress, the contributions made by American clubwomen in community affairs, and called for greater recognition of their efforts. All MBS stations cooperated in the contest by having local clubwomen groups nominate their choice for top honors. Mrs. Baker was selected from among the five semi-finalists by the studio audience in attendance at the program on January 6.

### NAB All-Radio Movie Set For Tenn. Meeting

Nashville, Tenn.—NAB's new all-radio film will be the featured event at a meeting of the Tennessee Association of Broadcasters to be held at Nashville's Andrew Jackson Hotel on Friday, February 24, according to TAB president F. C. Sowell, manager of WLAC. BAB's Maurice Mitchell will be present to speak, it was also announced.

Sowell said the meeting would be confined to a single day with the new election of officers scheduled for the agenda in addition to other business. A total of 37 TAB stations are expected to take part.

### WBAL-TV Covering Meet

Baltimore — WBAL-TV adds another "first" to the sports schedule, Saturday, January 28, 3-4:30 p.m., when cameras move to poolside at Loyola College's natatorium to scan the "Mason-Dixon Aqua Meet" between Loyola and Georgetown University. Program director Bud Freiert has also scheduled further meets — February 4, Loyola vs American University; Feb. 11, Loyola vs Catholic Univ.; Feb. 25, Loyola vs Scranton Univ.

## COAST-TO-COAST

### News Editor Named

Akron, O.—Jack Larson, former of Cleveland, has joined the staff of WCUE as executive news editor. He will work with Tim Elliot, WCUE news director, to co-ordinate the activities of the news and special events staffs. WCUE plans 10-minute newscasts every hour on the hour. Local events will be the basis of these and several 15-minute casts that will be scattered throughout the broadcasting day.

### Evans Promoted

Kansas, City, Mo.—The announcement was made recently from the office of E. K. Hartenbower, general manager of KCMO, of the promotion of R. W. Evans to national sales manager. Since February, 1946, when Evans returned from serving as captain in the U.S. Army, he has been a member of KCMO's sales department.

### WHAM Quiz Participation

Rochester, N. Y.—A total of 38,400 local housewives came to WHAM studios in Rochester's Radio City during 1949 to see and take part in "Cinderella Weekend," a five-time weekly show aired at 1:30 p.m. Roy Weller emceeds the program, aided by announcer Ralph Collier, who acts as straight man for most of the gags and shenanigans. Weekly grand prize of the show is a free trip for two to New York.

### Introducing "Gus"

Boston, Mass.—Through a tie with Mercury Records, the WCC Betsy King program, "Let's Have Fun," an hour-long show conducted Sundays by the nine-year-old disc jockey, is sponsoring a coloring contest, involving the coloring of an outline picture of Gus the Gopher. Gus is being introduced for the first time in a new children's record series on Mercury Records with his pet "Two-Ton Baker."

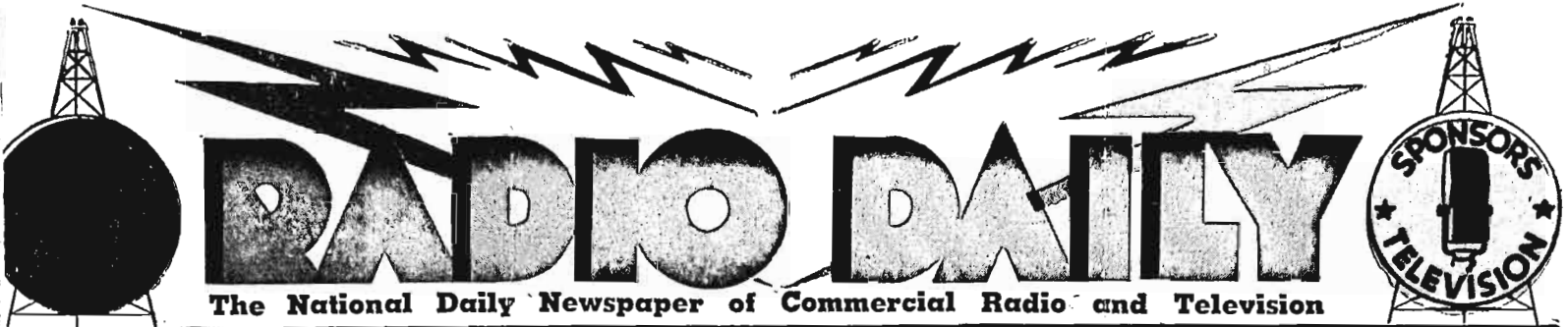
### Frank Luther Day

Hartford, Conn. — Mayor Cyril Coleman has proclaimed Tuesday, January 31 "Frank Luther Day" in honor of the nationally known children's entertainer who will be visiting here for several appearances in schools. Luther will also entertain the Newington Home and Hospital for Crippled Children and has appointment with Governor Bowl at the Capitol at 4:30. Luther's program is aired Saturday's at 9:15 a.m. over WONS.

### KDKA Schedule Change

Pittsburgh, Pa.—"Irish Songs" now heard at a new time, as of January 22, when the broadcast will be heard at 6:30 p.m. instead of 10:00 p.m. The program features the singing of tenor Bob Carter and the music of harpist Marion Berger and organist Aneurin Bodycombe. Pat Shannon is the announcer, and the program is aired on KDKA.





# ACADEMY TV AWARDS ANNOUNCED

## Radio-TV Receiver Sales \$850,000,000 in '49

### Production Jump In Sets Noted By RMA's Prexy

Washington Bureau of RADIO DAILY  
 Washington—Manufacturer sales of TV and sound radio sets hit a volume of \$850 million last year, about \$100 million better than 1948, RMA President R. C. Cosgrove said at the weekend. The TV set volume accounted for about \$560 million of this—more than 65 per cent of the total.

(Continued on Page 5)

### House Clarifies Status Of Station

No negotiations whatsoever for the sale of WINS are taking place at the present time, James D. Shouse, chairman of the board of the Crosley division of Avco Manufacturing Corporation and present owner of the station, revealed Friday. The Crosley official said that the WINS matter had been scheduled on the agenda of last Thursday.

(Continued on Page 5)

### Confirms Appointment Of Madden To New Post

Confirming last Wednesday's Radio DAILY report, NBC yesterday announced the appointment of Edward D. Madden as assistant to president Joseph H. McConnell.

(Continued on Page 2)

**Will Cover Big Mo**  
 NBC's News and Special Events department has completed plans for on-the-spot coverage of the Navy's attempt to free the battleship Missouri from the mud of Chesapeake Bay on Thursday, Feb. 2. Joel Carlson, program manager of NBC affiliate WTAR, Norfolk, will broadcast from the deck of a Navy tugboat at 12:30 p.m.

## WEST COAST VIDEO VICTORS

1. **BEST LIVE SHOW**  
 Ed Wynn, KTTV (CBS network) local.  
 Honorable Mention: Pantomime Quiz, KTTV.
2. **BEST KINESCOPE SHOW**  
 Texaco Star Theater (Milton Berle). Originates NBC.  
 Honorable Mention: Studio One, KTTV—CBS.
3. **BEST CHILDREN'S SHOW (live, filmed or kinescoped)**  
 Time for Beany, KTLA, local, live.  
 Honorable Mention: Kukla, Fran & Ollie, KNBH (NBC).
4. **MOST OUTSTANDING LIVE PERSONALITY**  
 Ed Wynn, KTTV (CBS), Camel Cigarettes sponsor.  
 Tied for Honorable Mention: Bill Welsh, KFI-TV, ("The Bill Welsh Show") also Amateur Boxing on KTLA and Mike Stokey, "Pantomime Quiz," KTTV.
5. **MOST OUTSTANDING KINESCOPE PERSONALITY**  
 Milton Berle, Texaco Star Theater, NBC.  
 Honorable Mention: Arthur Godfrey, KTTV-CBS.
6. **BEST FILM MADE FOR AND VIEWED ON TELEVISION IN 1949**  
 "Life of Riley," KNBH, made by Filmtone.  
 Honorable Mention: "Lone Ranger" made by Apex Film company.
7. **BEST COMMERCIAL MADE FOR TV (3 MINUTES OR UNDER) LIVE, FILM OR KINESCOPED.**  
 Lucky Strike.  
 Honorable Mention: Regal Beer.
8. **BEST PUBLIC SERVICE, CULTURAL OR EDUCATIONAL PROGRAM**  
 Crusade in Europe, KECA and ABC network.  
 Honorable Mention: Kathy Fiscus Rescue, KTLA.
9. **BEST SPORTS COVERAGE (LIVE, FILM OR KINESCOPED)**  
 USC-UCLA Football, KECA-TV, local.  
 Honorable Mention: Wrestling, KTLA.
10. **TECHNICAL AWARDS**  
 Harold W. Jury, KTSL, for synchronized coordinator.  
 Honorable Mention: Wayne R. Johnson, KFI-TV, for electronic background projector.
11. **"STATION ACHIEVEMENT" FOR OUTSTANDING OVERALL ACHIEVEMENT IN 1949**  
 KTLA, Paramount station.  
 Honorable Mention: KECA-TV, (ABC).

### Wynn, Berle Lead Tele Citations On Coast

West Coast Bureau of RADIO DAILY  
 Hollywood — The Ed Wynn Show, originating at KTTV and seen on the CBS network via recording, was voted the best live show on TV Friday by the Academy of Television Arts and Sciences. Milton Berle's "Texaco Star Theater," originating on WNBT and fed to the NBC web, was

(Continued on Page 7)

### Mullen Nominated To Head Pioneers

Frank E. Mullen, chairman of the Board of Jerry Fairbanks, Inc., picture producers, has been nominated to succeed William S. Hedges as president of the Radio Pioneers, it was announced Friday. Hedges' term expires April 4, 1950.

The meeting of the Nominating Committee was presided over by H. V. Kaltenborn, founder of the Pioneers.

(Continued on Page 10)

### KYA In 'Frisco Sold To McCaw, Owner Of KELA

KYA in San Francisco has been sold by Dorothy Schiff, publisher of the New York Post, to J. Elroy McCaw, owner of KELA, Centralia, Washington, and stockholder in KYA.

(Continued on Page 2)

**Great Day**  
 The Second Study of Broadcast Measurement Bureau, long delayed, will be released by BMB tomorrow, Dr. Kenneth Baker, acting president, announced Friday. Dr. Baker will comment on the study at a press conference tomorrow and mailings to subscribers will begin shortly following this conference, which will be held at bureau headquarters.



Vol. 50, No. 20 Monday, Jan. 30, 1950 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**  
 Allen Kushner, Manager  
 6425 Hollywood Blvd. Phone: Gladstone 8436

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

**CHICAGO BUREAU**  
 Herbert M. Kraus  
 188 West Randolph St.  
 Phone: Andover 3-6050

**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.

# ★ COMING AND GOING ★

**JUSTIN MILLER**, president of the NAB, was in town late last week for conferences at the offices of BAB.

**HARRY ACKERMAN**, Columbia network vice-president and director of the web's Hollywood programs, is expected in New York tomorrow for two weeks of conferences.

**BEN WILLIAMS**, commercial manager of WTOG, Savannah, has arrived from Georgia for conferences at CBS, with which the station is affiliated.

**WALLACE STONE** was in town last week from KILQ, Grand Forks, N. D. Visited for a while at the offices of BAB.

**EARL MULLIN**, American network's publicity director, and **TED OBERFELDER**, the web's director of advertising, promotion and research, left yesterday for Washington, where they'll make arrangements for the ABC broadcast of the WIP Amateur Hour on Thursday. They'll be back Friday.

**ROGER W. CLIPP**, general manager of WFIL, Philadelphia, was here last week on business.

**IRVING MANSFIELD**, producer of "This Is Show Business" on CBS-TV, off for Miami, where he'll loiter for 10 days.

**WILLARD L. COBB**, general manager of KALB, Alexandria, La., conferred last week with local officials of BAB.

**G. W. "JOHNNY" JOHNSTONE**, radio and television director of the National Assn. of Manufacturers, tomorrow will be in Detroit for the broadcast of "It's Your Business," NAM-ABC program which originates at WXYZ, web's affiliate in the motor city.

**G. RICHARD SWIFT**, general manager of WCBS, and **DON MILLER**, sales manager of the station, today will return from Atlantic City, where they spent a week attending the National Food Brokers Convention.

**EUGENE S. THOMAS**, general manager of WOIC, video station in Washington, D. C., conferred for a while last Friday at the New York headquarters of BAB.

**CARL MARK**, executive vice-president and general manager of WTTM-NBC, Trenton, N. J., has arrived in Hollywood by plane on a two-week trip, partly business and partly pleasure.

**GORDON R. GRAY**, vice-president and director of sales at WIP, Philadelphia, paid a call Friday at BAB offices in New York.

**W. B. MCGILL** in town last week from Philadelphia. The Westinghouse Radio Stations executive talked business for a while Friday with fellow execs. of BAB.

**JACK GAINES**, production chief for "Voice of America," leaves today for Lake Placid, where he'll spend a week covering the international matches.



## 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.



**W-I-T-H**  
 Baltimore 3, Maryland

**TOM TINSLEY, President**  
 Represented by Headley-Reed

## Confirms Appointment Of Madden To New Post

(Continued from Page 1)

Madden had been executive vice-president and director of the American Newspaper Advertising Network.

Madden is an experienced advertising executive. As vice-president of McCann-Erickson, he was responsible for starting that agency's sales promotion and publicity department and was also associated with McCann-Erickson's new business department. He has a diversified background in the fields of research, media, marketing and merchandising.

His experience with network radio started in 1934 with the "Five Star Theater" and the "Babe Ruth Boys Club" for Esso.

## ABC Personnel Director Taking Banking Post

Frederick Lynch Jr., personnel director of ABC, has resigned and will join the Central National Bank of Cleveland, in a similar capacity on February 15, it was announced yesterday by Loring L. Gelbach, president of the bank. Lynch joined ABC in 1942 and has been responsible for all phases of personnel administration for the network. He was also active in the web's labor relations program.

## Will Sponsor Lombardo

Frederic W. Ziv Company, producers of the Guy Lombardo Show, announces that the Andrea Radio Corp., of L.I.C., manufacturers of TV sets will sponsor jointly with the leading Cincinnati Andrea dealers, the "Guy Lombardo Show" radio program via WCPO, Cincinnati.

## KYA In 'Frisco Sold To McCaw Owner Of KELA

(Continued from Page 1)

KLZ, Denver, and KPOA, Honolulu. Purchase price was set at \$155,000 plus the net current assets which bring the total for the sale of the stations to near \$200,000.

McCaw's associate in the transaction was Jack Keating, West Coast station representative. Dorothy Schiff owns one other station on the coast, KLAC and KLAC-TV.

The deal was handled by Howard E. Stark, radio and tele director of Smith Davis. It is subject to approval by the FCC.

## Miller Replies To Jones; Says He 'Misconstrued'

Washington Bureau of RADIO DAILY

Washington—NAB President Justin Miller shrugged off the attack made upon him last week by Commissioner Robert F. Jones of the FCC with a brief formal statement issued late Friday by NAB. Judge Miller had at first planned to reply at length to Jones' letter attacking him as a spokesman for "the power interests" in broadcasting which want to throttle color television.

Miller declared, "apparently Commissioner Jones misconstrued completely what I said in my letter (to Jones) of January 19. I am sorry that he did not understand, either the intent or the meaning of my words; and that he read into them such fantastic implications; but I am happy nevertheless that this has provided an occasion for the Commissioner to make even more clear the philosophy which underlies his behavior as a member of a high Government body."

## FINANCIAL

(January 27)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	87 3/8	81 1/2	87 3/8	+ 3/8
Admiral Corp.	23 3/8	22 7/8	23 1/4	+ 1/8
Am. Tel. & Tel.	148 3/4	148 1/4	148 3/4	+ 3/8
CBS A	30 3/8	30 3/8	30 3/8	+ 1/8
CBS B	30 1/2	30 1/4	30 1/4	+ 1/4
Philco	36 3/8	35 5/8	36 1/4	+ 1/2
Philco pfd.	87	87	87	+ 1 1/2
RCA Common	13 1/2	13	13 1/2	+ 1/4
RCA 1st pfd.	73 1/2	73 1/2	73 1/2	—
Stewart-Warner	13	12 3/4	13	+ 1/4
Westinghouse	31	30 3/4	30 3/4	+ 1/8
Westinghouse pfd.	104 1/2	104 1/2	104 1/2	+ 1/4
Zenith Radio	39	37	39	+ 1 1/8

### NEW YORK CURB EXCHANGE

Hazeltine Corp.	18 1/2	18	18 1/2	+ 1/8
Nat. Union Radio	3 3/4	3 3/8	3 3/4	+ 1/8

### OVER THE COUNTER

	Bid	Asked
DuMont Lab.	16	17
Stromberg-Carlson	12 1/4	13 3/4

## Simulcast From Prison

Something new in simulcasting will have been added when NBC's "We The People" cameras and mikes move into Philadelphia's East State Prison on Friday to present Everett De Baun, an inmate who authored an article in February's Harper's Magazine on the theory and practice of armed robbery. De Baun is now working on a dictionary of criminal slang.

## STATIONS! CAN YOU SELL "BABY CHICKS"?

If you consider your market good for CHICKS, write  
 Box No. 106, RADIO DAILY  
 1501 Broadway, New York 18, N. Y.

REPORTER • SUPER SALESWOMAN • AUTHOR



*Mary  
Margaret  
McBride*

"The First Lady of Radio"

**WGN** 9:15-10:15 A.M.  
MONDAY  
thru FRIDAY

In addition to her NEW YORK broadcast . . . NOW BRINGS THIS  
NATIONALLY KNOWN PROGRAM TO THE MIDDLEWEST ON

Now, your products can be sold by Mary Margaret McBride in the great WGN listening area. Her 15 years  
in radio have been years of radio's most successful selling . . . See what her sponsors say:

- "In my entire twenty years' experience as president of an advertising agency, I know of no sponsored program that can accomplish such phenomenal results."— *Agency*
- "Nothing we have done has produced such widespread and favorable general comment on the part of both consumers and dealers, as our association with you."— *Sponsor*
- "Since you started broadcasting, our sales have pretty nearly doubled. Our increase one year was better than 65%."— *Advertiser*

**IN OTHER WORDS: IT'S RADIO'S MOST FABULOUS PROGRAM!**

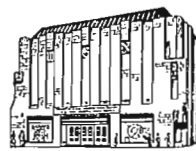
Participations in the program are limited

Call your WGN representative for complete details today

*A Clear Channel Station . . .  
Serving the Middle West*

**WGN**

Chicago 11  
Illinois  
50,000 Watts  
720  
On Your Dial



Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.  
West Coast Representatives: Keenan and Eickelberg  
2978 Wilshire Blvd., Los Angeles 5 • 235 Montgomery St., San Francisco 4  
710 Lewis Bldg., 333 SW Oak St., Portland 4

## CHICAGO

By HERB KRAUS

**JIMMY DURANTE** will tape his NBC network show Wednesday, February 22, at the Civic Opera House, for rebroadcast Friday. Present plans call for a similar performance the following week. Durante begins a limited engagement at the Chez Paree February 10.

Hal Tate, our predecessor on the Chicago beat of RADIO DAILY, in the hospital for observation. His many friends wish him a short stay.

Latest addition at WBBM is Jim Mills, former WAIT and KPHO, Phoenix, Arizona, announcer. . . . George P. Herro, MBS Chicago flack, flying to N. Y. for a week's seance with New York officials.

Ruth Moore, writer-producer of the Chicago Community Fund documentary "To Be Continued," over WBBM Sundays, leaves for Jamaica this week to study the effects of radio and other entertainment in a small town outside Kingston. She and her husband are both graduate anthropologists and they will be working under a grant from Northwestern.

Hal Totten will emcee a new musical show over WGN beginning Thursday, February 2 at 8:30 p.m., called "Songs We Sing." Frank Sweeney, WGN announcer turned singer, and Nancy Wright will handle the vocals. Community and barbershop singing will also prevail.

During 1949, WMAQ aired 15,642 promotional announcements on behalf of clients, which, under published station break rates, would have cost \$1,004,614.

### WMGM Advertisers' Host At Annual Sports Dinner

Some 150 advertising agency executives and sponsors of WMGM sports programs and features will be guests of the station at the third annual Sports Broadcasters Association dinner at the Park Sheraton Hotel on Tuesday, February 14. Baseball Commissioner Albert B. Chandler will receive the Graham McNamee Award from the association at this time.

#### Swope Toastmaster

Toastmaster for the occasion will be Herbert Bayard Swope. Guests include Eddie Eagen, chairman of the New York State Athletic Commission; Abe Greene of the New Jersey State Athletic Commission; John Reed Kilpatrick, president of Madison Square Garden; Asa Bushnell, commissioner of the Eastern Collegiate Athletic Conference; Jack Mara, president of the New York Football Giants; and James A. Farley, Coca Cola board chairman.

Bertram Leihar, Jr., director and sales chief of WMGM, and his staff, will be hosts to the invited group. President of the Sports Broadcasters Association is MGM sportscaster, Marty Glickman.



By SID WHITE

### Man About Manhattan. . . !

● ● ● WEEK-END CUFF NOTES: Automobile situation in Detroit (threat of strikes, etc.) has caught a flock of radio and TV deals here with their plans down. . . . Kay Kyser inked a renewal for the remainder of the season yesterday. . . . Repubs are quietly raising funds to finance an active radio and TV campaign during elections. Current plans include presentation of variety shows with 'commercials' tossed in subtle-like. . . . Frank Albertson, formerly of the movies, has been tabbed for the lead in the forthcoming "Topper" series based on the famous Thorne Smith tomes. . . . Harry Hershfield's new TV'er, which preems on NBC Feb. 15th, has been retitled "Harry Hershfield's Talent Search." It's been bought by Vim and RCA-Victor in conjunction with the RKO theaters and the Daily Mirror and will be produced by Kermit Schafer. . . . Aside to Mack Miller: Thanx so much for those sugary words about our recent Nellie Revell plea. If the industry doesn't take care of its own, who else is gonna worry? . . . NBC showing interest in the new situation comedy stanza starring Cass Daley. . . . That Ain't The Way We Heard It Dep't: According to Erskine Johnson, NBC's axing of "H'wood Calling" was because the film stars demanded more moolah. Seems to us there was something about not being able to dent Jack Benny.

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● ● ● MAIN STREET SEEN-ery: Milton Berle signing autographs in front of CBS. . . . Young journalism student interviewing Lena Horne for his school paper. Young man with a Horne. . . . Kate Murtagh, the "Texas, Li'l Darlin'" comedienne, trying unsuccessfully to convince two backstage Texans that she really isn't from the Lone Star State. . . . The bobby-soxers swamping Maggi Whiting as she exits from the Fireside Inn.

☆ ☆ ☆ ☆

● ● ● JUST THINKING OUT LOUD: From blue material to singing the blues is just a short step—but that's what the video program geniuses will be doing if they don't curb some of the 'burlesque' influence creeping into TV. The bumps and grinds are making a burlesque (pun intended) of the medium—and this is just playing into the hot little hands of the bluenoses who need very little urging before they start throwing their weight around for state censorship. A niteclub comic who forgets he's before the camera and dips into the old reliable routine can be forgiven once—but a policy of deliberately turning the family screen into a miniature niterie floor show is pure video-cide. They used to say that the rash of giveaway shows on radio was due to a lack of creative ideas. Well, this must also be true in television. As Jack Gould, of the Times, said not long ago: You can get a terrific Hooper by telecasting a strip-tease, but there's a line that has to be toed in all facets of showbiz. In television, it's even more so.

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● ● ● In ONE EAR: CBS-TV did a kinescope audition of a new Goodson-Todman show, "What's My Line." Show is based on the attempts of a panel to figure out the occupation or 'line' of guest challengers by looking them over, putting them through paces, etc. Audition panel included Arlene Francis, Louis Untermeyer, Caswell Adams and Dr. Richard Hoffman. John Daly emcee'd. . . . Bob Lehman, who directed "Command Performance" on the coast and also wrote "Make Believe Town" for CBS, is in town where he'll be associated with Advance Television Pictures, producing and directing. . . . Ezra Stone joins such speakers as H. V. Kaltenborn, Sen. Vandenberg, Elmer Davis, Fredric March, etc., Feb. 4th at the Commodore to pay tribute to Norman Thomas.

## AGENCIES

**THE JOHN F. JELKE** division products of Lever Brothers to BBD&O, Inc. William Hesse is account executive.

**KENNETH F. R. GREENE** has been elected a vice-president of Kastor, Farrell, Chesley & Clifford, Inc. He has served as an account executive with the agency for two and a half years.

**ROBERT D. GUTHRIE**, formerly sales promotion manager of WNEW, has been named retail service manager of the Bureau of Advertising, ANPA.

**REPUBLIC AVIATION CORP.**, Youngs Rubber Corp., American Rolex Watch Corp., Brockway Glass Co., and Holland-Rantos Co. to the newly formed agency, de Garmo, Inc.

**NEISNER BROS., INC.** of Rochester, N. Y. to Charles L. Rumrill & Co., Inc.

**FOOT SAVER SHOP** to Fischer-Rafield & Co.

**JAMES C. SHELBY** will replace Kenneth Craig as director of radio and television in the Chicago office of McCann-Erickson, Inc. on February 15. Craig will join CBS as assistant to H. Leslie Atlas, vice-president.

**WILLIAM M. WALL** will join BBD&O copy staff on February 1. He is now with Cities Service.

### RCA Victor Distributors Start Series On WTTM

Trenton—RCA-Victor and six of their distributors have begun a series of cooperative programs over WTTM to plug the new RCA television receivers, 45 rpm record changers and records. The lineup includes the Trenton Merry Go Round from 8:15 to 8:30 a.m. on Monday; Wednesday, Friday and Saturday; Household Hints from 10:45 to 11 a.m., Monday through Friday; Trenton Quiz from 12:15 to 12:30 p.m., Monday through Friday; the Wishing Well, 2:45 to 3 p.m., Monday through Friday; 920 Mystery Club 5:45 to 6 p.m., Monday through Friday; Talk of the Town, 6:30 to 6:45 p.m., Monday through Friday; and 920 Musi-Quiz, 4:30 to 5:30 p.m., on Saturday.

### Thought for Today

**DRUDGERY** is as necessary to call out the treasures of the mind as harrowing and planting those of the earth.

—FULLER.

## House Clarifies Status Of Station

(Continued from Page 1)

ay's Avco board meeting, but their pressing business prevented discussion and the ultimate decision was placed in the hands of the company's executive committee.

The gross income of the station has doubled since Crosley took over operation in August 1946 and is now nearing one million dollars, Shouse reported. For the first time in the history of WINS, he said, the station just about broke even. It apparently has finally turned the corner," Shouse added.

Since last August the profits of WINS have been good and they have continued into the month of January. The board chairman said the present uncertainty of Crosley is due in large part to the financial situation.

Crosley had originally agreed to sell the station to Il Progresso Italiano-American, present owners of WHOM, but the sale contract expired when Il Progresso could not dispose of their station in the time provided. Another offer to buy the station was made by WFDR which is owned by the ILGWU.

Shouse said however, that no negotiations between Crosley and WFDR had ever taken place and that the station had merely offered to the FCC to buy WINS under conditions similar to the Il Progresso transaction. A letter offering to buy WINS had been received from WFDR last week, the Crosley official explained, but any transaction would have to await a decision by the Avco executive committee.

The management of the late general manager of WINS, Eldon Park, was praised highly by Shouse. He said the present financial situation of the station was due to the groundwork laid by Park.

No successor has been chosen for Park, but Shouse said the present management of WINS is being ably handled by the station sales manager, Wilmot H. Losee and the business manager, Kieran T. Murphy.

## Penn. Broadcasters Plan Annual Meeting

Harrisburg, Pa. — The Pennsylvania Association of Broadcasters will hold their annual meeting in May, according to plans prepared at a recent meeting of their officers and directors. Details of the meeting are yet to be worked out by a committee headed by Gordon Gray of WIP, Philadelphia.

Attending the executive meeting were: Frank R. Smith, president of PAB of WBVP, Beaver Falls; C. G. Moss, v-p of WLTR, Bloomsburg; Secretary David Bennett of WKBO, Harrisburg; Treasurer George Joy of WRAC, Williamsport; Leonard Kapner of WCAE, Pittsburgh; David Baltimore of WBRE, Wilkes-Barre; Sam Booth, WCHA, Chambersburg; and Vic Diehm of WAZL, Hazleton.

## ★ THE WEEK IN RADIO ★

New FCC Legislation Proposed

By BILL SILAG

**A** BILL to permit the FCC to suspend radio licenses for up to 90 days, to issue cease-and-desist orders and to fine licensees up to \$500 per day for violation of its regulations was introduced in the House of Representatives by Rep. George Sadowski (D. Mich.). The bill would also provide for the creation of an independent five-man frequency control board to deal with allocation of frequencies to both government and industry, and would "render radio station licensees immune from civil or criminal actions for statements made in political broadcasts."

FCC Commissioner Webster told the Armed Forces Communications Association that radio frequencies are among the "most vital" of all natural resources. . . . FCC okayed the sales of WNEW, New York, and WWDC and WWDC-FM, Washington, and with sale of WNEW, Arde Bulova bowed out of the radio industry. . . . and the Commission was upheld by the U.S. Court of Appeals in its denial of a license to the Mansfield Journal and the Lorain Journal, Ohio newspapers owned by Samuel and Isadore Horvitz.

The BAB budget for the coming year was expected to get an NAB approval to the extent of about \$250,000. Meanwhile, the NAB itself was expected to hike annual dues.

On the administration front, President Harry Truman's tax message to Congress offered no excise tax relief on radios, radio parts, or phonograph records. All are subject to a 10 per cent excise tax. In his message, the President also asked Congress to take action on tax "loopholes" which have been of more than passing interest to some broadcasters.

C. E. Hooper partially confirmed rumors of a possible merger of some services between his firm and the A. C. Nielsen Co. to the extent that Nielsen wanted to purchase "certain portions" of the network audience rating services now owned by Hooper. Hooper, however, firmly denied that Nielsen would absorb the Hooper organization in full.

An NAB engineering conference is being planned for April in Chicago. . . . the BMI programming clinic was held in New York. . . . and the AAAA announced that Secretary of Commerce Charles Sawyer would address the association's 1950 meeting to be held in March at the Greenbrier in West Virginia.

The Better Business Bureau announced they had received a large number of complaints regarding "sensational" bargain radio commercials and would investigate this type of commercial thoroughly. . . . WHOM, New York, defended foreign language broadcasters and asked to be heard in forthcoming arguments involving six Boston applicants on an Initial Decision by the FCC. . . . and word was received that the CBC may ban 'Bingo' broadcasting over the Canadian web.

Network and stations are receiving unprecedented demands for public service broadcast time, a RADIO DAILY survey revealed. . . . the RMA announced that radio receiver fabrication dived by about five million sets in 1949 while TV-receiver fabrication jumped by better than three million sets. . . . and 18 stations in other cities across the country are now covering basketball games originating in New York's Madison Square Garden.

RCA proxy Frank Folsom announced that maestro Arturo Toscanini and the NBC Symphony Orchestra would leave New York in April on an unprecedented nationwide tour involving appearances in 20 cities; Toscanini will be 83 years old in March. . . . and, also in the field of great music, New York indie WNEW program manager Ted Cott, chairman of the unaffiliated stations group, announced that the NAB was offering a series of recorded concerts by thirteen of the world's greatest symphonic orchestras free as a sustaining feature to independent stations. And WNYC, New York, announced plans for the 11th annual American Music Festival from Feb. 12 to 20.

Manie Sachs quit his job as vice-president of Columbia Records, Inc. to join the RCA Victor division and NBC effective February 1. . . . Board Chairman of General Electric, Philip Reed, made a pitch for industry cooperation in an educational program designed to familiarize the American public with the "fundamentals" of the free enterprise economic system at the Radio Executives Club luncheon. . . . and Frank Stanton, CBS president, issued a "progress report" in which he claimed that CBS is now the "unquestioned leader" in network radio.

A new ET program "The Arthur Godfrey Digest" will preem Saturday under sponsorship of Chesterfields over CBS. . . . ABC's "Stop The Music" picked up a couple of bank-rollers for the first two fifteen-minute segments of the hour-long show. . . . and the Radio and TV Directors Guild, it was indicated, may go out on strike in New York after the 31st of January, if the webs refuse to grant the guild's new contract demands.

## Van Dam Succeeds Lynch As ABC Personnel Dir.

Drew Van Dam was yesterday named personnel director for ABC, replacing Frederick Lynch, Jr., who resigned to take a similar position with the Central National Bank of Cleveland, it was announced yesterday by Robert E. Kintner, ABC president. Van Dam has been with the web since 1942.

Van Dam transferred to the networks personnel department as personnel assistant in 1948 after having served in the purchasing dept.

## Radio-TV Set Sales Total \$850 Million

(Continued from Page 1)

tal. "Converted to retail values the industry record production of well over 2,800,000 television receivers represented more than \$875 million with radios bringing the combined retail value of television and radio sets to better than \$1.3 billion for the past year, not counting installing and servicing charges," said Cosgrove.

He observed that the value of TV receivers manufactured in 1949 was twice that of all TV sets produced between World War II and the end of 1948.

"This means that the nearly 4,000,000 television receivers produced since the war, figured at retail value, represent a public investment of more than \$1,250,000,000" he added. Cosgrove pointed out, however, that the 4,000,000 figure constituted total TV receiver production through 1949 rather than sets in use.

Radio receiver sales, while only about two-thirds those of 1948, showed a remarkable recovery in the fourth quarter of 1949 and accounted for a return of about \$290 million to set manufacturers last year, Cosgrove said. Production is estimated at close to 10,500,000 units.

While production of home radios declined in 1949, Mr. Cosgrove added, sales of auto radios reached a new high of about 3,500,000 units. About 14,600,000 auto radios are now in use, he estimated.

## FCC Okays 'Skywriting'

Washington — The FCC has announced that it has granted permission to the S. S. Pike Company, New York skywriting firm, to experiment until November 1 with radio-controlled smoke release. Skywriting by formations of up to seven planes is contemplated, with the transmitter in a single plane to release the smoke equipment in the others. Greater speed and longer staying powers for the skywriting are expected.

## Lang-Worth Signs 22

In the past ten days 22 additional radio stations have signed contracts for the new 8-inch Lang-Worth Library. They are: WAND, Canton, Ohio; KENM, Portales, New Mexico; WCRS, Greenwood, South Carolina; KTRF, Thief River Falls, Minn.

Stations renewing contracts are: WINR, Binghamton, New York; WBLK, Clarksburg, West Virginia; WADC, Akron, Ohio; KUGN, Eugene, Oregon; KRUL, Corvallis, Oregon; KWEM, West Memphis, Arkansas; KWEL, Weiser, Idaho; WWPFF, Palatka, Florida; KISD, Sioux Falls, South Dakota; WTRY, Troy, New York; WXYZ, Detroit, Michigan; KWOA, Worthington, Minn.; WHAN, Charleston, South Carolina; WMOG, Brunswick, Georgia; WVAM, Altoona, Pa.; KGFL, Roswell, New Mexico; WLEA, Hornell, New York; WCBA, Corning, New York.

Thanks to

The Academy of Television Arts and Sciences

for honoring

# KTLA

with

FIRST AWARD for STATION ACHIEVEMENT

*"Outstanding Overall Achievement in 1949"*

BEST CHILDREN'S SHOW IN 1949

*"Time For Beany"*

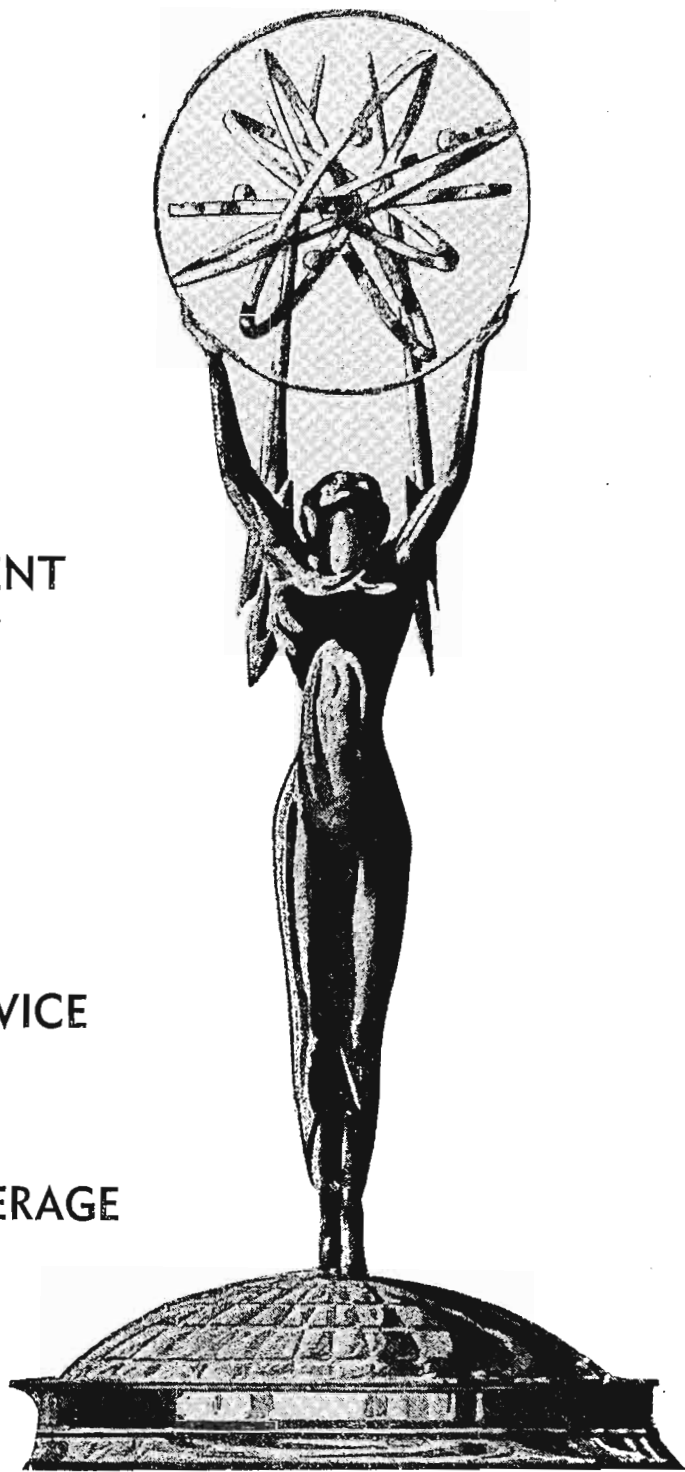
Created and Produced by Bob Clampett

HONORABLE MENTION for PUBLIC SERVICE

*Kathy Fiscus Rescue Operation*

HONORABLE MENTION for SPORTS COVERAGE

*Wrestling from Olympic Auditorium*



**KTLA** — CHANNEL 5 — LOS ANGELES

**YOUR No. 1 SALESMAN**

*in the World's Fastest Growing Market*

**KEY STATION OF THE PARAMOUNT TELEVISION NETWORK**

Hollywood Studios: 5451 Marathon St.—HOLLYWOOD 6363 • New York Sales Office: 1501 Broadway—BRyant 9-8700

# TELEVISION DAILY

Section of RADIO DAILY, Monday, January 30, 1950 — TELEVISION DAILY is fully protected by register and copyright

## WYNN, BERLE TOP ATAS AWARDS

### TELE TOPICS

SEVERAL LEADERS of the motion picture industry have, during recent years, espoused television as a great new medium to advertise their product. They said, in effect, that their industry should do fear video, but should use it in a hrewd, tantalizing manner to make Mr. and Mrs. Viewer rush right out to their neighborhood theater. To those in TV, his thinking has always seemed to be sound, indeed, and such action by the movies would have been most welcome to broadcasters. With a few exceptions, however, the movies did not follow their own advice; the TV trailers that were to increase business for both the exhibitor and station owner have not appeared. It's interesting, therefore, to note last week's disclosure by 20th Century-Fox that it will soon launch a test campaign in New York. Twentieth advertising toppers hope to determine the effectiveness of in-the-air trailers and the best methods for utilizing tele. If their test is successful, it may be expected that 20th, and the other majors, may add a new line to their ad budgets, for TV.

ALAN YOUNG may well be the next CBS comedy acquisition. He auditioned a show for the web on the Coast about a week ago and web toppers are said to be mighty enthused over the kine. Watch for increased use of wall paper in sets. Robert Brunton, assistant manager of production facilities at NBC, says paper is "economical, clean and easy to put up," adding "there will be a definite place in the television field for both scenic and decorative wall papers." . . . The ABC move of the WJZ-TV transmitter is being held up by murky weather. Installation of the antenna was to have been done at night last week, but fog and rain have held it up. Station now plans to complete tests and begin regular programming from the Empire State Bldg. tower around the second week in February.

GEORGE W. TRENDLE, veteran Detroit showman and originator of "The Lone Ranger" and "Challenge of the Yukon," yesterday urged the industry "to self-impose standards of programming taste" for children's shows to avoid equal censorship. He said: "It is a fact that children live in a world of their own—their imaginations are prodigious and they ardently seek vicarious outlets for their boundless energies. The youngsters would find an equivalent for the movies, radio and television if none of these existed. Since, therefore, the hunger for adventure is there, it is up to the programming people in video to gratify it through wholesome devices instead of in violence and nightmare-inducing episodes."

### WSYR-TV Helps Univ. Get Started In TV

Syracuse — Unusual cooperation between educational and commercial interests that may set a pattern for university utilization of television was received here over the weekend. It was announced that Syracuse University will embark on a full scale cooperative venture in TV training and programming through construction of its own studio on campus. The studio will be used to broadcast a minimum of three hours of live programming a week over Harry Wilder's WSYR-TV.

#### Institutions Plans Are Ambitious

Extensive plans are being made by the University for the development of video in the fields of adult education and public service programming, personnel training and research.

In addition to providing its transmitter for all live shows produced by the school, WSYR-TV will finance the coax and relay link from campus to transmitter and will defray a portion of the costs of operation of the campus studio. About four years ago, WSYR also granted funds to the university for video research.

#### Bartlett To Direct

Prof. Kenneth G. Bartlett, director of SU's radio-television center, will supervise the project. Campus

### Third ABC Rate Card Reduces Class C Time

ABC last week issued Rate Card No. 3, the major change being a reduction of Class C time to 50 per cent of Class A rate instead of 60 per cent, together with the designation of the 10:30 to 11 p.m. seg as Class A time instead of Class B. The period from noon to 1 p.m. on weekends was lowered from Class A to Class C.

#### Covers 52 Stations

The new card covers 24 connected stations and 28 non-connected affiliates. Gross time charges on the 52 outlets for 30 minutes of Class A time on a 52-week basis amount to \$11,003.

According to sales veepee Fred Thrower, an advertiser who is paying live camera rehearsal charges will no longer be required to pay for the use of film facilities during the first hour of the live rehearsal. After the first hour, film facilities used or required to be kept available will be provided at a charge of \$25 per hour or fraction thereof. "This represents a substantial reduction in charges for film facilities," Thrower said.

facilities will include a three camera chain and film camera. Arrangements are also being made for remotes from various campus locations.

## Industry Toppers To Speak At Annual TBA Clinic Feb. 8

Top officials of networks, stations, packagers, agencies and associated groups have been lined up as speakers for the annual clinic of the TBA by Bud Barry, ABC veepee and chairman of the one-day confab which will be held Feb. 8 at the Waldorf-Astoria.

#### Agency Problems On Agenda

At the morning session, William Gillette, vice-president of Young & Rubicam, and Klaus Landsberg, manager of KTLA, Los Angeles, will discuss production problems. Station and agency viewpoints on "Buying And Selling" will be discussed by Kenneth W. Stowman, sales manager of WFIL-TV, Philadelphia, and Linnea Nelson, time buyer of J. Walter Thompson. Paul Adanti, manager of WHEN, Syracuse, and Jack Boyle, production manager of WAVE-TV, Louisville, will present

problems of interconnected and non-interconnected stations.

Milton Berle will offer his views on the present state of programming at the luncheon session, which will feature also an adaptation of "Stop The Music," replete with emcee Bert Parks and prizes. Jack Poppele, TBA prexy, will be toastmaster.

Speakers for the afternoon session are: Edward Lamb, president of WICU, Erie; Russ Johnston, veepee of Jerry Fairbanks, Inc.; Ralph Cohn, TV manager, Screen Gems; Maurice Rifkin, Ziv Television; Ernest de la Ossa, personnel director, NBC; Ned Irish, Madison Square Garden prexy. Paul Mowrey, ABC, will preside over a roundtable discussion with representatives of the four webs.

Election of officers and of five directors will also be held.

### Achievement Nod To Para.'s KTLA At L. A. Fete

(Continued from Page 1)

voted the best program seen here on kinescope, while Paramount's KTLA received an inscribed plaque for outstanding overall achievement by a local station during 1949.

Awards were presented Friday night at the second annual awards dinner of ATAS at the Embassy Room of the Ambassador Hotel. Harry R. Lubcke, outgoing president

Full list of ATAS winners in the 11 program categories will be found on Page one of this issue.

of the Academy, introduced the officers for 1950: Syd Cassyd, president; Jimmy Vandiveer and H. L. Hoffman, vice-presidents; Robert Packham, treasurer; Betty Mears, secretary; Mark Finley, corresponding secretary; Betty Van Werden, secretary to the treasurer; Mike Stokely, Don McNamara and Russell Furse, directors-at-large.

Awards were presented in the form of "Emmy" statuettes. A technical award, also in the form of an "Emmy," was presented to Harold W. Jury, of KTSN, for his synchronized coordinator. Awards were decided by vote of the membership, except for the technical award, which was voted by a special technical committee headed by C. Fred Wolcott and including Carl Olsen, Carl Schultz, Ray Monfort, Charles Mesak, R. W. Clark, Charles Theodore, Phillip Caldwell, H. L. Blatterman and Ernest Schreiber.

#### Mayor Bowron Attends

Mayor and Mrs. Bowron, of Los Angeles, were among the dignitaries who attended the dinner. Charles Brackett, president of the Academy of Motion Picture Arts and Sciences, presented the award for the best TV film. Ralph Austrian, representing the American Television Society of New York, presented the award for the best recorded show. Bernard Linden, chief engineer of the western division of the FCC, presented the public service award.

### WNBT Sells 'Hopalong'

Gordon Baking Co., through N. W. Ayer, has signed a 52-week contract with WNBT for sponsorship of a weekly "Hopalong Cassidy" film. In addition, Horn & Hardart Co. has signed a 52-week renewal for the "Children's Hour" a Sunday morning simulcast over WNBC and WNBT, it was announced yesterday by station sales manager John C. Warren.

THANKS TO THE MEMBERS OF THE ACADEMY OF TELEVISION  
ARTS AND SCIENCES FOR AWARDING THE "EMMY" TO

# OUR BOY

"The bumbling of Chester A. Riley as played by the superior comic"

# JACKIE GLEASON

star of

# "LIFE OF RILEY"



Personal Management

GEORGE "BULLETS" DURGOM  
8580 Sunset Boulevard  
Hollywood, Calif.

JACK PHILBIN  
250 West 57th Street  
New York City



OUR SINCERE THANKS TO THE MEMBERS OF THE  
ACADEMY OF TELEVISION ARTS AND SCIENCES  
FOR THEIR GENEROUS RECOGNITIONS:

**PUBLIC SERVICE AWARD**

“EMMY” for “CRUSADE IN EUROPE”

**SPORTS COVERAGE**

“EMMY” for USC-UCLA FOOTBALL

**BEST TV FILM**

“HONORABLE MENTION” for “THE LONE RANGER”

and

“HONORABLE MENTION” for **STATION ACHIEVEMENT**

*And thanks to the entire staff and the friends of KECA-TV  
who made these awards possible in four short months.*

**FRANK SAMUELS**  
**Vice-President of**  
**ABC Western Division**



**KECA-TV** *Channel 7*  
American Broadcasting Company



Thank You,  
 Members of  
 The Academy of  
 Television Arts & Sciences  
 for Selecting  
 "TIME FOR BEANY"

AS THE  
 BEST CHILDREN'S SHOW  
 ON TELEVISION IN 1949



Budget-Pack, Inc.  
 TEA TIME CANDY  
 Los Angeles, Calif.

Station Raises \$10,000  
 In 1-Day Polio Fund Drive

Cleveland — WERE, Cleveland, kicked off the 1950 March of Dimes campaign in Cuyahoga County by lining up a total, in contributions and pledges, of \$10,365.12 in an opening day drive. The station had been designated by the local Dimes campaign headquarters as the official "kick-off" station in this area.

From sign-on to sign-off, the station's talent auctioned off rare records, autographed discs, a pedigree Great Dane, a pair of ducats to "South Pacific," and a flock of other "odd" items to the highest bidders.

Local Lights Featured

The station presented local celebrities in an all-day radio parade, and "Dr. I. Q." who was in town, made a plea for donations.

At six p.m., when dee jay Bill Randle was before the mike, the pledges were rolling in at a \$1,000 an hour clip. Sidney Andorn, WERE's consulting director, put all available personnel on the phones and adding machines, and, canceling most of the evening programs, kept Randle on the air. Randle, horse from reading the more than 2,000 pledgees names, stayed on the air until one a.m.

Andorn, who directed the special "We're Fighting Polio Day" drive over WERE, has offered the facilities of the station to the local drive committee again toward the end of the fund-raising-campaign if they have not yet reached their quota.

Mullen Nominated  
 To Head Pioneers

(Continued from Page 1)

neers, and was attended by Mark Woods, Edgar Kobak, and Hedges. A full slate of officers was nominated.

Nominees included O. H. Caldwell, present vee-pee and treasurer, to be 1st vice-president; Arthur Church, KMBC, Kansas City, to be 2nd vice-president; Paul W. Morency, WTIC, Hartford, vice-president and secretary; Carl Haverlin, BMI prexy, vice-president and treasurer; J. R. Poppele, WOR vee-pee, vice-president; and Martin Campbell, WFAA, Dallas, vice-president.

The Nominating Committee also recommended that an amendment be submitted to the membership whereby an additional vee-pee be elected.

Haverlin's nomination was in recognition of his outstanding work as chairman of the Membership Committee which has succeeded in more than doubling the organization's roster.

Sweeney Leaves Agency

Pat Sweeney has resigned as publicity and promotion director of Dancer-Fitzgerald-Sample, Inc. to open his own public relations firm, Pat Sweeney and Associates. Temporary offices will be at 349 East 14th Street. The new firm will serve advertising agencies.

Thank you, members of Academy of Television Arts and Sciences for giving me the "Technical Award" of Television Arts and Sciences.

**HAROLD W. JURY**

(DON LEE-KTSL)

*My heartfelt thanks to my immediate staff for their help.*

# ★ ★ ★ COAST - TO - COAST ★ ★ ★

## Adds Dramatic Cycle

Worcester, Mass. — WTAG and WTAG-FM's "Adventures of Captain Mayflower" series, which dramatizes historic state documents on Sunday afternoons, launched a 10-week cycle of broadcasts on Jan. 29th covering the American Revolution from start to finish. Each program is based upon a particular document. The programs feature characterizations of George Washington, John Hancock, Benedict Arnold and other principals involved.

## Joins WPAY

Portsmouth, O.—Dorothy Folsom, a December graduate of the Ohio State University, has joined the staff of WPAY and FM as a continuity writer. Miss Folsom served with the WAC for over three years, spending part of that time in Germany. She replaces Norma Millirons, who will become full-time receptionist.

## "Fortune" Publisher On KYW

Philadelphia, Pa.—C. D. Jackson, publisher of "Fortune" magazine, was a recent guest of KYW newscaster Bob Wilson on his 6:05 news roundup. Jackson, here for a personal appearance, discussed world affairs and the important position occupied by the United States.

## One Man Polio Drive

Sharon, Pa.—Joe Prelee, WPIC's "Early Bird," began a private campaign on behalf of Infantile Paralysis victims a month ago, and on Monday, January 16th, opening day for the national drive, he was able to turn over a total of seven hundred dollars in contributions to the chairman of the Mercer County Chapter. Dimes and dollars from listeners added up to a little more than six hundred dollars, and a check from WPIC brought the total up to an even seven hundred.

## Appointed Sales Manager

New Britain, Conn.—Eric Paige, formerly of WPGH, WMRN and WARD, has been appointed national sales manager of WHAY, according to an announcement by the station's management.

## Bernstein Promoted

Trenton, N. J.—WTTM's executive vice-president and general manager, Carl Mark, this week announced the appointment of Fred L. Bernstein as station assistant general manager. Bernstein, WTTM sales manager for the past two years, and former general manager of WFAK, Charleston, S. C., will assume new title and duties immediately in addition to his commercial department activities.

## WHBC Polio Appeal

Canton, O.—The March of Dimes appeal here was voiced in nearly a dozen languages on January 15th, on WHBC. Representatives of nationality groups spoke in their own language urging support of the campaign. Speakers included Sigmund Hiezewski, Polish; James P. Manos, Greek; Mess Mary Bres, Romanian; Esther Archer, Negro; Novak N. Marku, Romanian; Rev. Francis R. Nagy, Hungarian; Hanns Reinwald, German; Vincent Vega, Spanish; Joseph Bernabei, Italian; Lillian Goodman, Jewish, and George Nastovich, Macedonian.

## Transcribes From Europe

Worcester, Mass.—M. H. Williams, executive editor of the local Telegram and Evening Gazette newspapers, is making transcribed reports from Europe on the progress of the Marshall Plan, for broadcast on WTAG and WTAG-FM's five-a-week "Views of the News." Williams' first "Views of the News" report on January 17th was an interview with John Kenny, chief of the American ECA Mission to the United Kingdom, and Edward S. Prentice, chief of the trade and overseas development of that same Government mission.

## Received Navy Awards

Washington, D. C.—Bill Browne, producer; Jackson Weaver, announcer; and Gil Hodges, writer, on "The Navy Hour" heard Saturday over WMAL at 11 a.m., were awarded citations by the Navy on January 21. The three staff members of WMAL received the citations at a special luncheon following the anniversary broadcast of the program which features the U.S. Navy Band and guest artists.

## WKRT Staff Changes

Cortland, N. Y.—WKRT announces that Ernie Simon will return to its continuity department the first of February. He was on the staff of WKRT for some time before he left to become program director of WOSC in Fulton. Fred Elliott, formerly of the continuity department, will become a member of the sales force in February. John Louther, formerly of WNDR in Syracuse, has joined the WKRT announcing staff.

## Rejoins WCCO Staff

Minneapolis, Minn.—Frank Butler, announcer, rejoined the staff of WCCO, CBS outlet, on January 16th. Butler came to WCCO in 1941 after working with KFAM and KSTP. He served three years in the Army Air Force and returned to WCCO upon his discharge. He left WCCO to free lance in the fall of 1949.

# "THE LIFE OF RILEY"

Is Proud To Have Been Selected

"Best Film Made for TV"

and

Irving Brecher Productions



# AM TV EQUIPMENT FM FAX

Section of RADIO DAILY, Monday, Jan. 30, 1950

## Large Screens Feature Admiral '50 TV Line

Elimination of a 10-inch picture tube from all of Admiral's 1950 video line and a trend toward larger screens incorporated in their 10 different models, tells the story of Admiral's new TV sets which were unveiled at a retail dealers showing at the Sert Room of the Waldorf-Astoria last week.

Tube improvements, according to Thomas J. Hodgens, Admiral's New York general manager, have exploded the old theory calling for the video fan to be one foot away from the screen for each inch of diameter of the tube. "We have designed our sets so that they show big, clear pictures," Hodgens said, "and you can sit where you please. You don't need a big room for a big picture. Comfort is the main consideration."

Smallest of the new sets shown was a foot and a half square table model with a 12½-inch tube, 12 channel station coverage, built-in antenna and a turret tuner adaptable to the future's UHF channels. This set lists at \$179.95. Models then progress through four TV consoles in varied styling, two with 12½-inch tubes, another with a 16 and the largest with a 19-inch tube. Five radio-TV combinations are included in the new line of 10 sets, and prices range from \$179.95 to \$775. for the 19-inch three-way combination set, housing Admiral's "triple-play" automatic phonograph which the company pioneered in 1948.

### 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.

### New Size TV Tube By Corning

A new size TV tube will shortly go into production at Corning Glass Works, Corning, N. Y. The company has announced that it will begin production of a new 14-inch rectangular all-glass bulb for TV picture tubes early in February. The new rectangular bulb has a picture area of 97 square inches, compared with the 92 square inch area of the 12½ inch diameter circular tube. Angle of deflection of the new tube is 70 degrees, making it shorter than the 12½ inch round bulb with a 55 degree angle. The new bulb will weigh less than the 12½ inch round tube and takes up considerably less space in a TV receiving set. The glass face plate is sealed to the glass funnel by Corning's electric welding process which increases the thermal resistance and mechanical strength of the bulb, according to the company.

### Giant GE Tele Antenna Shipped To WHAS-TV

The second giant antenna to be manufactured by General Electric Company, and one of the largest of its kind ever to be built, was shipped recently to WHAS-TV, Louisville, Ky. The first such antenna was installed recently at KRLD-TV, Dallas, Tex., and was the largest low-band antenna ever built. Manufacturing of the four-ton high-gain antenna began at Electronics Park four months ago, with final tests being made at the Amboy Airport near Syracuse where 350,000 square feet of area was necessary to make electrical measurements. The new antenna will be hoisted atop a 526-foot tower at Louisville and will radiate TV pictures and sound signals from forty-eight bat-wing-shaped antenna elements spaced in groups of four, approximately every six feet along the antenna mast.

### Record TV Orders Set By Tele-tone Corp.

Reporting a new sales record of more than \$11,000,000 in TV set orders, Tele-tone Radio Corp., announced last week the results of business written thus far on their new 1950 line of video receivers. Terming the current sales figures the highest in the company's history for any similar period, Morton M. Schwartz, general sales manager said: "With a production and sales goal of 250,000 video sets for the year, we at Tele-tone are highly gratified by the tremendous demand for our low cost line and feel confident that the mass market appeal of these sets will enable us to top our goal." Schwartz and S. W. Gross, Tele-tone president, indicated that the firm would shortly announce several new regional distributors who have been extended franchises.

## PRODUCTION PARADE

### RCA Turntable Conversion

Equipment designed to convert the standard RCA 70-Series broadcast transcription turntables for playing 7-inch, 45-rpm records has been announced by the broadcast equipment section of the RCA engineering products department. Consisting of a 45-rpm conversion kit and a fine-groove pickup and tone arm assembly, the new equipment permits the operator to shift speeds quickly for 45, 78, or 33 1/3 rpm records. Delivery will be available this month, the company stated.

### Sonotone To Make DuM Tube Mounts

The Sonotone Corporation, manufacturers of hearing aids and other electronic devices, have been licensed by the Allen B. DuMont Laboratories, Inc., tube division, to manufacture and sell the DuMont bent-gun mount to all TV tube manufacturers. The demand for the simple design and increased spot resolution of the DuMont Bent-Gun in all TV tube types and sizes has precipitated the licensing of this equipment by Sonotone, according to a statement by the Allen B. DuMont Laboratories.

### Sylvania Miniature Triode

A miniature triode, Type 6AB4, suitable for use as a grounded-grid r-f amplifier, frequency converter, or oscillator at frequencies below 300 megacycles is now available through distributors for Sylvania Electric Products Inc., according to C. W. Shaw, general sales manager for the radio tube division. Frequency range of the 6AB4 makes it applicable for use in currently allocated video bands. High frequency performance is comparable to that of types 6C4, 6J6 and 7F8. It is supplied with a 6.3 volt, 150 milliamperes heater.

### New Factory For Raypar

Aleck K. Gianaras, president of Raypar, Inc., radio and TV parts manufacturers, announced purchase of a new air-conditioned daylight factory in Chicago, for immediate possession by Raypar. Purchase price was not disclosed. The building, comprising a total of 59,000 sq. ft., of which 22,000 sq. ft. is ready for occupancy by Raypar's present facilities, is situated in the center of a landscaped plot of ground and is completely modern.

## CTI Reports Wide Use Of LP's By Stations

According to surveys recently completed by Columbia Transcriptions, Inc., a division of Columbia Records, Inc., approximately 1,092 AM radio stations in the United States and Canada are now equipped to play 33 1/3 rpm Long Playing Microgroove records over the air, it has been announced by Robert J. Clarkson, general manager of Columbia Transcriptions.

Clarkson attributed the large use of Microgroove transcriptions by advertisers to the fact that such a large number of stations are now equipped to play the LP records.

Among Columbia clients who have recently used the LP discs in campaigns are: Dancer-Fitzgerald-Sample for the Ma Perkins serial, shipped to 32 stations on 12-inch LP records; Benton & Bowles for Perry Mason and Rosemary serials. Both these programs are a five-a-week series and are shipped to approximately 30 stations; Benton & Bowles, for a spot announcement campaign on behalf of Ivory Snow; March of Dimes, 598 stations; and the National Medical Health Association for which Columbia has shipped 300 sets of five double-face 10-inch records for this client for broadcast next month.

"There is no doubt that more and more advertisers will use Microgroove transcriptions as time goes on," Clarkson said.

### ENGINEERS—CONSULTANTS

**McNARY & WRATHALL**  
RADIO ENGINEERS  
906 Natl. Press Bldg. 1407 Pacific Ave.  
Washington 4, D. C. Santa Cruz, Cal.  
Member AFCCB

**L. W. ANDREWS, INC.**  
RADIO CONSULTANTS  
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

The National Daily Newspaper of Commercial Radio and Television



VOL. 50, NO. 21

NEW YORK, TUESDAY, JANUARY 31, 1950

TEN CENTS

## FAX AND TV ON AGENDA OF ENGINEERS

### Week Postponement On Anti-Trust Action

Washington Bureau of RADIO DAILY  
Washington—Because its general counsel, Don Petty, will be out of town most of February and unable to prepare and participate in hearings on the Commission's right to consider anti-trust records of applicants for communications licenses, NAB yesterday asked the FCC for a 30-day delay in the hearings. The Commission announced the hearings only last week, calling for briefs by February 6 and argument Feb. 13.

NAB's plea for continuance is expected to be supported by a similar

(Continued on Page 2)

### George Milne Dies; Was ABC Executive

George O. Milne, director of technical operations for ABC, died Friday in Miami Beach, Fla. following a heart attack. A broadcaster since the early days of radio, Milne was 71 years old.

Milne, who was born in Mamoneck, N. Y., graduated from the Western Electric Installation School where he was chosen from among 100 students for further training. He entered commercial broadcast-

(Continued on Page 3)

### CBS Signs Alan Young To 5-Year AM-TV Pact

CBS has signed comedian Alan Young to an exclusive five-year contract for AM and TV, Hubbell Robinson, web program veepee, announced yesterday. Young's first assignment will be a new 30-minute TV show originating in Hollywood

(Continued on Page 8)

### Safety Awards

Roger W. Clipp, general manager of WFIL and WFIL-TV, Philadelphia, and Owen F. McDonnell of the Philadelphia Inquirer, will be honored as traffic safety men of the year by the Philadelphia Highway Traffic Board at a luncheon at the Bellevue-Stratford on Tuesday, Feb. 7, for their outstanding contributions to safety in 1949.

### Final Confab Today On Guild Strike Issue

The final meeting in the present contract negotiations between the Radio and TV Directors Guild (New York) and the major webs and WOR-TV is scheduled for 10:30 this morning in an 11th hour attempt to avert a threatened strike by the directors "anytime after midnight tonight."

Guild officials state they will strike if the webs refuse their demands, and the nets counter with a statement of assurance that all regularly scheduled programs will be aired.

State Mediation Board spokesmen say that the principals are no nearer now to agreement than they were thirty days ago when a truce was declared to permit further negotiation.

### NAB Membership Off; Report Explains

Washington Bureau of RADIO DAILY  
Washington — NAB revealed Friday that as of January 1 this year it had a membership total of 1,768, active and associate. This was 182 below the total for one year earlier, but it was pointed out that of the

(Continued on Page 2)

### Annual Sales Meeting Of WOR Set For Today

WOR will hold its annual sales meeting in New York today with a review of the year's accomplishments and plans for next year being

(Continued on Page 2)

### "Convention Service Via TV" Inaugurated By DuM. Web

A new service utilizing closed circuit television to conduct business conventions was announced yesterday by Mortimer W. Loewl, director of the DuMont network. Through the service, "business firms hereafter can make sure their entire staff, scattered throughout the country, may enjoy all the features of their conventions even though the personnel cannot get to New York to attend in person," he said.

### Amer. Institute Of Electrical Engineers Gather In N.Y.C.; Radio, Facsimile And Video Will Be Discussed

### Zenith Bowing Out Of Car Radio Field

Chicago — Zenith Radio Corporation directors have decided to stop making car radios about April 30, E. F. McDonald, Jr., president, has announced. The necessity of building new plant facilities at high costs or the discontinuance of certain lines in order to meet growing television demands was reported as the basis for the decision.

In a letter to Zenith distributors,

(Continued on Page 3)

### Alaskan Stations Unite On March Of Dimes Show

Anchorage, Alaska — The three Anchorage radio stations and the Armed Forces Radio station at Elmendorf Air Force base, Fort Richardson, combined their talents last night to present a simultaneous two-hour broadcast in support of

(Continued on Page 3)

### Rhodes Named Chairman Of Coast NARSR Group

The San Francisco Council of the National Association of Radio Station Representatives have elected Ray Rhodes, San Francisco manager

(Continued on Page 3)

The American Institute of Electrical Engineers held its opening session at the Hotel Statler yesterday with the presentation of an honorary life membership to Dr. Vannevar Bush, president of the Carnegie Institution of Washington, and a keynote address by Harold Stassen, president

(Continued on Page 3)

### European Visitors To View American TV

Responding to a State Department request, RMA announced Friday the names of industry representatives who will help arrange for an international TV demonstration in this country between March 27 and April 7.

The demonstration will be conducted for a group of European technicians comprising Study Group

(Continued on Page 3)

### Allen Named Assistant To Hult At Mutual

Sidney P. Allen, Mutual account executive, has been named assistant to MBS vee-pee in charge of sales Ade Hult. Allen will assist Hult in coordinating Mutual's sales program.

Duncan R. Buckham, sales manager of the Eastern Division, and Carroll Marts, Central Division sales

(Continued on Page 2)

### Scientific Speaker

Boston — Albert E. Sindlinger, president of the "Radox" research organization of Philadelphia, will address the Radio Executives Club of Boston at the Hotel Touraine on Wednesday. Sindlinger will explain his scientific system of audience measurement and will reveal some of the findings of experimental operations covering stations in Philly.

# RADIO DAILY



Vol. 50, No. 21 Tues., Jan. 31, 1950 10 Cts.

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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. Mesereau, 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.

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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.

## ★ COMING AND GOING ★

RAYMOND F. GUY, manager of radio and allocations engineering for NBC, off for Havana to attend the NARBA meeting.

ODIN S. RAMSLAND, commercial manager and station director of KDAL, Duluth, is in town from Minnesota on business. Paid a call yesterday at the offices of BAB.

ROBERT M. MCGREDY, assistant director of BAB, has left on a business trip to Chicago and Detroit.

ANDY RUSSELL and his wife, DELLA, have returned from Boston, where they entertained at a March of Dimes benefit.

SIDNEY ASCHER and GEORGE SCHRIER, publicity duo, back in New York following a conference with Treasury Department officials.

ELMER DAVIS, American network commentator, has been called to Cincinnati by the death of his brother. Gordon Fraser will substitute during his absence.

LOUELLA PARSONS, Sunday luminary on ABC, has returned to Hollywood.

MARK WOODS, vice-chairman of ABC, and ROBERT E. KINTNER, president of the network, accompanied by FRED THROWER, vice-pee in charge of sales, and ROBERT H. HINKLEY, also a vice-pee, leave tomorrow for Washington, where on Thursday they'll attend the web's "V.I.P. Amateur Hour."

LEE RUWITCH, general manager of WTVJ, Florida's first television station, is here from Miami to attend the TBA forum and to confer with his station reps.

GEORGE P. HERRO, publicity director of the Mutual network's central division, has arrived from Chicago for conferences with officials of the web.

JANET ROSS, director of the "Shopping Circle" on KDKA, Pittsburgh, is vacationing with her parents in Florida. She'll return to her radio duties Feb. 13. Meanwhile Adelaide Sachs is substituting.

LISA KIRK, her husband, BOB WELLS, and DAVID SAXON, are spending two weeks in Hollywood. Lisa opens an engagement tomorrow at the Mocambo.

### NAB Membership Off; Report Explains

(Continued from Page 1)  
discrepancy of 182 a total of 128 represented FM stations associated in membership with AM stations and paying no dues or combining their dues with their AM affiliates.

AM membership dropped from 1,240 to 1,154, a difference of 86 members, while FM members fell off from 634 to 501. TV membership picked up from four to 37. No figures were given to indicate the dues brackets of the stations lost, nor did the figures indicate how many other withdrawals were compensated for by new memberships.

### Annual Sales Meeting Of WOR Set For Today

(Continued from Page 1)  
scheduled on the agenda. A special presentation of a gold watch to John Mohler for having one million dollars in sales will also be made.

Some the 25 persons will attend the session with John Shelton and Alan Schroeder coming from Chicago and Elmer Kettel from Boston. Included will be sales staff members and heads of WOR departments.

### WEAV Will Celebrate 15th Anniversary Feb. 3rd

WEAV, Plattsburg, New York, celebrates its fifteenth birthday February 3. One of the pioneer stations in Northern New York, WEAV, formerly WMFF, began operation on Feb. 3, 1934 with 100 watts, later went to 250 and subsequently to 1000. Now owned and operated by the Plattsburg Broadcasting Corp., station is headed by George F. Bissell, president and general manager, a veteran in radio and a member of the Pioneers Club. In 1938, WEAV became an affiliate of the NBC Blue Network, and was one of the original American Broadcasting Company affiliates.

## Seek Postponement On Anti-Trust Action

(Continued from Page 1)  
plea from the Twentieth Century-Fox Film Corp. and possibly one of two other interested parties. Two major film companies joined NAB yesterday in asking the FCC to postpone its scheduled hearing on the right of the Commission to consider violations of other Federal laws in determining the qualifications of applicants for radio and TV licenses. Both Fox and Loew's asked for delay. Both asked a 60-day delay in the hearing, now slated for February 13. In addition, they asked for more time to file briefs on the matter. The Commission has asked for briefs by next Monday.

### Dooley Gets New Post

Robert M. Dooley was named national sales manager for Radio WOW, Inc., stations, effective February 1, John J. Gillin, Jr., president and general manager announced. Bob Dooley has been associated in national sales with station KFAB, Omaha, and previously was with KOIL and KFOR, Omaha and Lincoln. In his new post, Dooley will represent WOW, WOW-TV, and KODY, North Platte, Nebraska.

### Allen Named Assistant To Hult At Mutual

(Continued from Page 1)  
chief, will report directly to Hult, as heretofore. Allen has been with Mutual since 1936. Previously he was associated with Conde Nast and the Dell Publishing Company.

## FINANCIAL

(January 30)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	8 7/8	8 3/4	8 7/8	- 1/8
Admiral Corp.	24 1/4	23 1/2	23 3/4	+ 1/4
Am. Tel. & Tel.	149 1/2	148 7/8	149 1/2	+ 3/4
CBS A	31 1/2	31 1/4	31 1/4	.....
CBS B	31 1/2	30 1/2	31 1/2	+ 1/2
Philco	38 1/2	37 3/4	38 1/2	+ 1
Philco pfd.	87 1/2	87 1/2	87 1/2	+ 5/8
RCA Common	14 1/4	13 3/4	14 1/4	+ 3/8
RCA 1st pfd.	74 1/2	74	74 1/2	+ 1/2
Stewart-Warner	14 1/2	13 3/4	14 1/4	+ 3/4
Westinghouse	31 1/2	31 1/4	31 1/2	+ 1/4
Westinghouse pfd.	104 3/4	104 3/4	104 3/4	+ 1
Zenith Radio	40 1/2	39 5/8	40 7/8	+ 1

### NEW YORK CURB EXCHANGE

Hazeltine Corp.	19 3/8	18 3/8	19 3/8	+ 1
Nat. Union Radio	4	3 3/4	4	+ 1/4

### OVER THE COUNTER

	Bid	Asked
DuMont Lab.	16 1/2	17 1/2
Stromberg-Carlson	12 1/4	13 3/4

### Stork News

Montgomery, Ala. — Ed Brown, emcee of WJJJ's Breakfast Club, and Mrs. Brown are the parents of a new daughter.



For SALES MAGIC in the "MAGIC CIRCLE" Hire **WIBW**  
The Voice of Kansas TOPEKA  
BEN LUDY, General Manager

# He means business!



There's no mistaking that look on Leo's face. He's in no mood to monkey around—he means business! W-I-T-H means business, too. A different kind of business. Economical, profitable business for advertisers who are looking for low-cost results.

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

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



**W-I-T-H**  
BALTIMORE, MARYLAND  
Tom Tinsley, President • Represented by Headley-Reed

## European Visitors To View American TV

(Continued from Page 1)

11 of the International Radio Consultative Committee (C. C. I. R.) which met last July in Zurich, Switzerland, to consider international television standards. RMA and several U. S. manufacturers were represented at this meeting, and the State Department extended an invitation to the group to visit his country to see American television in operation.

Industry representatives on a host committee and an administrative sub-committee to be appointed by the State Department, were recommended by RMA, and five members of a technical sub-committee, which will make arrangements for the television demonstrations, were appointed by Dr. W. R. G. Baker, director of RMA engineering dept.

RMA representatives nominated as members of the host committee are: President R. C. Cosgrove, Larry P. Hardy of Philco; Allen B. DuMont, Karl Philippi, General Electric; J. B. Elliott, RCA-Victor division, and V. S. Mameyeff, chairman of the RMA export committee, who is with Raytheon.

RMA also recommended the following industry representatives to serve on an administrative sub-committee to be named by the State Department: Max F. Balcom, chairman of the RMA television committee and vice-president ofsylvania Electric; President Cosgrove; Donald G. Fink, editor of "electronics"; Dr. DuMont and Philippi.

## News Program Renewed

"Allan Jackson and the News" over the CBS network has been renewed for an additional 52-weeks effective Jan. 28 by Seeman Brothers, Inc., New York, on behalf of Air Wick. Program, aired on Saturday mornings at 11 a.m., originates from WTOP, Washington, D. C. William H. Weintraub & Co. Inc. is the agency.

## Auto TV Set Ordinance

Birmingham, Ala.—The city commission passed an ordinance making it illegal to have a television screen or viewer located forward of the back of the auto's front seat. The ordinance requires that the screen be so located that the driver cannot see the screen at any time while driving.

## TV Theme

Thieves posing as "television inspectors" remove sets from the homes of the unsuspecting under the phoney pretext that they are dangerously installed, is a bright new racket uncovered by "Mr. District Attorney" in "The Case of Channel Death," to be broadcast Wednesday, February 1, at 9:30 p.m., EST, over NBC.

## Fax And Tele Vital Subjects At AIEE Meet In New York

(Continued from Page 1)

of the University of Pennsylvania highlighting the event.

The engineers will continue their winter general meeting until Friday at the hotel. Included on the program will be sessions on broadcasting facilities, facsimile transmission and others on electronic equipment.

On the broadcasting panel of speakers will be Charles Singer of WOR-TV, L. F. Deise and L. W. Gregory of Westinghouse, J. H. Sweeney and C. E. Torsch of General Electric and S. Doba, Jr., and J. W. Rieke of Bell Telephone. This session will be on Thursday.

Russell Hammond of RCA Communications, Inc., J. V. L. Hogan of Hogan Laboratories, A. G. Cooley of Times Facsimile Company, A. W. Breyfogel, J. H. Hackenberg and F. G. Hallden of the Western Union Telegraph Co. and W. G. H. Finch and C. R. Jones of Finch Telecommunications, Inc. will be the speak-

ers on another Thursday conference on Facsimile.

Aside from the conferences and sessions, the engineers will inspect the WOR-television transmitter on Thursday afternoon. The WOR-TV studios will be toured on Friday morning with control rooms, equipment and studios being inspected.

A television exhibit in the Statler has also been arranged for the engineers.

Some 3,000 delegates from all parts of the country are attending the meeting at which more than 200 technical papers will be read and discussed. Other features scheduled are the awards of the Hoover and Edison medals and the honoring of eleven men for technical papers.

Visits to Radio City Music Hall, the Public Service Company generating station in New Jersey, long distance headquarters of AT&T and other places have been arranged.

## Lux Theater Leading Pulse Survey In New York

Lux Radio Theater has taken over first place as the top evening show in the New York area, according to the latest Pulse survey released last week. With an 18.2 rating for the first week in January, the theater moved into the top slot, dropping Jack Benny, whose rating fell from 21.2 to 17.9 since the December report, into second.

### Some Are Newcomers

Newcomers to the ten top evening shows were Fibber McGee and You Bet Your Life, taking the place of Edgar Bergen and Take It or Leave It. Filling out the list was Walter Winchell with 17.7, Godfrey's Talent Scouts with 13.7, Amos 'n' Andy at 13.5, Suspense rating 12.9, Fibber McGee at 12.7, Crime Photographer also 12.7, You Bet Your Life with 12.0 and Stop The Music, 11.7.

Arthur Godfrey continued to lead the daytime shows with a 9.9 rating and for the week-end shows, The Shadow held on with 9.5.

The survey noted that combined radio and tele sets in use for the week remained at the same level as in December, but radio sets dropped slightly.

## Rhodes Named Chairman Of Coast NARSR Group

(Continued from Page 1)

for Paul H. Raymer Co., Inc., chairman, NARSR has announced. Rhodes succeeds Lindsey Spight of John Blair & Co.

It was also announced that the San Francisco and Los Angeles councils are joining together in arranging for an award for spot radio campaigns, to promote the best use of the medium in various sections on the West Coast.

## Alaskan Stations Unite On March Of Dimes Show

(Continued from Page 1)

the March of Dimes. The program, originating in the high school auditorium, featured leading citizens of Anchorage in amateur vaudeville routines.

In charge of program production was Jack Borges of KENI. He was assisted by M/Sgt Martin J. Clarey of the Public Information Office at Elmendorf and Bill Stewart of KENI. The master of ceremonies from the various stations were: Gordon Russell and Merrill Mael from KENI; Jim Chadwick and Al Boles from KFQD; Bill Warner and Rick Meyers from KBYR, and Johnny Johnston and Jack Gibson from WYUJ at Elmendorf.

Props needed for the show were handled by Duke Lawrence of KBYR, Keith Ashton of KFQD and Frank Brink of KENI.

## Crampton Leaving RCA For Syracuse TV Post

Bill Crampton, publicity manager of the RCA Exhibition Hall, will become tele director of a new station in Syracuse, WSYR-TV, which will begin operations about March 1. Crampton has been with RCA since May, 1949, and previously freelanced on the Admiral Broadway Review show and the CBS Ford program.

He will leave his present post on February 4 and following a one-day vacation, assume his new position on February 6. A native of Toronto, Crampton was the first Canadian to direct a Canadian TV show.

The new station will feature films and NBC network programs at the outset. Later plans call for local programs.

## Zenith Bowing Out Of Car Radio Field

(Continued from Page 1)

McDonald said the company at one time manufactured approximately one-fourth of all car radios with a value in excess of \$20-million annually. He added that "it was not only necessary for us to use considerable plant space but required some of the best of our help, technicians and supervision."

Continuing, McDonald said "our relations with our Detroit automotive customers have always been of the finest and it was with regret that we notified them of our decision, but we felt it was the only decision we could make in fairness to you and our stockholders."

Among Zenith customers were such companies as Ford, Lincoln, Mercury, Willys, Hudson and Nash.

The decision was generally attributed to the fact that the high cost of new facilities during the peak period of demand would make operation difficult when the market retrenched.

## George Milne Dies; Was ABC Executive

(Continued from Page 1)

ing in 1923 as a maintenance man at WEAJ, now WNBC and during the next four years served as a studio control man, telegraphed operator, field engineer and transmitter operator. In 1927 he was made control supervisor and in 1928 operations supervisor.

In 1930 he was appointed NBC's division engineer, which post he held until 1942 when he joined ABC, then the Blue Network, as director of technical operations.

Milne was a Town Councilman in Wood Ridge, N. J., where he resided and was an active member of the IRE. He is survived by his wife and two sons.

Funeral services will be held Wednesday night at the Robert Moore Funeral Home in Paterson, N. J., and burial will take place Thursday.

## Stork News

Ladysmith, Wis.—A. T. Shields, manager of WLDY, Ladysmith, became a father for the first time when John Webster Shields was born January 19th at St. Mary's Hospital, Ladysmith.

## Editorializing

San Diego — Acting on the FCC's pronouncement which gives radio greater editorial freedom, KCBQ, CBS outlet in San Diego, has inaugurated a daily editorial program titled, "Radio-torial" which features the voice of Grady Edney, program director. The daily editorial program is a digest of the day's news with comments on news significance by Edney.

# LOS ANGELES

By ALLEN KUSHNER

**L**ABEL BANK, Los Angeles, thru Ross Sawyer Agency, Los Angeles, has bought an untitled half-hour show once a week over KECA-TV, Los Angeles, Hollywood. Show, featuring Jerry Lawrence as emcee, involves a cartoonist and a telephone gimmick in which video audiences participate at receiver-end. Owen James was KECA-TV account executive on the sale. Order calls for 13 shows.

Appointment of Alan L. Torbet of KPOJ, Portland, Oregon, as general manager of station KROW, Oakland, Calif. was announced recently by Sheldon F. Sackett, president of Sackett Enterprises, Inc. Also joining KROW at this time as chief engineer is Paul E. Leake, former chief engineer of KCRA, Sacramento, and engineering consultant.

Carleton E. Morse has effected a commercial tie-up with two firms in San Francisco, Joseph Magnin Co. and Lily-Ann, which he claims will assure his NBC-TV "One Man's Family" program of being the best dressed show in television. The fashion firms will provide complete wardrobe for the women on the program and will receive screen credit. Since the locale of "One Man's Family" is San Francisco, Morse felt the cast should be dressed authentically in styles that originate there. Special dress forms of the cast are being sent to Magnin's and Lily-Ann so that correct fit of the California originals will be made.

Radio station KNEW, key mutual-Don Lee affiliate in Spokane, Washington, has been granted permission by the FCC to shift from 1340 kc to 790 kc. Shift will occur within 90 days. KNEW operates with a power of 5,000-watts both day and night. Burl Hagadone is president of the station, Chet Roddell is general manager.



By SID WHITE

## Man About Manhattan. . . !

● ● ● **BIGTOWN SMALL TALK:** Colgate bought Walt Frammer's "Strike It Rich" five-times-weekly via CBS with Warren Hull handling the emcee chore. Frammer, incidentally, is celebrating his 20th year in radio right now and this comes as a mighty sweet birthday gift. . . . Auto strike has temporarily stymied Dodge's proposed TV series with Don Ameche. . . . Is NBC axing its London news bureau to cut down on the old overhead? . . . Aside to Milton Berle: Your copping all those honors in that West Coast poll (voting you the most outstanding kine-scope personality out there) surprised none of us here who've seen you sweep all television polls here ever since you stepped in. . . . Women's Clubs throughout the country are uniting to pressure TV stations to ban all murder and horror programs before 10 p.m. Too many kids are getting nightmares from watching the shows before going to bed. . . . Hazel Scott's DuMont TV'er has reached the signing stage. . . . Paul Winchell will ink a deal with NBC this week for his own series. . . . "H'wood Screen Test" just catapulted two more of its hopefuls into screen contracts—8-year-old Tommy Rettig who's been signed by 20th Century-Fox and is down in New Orleans now working in "Port of Entry," and Aileen Stanley, Jr. who was grabbed by Paramount.



● ● ● **THE MORNING MAIL:** "Dear Sid," writes Nellie Revell. "I am very happy to tell you that I have won my 'fight for sight.' The operation was a complete success and it won't be long now before I'll be able to 'read the fine print on a contract'."



● ● ● **IN ONE EAR:** Eddie Higgins now feature editor on Geo. Putnam's high-rated news series on DuMont. . . . At 23, Buddy Green-span, WMGM's sports director, is the youngest in the country. . . . Capsule on the Ronald Coleman show: As a college prof, Coleman is antic and romantic, but not pedantic. . . . Now that WW is sponsored by Hudnut, Eleanor Flounroy calls him a haircaster. . . . Bill Tabbert's name for futile radio writing: Nondescripts. . . . It's another daughter (their third) at the Jerry Saltsbergs. He's the popular Radio Row photog. . . . The Earl Peeds have welcomed a baby boy, James Kevin. . . . The Michael Hall publicity firm has taken on swank new offices at 218 Central Park South, but, sez Mike, "We're still only an item's bounce from Lindy's" . . . TV's hottest speed item, the Sat. nite televised Auto Derby, has the coldest sponsor—Teldisco, Inc., N. J. distributor of International Harvester Refrigerators. . . . Ferruccio Tagliavini, the Met tenor, has made a special series of transcriptions which WHOM has made available to all stations carrying Italian language programs on behalf of the March of Dimes campaign. Gene Pope, Jr., station head, is co-chairman of the special groups committee of the campaign.



● ● ● A year or so ago, Martin Werner was just another actor hoping to get in on television's slightly bulging "ground floor." One day, while waiting for an audition at Talent Associates, Ltd., a door opened and its president, Alfred Levy, rushed out. "I need a sales presentation right away," he told his sec'y. "Where can I get one?" Before he knew what he was doing, Werner jumped up and said he could turn one out within 24 hours. That was only the beginning. Since then, Werner has been doing presentations for some of the biggest packagers in the biz, numbering among his clients Bernard Schubert, Mark Goodson, Bill Todman and Jimmy Tyson, among others. It's grown into quite a booming business. Needless to say, Werner hasn't been making the 'acting rounds' lately.

# SAN FRANCISCO

By NOEL CORBETT

**T**HE local chapter of the Academy of Television Arts and Sciences has elected its first group of officers. David Crandell, KGO-TV producer is president; Phil Lasky, general manager KPIX, vice-president; Pat Crafton, program director KRON-TV, treasurer, and Miss Jean Le Fevre, KGO-TV program coordinator, secretary.

Wilt Gunzendorfer has made no announcement for his future plans after recently leaving KROW. In the meantime, Alan L. Torbet of KPOJ, Portland, Oregon, has been appointed general manager of KROW, Oakland.



"the Hollywood"



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DC-6 Mainliner 300s,  
11½ hrs. onestop to

# LOS ANGELES

2 other DC-6 Mainliner 300s  
daily to Los Angeles

**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. 18



## SOUTHWEST

In most states a trademark is just that, but in Texas it is nothing until it is an officially registered brand. "TV Dude Ranch" on WOAI-TV, San Antonio, now has its own "TV" brand all officially and legally registered in the records of the County Clerk's office of Bexar County, Texas. The branding iron has taken its place among the regular programs on the popular western program which features comic Lou Emerson, singer and instrumentalist Curley Williams and feminine vocally Tommy Jean Whitley. Bill Thomette is master of ceremonies and Mel Winters and his orchestra provide the music.

A new western show featuring the "Texo Hired Hands," musical group, will be heard over WOAI on Mondays, Wednesdays and Fridays at 10:45 a.m. Singing star of the show is Paul Parker, who specializes in romantic ballads. Only feminine member of the group is Shirley (Sunshine) Davis, who yodels in a style all her own. "Texo" Ted Gouldy, well known Southwest livestock reporter, is master of ceremonies. Of benefit to rural listeners are Gouldy's timely tips on the feeding and management of livestock and poultry. The program originates in the studios of WBAP, Ft. Worth, and is carried over the Texas Quality Network. It is sponsored by Buras Feed Mills on a 52-week basis over WOAI.

Carl Victor Little, popular Southwest newspaper columnist, now is heard five nights a week at 10:00 o'clock over KXYZ, ABC in Houston, or Simpson-Gillman Pontiac Co. With Little, and bringing the latest news of world events, is veteran Houston radioman and advertising executive, John Paul Goodwin.

Bob Blase, Phenix Dairy's (Houston) original "Uncle Phil," made Houston's youngsters happy by returning to the airways over KXYZ. Bob recently returned from a year in the United States Army. All of the company's advertising is centered around "Uncle Phil" and his little friend, "Phenix Phil." Both characters are written by Mrs. Lyn Kingswell of the Wallace Davis Advertising Agency, Houston. Bob, as Uncle Phil, tells children's stories and gives a few pointers in music appreciation to his young radio audience.

### Anniversary

The University of Chicago Round Table, America's first adult discussion program, will celebrate the beginning of its twentieth year on the air on NBC, Sunday, February 5. In 1931 the Round Table pioneered by presenting the first unscripted programs in American radio, according to George E. Probst, director of the program.

## ★ AGENCY NEWSCAST ★

**HARRY WISMER**, vice-president and general manager of WJR—The Goodwill Station in Detroit, has renewed the contract with the Stanley G. Boynton Agency covering all creation and placement of advertising for the station.

**PRICE, ROBINSON & FRANK, INC.**, Chicago, has been elected to membership in the American Association of Advertising Agencies, as a separate agency. PR&F was formed as a result of the split of C.J. LaRoche & Company Inc. into two separate agencies. LaRoche, New York, retains its 4 A's membership.

**PAT PATRICOFF**, formerly of Steve Hannagan Associates, has established her own business at 319 East 50th Street.

**ROBERT W. DAY** has become director of radio and television with Lynn Baker, Inc. He was formerly tele director of H. B. Humphrey Company.

**ROBERT SHELBY** has become an account executive with Corydon M. Johnson Co., Inc., Bethpage, L. I. He was formerly with Norse Industrial Advertising Agency.

**C. L. SMITH** has been named a vee-pee of Ruthrauff & Ryan, Inc. He joined the agency in 1940 and was made American Airlines account executive last year.

**KENYON & ECKHARDT, INC.** has resigned the Mergenthaler Linotype Co. account, as of March 31st.

**HARRINGTON, RIGHTER & PARSONS, INC.** have been named as exclusive national representative by the Kansas City Star Company for their television station, WDAF-TV.

**NELSON FUQUA**, formerly of Ruthrauff & Ryan, Inc., has joined the copy staff of Henri, Hurst & McDonald, Inc.

**ALBERT B. TAYLOR**, who recently resigned from the William Morris Agency, Inc., has been elected a vice-president of Nasht Productions, Inc.

**RUTH GOREN**, formerly assistant director of the television department of Kenyon & Eckhardt, has been elected vice-president of Loise Mark & Associates, Inc., of Milwaukee. She will head the radio-TV department.

**WILSON LINE, INC.**, of Philadelphia, and Riverview Beach Park of Pennsville, N. J. to J. Robert Mendte, Inc. radio television, newspapers, car cards and direct mail will be used.

**ED FILION** has joined the sales staff of Robert Meeker Associates, Inc. in New York.

**EDWARD H. PEARSON**, formerly v-p at J. M. Hickerson, Inc., has joined the staff of Pearson Advertising Agency, Inc. as an account executive. He was previously with Lord and Thomas. While the names are the same, there is no relationship.

### FM Rebroadcast Test Being Made By WQXR

In an experiment to bolster FM, WQXR has made available to WFMZ of Allentown, Pa. the right to rebroadcast their programs at no cost. Beginning tomorrow, February 1, WFMZ will pick up the WQXR programs on weekdays from 7:30 p.m. to midnight and Sundays from 12:30 p.m. to midnight.

If the experiment succeeds, WQXR plans to make similar transactions with FM stations in other localities on the eastern seaboard. According to Elliot M. Sanger, executive vice-president of WQXR, "the purpose of this arrangement is to make available the hourly news bulletins of The New York Times and the good music programs of WQXR to the Allentown-Bethlehem-Reading territory of Pennsylvania."

"The project is also in the nature of an experiment," Sanger continued, "to determine the commercial possibilities of a group of FM stations being programmed from a central point and transmitting the programs without the use of wire line facilities.

Eventually, if the operation is successful, it might be possible to

### Movie Distributors Oppose TV Movie Trailers

Washington branch offices of the major distributors, with but one exception, have turned thumbs down on a plan for nightly quarter-hour televising of attractions at the six Kogod-Burka Theaters there. Frank Boucher, manager of the circuit, confirmed Friday that KB had been refused permission to use trailers for the motion pictures playing at circuit houses.

Plan had been to air these trailers just before the dinner hour for each of the KB houses. The quarter-hour would be commercial time bought by the circuit.

Boucher said that only United Artists had okayed the plan, with managers of the other Washington exchanges refusing to authorize use of the trailers, when the question was put to them through the local National Screen Service office.

sell time on the FM network, Sanger said. "We're trying to give it all the help we can," he added.

WQXR has also arranged for a weather network in which reports are picked up on aerological conditions in various areas and transmitted via FM to WQXR.

## NEW BUSINESS

**WCBS, New York:** I. J. Grass Noodle Co., for Mrs. Grass' Soups, has purchased three participations per week on alternate days in the Housewives Protective League Program for 52-weeks effective immediately. Agency is Charles Silver & Co., Chicago. Program is aired Monday through Friday, 5:00-5:30 p.m. and on Saturdays at 10:00-10:30 a.m. Lamont, Corliss & Co., New York, contracted for two participations per week, Monday and Wednesday, in the Margaret Arlen program, 8:30-9:00 a.m. Product is Nestle's Quik and the agency, Cecil & Presbrey, Inc., N. Y.

Colgate-Palmolive-Peet Co., for Lustre Creme Shampoo purchased Monday through Friday announcements, 5:30-6:00 p.m. in the "Hits and Misses" program through Lenzen & Mitchell, Inc. Bon Ami Company, through BBD&O, Inc., bought three participations per week, Tuesday, Thursday and Saturday in the Jack Sterling program, 6:00-7:45 a.m., and also three announcements per week, Monday, Wednesday and Friday in the "Hits and Misses" show.

**WGN, Chicago:** Patricia Stevens, Inc., Chicago, sponsoring "Matinee with Murphy," Saturday, 3:30-4:00 p.m. and 4:30-5:00 p.m. for 52-weeks. Arthur Meyerhoff and Co., Chicago, is handling the account. Chicago Bible Academy of the Air, Chicago, will renew "Your Bible Speaks," Sunday 8:00-8:25 a.m. for 13-weeks. Louis A. Smith, Company, Chicago, is the agency. Miles Laboratories, Inc., Elkhart, Indiana, will sponsor the last half of "Ladies Fair," 1:15-1:30 p.m., Monday thru Friday, as of February 20. Wade Advertising Agency, Chicago, handles the account. William Wise Co., New York, will sponsor "Get More Out of Life," Saturdays at 9:15-9:30 a.m., 11:30-11:45 a.m. and 3:15-3:30 p.m. for 13-weeks. Thwing and Altman, New York, handles the account.

### WMCA Reporter Hospitalized

Michael Young, WMCA, Broadway and Hollywood reporter, is in Park West Hospital battling a siege of virus-x. He is expected to resume his program over the station on or about March 1.

### Promotional

Oklahoma City, Okla.—WKY is capitalizing on its 30th year of operation with special station announcements, promotion material and an extensive advertising schedule. During station breaks, the station is plugged with the lines: "Serving Oklahoma for 30 Years!" "An Oklahoma Institution for 30 Years!" and in ads with "This is WKY's 30th Anniversary Year."

# When Mickey and Felix were our leading “TV” stars...

Those celebrated “movie actors”—  
Mickey Mouse and Felix the Cat—were  
pioneer helpers in television research

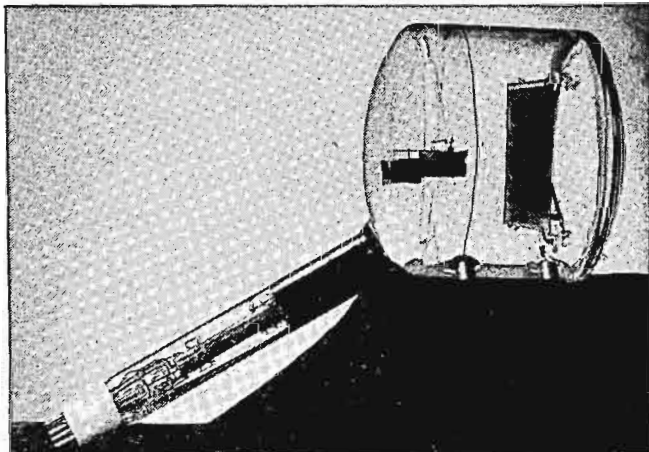
No. 1 in a Series Tracing the High  
Points in Television History

*Photos from the historical collection of RCA*

● Strange though it seems, two toys had much to do with television as you now enjoy it! As “stand-ins” during television’s early days, Mickey Mouse and Felix the Cat helped RCA scientists and engineers gather priceless information.

Choice of this pair was no accident. Their crisply modelled black-and-white bodies were an ideal target for primitive television cameras. The sharp contrast they provided was easy to observe on experimental kinescopes.

Would living actors have done as well? No, for what RCA scientists were studying—as they trained their cameras on the two toys—was the effect of changes and improvements in instruments and telecasting techniques. With living actors it could never have been absolutely certain that an improve-



The iconoscope, electronic “eye” of television, invented by Dr. V. K. Zworykin, of RCA Laboratories.



Felix the Cat and Mickey Mouse were, during television’s experimental period, the most frequently televised actors on the air. Using them as “stand-ins,” RCA engineers gathered basic data on instruments and techniques.

ment in the televised image came from an improvement in equipment and techniques—or from some unnoticed change in an actor’s appearance, clothing, make-up. Mickey and Felix provided a “constant,” an unchanging target which led to more exact information about television...

Problem after problem was met by RCA scientists, with the results you now enjoy daily. For example: In the “Twenties” and early “Thirties,” there were still people who argued for *mechanical* methods of producing a television image, despite the obvious drawbacks of moving parts in cameras and receivers. Then Dr. V. K. Zworykin, now of RCA Laboratories, perfected the iconoscope, to give television cameras an all-electronic “eye”—without a single moving part to go wrong. Today, this same all-electronic principle is used in the RCA Image Orthicon camera, the supersensitive instrument which televises action in the dimmest light!

Also developed at about this time, again by Dr. Zworykin, was the *kinescope*. It is the face of this tube which is the “screen” of your home television receiver, and on its fluorescent coating an electron “gun”—shooting out thousands of impulses a second—creates sharp, clear pictures in motion. Those who may have seen NBC’s first experimental telecasts will remember the coarseness of the image produced. Contrast that with the brilliant, “live” image produced by the 525-line “screen” on present RCA Victor television receivers!

Credit RCA scientists and engineers for the many basic developments and improvements which have made television an important part of your daily life. But don’t forget Mickey Mouse and Felix. They helped, too!



**Radio Corporation of America**  
WORLD LEADER IN RADIO—FIRST IN TELEVISION

# TELEVISION DAILY

Section of RADIO DAILY, Tuesday, January 31, 1950 — TELEVISION DAILY is fully protected by register and copyright

## SET INSTALLATIONS NEAR 4,000,000

### TELE TOPICS

ROBERT MONTGOMERY, making his debut as a television producer for NBC on "Your Lucky Strike Theater," last night brought to TV the artistry and the techniques of Hollywood, when he presented the distinguished actress, Madeline Carroll and an able supporting cast in a full-hour adaptation of "The Letter" by Somerset Maugham. It was television dramatics at its best and technically superior to most of productions offered to date by the visual art. Miss Carroll was superb in her role of Leslie Fosbie as the dramatic action of the Malay Peninsula murder mystery unfolded. Amly supporting her were Ted Newton, Howard Joyce; William Post, Jr., as Geoffrey Hammond and Howard Wierum as Robert Crosbie. Others who shared in the success of the production were Norman Felton, director; Syryala, production designer; Harry Saltzman, production supervisor, and John Gart, musical director. Visual commercials for leaf tobacco were good, as were scenes-with-commentary describing the tobacco country, although the latter section seemed a bit too lengthy.

**CHILDREN'S CORNER:** Marjorie Taylor, Los Angeles researcher, suggests that humor, not thrills or excitement, is what youngsters really want in programming. In talk before the Southern California Association for Better Radio and Television, which started the ruckus over crime shows with its complaint to the FCC, Mrs. Taylor said, "Children will inevitably choose the best programs on the air if they are shown how to compare good and bad material." Studies made at UCLA, she said, proved that crime shows do not provide escape from reality for children, but only aggravate behavior problems. A point which Mrs. Taylor emphasized, but one which too many vocal listener groups overlook, is parental and school responsibility in teaching discrimination as far as listening and viewing habits are concerned. Effective guidance at home and at the school would do more good than letters-to-the-editor and complaints to the Commission by a thousand associations and councils.

TONI CO., which started work on Charles Irving's "That Wonderful Man" last year and then dropped the show before it went on the air, is ready to sign CBS for the Wednesday, 9-9:30 period on alternate weeks. No program details or starting date have been fixed as yet. . . . Eddie Higgins has been named feature editor of George Putnam's "Broadway To Hollywood" and "Headline Clues" on DuMont. Higgins formerly was with Putnam when the latter was doing news for WOR.

### SONGS WITH THE LARGEST TV AUDIENCES Survey Week Of January 20-26, 1950 THE TOP 5 SONGS OF THE WEEK

Copper Canyon.....Famous  
I Can Dream Can't I.....Chappell  
I Said My Pajamas.....Leeds  
One I Love Belongs To Somebody Else.....Forster  
That Lucky Old Sun.....Robbins  
THE 5 FAVORITE STANDARDS OF THE WEEK  
Ain't We Got Fun.....Remick  
Beyond The Blue Horizon.....Famous  
El Cumbanchero.....Southern  
Green Eyes.....Southern  
Too Marvelous For Words.....Crawford  
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### NBC-Chicago Sells Seven Shows In Wk.

Chicago—NBC-TV midwest division had one of its greatest sales weeks in history last week, with four live shows, two feature films, one network co-op and two renewals signed within the space of seven days, according to John McPartlin, sales manager.

McPartlin, who declared that WNBQ was "over the hump" as far as sales were concerned, revealed that the station had only three live shows, totalling 160 minutes per week, still available for sponsorship. Shows sold during the seven-day whirlwind campaign include:

Who Said That, a network co-op, to clothier John T. Shane, Inc., for 26 weeks; Gold Spun Dream Town, half-hour kids show featuring Rita Farnon, last year's Chicago mother of the year, and her children, to Gold Spun Noodles, for 39 weeks, through Robert Kahn; a live and film sports show to Miller High Life Beer, half-hour Wednesday; Clint Youle and the Missus, a husband and wife show, for 13 weeks, Tuesdays and Thursdays, to the Electric Association of Chicago, through J. R. Pershall Co.; The Zoo Parade, half-

### WMAL To Transmit CTI Color Tests

Washington—WMAL-TV will cooperate with Color Television Inc., San Francisco, when C. T. I. demonstrates its color system to the FCC here next month.

The CTI system for color has never been shown on the east coast, and will be shown in comparison with the RCA and CBS systems. The new system will use the transmission facilities of WMAL-TV.

All tests and demonstrations will be made in the morning and early afternoon at a receiving location to be designated by the FCC. CTI engineers will work with Frank Harvey, chief engineer for WMAL-TV, in readying the experiment.

CTI is preparing two sessions of demonstrations, the first of which will be their own private showing to the FCC, the second will be at the same time as RCA and CBS.

hour Sunday evenings, to the Jewel Food Stores; Feature Film, Saturday night, to Hauser-Nash Sales, through Gunther-Bradford Co., for 52 weeks; Feature Film Sunday evenings, to the Chicago Studebaker Dealers, through Roche, Williams and Cleary for 13 weeks.

### "Convention Service Via TV" Inaugurated By DuMont Web

(Continued from Page 1)

meetings would be conducted in connection with the New York convention and with each other, eliminating travel and various other expenses.

According to assistant web director Chris Whitting, several firms are ready to utilize the service for gatherings this year. Under the plan, ex-

ecutives who are to appear at the convention will assemble at WABD, web's flagship, where station staffers will assist in final preparations, timing, rehearsal and similar production details. Web would also make arrangements for similar meetings simultaneously in key cities selected by the client.

### Expect Total To Be Doubled This Yr.; Million In N. Y.

Receiver installations throughout the country totaled 3,950,000 as of Jan. 1, according to Hugh M. Beville, Jr., NBC director of plans and research. Figure is four times the number of sets installed a year ago and an increase of 453,000 over the total for Dec. 1, 1949.

Four new stations began operations since Dec. 1, to bring the nation's total to 98 on the air in 58 markets. The new outlets are KRLLD-TV, Dallas; KPHO-TV, Phoenix; WOAI-TV, San Antonio, and WXEL, Cleveland.

Beville said that it is estimated that 27 per cent of homes in the New York area are equipped with sets. Total installations for the area are listed at 1,015,000.

Industry estimates place the number of sets to be manufactured this year at about four million.

Installations for the 26 cities on the interconnected network follow:

City	No. of Stations	No. of Sets
New York	7	1,015,000
Baltimore	3	124,000
Boston	2	248,000
Buffalo	1	62,200
Chicago	4	337,200
Cincinnati	3	67,000
Cleveland	3	137,000
Columbus	3	33,900
Dayton	2	31,300
Detroit	3	145,000
Erie	1	15,000
Grand Rapids	1	9,500
Lancaster	1	25,200
Milwaukee	1	72,200
New Haven	1	66,500
Philadelphia	3	350,000
Pittsburgh	1	64,000
Providence	1	27,000
Richmond	1	20,900
Rochester	1	21,200
Schenectady	1	52,000
St. Louis	1	77,800
Toledo	1	33,000
Utica	1	5,600
Washington	4	91,000
Wilmington	1	24,100
Total		3,155,400

### Pulse Top Ten (Seven Cities - Jan.)

Texaco Theater....NBC	58.4
Toast Of Town....CBS	39.8
Talent Scouts....CBS	39.3
Godfrey Friends....CBS	37.6
Fireside Theater....NBC	33.8
The Goldbergs....CBS	33.7
Stop The Music....ABC	31.6
Studio One....CBS	30.8
Suspense....CBS	28.2
Kraft Theater....NBC	27.2

**COAST-TO-COAST**

**WOTW's Contribution**

Nashua, N. H.—WOTW added its pitter-patter to the thunder of the March of Dimes. Sportscaster Ed Lecius and Colorcaster Vern Proulx pooled efforts on the broadcast of a local high school basketball game for the benefit of the March of Dimes. Listeners were requested to phone in their pledges to WOTW or the local March of Dimes Headquarters. By final whistle time a substantial amount was raised for this great cause.

**Co-Emcee Plan For Quiz Show**

Minneapolis, Minn.—Stewart MacPherson, WCCO personality and former star of the British Broadcasting Corporation, assumed the quizmaster assignment for the St. Paul portion of the "Quiz of the Twin Cities" sponsored by Colgate-Palmolive. Peet in behalf of Vel, on WCCO January 24th. Bob DeHaven will continue as quizmaster for the local group on the weekly show. MacPherson will also broadcast the main events of the St. Paul Winter Carnival for WCCO.

**WKY Planning Tour**

Oklahoma City, Okla.—A 30-day tour that will take southwestern farmers and business men and women on a 15,000 mile trip around Latin America with stops in 10 countries is being arranged by WKY. The tour, in which more than 200 persons already have expressed an interest, will begin March 4th and end April 3, according to Sandy Saunders, WKY farm director, who will be the station's official representative.

**Polio Fund Day On WSNY**

Schenectady, N. Y. — WSNY cleared its commercial schedule for 13 hours on January 26th and staged its March of Dimes Radio Day in support of the local polio drive, which netted \$1,262.20. More than 40 local civic and business leaders took over the station announcing chores for the 13 hours. They served as disc jockeys, newscasters, and spot announcers.

**WSTV Director Honored**

Stuebenville, O.—George Wilson, program director at WSTV, was the winner of a diamond studded gold watch in a recent "Busy Beaver" contest sponsored by MBS. George's award was given in the "Promotion to Youth Organizations" category.

**CBS Signs Alan Young To 5-Year AM-TV Pact**

(Continued from Page 1) and seen on the net by recording. Program will be Young's first regular video assignment and will be produced under the supervision of CBS' Harry Ackerman. Time and starting date are to be announced.

**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 January 20-26, 1950

TITLE	PUBLISHER
A Dream Is A Wish Your Heart Makes.....	Walt Disney
A Dreamer's Holiday.....	Shapiro-Bornstein
All The Bees Are Buzzin' 'Round My Honey.....	Santly-Joy
Bibbidi Bobbidi Boo.....	Walt Disney
Big Movie Show In The Sky.....	Chappell
Bye Bye Baby.....	J. J. Robbins & Sons
Charley My Boy.....	Bourne
Chattanooga Shoe Shine Boy.....	Acuff & Rose
Copper Canyon.....	Famous
Dear Hearts And Gentle People.....	E. H. Morris
Don't Cry Joe.....	Harms
Don't Do Something To Someone Else.....	Fred Fisher
Echoes.....	Lauro
Happy Times.....	Harms
I Can Dream Can't I.....	Chappell
I Must Have Done Something Wonderful.....	Simon House
I Sold My Pajamas.....	Leeds
I Wanna Go Home.....	Paxton
I've Got A Lovely Bunch Of Coconuts.....	Cornell
Johnson Rag.....	Miller
Marta.....	E. B. Marks
Old Master Painter.....	Robbins
River Seine.....	Remick
Scarlet Ribbons.....	Mills
She Wore A Yellow Ribbon.....	Regent
Sitting By The Window.....	Shapiro-Bornstein
Slipping Around.....	Peer
Sorry.....	Henry Spitzer
That Lucky Old Sun.....	Robbins
There's No Tomorrow.....	Paxton
Too-Whit Too-Whoo.....	Gallico
You're Always There.....	Bregman-Vocco-Conn

**Second Group**

TITLE	PUBLISHER
A Thousand Violins.....	Paramount
Careless Kisses.....	Hill & Range
Crocodile Tears.....	Johnstone-Montei
Daddy's Little Girl.....	Beacon
Enjoy Yourself.....	E. H. Morris
Envy.....	Encore
Festival Of Roses.....	Witmark
Home Town Band.....	Duchess
Hush Little Darlin'.....	Michael
I Gotta Have My Baby Back.....	Peer
Leave It To Love.....	Broadcast Music
My Love Loves Me.....	Famous
Stay Well.....	Chappell
Too Toot Tootsie Goodbye.....	Felst
'Way Back Home.....	Bregman-Vocco-Conn
Wedding Samba.....	Duchess
Where Are You Blue Eyes.....	Knickerbocker
Why Remind Me.....	Barton
You Missed The Boat.....	Advanced
You're Wonderful.....	Famous

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**BEHIND THE MIKE**

WHOM oughta grab off its share of the all-nite listening audience, now that it has Willie Bryant and Ray Carroll's popular "Afterhour Swing Session" plus Big Joe Rosenfeld, which will bring the station's programming up to 5 ayem.

Francois Grimard scored with a last minute replacement job on Willys Cooper's show, "Escape."

The Modernaires are setting a record in the number of appearances they've made in the musical shorts produced by Will Cowan for Universal-International. They've just finished their 6th in the Cowan series, "Skitch Henderson and the Modernaires." U-I is planning to spot the group in a feature musical.

Bill Callahan opens at the Strand Feb. 3rd.

Irv Cahn, who drumbeats for gilded saloons, refers to himself as a club-licity man.

Arnold Moss considering a new TV show built around an "Ancient Mariner" character.

Conrad Thibault being paged for his own daily radio series.

Jack (WGBI) Nedell having his first vacation in 7 years in Bermuda and Nassau.

Ivon Newman, WVNJ veep, huddling with major N. Y. daily on a newscast-exchange promotion tieup.

**TOPS IN TELEVISION**

**WMAR-TV**  
The Sunpapers Station  
channel-2  
BALTIMORE, MARYLAND