

NEW RADIO BOARD ELECTED FOR NAB

Will Reopen Communications Bill Hearing

Sen. Johnson Plans Further Probe On New Bill

Chairman Edwin C. Johnson (D-Colo.) of the Senate Interstate and Foreign Commerce Committee, will reopen hearings on S-537, the Defense Department bill to take over radio, TV and other electromagnetic radiators, he announced, but the hearings will be on his own committee's

(Continued on Page 7)

R-TMA Tax Group Headed By Freeman

Washington Bureau of RADIO DAILY

Washington — A. M. Freeman, RCA Victor division, Friday was named chairman of the R-TMA overall tax committee, which embraces the organization's excise tax committee and its defense profits tax group, Robert C. Sprague, president, announced. Other committee members are:

Max F. Balcom, Sylvania Electric
(Continued on Page 6)

Carnation Drops Show Because of Time Slot

West Coast Bureau of RADIO DAILY

Hollywood—The Carnation Company is discontinuing Jay Stewart's CBS "Family Party" ailer effective Mar. 24 following difficulties in getting favorable Eastern time slot;

(Continued on Page 2)

President's Daughter On Color TV

Margaret Truman, daughter of President Harry Truman, made her color-television debut Sunday, at 7:30 p.m., when she made the Police Athletic League Award at the 1951 National Photographic Show at the 71st Regiment Armory in New York. A CBS color camera picked up the ceremony, and visitors to the show were able to view the resultant color pictures on color-television receivers installed in the exhibition booth of Pavelle Color, Inc. Mrs. Vincent Impellitteri, wife of New York's Mayor, also was seen at the PAL Award ceremony, along with high police officials.

Reports TV In 'Black' As Of First Of Year NAB By-Law Changes Will Be Approved

In Program Cost Survey, No. 3, released on Friday by Ross Reports, the survey organization points to the fact that TV, according to published figures, has entered the "black."

Pointing to the recent NAB-TV Chicago convention where almost every one of the 107 telecasters claimed that status, Ross Reports stated that WFIL-TV, Philadelphia, claimed that it is operating 1½ times ahead of its AM counterpart

(Continued on Page 6)

Texas Radio Business Looks Good For 1951

Radio business is good in the Southwest and billings for this year will probably exceed those of last year. Gene L. Cagle, president of the Texas State Network, Inc., Fort Worth, declared in New York last

(Continued on Page 8)

Indications that balloting on the change of NAB by-laws will be completed by March 3 appeared imminent over the weekend as C. E. Arney Jr., the organization's secretary-treasurer, announced the majority of returns are in.

Arney declined to comment on the results of the ballots but said "we may have an announcement by March 3." Reports were that the membership will overwhelmingly sustain the by-law changes pro-

(Continued on Page 4)

Manhattan Soap Buys New Series Over NBC

Commencing March 26, the Manhattan Soap Co., via NBC radio will sponsor a Carleton E. Morse package show, "The Women in My House," in the 1:45-2:00 p.m. slot, Mondays through Fridays. The show will replace "We Love and Learn,"

(Continued on Page 2)

BAB Board Meeting Set For Thursday In New York

The first formal meeting of the board of directors of the Broadcast Advertising Bureau will take place at the New York headquarters, 270 Park Avenue, on Thursday at 10:00 a.m.

William B. Ryan, president of the BAB, will be the principal speaker. Ryan is scheduled to discuss the future of BAB with regard to personnel and increased appropriations, and he will be followed by other

speakers representing radio and TV production organizations active in BAB functions.

The following BAB members are expected to attend this initial conference:

Niles Trammell, NBC; Robert Kintner, ABC; Frederic W. Ziv, Frederic W. Ziv Co.; Paul Kesten, George B. Storer, Fort Industries Co.; John Patt, WGAR; Martin B.

(Continued on Page 6)

Twelve Districts Name Choices; 1 Contested

Washington Bureau of RADIO DAILY

Washington — Twelve new members have been elected to the NAB board, with the 13th contest a tie to be resolved in a runoff, C. E. Arney Jr., secretary-treasurer, announced. With nearly 72 per cent of the membership voting, it was one of the largest votes in the organization's

(Continued on Page 6)

Radio-TV Production Dropped In January

Radio set production in January dropped nine per cent and TV receiver production 21 per cent under the monthly average of the last quarter of 1950, R-TMA reported Friday. Estimates covering the entire industry showed a one per cent decrease in radio production in January under the monthly average

(Continued on Page 7)

Smullin Named Pres. Of Calif. Broadcasters

West Coast Bureau of RADIO DAILY

San Francisco — California State Broadcasters' Association has voted to change its name to California State Radio and Television Broadcasters' Association to emphasize to

(Continued on Page 7)

Lewis Honored

This year's Good Citizenship Medal presented annually by the Philadelphia Chapter of the Sons of the American Revolution was awarded to Fulton Lewis, Jr., MBS news commentator. This is the 16th in the series annually given on Washington's birthday by the group, and was presented to Lewis at a luncheon at the Bellevue-Stratford, Philadelphia.

Atomic Series

A series of broadcasts for the housewife dealing with the course of action to follow in the event of an atomic attack, will be presented by Margaret Arlen on her WCBS-TV programs starting today from 11:45 a.m. to 12:30 p.m. The broadcasts, called "Self-Preservation," will be presented with assistance of ARC and Office of Civil Defense.

RADIO DAILY

Established Feb. 9, 1937

Vol. 54, No. 38 Monday, Feb. 26, 1951 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. Bahn, Vice-Pres.; Charles A. Alicoate, Sec'y. Reentered as second class matter, September 15, 1950 at the Post Office at New York, N. Y., under the Act of March 3, 1879. (Originally entered as second class matter on April 5, 1937). Terms (Postage free) United States \$15.00 one year. Foreign, \$20.00. 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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FINANCIAL

(February 23)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	127 1/2	121 1/2	125 1/2	+ 1 1/2
Admiral Corp.	28	26 3/4	27 1/2	+ 1/2
Am. Tel. & Tel.	155 7/8	155	155 1/2	+ 5/8
CBS A	30 3/8	30	30	- 3/8
CBS B	30	30	30	0
Philco	25 1/2	24 1/2	25	+ 3/8
RCA Common	18 3/4	18 1/8	18 5/8	+ 3/8
RCA 1st pfd.	80	79 1/2	79 1/2	- 1/2
Stewart-Warner	18	18	18	+ 1/4
Zenith Radio	68 3/8	66 3/4	67 1/2	+ 1

NEW YORK CURB EXCHANGE

DuMont Lab.	18 1/2	17 7/8	18 3/8	+ 1/2
Hazeltine Corp.	25 5/8	25 1/2	25 5/8	0
Nat. Union Radio	5 1/2	5	5	- 1/2

OVER THE COUNTER

Stromberg-Carlson	Bid 13	Asked 14 1/2
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Joscelyn To Coast

Austin Joscelyn, director of operations for the Columbia network on the West Coast, is returning to Columbia Square in Hollywood following a week in New York for conferences with executives of the network.

WANTED: NEWS SPOT IN RADIO INDUSTRY

Writer with accumulated newspaper experience, such as feature, rewrite, spotnews, human interest, poll-gathering, interviewing, etc., desires position with broadcasting company. Excellent background for international affairs, thoroughly grounded in several languages. Adept at research, compilation and translations. Best references. Write Box 115, RADIO DAILY, 1501 Broadway, New York 18, N. Y.

★ COMING AND GOING ★

G. RICHARD SMITH, general manager of WCBS, and DON MILLER, sales manager of the station, will return today from Chicago, where they spent a week on business.

GENE L. CAGLE, president of the Texas State Network, and CHARLES B. JORDAN, vice-president, who were in New York last week, have returned to Fort Worth.

WILLIAM N. NELSON, president of Visual Media, Inc., has left by plane to attend the film festival in Uruguay. He'll be gone for about ten days.

BOB BLAKE, publicity director at WOR, has returned from a one-week vacation in New England.

TONY MARTIN, starred on the Carnation Contended Hour over CBS, has arrived by plane for an engagement at the Roxy Theater.

EDWARD STANLEY, manager of the NBC public affairs and education department, has returned from Chicago.

PETER DONALD back in New York from Roanoke, Va., originating point of Thursday's "Share the Wealth" program.

RICHARD MOORE, vice-president of the American network in charge of television on the West Coast, is back in Los Angeles following a trip to New York.

JOHN G. CAMPBELL, commercial manager of KSFO, San Francisco, arrived Friday. He plans to spend two weeks in the big town. He's at the Shelton.

ROBERT BOOTH, general manager of WTAG, Worcester, Mass., in town last week for conferences with officials of CBS and with his national representatives.

JACK STERLING, morning star on WCBS, left by plane Saturday for a week in San Juan, Puerto Rico.

MARY WILSON, women's program director at WTTM, Trenton, N. J., is back at the station following a trip to New York during which she received an English-Speaking Union radio citation for 1950 and appeared on the Nancy Craig program over WJZ.

MATT CROWLEY, of Mutual's "Mark Trail," sponsored by the Kellogg Co. of Battle Creek, Mich., has completed a Hollywood picture assignment and has returned to New York.

Carnation Drops Show Because of Time Slot

(Continued from Page 1)

Erwin Wasey, agency on the show, had the go sign to get the "Junior Miss" slot for the show but network balked at placing an audience participation show in the middle of a block of dramatic airers. Paul Willis, general ad manager for Carnation, said that the cancellation was "no indictment whatever of the show," adding that it was a good show and may well be reinstated at the proper time.

Radio Specialists Added To Religious Organization

Three radio specialists have been added to the staff of the Department of Broadcasting and Films of the National Council of Churches, it was announced by Dr. Truman B. Douglass, vice-chairman.

The Rev. Mr. Charles Schmitz, chairman of the radio and television committee of the American Baptist Convention joins the department (formerly the Protestant Radio Commission) as education director.

Arthur Austin, formerly a production director with NBC and the Compton Agency, was appointed special events director. Richard M. Gray will handle special assignments in TV productions. He has a wide background in the British film and TV industry.

Pacent Honored

At the 26th Anniversary Dinner of the Veterans Wireless Operators Association held at the Hotel Astor, Saturday evening, Feb. 24, the Marconi Memorial Medal of Achievement was presented to Louis Gerard Pacent for his pioneer work in radio and communication. Pacent is president of the Pacent Engineering Corp. in N. Y. and an internationally known radio communications authority.

CAPITAL ROUNDUP

By BILL BAILEY

Washington Bureau of RADIO DAILY

Washington — FCC Commissioner Frieda B. Henneck, who still has the inside track to become chairman should Wayne Coy leave, is pushing her battle to reserve 25 per cent of the TV spectrum for educators by every means available. The latest—reprint of comment by Jack Mabley in Chicago Daily News about story of 16-year-old lad who killed himself playing Russian roulette with four other youths, all of whom had seen the game on TV. "The death of this boy makes rather hollow the protest of a radio-TV spokesman (Dr. Kenneth H. Baker of NAB) that educators, who want some TV channels, 'have failed dismally' in realizing the full potentialities of broadcasting," remarked Mabley. "The stupidity of such statements only emphasizes the need for education and non-commercial control of at least one TV channel in every large community."

WASH-FM has added a new sponsor, Naylor's Seafood Restaurant, bringing station's total to 48 local advertisers, largest in the history of the station.

Manhattan Soap Buys New Series Over NBC

(Continued from Page 1)

now heard at the same time and also sponsored by the soap company. Agency for the new program series is Duane Jones.

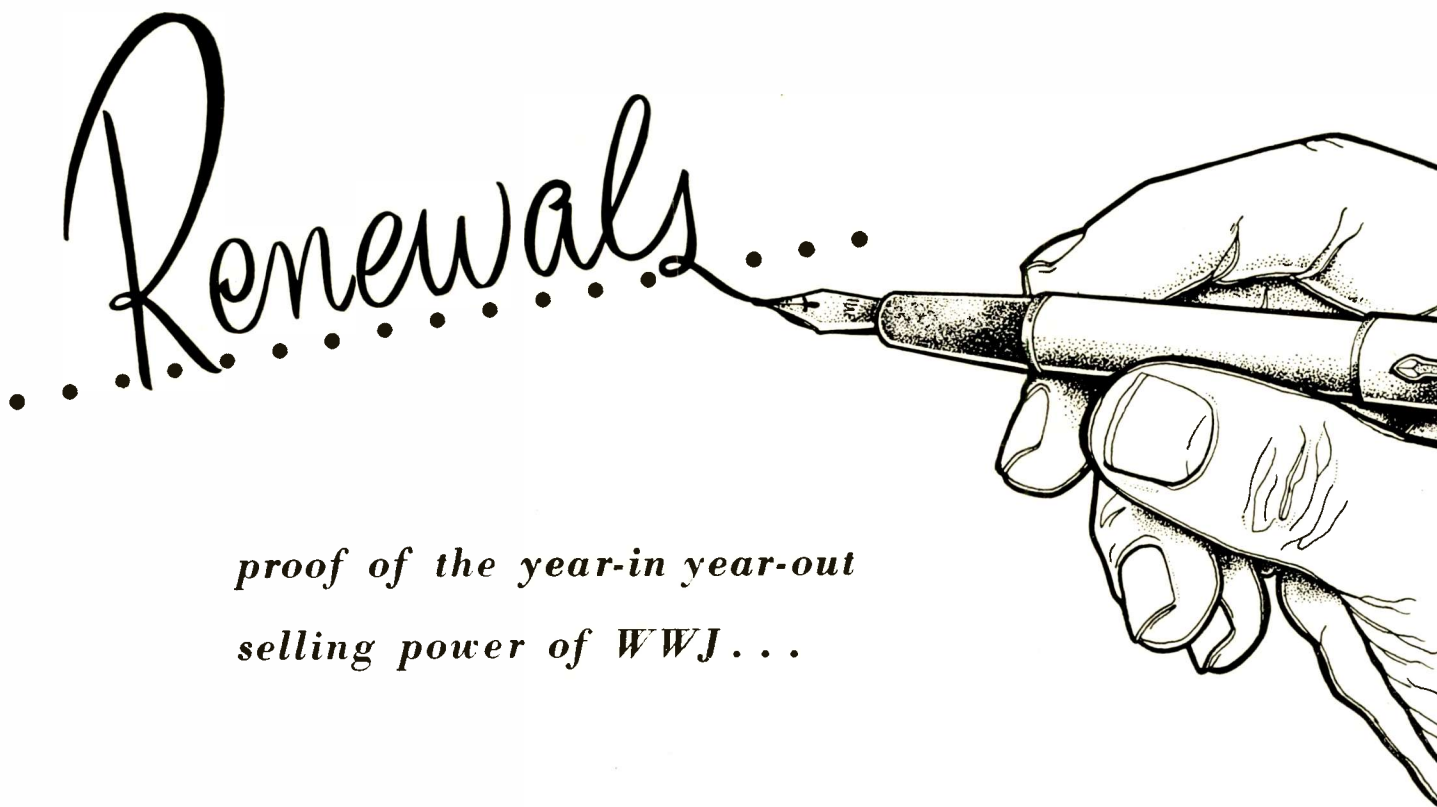


You get a lot for a little*

*MORE LISTENERS PER-DOLLAR than any TV or radio station in Baltimore

SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY





*proof of the year-in year-out
selling power of WWJ...*

In radio business, you don't get renewals unless you give results. WWJ must be giving them.

Detroit's largest department store, on WWJ for the past 16 years with an hour-long daily program, renewed again. A utility, on WWJ since 1945 with three programs weekly, renewed again. A foremost men's clothing chain, on WWJ for 12 years with a nightly news program, renewed again. An automobile dealers' group, on WWJ 5 programs a week, just renewed again for its third year. And so it goes.

What better proof is there of the effectiveness of WWJ . . . NBC station in Detroit . . . now celebrating its 30th year of community leadership . . . in a market of 1½ million radio sets in the homes and cars of workers who spent more than 3 billion dollars last year in Detroit's retail stores!

FIRST IN DETROIT Owned and Operated by THE DETROIT NEWS

National Representatives THE GEORGE P. HOLLINGBERY COMPANY
Associate Television Station WWJ-TV



AM—950 KILOCYCLES—5000 WATTS FM—CHANNEL 246—97.1 MEGACYCLES

NEW BUSINESS

WCCO, Minneapolis: Ralston-Purina, through Gardner Advertising Agency, St. Louis, launched half-hour "Checkerboard Quiz" with Frank Butler as emcee, 9:30-10:00 p.m. Friday, Feb. 23. Musterole, through Radio Sales, currently running one-minute spots in "Melody Matinee," 4:30-4:50 p.m. Tuesday and Thursday, and "Music Made in USA," 3:30-3:45 p.m. Monday. Norwich Pharmacal (Pepto-Bismal) through Benton & Bowles, starts 13-week "Eleven O'Clock News" series, 11:00-11:05 p.m. Monday through Saturday, effective March 5, in addition to one-minute campaign in Thursday, 8:45 a.m. slot. Pure Oil Company has purchased one minute periods to run Sundays at 1:15 p.m., and Monday through Friday in Frank Butler's "Melody Matinee," 4:30-4:50 p.m. Campaign is handled through Leo Burnett Agency, Chicago. Sundae Cone Company purchased the 8:35-8:45 a.m. Sunday record show with Jack Huston, through Mitchell and Mitchell Agency, Minneapolis. General Foods (La France), through Foote, Cone & Belding, will start the one-minute Tuesday-Friday "Music Made in USA," 3:30-3:45 p.m., February 27.

NAB By-Law Changes To Be OK'd, Is Belief

(Continued from Page 1)

posed by the board of directors. These include the creation of the post of board chairman, to which President Justin Miller requested he be appointed; the creation of the post of president-general manager, and the creation of three segments of the board, including a TV board, one for radio and the overall group, which Judge Miller would head.

Radio-TV Coverage Of Fight On CBS Webs

The 15-round heavyweight championship bout between titleholder Ezzard Charles and challenger Jersey Joe Walcott will be broadcast exclusively over CBS's radio and TV networks from the Detroit Olympia, Michigan, Wednesday, March 7, under the sponsorship of the Pabst Sales Co. for Pabst Blue Ribbon Beer, it was announced yesterday. The blow-by-blow description will get under way at 10:00 p.m. EST, with Russ Hodges doing the radio reportage and Ted Husing providing the commentary on CBS television.

The Land of the Free

Dramas of American Opportunity
This week: Dorothy Lynd Dix—
Reformer

It's a Donald Peterson Production for
The Harding College National Program



By SID WHITE

Man About Manhattan . . . !

● ● ● WEEK-END CUFF NOTES: Tops in TV discord is the turmoil on one Sat. nite variety show. 15 changes have been made already in the writer-producer setup due to star's temperament. . . . Red Skelton sez color teevee or none at all for him. . . . MCA boss, Jules Stein's daughter, Jean, is scheduled to be one of the season's top glamour debs. . . . Several TV stations are now insisting that pitchmen film their spiels for editing prior to televising. . . . A major TV manufacturer is demanding that franchised dealers back up service claims personally, due to the failure of some of the service organizations, which has left the set owners holding the well-known bag. . . . Martin Gabel following the example of his lovely wife, Arlene Francis, by emcee'ing the teevee show on DuMont every Sunday. Also acting as TV and script consultant for the Peggy Ann Garner show, "Two Girls Named Smith." . . . Frank Singiser, Mutual's busy newscaster, finds that 65 per cent of the women writing in applaud him for giving Wall Street closings.

☆ ☆ ☆ ☆ ☆

● ● ● Jerome Cowan doing a dramatic bit on the Kate Smith stanza today with Jimmy Dunn. . . . Wait'll you get a load of the great new singing commercials that the Emil Mogul Co. has prepared for National Shoe Stores. . . . Martin Block celebrating his 17th ann'y as a disc jock this month. He'll be given a literary salute in the March issue of "Seventeen" mag. . . . Betty & Jane Kean on the Sinatra show this week. . . . The music world is still buzzing about Lionel Hampton's amazing 45-minute vibe stint with Geo. Shearing at his party at Birdland recently. It was a spine-tingler for anyone who knows a riff from a raff. . . . Patti Page, the country's singing darlin', is being wooed by no less than 4 sponsors. . . . Duke Ellington's mainstay, Johnny Hodges, quit to form his own ork. . . . Jackie Gleason, who toils on TV for Whelan Drugs, is tagged by his pal, Peter Donald, as "the biggest drug on the market."

☆ ☆ ☆ ☆ ☆

● ● ● One of the webs has banned the old Harry Richman favorite, "There's Danger In Your Eye, Cherie," because some of the lyrics were deemed suggestive. (Especially the line, "Any sin with you will be divine. . .") . . . Ben Blue is slated to play 2 weeks at Paris' famed Champs Elysees club before he begins his own NBC stanza. . . . Jukeboxes are gradually switching to 45 rpm discs. . . . Jack Gifford plays the role of a small-time hood in "Julie, the Jink" on the Billy Rose show tomorrow nite. Asked to define a jink, Billy said: "A jink is a sort of super-jinx, a fellow who used to be a jinx and graduated." . . . Speaking about Billy, four of the best song pluggers in the world gave his "The Night Is Young And You're So Beautiful" a ride last week. On the air: Bing Crosby and Tony Martin. On video: Frank Sinatra and Perry Como. . . . Here's a switch: Vaude houses throughout the country are now billing their stage attractions as "Star of TV."

☆ ☆ ☆ ☆ ☆

● ● ● This may have been around, but we just heard it. That one of the webs once ordered the title of "The Light That Failed" show changed—because the sponsor was Westinghouse! . . . It's a girl for Mary Welles Ridley. She used to be women's editor of the World-Telly. . . . Comedienne Connie Sawyer a click at the Capitol. . . . Evelyn Knight guesting on "Big Show" March 11th and the Berle show on the 13th. . . . Aside to Press Dep'ts: Sam Blake, who just quit the Bob Taplinger flacktory, is one of the top boys in the field and, personally speaking, one of our favorite contribs. . . . Dick Purdy and Cara Williams set for "Ellery Queen" this week.

CHICAGO

By GINNY EVANS

PEGGY LEE, Harry and Jimmy Ritz and Pat O'Brien all in Chicago this week.

"Your Pet Parade," a new half-hour production for children, will be sponsored by the Ralston Purina Company over the ABC television network beginning March 11th. The first television venture of Ralston Purina will be emceed by John Nelson. Gardner Advertising, St. Louis, is the agency.

Mrs. Ida Elizabeth Weber, mother of Henry Weber, musical director of WGN, died of a heart attack February 19th in Gstaad, Switzerland.

Stanley Levey is the new manager of nighttime operations for KMOX, St. Louis. Levey will headquarter in Chicago.

"Oh Kay," starring Kay Westfall, bowed on ABC-TV February 24th. The program will be seen on alternating Saturdays.

Bert Scherb of the WGN-TV sales staff is the father of a baby boy born February 11th at Passavant Hospital.

Agnes Krugh is the new assistant WGN farm director.

Bette Chapel doing a fine job at the Oriental Theater this week. pinch-hitting for Teresa Brewer who caught the flu bug.

Singer Bruce Foote the father of his sixth child, a girl named Nancy Taylor.

Buck Buchanan, assistant producer of "Pulitzer Prize Playhouse" in Chicago last week for conferences with Young and Rubicam executives.

The City National Bank and Trust Company of Chicago will sponsor "March of Time Through the Years" on WENR-TV each Tuesday evening effective March 6th. The show will be built around selected March of Time releases of the past years and will be combined with panel discussions by commentator John Daly and two guest authorities each week.

TOMMY BARTLETT

is
M.C.

"WELCOME TRAVELERS"

most listened to program in U. S.
10 to 10:30 A.M. E.S.T. Time
period.

* Jan current national Nielsen

DID YOU KNOW?

More people in the U. S. A. hear
TOMMY BARTLETT & WELCOME
TRAVELERS than any other show*
on the air between 10 to 10:30
A.M. E.S.T.

4th Year for P & C
Full NBC Network
Current National Nielsen

AM TV EQUIPMENT FM FAX

Section of RADIO DAILY, Monday, February 26, 1951

Prosperity Assured Says Magnavox Pres.

Fort Wayne, Ind.—The vast productive and selling power of American industry holds promise of a great new era of economic prosperity, even in the face of huge emergency demands for military production, in the opinion of Frank Freimann, president of the Magnavox Company.

He said, "It is highly possible that we can maintain and improve our present standard of living and uphold our present levels of income, and still produce to satisfy military requirements in full." Freimann reviewed Magnavox operations and outlined prospects in the TV-radio-phonograph field during a recent three-day meeting of the company's district sales managers in Fort Wayne.

Optimistic Re Components

He said Magnavox is in a better position as to components than it was from three to five months ago. The company has become largely self-sufficient so far as many major components are concerned, he added. The company, he pointed out, is one of the principal manufacturers of loudspeakers, the industry's most critical component.

Although some curtailment in civilian production is likely, the shift to war work should more than maintain the company's volume of business, which Freimann predicted should exceed \$50,000,000 for the year ending June 30.

Production Stepped Up

Hollywood — Louis Snader will step up the pace of his Telescriptions productions, shooting 20 this week and next, to bring in the first season's schedule of 400 films 11 weeks under schedule.

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AIEE Slates Three District Meetings

Three district meetings of the American Institute of Electrical Engineers have been scheduled for April and May, it was announced by H. H. Henline, Institute secretary. The district meetings precede the Summer General Meeting of the organization at Toronto, Canada, June 25-29. The Southern District meeting will be held April 11-13 at Miami Beach, Fla. The North Eastern District will meet May 2-4 at Syracuse, New York. Madison, Wisc., will be the scene of the meeting of the Great Lakes District May 17-19.

Jobber Sales Doubled Nineteen New TV Sets For Clarostat In 1950 From Majestic In Mo.

Clarostat's jobber sales doubled during 1950, according to Fran J. Chamberlain, jobber sales manufacturer of Clarostat Mfg. Co., Inc., of Dover, New Hampshire. At the same time, the company's jobbing accounts passed the 1,000 mark, he said, being spotted throughout the country to insure nation-wide distribution of the firm's radio-TV resistors and controls.

Chamberlain said the company's personnel grew in two years from 500 to 1,500. Production operations have spread to cover almost the entire five-story building housing the operations, he added.

Cites Fourth-Quarter Volume

"In the fourth quarter of 1950 our company consumed 466,000 pounds of metals which included brass, steel, copper and aluminum," he said.

"When it is borne in mind how little metal enters into the average control or resistor—a matter of ounces or even fractions of an ounce—the Clarostat production looms big in terms of hundreds of thousands of units," said Chamberlain.

Nineteen new Majestic television receivers were introduced this month ranging in retail price from \$239.95, for a 17-inch table model, to \$629.95 for a 19-inch three-way console. The 1951 prices include the 10 per cent federal excise tax and remain at a par with last year's price levels, according to Leonard Ashbach, president of Majestic Radio & Television, division of The Wilcox-Gay Corporation.

He said the new line will represent the company's output for the duration of the present emergency. He indicated, also, that it may be necessary to discontinue any models which may be affected by some serious parts shortage.

Majestic's civilian production is also dependent upon its government work, Ashbach said. "Presently government contracts constitute 15 per cent of our total output."

It was announced that eight of the new models are available for immediate delivery. The balance of the new line was promised for delivery to distributors early in March.

PRODUCTION PARADE

DuMont Declares 2 Dividends

The board of directors of Allen B. Du Mont Laboratories, Inc., have declared a dividend of 25 cents on the Class A and Class B common stock of the corporation. It is payable March 26 to stockholders of record at close of business on March 12. The directorate also issued the regular quarterly dividend of 25 cents per share on the outstanding preferred stock, payable April 1 to stockholders of record at the close of business on March 15.

Named S-W Purchasing Agent

Chicago—Ivar G. Blackberg has been appointed chief purchasing agent of Stewart-Warner Electric, the radio-TV division of Stewart-Warner Corporation, it was announced by E. G. Fossum, general manager of the division, in a statement issued last week.

Bernsohn Joins Dealer Assn.

Al Bernsohn, formerly chairman of the board of the Television Association of Philadelphia, has been appointed public relations and publicity director of the National Appliance and Radio Dealers of America, with headquarters in Chicago. He is succeeded in his former post with TAP by Edmond Rogers, of Grey & Rogers advertising agency.

Heads G. E. Sales To Gov't.

Schenectady, N. Y.—The General Electric tube divisions have announced the appointment of N. J. Peterson as sales manager with the responsibility of the sale of all products of the divisions to the Federal Government. It was also announced that J. W. Duffield has been named eastern regional sales manager, with headquarters in New York.

Executive Promotions In RCA's Tube Dep't

Harrison, N. J.—Several promotions in the sales division of the RCA tube department were announced last week by L. S. Thees, general sales manager.

W. L. Rothenberger, formerly assistant general sales manager, has been appointed manager of sales operations. He will now coordinate the activities of the renewal sales and equipment sales sections with both the renewal and equipment sales managers reporting to him. L. J. Battaglia has been named manager of the renewal sales field force.

Holleran in New Post

The appointment of L. F. Holleran as manager of sales administration was also announced. Reporting to Holleran, who will be responsible for sales planning and product distribution, are G. C. Brewster who has been named manager of the sales planning section, and M. R. Stoecker who will head the product distribution section.

Julius Haber, advertising and sales promotion director for all RCA technical products, will, in addition, be acting manager of advertising and public relations for the tube department. Lawrence Le-Kashman has been appointed manager of the advertising and sales promotion section. Howard S. Gwynne has been named assistant to the general sales manager.

Leaves Recording Co.

Harry C. Kruse, executive vice-president of The London Gramophone Corporation, announced the resignation of Joseph P. Delaney, A. and R. chief, popular department. Artists, repertoire and recording duties will be assumed by Tawny Neilson. Miss Neilson has been with London for two years and had previously been associated with the BBC in England for six years as dance band director.

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COMPLETE, PRACTICAL TRAINING IN ALL PHASES OF RADIO, FM AND TV

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RADIO ELECTRONICS SCHOOL OF NEW YORK
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NAB Members Elect New Radio Board

(Continued from Page 1)

28-year history. The tie was between John Esau, KTUL, Tulsa, and Hugh B. Terry, KLZ, Denver, for director-at-large representing medium stations. Esau is the incumbent. Terry is a former director of District 14. Arney will conduct the run-off shortly.

Other directors elected by mail ballot, and who will take office immediately after the association's annual convention in Chicago in April, are:

District 1 (New England): Craig Lawrence, WCOP, Boston, succeeding Paul W. Morency, WTIC, Hartford, veteran board member who is filling the unexpired term of Harold Fellows, WEEL, Boston, resigned.

District 3 (Delaware, Pennsylvania, West Virginia and Maryland, excluding Prince Georges and Montgomery counties): Leonard Kapner, WCAE, Pittsburgh, succeeds George Coleman, WGBI, Scranton. Coleman became ineligible, having served two successive terms.

District 5 (Alabama, Florida, Georgia, Puerto Rico and Virgin Islands): Thad Holt, WAPI, Birmingham, unopposed. He succeeds Allen M. Woodall, WDAK, Columbus, Ga., who declined nomination.

District 7 (Kentucky and Ohio): Robert T. Mason, WMRN, Marion, Ohio, succeeding Gilmore N. Nunn, WLAP, Lexington, ineligible. Mason represented small stations on the board in 1947-48.

District 9 (Illinois and Wisconsin): Merrill Lindsay, WSOY, Decatur, succeeding Charles Caley, WMBD, Peoria, ineligible. Lindsay represented small stations on the board in 1949-50.

District 11 (Minnesota, North Dakota and South Dakota, excepting certain counties in South Dakota): H. W. Linder, KWLM, Willmar, Minn., unopposed. He succeeds John Meagher, KYSM, Mankato, Minn., ineligible.

District 13 (Texas): Kenyon Brown, KWFT, Wichita Falls, who succeeds Clyde Rembert, KRLD, Dallas, ineligible. Brown represented medium stations on the board in 1949-50.

District 15 (California and Nevada, excluding certain counties, and Hawaii): Glenn Shaw, KLX, Oakland, unopposed. He succeeds himself.

District 17 (Alaska, Oregon and Washington): H. Quenton Cox, KGW, Portland, Ore. He was elected at the 17th district meeting last August.

Three directors-at-large were re-elected, John W. DeWitt Jr., WSM, Nashville, large stations; Edgar Kobak, WTWA, Thomson, Ga., small stations, and Ben Strouse, WWDC-FM, Washington, FM.

Other directors-at-large, serving their second year are: A. D. Willard Jr., WGAC, Augusta, Ga., medium stations; James D. Shouse, WLW,

California Commentary

By HERB BERG

● ● ● Despite some remarks about the utter confusion on the TV front here you have to hand it to KTTV for some of its public services—they have already started a series for you people who have trouble

Hollywood

with your Income Tax with the Smith Family Prepares Its Tax. Program is on once weekly for the next four weeks—also station is issuing a pamphlet illustrating methods of making bandages through the cooperation of its KTTV's Instruction For Survival civil defense show and Red Cross. . . . Gough Industries, distributor for Philco, co-sponsor of "Don McNeill's Breakfast Club" and sole sponsor of Don McNeill's TV Club, is chartering up to 20 buses daily in a radius of 50 miles from Hollywood to transport fans to Hollywood to attend the shows during its ten-day stay in Southern California.

● ● ● They like wrestling out here, especially on TV—so KFI-TV has completed arrangements with Morrie Cohan, promoter at the Pasadena Arena, to televise the Monday night matches beginning Feb. 26 direct from Pasadena. . . . Speaker of the House Samuel Rayburn, Senator Herbert H. Lehman and film star Denise Darcel were among the guests of Eleanor Roosevelt on her program heard here via KFWB. . . . Jerry King, head of United Television, returned from Chicago where he set up a film exchange service. Jerry plans another exchange here before leaving for New York on the 27th. . . . Songstress Connie Haines has been selected by Al Buffington to receive the plaque as 'Good Egg of the Week' on his telecast via KNBH. . . . Gene Ring and Mary Swann, songwriting team whose "Restless When I Think Of You" is getting a great reception throughout the mid-west, have another great release coming up in "To Dear Daddy Somewhere Over There." . . . Doris Day will make an album for Columbia Records of songs from her current Warner film "On Moonlight Bay."

● ● ● Gene Autry, star of his own CBS show and his Melody Ranch Gang have returned to Hollywood after a record-breaking tour of 36 cities. . . . Judy Garland inked an exclusive recording contract with RCA Victor—her first under the new label may be made in England when she plays the Palladium in April. . . . Although she has always said she would never return to the entertainment field, and has turned down several good movie offers, Mrs. Bill 'Hopalong Cassidy' Boyd is being seen frequently on TV these days—but on film and made several years ago when she was Grace Bradley. . . . Lee Bennett, who has worked in pictures for several years, has joined the Lenore Miller talent agency as an associate. . . . Helen Ainsworth, artists manager, has been appointed sales representative for Lancer Films, producers of TV thriller "The Dangers of Delilah."

● ● ● And did you know that Edgar Bergen, an amateur camera enthusiast who owns just about every type of camera made, was regarded as the 'town photographer' in Decatur, Mich., when he was in the seventh grade, it says . . . how about now! . . . Kay Brown has waxed for Mercury Records "Hold Onto Your Heart," new song which Mickey Rooney wrote on the set of "The Strip." . . . The new Southern Music hit "Mockin' Bird Hill," released several weeks ago, is now selling more than 1200 copies of sheet music a day.

Cincinnati, large stations; Patt McDonald, WHHM, Memphis, small stations; Frank U. Fletcher, WARL, Arlington, Va., FM.

Two TV at-large directorates, last held by Robert D. Swezey, WDSU-TV, New Orleans, and Eugene Thomas, WOR-TV, New York, were eliminated when the NAB-TV was set up.

Sanford Signed For Music

Erwin Wasey & Co., the ad agency, has commissioned Charles Sanford, musical director of the Sid Caesar and Bob Hope TV shows, to compose an original theme for a choral group to be used to introduce the commercials on "Lights Out" and all other Admiral-sponsored TV programs.

BAB Board Meeting Thursday In N. Y. C.

(Continued from Page 1)

Campbell, WFAA; Frank Stanton, CBS; Frank White, MBS; Theodore Streibert, WOR; Walter Evans, Westinghouse Stations, Inc.; Edgar Kobak; Robert D. Swezey, WDSU, and Allen N. Woodall, WDAK.

Also Charles C. Caley, WMBD; William B. Quarton, WMT; Simon Goldman, WJTN; Hugh Terry, KLZ; Kenyon Brown, KWFT; Harry Spence, KXRO; and William Beaton, KWKW.

Reports TV In "Black" As Of First Of The Year

(Continued from Page 1)

and WATV, Newark, claimed to have passed its AM outlet at the middle of last year.

The survey company also pointed to Commander Mortimer Loewi's year-end statement that television stations already can point to earnings amounting to 25 per cent of that accrued by some 2,200 AM broadcasters, with gross TV billings up to \$20 million as compared to \$12 in 1949.

Time-Rates Up 35%

Reviewing the year 1950, which saw the number of TV sets rise above 10,000,000, the survey points out that the twelve months saw a 35 per cent rise in time rates. In addition, it is pointed out that as of today, individual TV stations have time rates slightly more than double AM standards and compares the rates in various cities, AM vs. TV.

The Report also takes up other factors in TV, including costs, films, etc.

R-TMA Tax Committee Headed By Freeman

(Continued from Page 1)

Products Inc.; T. M. Blake, Little Fuse Inc.; John W. Craig, Crosley division, AVCO Mfg. Corp.; J. J. Frendeis, the Hallicrafters Co.; B. L. Graham, Allen B. DuMont Labs. Inc.; Raymond Herzog, Emerson Radio & Phonograph Corp.; G. Richard Fryling, Eries Resistor Corp.; S. Kaplan, Zenith Radio Corp.; George R. MacDonald; Motorola Inc.; R. E. Norem, General Electric Co.; W. Myron Owen, Aero-vox Corp.; Maurice G. Paul, Jr., Philco Corp.; John S. Sturgeon, the Magnavox Co.; Glen McDaniel, RCA, ex officio; and F. Cleveland Hedrick Jr., special counsel and secretary.

KCMJ Sold

Palm Springs, Calif.—The sale of KCMJ, a 250-watt CBS affiliate, to Ted and Joe Gamble, Pacific Coast theater operators, has been announced by president Dick Joy. The transaction is now awaiting FCC approval.

Defense Measure To Get Re-Hearing

(Continued from Page 1)

proposal to amend Sec. 606(c) of the Communications Act.

Senator Johnson has indicated the committee would not report a bill, such as the Defense Department proposed at the behest of the U. S. Air Force. Industry witnesses testified it would give the President unconstitutional powers. The chairman agreed with them.

Three Heard on Thursday

Final hearings on the measure, held Thursday, brought testimony from Neal McNaughten, NAB director of engineering; Ralph W. Hardy, NAB director of government relations, and Herbert A. Friede, appearing for the International Fire Chiefs Assn. and International Municipal Signal Engineers in vigorous opposition to the bill.

McNaughten, former FCC engineer who worked on electromagnetic radiations location during World War II, said that if all stations in the U. S. were shut down, one or more clandestine stations could go into operation, making subversive operation extremely effective in view of the cleared frequencies they would have. A controlled pattern with broadcasting stations in operation "would seem to be far more effective in eliminating navigational aids," said McNaughten.

Quotes Government Handbook

Hardy quoted from the U. S. Government Civil Defense Handbook which said, "The nerve system of civil defense is communication."

"Broadcasters have a great concern about the problem of monitoring," Hardy said. "Without the protection of a board monitoring service, there is nothing to prevent spurious stations from being set up momentarily to give enemy aircraft homing radiations." He recommended that the FCC monitoring division be enlarged and that the Congress reject the Defense Department bill.

Chairman Johnson commented that if the licensed stations were taken off the air, "it would aid the enemy in getting better signals from his illegal station" if such a station were set up quickly.

Warns of Emergency Services

Friede, who is Superintendent of Communications for the District of Columbia, told the committee that the proposed bill might well wreck the emergency services, such as fire and police, if the transmitters of those services were taken off the air.

Chairman Johnson has invited Maj. Gen. Francis L. Ankenbrandt, Director of Communications, USAF; Judge Justin Miller, NAB president; Dr. W. R. G. Baker of the R-TMA and others interested, to testify on the committee's proposal to amend Sec. 606(c). He also requested that they submit written comments and any proposals for legislation they might have.

★ ★ TELE TOPICS ★ ★

WEEKEND IMPRESSIONS: The fine quality of film and John Guedel's smooth production on the Groucho Marx show seen on CBS. . . . Kate Smith's moving sincerity as she read her creed on Americanism during the Washington's Birthday show on NBC. . . . Dramatic moments in the City College-Lafayette basketball game over WPIX when the players and CCNY fans tried to erase the memories of the recent fix by turning in a victory. . . . Carl Caruso's embarrassment on Kathi Norris' show on WNBT the other noon when he found himself demonstrating an Abraham Lincoln's birthday novelty on a Washington's birthday candy commercial. . . . Allan Young's laugh-provoking skit in which he was the uncomfortable guest of honor at a ritzy New York cocktail party.

FIRST release of February popularity ratings on TV programs via the "Hooperatings Pocketpiece," covering the first two weeks of the month, shows that the LaMotta vs. Robinson middleweight championship fight received a rating of 58.7. Second place was held by "Texaco Star Theater" with a 56.3 and "Fireside Theater" was third with 44.1. Closely following in fourth place was "Arthur Godfrey's Talent Scouts" with a 43.1. . . . Recent Pittsburgh survey made by Tint-Air representatives in department and independent chain drug stores found that TV was responsible for the greatest public response. Results showed that TV was responsible for 54 per cent of responses, with publicity articles second with 18 per cent.

TODAY'S TV Personality:

H. P. LASKER, general manager of WLW-D, Dayton, Ohio, was born and educated in Europe. His first job was working in transportation advertising in France and England, which gave him the experience needed to take on the duties of director of transportation advertising for WLW, when he came to this country. Pete held that post for the Crosley interests for ten years before being appointed sales manager for the TV outlet in Dayton. A little over a year ago he was appointed to his present post.



LASKER

Pete is a devotee of sports and is a leader at the many staff parties on the skating rinks, swimming pools and tennis courts. "The harder you work the body," Pete says, "the harder you can work the mind." While he was born and educated abroad, Pete is constantly crusading for directness of speech and action in the true American tradition and believes the job's the thing. Recently his program director asked Pete to appear on a three-city newscast, during the height of an ice storm, on skates—and Pete did.

RED CROSS DAY, Wednesday, Feb. 28, will find the entire facilities of ABC-TV as well as radio mobilized for full cooperation in the annual drive, opening on that date. . . . A suggested plan for the interchange of policies, ideas, and problems confronting TV stations has been presented to the general managers of 14 southern operations by Lee Ruwitch, vice-president and general manager of WTVJ, Miami. Proposal calls for a letter per month from each station manager to go to all the other managers in the group. . . . Harry Black has been appointed program director of WXEL, Cleveland. . . . The first public demonstration of a model of the atomic bomb, in the Baltimore area, will be shown to local viewers on Saturday, March 3 at 1:00 p.m. through the combined efforts of WAAM and Hecht Brothers Department Store. Harvey G. Lowhurst, Atomic Energy Commission scientist, will explain the workings of the bomb and speak on the peacetime application of atomic energy as well as on its lethal aspects. . . . Eva Le Gallienne will star in an excerpt from one of the world's dramatic classics on Ed Sullivan's CBS-TV "Toast of the Town," Sunday, March 4 at 8:00 p.m. . . . Wally Schwentser has been named engineering supervisor of KMTV, Omaha. . . . WCBS-TV's "News of the Night," featuring newscaster Allan Jackson, becomes an across-the-board sponsored series beginning Tuesday, March 6, when the General Electric Appliance Company assumes sponsorship of the Tuesday night edition. Program is aired at 11:00 p.m., Tuesdays through Fridays, and at 11:15 on Mondays. . . . The current basketball scandal will be the topic on "Court of Current Issues."

BEGINNING today, "TV Telephone Game," one of the few shows inviting the viewer at home to play a game while the program is in progress, becomes a WCBS-TV five-a-week feature. Show is aired at 11:15 a.m. Addition of the show to the station's schedule forces the "Margaret Arlen Show" to the 11:45 a.m.-12:30 p.m. slot and "The Real McKay" to 12:30 p.m. . . . "The Affairs of Dame Rumor" has been readied for a TV series, with producers Hudes & Lind now casting the half-hour, once-a-week show. Ben Kagan scripts. . . . Mayor Vincent R. Impellitteri has cited WPIX's new live opera series, "Opera Cameos," as being "a real contribution to the fine array of televised programs that emanate from our City" and has extended his best wishes to Carlo Vinti, producer of the Sunday night program. . . . Dr. Armand L. Hunter will direct a special six-week television workshop at Michigan State College this summer, with the course to be held June 18-July 25.

Radio-TV Production Dropped In January

(Continued from Page 1)

for 1950 and a three per cent drop in TV set output.

TV production in January was 639,499 sets, compared with the fourth quarter monthly average of 811,866 and the 1950 average of 621,983. Radio production, according to R-TMA's estimates, was 1,203,591 in January, compared with the monthly averages of 1,317,033 for the fourth quarter of 1950 and 1,215,825 for the entire year of 1950.

Radio production in January included 785,983 home sets, 70,809 portables and 346,799 for autos.

At the same time R-TMA disclosed that in 1950 a total of 7,068,000 TV sets were sold to dealers in 36 states and the District of Columbia. Total set production was estimated at 7,463,800, the difference being accounted for in the distribution delay. R-TMA said December shipments to dealers aggregated 691,000 sets.

Smullin Named Pres. Of Calif. Broadcasters

(Continued from Page 1)

both industry and outside contacts the dual nature of its membership. Change was voted at the recent annual meeting of the organization at the Cliff House here at which time William B. Smullin, president and manager of KIEM, Eureka, was elected as 1951 president, succeeding Don B. Tatum, vice-president and general counsel, Don Lee, David McKay, manager, KGWY, Vallejo, was elected to succeed Smullin as northern veepee while Merle S. Jones, general manager of CBS, KNX and KTSL Los Angeles, was renamed southern vice-president. Paul R. Bartlett, president and manager of KFER, Fresno and partner, KERO, Bakersfield, was returned to office as secretary-treasurer.

Hooper Plans To Extend City Rating Coverage

The availability of City radio and TV Hooperatings on all programs, in all major cities in terms of individual monthly reports up to 12 times annually was announced last week by C. E. Hooper. The new schedule is already in operation on TV in New York, Los Angeles, and Detroit, and on radio in Los Angeles. This new service is designed to increase frequency and speed operations and to increase the scope of programs and time-periods rated.

Will Produce TV Series

Hollywood—Largest TV film program ever initiated in Hollywood has been scheduled by Green Film Corp., which has acquired rights to "The Loving Family," dramatic series by John Kneubel, with production slated to start at Samuel Goldwyn Studios on Feb. 27.

THE WEEK IN REVIEW

... Radio-TV Highlights

By BILL NOBLE

The board of directors of NAB-TV elected a five-man committee to survey the field for a permanent manager to head the newly formed TV trade organization at a salary of around \$25,000. Job of finding a suitable nominee was put into the hands of George B. Storer of the Fort Industry stations as chairman. Others on the committee are Clair McCullough, Campbell Arnoux, Harry Bannister and Paul Raibourn.

As a part of its current policy of dividing its radio and TV divisions, ABC announced an executive and departmental realignment affecting several key figures in the web's personnel. Effective March 5, James S. Pollak will assume the post of television program manager of WJZ-TV, while Burke Crotty was promoted to the position of assistant national director of television program production. James Connolly, ABC vice-president for radio station relations, was given supervision of radio stations owned and operated by the network and of national spot and radio sales.

TV receiver owners who bought console models with a 10-inch picture screen within the last two years found that their \$400 or \$500 investment had dwindled to \$60 or \$70 when they attempted to trade in their old sets toward a new 16 or 19-inch picture set. RADIO-TELEVISION DAILY in a survey made Manhattan-wide learned that ten-inch picture screens have little or no trade-in value, regardless of cabinet, record changer and radio units.

Leo A. Gutman, formerly advertising director of Ziv Television Programs, Inc., was appointed advertising director of all the Frederic W. Ziv affiliated companies. Harrison M. Dunham resigned as general manager of KTTV, Hollywood.

The New York Yankees signed a six-year contract with WPIX for televising their baseball games through 1956. At the same time the baseball club announced it would continue to carry all home games, daytime over WABD, as in past years. With the addition of the Yankee games, WPIX will present both New York clubs, in all their home games, for the coming season. The N. Y. Giants have been telecasting via the Daily News station for several years.

Lever Brothers Co. renewed its sponsorship for the daytime radio series "Aunt Jenny," for another 52 weeks, via CBS. Resurgence of network radio was shown in the February listings of FACTuary, when that publication noted that sponsored radio network shows rose to 214 as compared to a total of 207 on November 1, last. The Association of National Advertisers announced their 42nd Spring meetings would be held Mar. 28-30.

PICTURE OF THE WEEK



Second annual award of "Champion Sportsman of the Year" given by Frank Stranahan of the Champion Spark Plug Company was made to Walter Winchell, ABC commentator, at Miami, Fla. Left to right in the picture are Stranahan, Harry Wismer, ABC sports director, and Winchell.

BEHIND THE MIKE

AGENTS TELEVISION CORP., a combination of 64 leading talent agencies in Hollywood, is doing a whirlwind job here in New York. Signed 37 clients for TV shows in one week.

Jack Lacy has received an offer from a leading manufacturer of cotton goods to represent them on a morning TV show, from 11 a.m. to noon, when he will spin records and chat a la his WINS disc jockey stints.

Doug Rodgers, NBC-TV director, has taken over the Jack Carter show. Doug formerly directed "Four Star Revue."

Tony Lane, leader of the Airline Trio, preparing his group for Television Films.

Kurt Baum, leading Met tenor, was guest star on "Opera Cameos" via WPIX, Feb. 25th and will appear again April 1st.

Don Ross, writer-producer for Masterson, Reddy & Nelson, has transferred from the packaging firm's Hollywood office to their New York headquarters to work on the company's network radio and TV programs, including "Live Like A Millionaire" on NBC and CBS-TV; "Bride and Groom" on CBS-TV, and "Animal Fair" on ABC-TV.

John Conte signed for "The People You Meet," on CBS-TV's "The Somerset Maugham Theater."

Texas Radio Business Looks Good For 1951

(Continued from Page 1)

Friday. Cagle was in New York to call on agencies and sponsors.

"Preferred time is at a premium on all our stations," Cagle said, "and listening is up." The Korean war and the emergency has stimulated the flow of both national and local business and news programs are in demand.

Cagle attributed the business upturn to more intensive selling on the local level. He pointed to increased use of regional time by Chesterfields and the amount of radio being bought by department stores as indicative of the sales increases.

"Our stations are mostly in radio markets," he explained. "The impact of television has had little or no effect on radio in these areas and business for 1951 is most promising."

Reports Business Up

Lufkin, Tex.—National and regional billings on KTRE, Lufkin, Texas, increased 32 per cent in 1950 over the previous year, according to General Manager Richmond Lewin. Gross billings at the station showed an increase of 23 per cent over the previous record year of 1949 which also was a healthy year for the station. The sales increase is attributed to the tremendous growth in industrial and agricultural enterprises in Central East Texas, and to the extensive sales promotion national-wise on the part of the station.

COOKIES
GOBBLED
FOR
"Gulbert"



"GULBERT," the name finally given Merrie Virginia's little puppet friend, was selected by 6500 kiddies who had to buy 13,000 dozen Grandma Cookies to qualify for voting.

Merrie Virginia with her "Merrie Circle" half-hour is another KEX kiddie program success...just ask Grandma! ...or better yet, contact KEX or Free & Peters concerning availabilities on this new show.

KEX PORTLAND, ORE.
50,000 WATTS
ABC AFFILIATE



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

BROADCASTERS OPPOSE CENSORSHIP

Japanese TV Network Planned For Next Year

American Leaders Aid Nipponese TV Planning

Formation of the Nippon Television National Network is under way in Japan, due to bring about commercial telecommunications system similar to that in the United States. Upon granting of the license for the network by the Japanese Radio Regulatory Commission, expected within

(Continued on Page 5)

Congressman Blasts Disc Jockey Chatter

Washington Bureau of RADIO DAILY Washington—In a written request to FCC chairman Wayne Coy, Congressman Albert P. Morano (R., Conn.) strongly urged an investigation of the alleged malpractices of disk jockeys who "speak out on affairs of every description without adequate monitoring or recording, with apparently no check or regu-

(Continued on Page 5)

Two New Appointments Made In Wash. By NBC

Two new appointments at NBC's Washington, D. C., O&O's WRC and WNBW were announced over the week-end by James M. Gaines, network vice-president for the net's owned and operated stations.

Eugene E. Juster was named sta-

(Continued on Page 5)

Too Resourceful

Only a novel method used by two brothers in Steubenville, O., to promote TV set sales stopped them from operating a lucrative business. The brothers, relaying TV programs from a tower they set up, were arrested by FCC inspectors, charged with boosting signals outside their area so they could be picked up by persons ordinarily unable to get them.

No Hennock Confirmation Now

Washington—The Senate judiciary committee will take no action this year on the nomination of FCC Commissioner Frieda B. Hennock to be a Federal judge in New York's southern district, RADIO-TELEVISION DAILY learned late Thursday.

A member of the committee, who asked that his name be withheld, said the committee generally had agreed that Miss Hennock, in face of strong opposition, would have a difficult time of confirmation now. By tabling the nomination the committee will open the way for President Truman to give her a recess appointment, after Congress adjourns late this month.

Once she has served on the bench, the committee member pointed out, the chances are the Senate will confirm her in January. Chairman Pat McCarran (D., Nev.), told newsmen the committee hoped to wind up the hearings Saturday.

NPA May Reclassify Radio And Television

Washington Bureau of RADIO DAILY Washington—The National Production Authority has under consideration a plan to reclassify the radio and television broadcasting industry for allocation of critical materials.

At a conference Thursday between NARTB and NPA officials, Peter Black, special assistant to NPA administrator Manly Fleischmann, said a decision with refer-

(Continued on Page 5)

Coast Broadcasters At NARTB Session

West Coast Bureau of RADIO DAILY Hollywood—Annual meeting of District 16 of the National Association of Radio-TV Broadcasters opens today in the Beverly Hills Hotel for a two-day session with over 100 registered. The convention is under the chairmanship of Calvin J. Smith, manager of KFAC, Los Angeles, and director for the District, which comprises stations in Southern California and Arizona.

(Continued on Page 2)

17th Dist. NARTB Adopts Strong Resolution

Spokane — Broadcasters from Oregon, Washington and Alaska meeting here last week at the 17th District NARTB convention adopted a resolution condemning the recent White House order which extended to civilian government agencies the right to censor information regarded as

(Continued on Page 5)

Four A's Regional Meeting Planned

Expected to top last year's record-breaking number of over 1,600, the Eastern annual conference of the American Association of Advertising Agencies will be held Oct. 30 and 31 at the Hotel Roosevelt, New York. Conference sessions will be divided into nine groups, stated chairman Fletcher D. Richards, president of the advertising firm bearing his name.

"Advertising Under the Micro-

(Continued on Page 7)

Ennds Sponsors "Irma" On CBS Radio Network

Ennds, chlorophyll tablets, and Eye-Gene, have assumed sponsorship of the CBS radio network comedy series, "My Friend Irma," effective with yesterday's program. Announcement was made by W. Eldon

(Continued on Page 2)

Press-Time Paragraphs

Radio-TV Artists Being Investigated

Washington—The Senate Subcommittee on Internal Security is reported about ready to conduct a series of hearings in New York and Washington on Communist activities in radio and TV circles. Investigators for the committee have been active the past few weeks in gathering evidence in New York for presentation at the hearing.

No Radio-TV Investigation

No radio or TV executives will be called in the House investigation of baseball, it was learned last Friday. Major League baseball will be given a chance to work out its new plan giving rights to the clubs, free at least for now of any probe.

Radio-TV Production To Be Cut

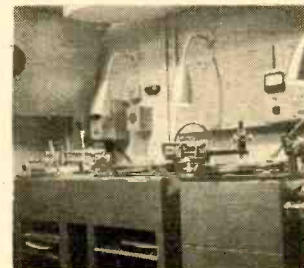
Washington—Consumer goods producers will get an 11 and one-half per cent cut in steel allocations in the first quarter of 1952, Charles E. Wilson and Manly Fleischmann told Congress on Friday. Radio and TV set production will be reduced, however, since inventories are good, the supply is expected to be ample.

Pie In Color

First individually sponsored color telecast over CBS-TV will take place tomorrow when General Foods will pick up the tab on "Pie in the Sky," starring Jackie Kelk in the 4:45-5:00 p.m. time slot. Program will be a special one-time shot for the introduction of a new product by the firm. Contract was placed through Young and Rubicam.

CLEAN SOUND

is a totally new concept of recording. It makes the difference in sound characteristics. Hear the difference and save the difference.



fulton RECORDING COMPANY

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links. This initial unit will cover a density of population of about 16 million people in the principal industrial area of Japan. Additional links will be added thereafter so that entire coverage of Japan's 80 million people will soon be possible.

Establishment of broadcasting studios, complete with the most modern American equipment, is planned in the Yomiuri Shimbun Building in the heart of Tokyo. Initial broadcast signal will be sent from a 500-foot mast located several miles from the studios. Complete plans for the studios, equipment and programming, were duly submitted

Congressman Morano's action was requested by Bernard Yudain, managing editor of the Greenwich Times, Greenwich, Conn., after Yudain charged he had been defamed by WMCA disk jockey Barry Gray during one of Gray's post-midnight broadcasts.

Yudain claims that Gray's "character assassination" followed a protest in Yudain's column attacking government expenditures to crooner Frankie Laine and sportscaster Bill Stern for Army recruiting programs.

to the Commission, with all of the engineering data prescribed. Emphasis was laid on the understanding that technical standards now in use in America would be adopted in Japan, and a broadcasting channel allotted similar to that used by the major networks in this country.

Will Use U. S. Receivers

First thousand television receivers will be of American standard make, to be purchased by combined radio manufacturers group of Japan, imported without tariff as educational media, and given to cultural, educational and allied groups for public demonstration of the new technique. It is anticipated that within a year or two the Japanese electronic industry will have caught up, and Japan will again manufacture its own transmitters, receivers and other equipment.

Juster's most recent position has been as director of integrated services and director of Public Service for the Washington stations and the NBC radio and TV networks. He joined the network in 1941 as a member of the continuity acceptance department and was transferred to Washington in 1943. DeLozier joined the sales staff of the Washington stations in 1945. In January, 1950, he was named sales manager of WNBW.

Mossadegh On TV

Two major networks, ABC-TV and CBS-TV, will telecast "live" the address of Mohammed Mossadegh, prime minister of Iran, before members of the United Nations Security Council today. The address, scheduled for 3:00 p.m. to about 4:30 p.m., will be kinescoped by NBC-TV for televising on Tuesday morning, 12 to 1:00 p.m. Mossadegh is expected to plead his country's case in the oil crisis with Great Britain before the Council. UN Radio will act as pickup for the remote.

Returns To Duty

Cleveland — Charles Roberts, WGAR head announcer, has returned to duty following a serious virus infection. The illness kept him out for a month.

from Washington were Bob Richards, director of public affairs; Dick Doherty, director of employer-employee relations; and Jack Hardesty, director of station relations. In addition to the radio sessions Fellows appeared at the Tuesday noon luncheon before the Spokane Chamber of Commerce in joint meeting with the broadcasters. He was the principal speaker, developing his subject "How Are You Going To Tell Them About Radio?" Also attending and conducting a part of the session was Carl Haverlin, president of Broadcast Music, Inc.

Canine Capers

Two CBS radio programs have become godfathers of nine Belgian police pups. The Lowell Thomas nightly newscasts and the daytime serial "Young Dr. Malone" are the co-conspirators of this dogged tale: Sandy Becker, title role of "Malone," visited Thomas' Pawling home, where he met Gene Nix, the newscaster's engineer. Both brought their Belgian police dogs, for whom it was love at first sight. Result: A litter of nine, all named after show characters—Anne, Nelson, Lucia, Sam, Doc, Lowell, Jim, Mary and Gene.

Whodunit Co-op.

Jay Jostyn and Lee Tracy, the two guardians of the law, huddle these days in an actual Macey's-telling-Gimbel's arrangement. "Mr. District Attorney" tips off "The Amazing Mr. Malone" as to type of crime he'll be handling, and vice versa. Propounded by "Mr. D. A.'s" producer, Ed Byron, the idea is to give ABC-TV's Monday night viewers better programming — to avoid chance repetition of the same crime and plot situations on the TV dramas which alternate with each other each week.



Established Feb. 9, 1937
 Vol. 57, No. 10 Mon., October 15, 1951 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-Pres.; Charles A. Alicoate, Sec'y. Reentered as second class matter, September 15, 1950 at the Post Office at New York, N. Y., under the Act of March 3, 1879. (Originally entered as second class matter on April 5, 1937). Terms (Postage free) United States, \$15.00 one year. Foreign, \$20.00. Address all communications to Radio Daily, 1501 Broadway, New York, (18), N. Y. Phone WIconsin 7-6336, 7-6337, 7-6338. Cable address: Radaily, New York.

★ COMING AND GOING ★

JACQUES DE MATTOS, commercial manager of WNBZ, Saranac Lake, N. Y., arrived in town Thursday for conferences with officials at the ABC offices, with which the station is affiliated.

TED ESTABROOK, director of WPIX's "Ted Steele Show" has returned by Scandinavian Airlines from Norway, Denmark and Sweden, where he did a series of human interest film interviews.

ART CULLISON, radio and motion picture editor of the Akron Beacon Journal, is in New York collecting material for a series on the different networks.

BOB CARPENTER, manager for Mutual's Eastern territory, and **CHARLES GODWIN**, director of station relations and manager of Mutual's Southern territory, left town for business trips. Carpenter is covering seaboard stations as far South as Virginia, and Godwin is travelling in the Deep South.

JOHN F. PATT, president of the Goodwill Stations, left Cleveland this week-end for Hollywood where he will talk with KMPC personnel. Next week, he will go to Kansas City for the American Automobile Association convention.

WILLIAM PAULSGROVE, manager of WJEJ, ABC outlet in Hagerstown, Md., is in New York on a short business trip.

MYRTLE LAYTON, merchandise director of the Kathi Norris TV Show, has just returned from Bermuda where she attended the Catalina Fashion Showing on behalf of Miss Norris.

EMERSON YORKE, independent producer, with his wife, **SOLITA PALMER**, planned to Hollywood on Friday to attend the semi-annual convention of the Society of Motion Picture and Television Engineers. After the convention, Yorke and actor Gene Lockhart will prepare plans for their new TV series, "The Storyteller," which will be produced on film.

Coast Broadcasters At NARTB Session

(Continued from Page 1)
 Sessions are open to both members and non-members.

First on the agenda this morning will be Carl Haverlin, president of Broadcast Music, Inc., addressing the group at 10:30 a.m. He will be followed by Robert K. Richards, director of public affairs for NARTB, speaking on "The New NARTB." "Armed Forces' Place in Radio and Television" is the topic of Col. James Notestein, chief of the Sixth Army's Information Section, who is scheduled to speak at 10:55 a.m. He will be followed by Richards in another talk on "Local News: the Answer to Competition for Audi-

CAPITAL ROUNDUP

By **BILL BAILEY**

THE Veterans Administration Information Service was cited for its work in the past four years in coordinating national network radio and television coverage for the observance of National Employ the Physically Handicapped Week which was October 7-13.

In recognition for its work the VA was presented with the Distinguished Service Certificate of the President's Committee on Employment of the Handicapped. Vice Adm. Ross T. McIntire, committee chairman, made the presentation to Veterans Administrator Carl R. Gray, Jr.

Attending the brief ceremony were Earl H. Gammons, CBS Washington vice-president and vice-chairman of the committee; William R. McAndrew, NBC Washington general manager and information chairman of the committee; A. W. Woolford, VA's Information Center director, and Bernard Posner, assistant director of information for radio and TV at the VA.



By **TED GREEN**

● ● ● Question Box: Could Hal Davis and Herb Landon, two nice guys at Kenyon & Eckhardt agency, be getting promotions? Is it true that the divorcement of radio and TV operations at CBS has developed administrative complications? What's cooking with the agency investigation of inflated TV circulation claimed for some major markets? Will RCA open several assembly plants abroad as a result of Frank Folsom's European trip?

● ● ● Nelson Case, one of the best "salesmen" on radio or TV, has been invited to lecture on "Radio & TV Voice Appeal" at CCNY next month. . . . DuMont is building a big, night-time show around Maggie Johnson, a gal whose beauty is matched by her brains and charm. . . . The Heathertones, whose vocal-tones are a bright spot on the Bert Park Show, are set to record for a major company. . . . Songstress Betty Ann Grove keeps her terrific personal manager, Peter Dean, busy with motion picture offers that keep coming her way. But, for the time being at least, Betty prefers her video and ether work.

AGENCIES

HICKS AND GREIST AGENCY will handle the account of Blackstone Corporation, Jamestown, N. Y., manufacturer of home laundry equipment.

GERARD J. ALBERT has joined the copy staff of the Grey Advertising Agency. He was previously assistant copy chief at Macy's.

WEXTON COMPANY has been named by Radiant Utilities Corporation, Brooklyn. Edward Greenberg is account executive.

HUGH H. GRAHAM AND ASSOCIATES, INC., New Britain, Conn., has been appointed by Niles-Bement-Pond Company for its Pratt and Whitney division and for Potter and Johnston Company, Pawtucket, R. I., a wholly-owned subsidiary.

KUDNER AGENCY, INC. is launching largest campaign in history of the Collins and Aikman Corporation in promoting nylon upholstery.

• PLUG TUNES • WORDS & MUSIC • PLUG TUNES •

By **HAL PERSONS**



● ● ● **MUSICVILLE GAZETTE**—American Musicana, Broadcast Music Inc.'s exhibit of original manuscripts, copies, autographs and collectors items of songs, has been shown in 10 cities since it had its first showing at the NARTB convention in Chicago this past April. This exhibit which consists of a ton of musical history has proved a good deal more successful than was first anticipated. Requests for its further appearance continues to come in every week. . . . Morey Amsterdam says he has an invention that has TV networks worried to death: It's Color-radio. . . . Michael Rabin, 15-year-old violin prodigy, will again be guest soloist on The Telephone Hour, Monday, Oct. 22, NBC radio 9 p.m., EST. . . . June Gardner, much admired soprano, opened at "Habibi" Israeli Cafe in N. Y. Friday. . . . "Never" and "California Moon," two ballads from the 20th-Fox film musical, "The Golden Girl," in which Dennis Day has his most important screen role to date, are sung by the Irish tenor in a pairing released by Victor to precede the film's release in November. . . . Gisele MacKenzie, whose lilting folk songs and velvety ballads were a popular feature of Mario Lanza's summer radio show, has been signed to team with Mario throughout his new series for Coca-Cola 10 p.m. Mondays. . . . Freddy Martin's Victor recording of "Down Yonder" is getting quite a play among disc jockeys, mostly as a contest gimmick. He departed completely from his usual sweet style and loaded the disc with takeoffs on Dixieland. DJ's base contests on having listeners identify the "mystery band." . . . Richard Lynn, a nice kid with a topnotch voice is beginning to make them take notice. . . . On Wednesday the 17th, Les Paul and Mary Ford open at the N. Y. Paramount, so Capitol Records is throwing a huge cocktail party at the Hampshire House this evening to give them a "rousing send-off." . . . Sherm Feller's opening at the Copacabana, brought a batch of the music trade down to welcome the well-liked Boston DJ. On hand were publicist Buddy Basch, publisher Ben Bloom, Joe Shribman, Ray Muscarella, Buddy Basch, Bill Williams, Dick Linke, Mike Conner, Buddy Basch and many others. Welcome to N. Y. Sherm. . . . The oldest continuous program of its kind in the history of radio, "Harlem Amateur Hour" started its 20th year on WMCA last week (Oct. 10). Such stars as Ella Fitzgerald, Sarah Vaughan, Billy Eckstine faced their first audience on this show.

● ● ● **RECORDS ON PARADE**—MGM records will add four new albums to its recently inaugurated "Popular Classics" series this week. It is planned to bring out at least four new items a month. . . . After a six-month flight into the limelight as a potential topnotch songstress, June Valli, 21-year-old vocalist and former bookkeeper for a hosiery firm, has been signed by Victor Records. She launched her career with an Arthur Godfrey Talent Scout appearance six months ago. . . . This week Columbia will release Sammy Kaye's new recording of "Daddy." Republic Music is trying to determine whether a former hit song can be "pushed" back into the hit class primarily as a result of being featured in a big budget flicker. In this case RKO's forthcoming "The Blue Veil." . . . "Blue Smoke" and "Beside You" is Les Howard's second London release. "River in The Moonlight" has already caught on in Boston.

● ● ● **TRY THESE ON YOUR TURN TABLES**—"Domino" Bing Crosby (Decca). This is by far the most exciting record that Bing has pressed in a long while. Highly recommended for those spins. . . . "Hey Good Lookin'" Jo Stafford and Frankie Laine (Columbia). This duo do things with this catchy tune. The flip side "Gambella" also recommended. . . . "When," and "If You've Forgotten Me" Les Baxter, chorus and orch. (Capitol). Two very attractive songs. . . . Solitaire" Dean Martin (Capitol). This is the song Dean has been looking for, his best for my money.

RCA's Thesaurus Boosts BAB Drive

RCA's Thesaurus library service will give a boost to the forthcoming nationwide BAB promotion drive with the special release to station subscribers this week of the transcribed tune "Wherever You Go, There's Radio," which stemmed from a slogan originated by the United Detroit Radio Committee to spark this industry campaign, according to A. B. Sambrook, manager of RCA Recorded Program Services Sales.

Underscoring the fact that RCA's Thesaurus is the first transcription library to record and distribute the tune to radio stations, Sambrook said: "Thesaurus is helping to put its subscriber stations actively into the industrywide promotion effort soon to be launched by the B. A. B. "The tune 'Wherever You Go, There's Radio' has been recorded by Thesaurus in two versions—the melody and lyrics as written by Pie Plante Pete and Bashful Joe of Detroit's WJR plus a new and even more promotional words-and-music treatment. Both versions are set up in different time-lengths so as to afford stations versatility of use."

Along with the transcription, featuring the Swingtones, Thesaurus is sending to every subscriber station manager and program director a special letter suggesting that they use these promotion jingles as frequently as possible for station breaks, disc jockey programs, radio exploitation program signatures, opening and closing program themes and station sign-ons and sign-offs.

Stork News

Pittsburgh, Pa.—The Bob Bollens—he's production assistant at WDTV—welcomed their first child, Patricia Lynn, on September 18.



Gentlemen Prefer!
CAROL CHANNING'S
"DID I HURTCHA, BURNYA, CUTCHA, MUCH!"
 Mitch Miller and his Orch.
 Columbia No. 39544
 Ostrow Music Pub. Corp.
 1650 Bway.—Pl. 7-5159

Another BMI Pin-Up Hit!
HEY, GOOD LOOKIN'
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 Recorded by
 FRANKIE LAINE—JO STAFFORD (Columbia)
 TENNESSEE ERNIE—HELEN O'CONNELL (Capitol)
 HANK WILLIAMS (M-G-M)
 THE MELODEONS (M-G-M)
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BROADCAST MUSIC, INC.

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 FRANKIE CARLE—VICTOR
 DON CHERRY—DECCA
 HARRY BABBITT—CORAL
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"I'LL HOLD YOU IN MY HEART"
 EDDIE FISHER—VICTOR
 TONI ARDEN—COLUMBIA
 EDDY HOWARD—MERCURY
 EDDY ARNOLD—VICTOR
 ADAMS-VEE and ABBOTT, INC.
 216 S. Wabash Ave. Chicago 4, Ill.

Four A's Regional Meeting Planned

(Continued from Page 1)

scope" is the theme of the two-day conference which will emphasize better teamwork and bring specific problems of agency operation for discussion. It is anticipated that more people will attend several meetings—on their own and other fields, as many specialists want to increase their over-all knowledge of the agency business.

Chairmen of the nine group meetings were announced yesterday as follows:

Copy and Art—Elwood Whitney, vice-president and art director, Foote, Cone & Belding; **Marketing and Merchandising**—R. W. Welch, director of merchandising, McCann-Erickson, Inc.; **Media**—Elizabeth Black, account executive, Joseph Katz Company, and Daniel M. Gordon, vice-president and media director, Ruthrauff & Ryan, Inc.; **Radio and TV Production**—Adrian Samish, vice-president, Dancer-Fitzgerald-Sample, Inc.; **Trade and Industrial Advertising**—John Mather Lupton, president and treasurer, John Mather Lupton Company, Inc.; **Agency Library Group**—Delphine V. Humphrey, librarian, McCann-Erickson, Inc.; **Management**—(3 sessions) Alvin H. Kaplan, partner, Kaplan & Bruck; Wilbur VanSant, president, VanSant, Dugdale & Co., Inc.; and D. C. Stewart, secretary and general manager, Kenyon & Eckhardt, Inc.; **Mechanical Production**—Michael J. Madar, vice-president in charge of production, Lennen & Mitchell, Inc.; **Research**—Fred B. Manchee, executive vice-president in charge of marketing and merchandising, Batten, Barton, Durstine & Osborn, Inc.

Radio And TV Tuesday

Tuesday morning's opening session has scheduled the copy and art, marketing and merchandising, and the media group to hold meetings concurrently. The radio and TV production, the trade and industrial advertising, and the agency library group meetings will take place in the afternoon, and also run simultaneously. On Wednesday morning, five sessions will be held concurrently: three management sessions, divided according to agency billing size; mechanical production and the research group meetings.

The conference will be climaxed Wednesday afternoon with a 'Town Meeting' open to all AAAA agency personnel. Speakers will be Louis Brockway and Frederic R. Gamble, chairman of the board and president of AAAA, respectively. Following this, each of the group chairmen will sum up the topics covered at their respective meetings.

★ ★ TELE TOPICS ★ ★

SENATOR Herbert O'Connor, D-Md., substituting for Rudolph Halley on CBS-TV's "Crime Syndicated" series, Tuesday night, proved an able replacement for the New York candidate for the City Council President. In fact, the Maryland Senator gave the impression he was a natural as an emcee for almost any type of program which might be placed before him. He has an ease and grace before the cameras which immediately ingratiates him with persons in the household—and this despite the sordid story of city corruption which the program of Tuesday unfolded in an excellent drama, and which the Senator had to narrate.

★ ★ ★ ★

TODAY'S TV PERSONALITY: PAUL ESHLEMAN, recently named head of Allen B. DuMont Laboratories, Inc., manufacturing operation at East Paterson, N. J., has been engaged with the firm's manufacturing efforts in receivers and electronic parts since 1942. His first job with DuMont was in the capacity of production control manager, holding down this post during the war. With the advent of peace, and with commercial TV beginning, Paul was assigned to WABD and helped to get that station started. In 1947 he returned to the manufacturing division, organizing and supervising a night shift to turn out DuMont receivers to meet the increasing demand. With DuMont's need for larger quarters, Paul was assigned to duty of converting the former Wright Aeronautical plant in East Paterson for use as a TV manufacturing operation. Under his supervision the plant was developed into the largest unit in the electronics industry. Paul was born in Greenville, Ohio, and took specialized business courses at Aquinas College and Niagara and Ohio State Universities. Before his association with DuMont, Paul was a vice-president of Oceanside Terminal Corporation in N. Y.



ESHLEMAN

★ ★ ★ ★

WALL STREET thinking about the future of TV is clearly stated in the latest news letter of Francis I. Du Pont & Co. in which the firm states, in part: "An index of the volume of theater receipts reveals that the declining trend was reversed in May, 1951, and that the outlook for the motion picture industry, with or without television, has improved considerably. Factors which will aid the motion picture industry in the future are: greater production of pictures which the public will find more interesting, more color movies, three-dimensional motion pictures, theater television, both black and white, and color, and subscription television which will permit Hollywood productions to be shown in the home. It is estimated that the motion picture industry lost approximately one-third of its customers in the postwar period, with attendance falling from about 80 million a week in 1946 to below 55 million a week in the beginning of 1951. Television originally benefitted from its novelty and the availability of an accumulation of scripts from stage and screen as well as from sports programs." However, the firm's letter goes on: "Additional TV stations, lower priced sets, and the introduction of color should re-stimulate the television industry. It is doubtful whether anybody knows which color system is best, but it is apparent that the color system which is purchased most by the public will prove to be the best." The letter further states that the Lawrence-Paramount color tube to be produced by Chromatic Television Laboratories, Inc., will not exceed an additional cost of \$25 under color standards of today. The report was based on remarks made by Paul Raibourn, vice-president, Paramount Pictures Corporation.

★ ★ ★ ★

"WHAT'S YOUR PROBLEM?" a new TV series to be launched tomorrow by WNET, at 10:30-11 a.m., has a completely new format, and will provide viewers with a vehicle for having their family problems discussed by experts. A panel, composed of experts on family life, will have two permanent members in the persons of well-known writer Fannie Hurst and Helen Parkhurst, founder of the Dalton School and originator of the Dalton Laboratory Plan. Ben Grauer will be moderator. Guest panelists will include leaders from the field of child psychology, education, medicine, law, welfare, religion and social agencies. Writers and editors of leading publications, such as the top women's magazines, Parents' Magazine, Book of Knowledge and others will appear as panel guests. . . . Boston actor Lou Charles, recently cast as Slim Carter in the "First 100 Years," has passed the milestone of his 75th video show. He is a veteran of radio, stage and screen, chalking up most of his experience in popular soap operas.

★ ★ ★ ★

Production Starts On Color TV Tube

As a result of a deluge of requests for information concerning the Lawrence-Paramount tri-color, direct view television tube—first announced several weeks ago—Richard Hodgson, president of Chromatic Television Laboratories, Inc., stated yesterday that the company is now producing tubes at a newly acquired plant in Stamford, Conn., and expected to have the tubes available in quantity production by the first of the year.

In making the announcement Hodgson said: "Since knowledge of the Lawrence-Paramount tri-color, direct view color television tube first became public, we have been deluged with requests for information. In response to the intense public interest in the tube, we are issuing a 'question and answer' summary of those salient points which we have found to be of the most public interest."

Black And White Also

One of the principal questions asked by the public was whether the revolutionary tube could be used in existing black and white sets. As answered by Hodgson the tube can be inserted into any good quality black and white receiving set, and, with the addition of an adapter plus minor circuit adjustments, will receive both black and white and color transmission under present commercial color standards.

As to cost, Hodgson said that the company's best estimate at the present time, was that new sets, equipped for both black and white and color will cost only about 15 per cent more to produce than sets of the same size receiving black and white only. However, each color system added to present commercial color standards will require additional circuits in the set and this will result in additional costs.

Commenting on size, Hodgson said there would be no limitation on the size of the screen using the Lawrence-Paramount tube. This effectually overcomes the limitations on the CBS type, since with the new tube, there would be no need for the present "meat-grinder" type, which limits the size of the picture shown.

In response to a question as to how many of the tubes are now in existence, Hodgson stated that the only one at this time is housed in the television laboratories in the Paramount Building. The tube, he explained, is a hand-built, open pump tube constructed in Dr. Lawrence's garage-workshop by Dr. Lawrence. In size, he said, it is equivalent to a 19-inch black and white tube.

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THE WEEK IN REVIEW

Radio-TV Highlights

By BILL NOBLE

PLANS for revolutionary changes in NBC radio network operations were revealed by Charles R. Denny, executive vice-president of the network, following the closing session of the net's Special Planning and Advisory Committee. The re-alignment, as approved by SPAC, includes expansion of the primary station list to between 40 and 50 stations, the acquisition of upwards to 100 of "premium stations" and the inauguration of a "Minute Man Service" of programs which will allow broadcasters to operate on a pay as you sell basis. Boiled down to essences, it means a new era in network radio thinking, whereby the sponsor will be afforded a maximum of flexibility in forming a network to suit his distribution needs, within the sphere of NBC radio network facilities.

Jack Pacey, former ABC publicity director, was named director of public affairs for the network, succeeding Robert Saudek, who resigned recently to join the Ford Foundation. Eugene H. (Gene) King, program director for WCOP, Boston, since 1947, accepted the post of director of radio in Europe for the Economic Cooperation Administration. Myron Kirk, vice-president of the Kudner Agency, accepted chairmanship of the radio division of the 1951 Travelers Aid Society campaign. William R. McAndrew, general manager of WRC and WNBW, Washington, NBC O&O's, was named director of public affairs for NBC-TV. Don Foley was appointed director of advertising and sales promotion at WCBS.

In a move designed to strengthen the position of the Mutual Broadcasting System in radio and looking further into possible TV fields, Jack I. Straus, president of R. H. Macy & Co., Inc., and chairman of the board of General Teleradio, Inc.—WOR and WOR-TV, and Thomas F. O'Neil, vice-president of The General Tire & Rubber Co., and president of Thomas S. Lee Enterprises, Inc.—Yankee and Don Lee networks, announced that the boards of directors of the companies have each adopted a plan for the consolidation and merger of their respective radio and television interests. No present change in operations or personnel is contemplated by the plan.

Plans for the reorganization of administrative departments of BAB were announced by William B. Ryan, president, speaking before the 17th District NARTB meeting in Spokane, Wash.

NETWORK SONG FAVORITES

The top 30 songs of the week (more in case of ties), based on the copyrighted Audience Coverage Index Survey of Popular Music Broadcast over Radio Networks. Published by the Office of Research, Inc., Dr. John Peatman, Director.
Survey Week of September 28-October 4

TITLE	PUBLISHER
A Ghost Of A Chance.....	Mills
A Kiss To Build A Dream On.....	Miller
And So To Sleep Again.....	Paxton
Ask Me.....	Harman
Because Of You.....	Broadcast Music
Bela Bimba.....	Goday
Blue Velvet.....	Meridian
Bonne Nuit.....	Burke-Van Heusen & Assoc.
Cold Cold Heart.....	Acuff-Rose
Come On-A My House.....	Duchess
Deep Night.....	Advanced
Don't Cry Little Girl.....	Beacon
Down Yonder.....	LaSalle
Getting To Know You.....	Williamson
Got Her Off My Hands.....	Remick
How High The Moon.....	Chappell
I Get Ideas.....	Hill & Range
I Wish I Wuz.....	United
In The Cool Cool Cool Of The Evening.....	Burke-Van Heusen & Assoc.
It's All In The Game.....	Witmark
Mary Rose.....	Shapiro-Bernstein
Maybe It's Because I Love You Too Much.....	Berlin
Morningside Of The Mountain.....	Remick
Out O' Breath.....	Valando
Shanghai.....	Advanced
Tinkle Song.....	Vinrob
Too Young.....	Jefferson
While You Danced Danced Danced.....	Spitzer
Wonder Why.....	Robbins
World Is Waiting For The Sunrise.....	Crawford
You'll Know.....	Chappell

Second Group

TITLE	PUBLISHER
Be Mine Tonight.....	Peer
Because Of Rain.....	Maypole
Blow Blow Winds Of The Sea.....	Lion
Dark Is The Night.....	Feist
Dimples And Cherry Cheeks.....	Leeds
Everything I Have Is Yours.....	Mills
Hello Young Lovers.....	Williamson
Here Comes The Fattest Man In Town.....	Life
Hold Me Hold Me Hold Me.....	E. H. Morris
I Love The Sunshine Of Your Smile.....	Johnstone-Montei
I Wish You The Best.....	Life
I'll Always Remember You.....	Simon House
I'm A Fool To Want You.....	Barton
Lonesome And Sorry.....	Mills
Make Believe Land.....	Bregman-Vocco-Conn
Mixed Emotions.....	Roger
My Dream Christmas.....	Life
Old Soft Shoe.....	Shapiro-Bernstein
Painting The Clouds With Sunshine.....	Witmark
(It's No) Sin.....	Algonquin
Undecided.....	Leeds
Up And Down Mambo.....	Life
With All My Heart And Soul.....	Spinlan
World Is Mine Tonight.....	Sam Fox

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BEHIND THE MIKE

THE producers of James Melton's "Ford Festival" TV show have found a solution to the problem of providing new talent and faces that is besetting most regular TV shows today. They have found plenty of feature worthy talent right amongst the cast of their own show. Spurred on by Jimmy, who believes in giving the kids a break right on their home grounds, the last few weeks have found Mary La Roch and Peggy Pulliam, the "Jingle Belle" lovelies singing with Jimmy and by themselves; Chris Karner, one of the ballerinas, has appeared in several dramatic skits and is also gaining a reputation as a fine comedienne; chorus singer Frances Williams has done several acting bits as has Len Stolkes, whose regular chore is singing the commercials. Fan letters that have been coming in since this new policy was initiated, have shown that the viewers heartily endorse seeing these familiar faces appear in feature roles.

Mandel Kramer, the "Peters" of NBC's "Counter-Spy," found it difficult to be serious in a serious radio role the other night. "Guess you would have felt the same way," he explained. "My wife just gave birth to our second daughter. Name, Kathryn; 8 lb., 3 oz. Honestly I don't care if I don't get my man tonight—I've got my girl."

Whenever Jackie Gleason has a particularly strenuous slapstick sketch, where he has to dive through door or windows, producer Milton Douglas now hires a doctor to stand in the wings at "Cavalcade of Stars" and be ready in case Jackie scratches or otherwise injures himself!

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RADIO TELEVISION DAILY

SPONSORS
BUSINESS
AGENCIES

VOL. 57, NO. 19

NEW YORK, FRIDAY, OCTOBER 26, 1951

TEN CENTS

COLOR TV MANUFACTURING FROZEN

UPT Executive Gives Views On Future Of Video

United Paramount Spokesman Is ATS Speaker

Declaring that on-the-air television and theater television supplement each other and that he favors both types of TV, Robert H. O'Brien, secretary-treasurer, United Paramount Theaters, was the first guest speaker at the opening luncheon meeting, yesterday, of the American Television So-

(Continued on Page 7)

Truman Signs Law Covering Radiations

Washington Bureau of RADIO DAILY

Washington — President Truman has signed into law an act requested by the Defense Department to give the President authority to close down any device that might emit electromagnetic radiations that could be used by an enemy. This includes all broadcasting and telecasting. Under the war emergency

(Continued on Page 3)

Watch Co. To Sponsor Special TV Program

The Longines-Wittnauer Watch Co. for the third successive year will sponsor a musical "Thanksgiving Day Festival" over the CBS television network, Thursday, Nov. 22, from 5:00 to 6:00 p.m., it was announced yesterday.

The holiday special, which fea-

(Continued on Page 2)

Speed Merchant

NBC's Dave Garroway, currently heard on the radio network each weekday morning (11:45 a.m., EST) on "Dial Dave Garroway," will drive his 1939 Jaguar SS 100 sports car in the annual Mount Equinox hill climb near Manchester, Vt., on Sunday, Oct. 28. This is the same car that won first place in the 1949 Watkins Glen Race.

Broadcasters Reclassified

Washington—The National Production Authority yesterday reclassified radio and television broadcast facilities from "commercial" to "industrial," confirming yesterday's story in RADIO-TELEVISION DAILY. The classification permits firms to increase self-authorizations of controlled materials from two to 25 tons of steel and from 200 to 2,000 pounds of copper per quarter.

Radio-TV Production Public Relations Use Theme Of 4A Session Of Radio-TV Urged

Low-budget TV, talent and costs, agency-produced programs, commercials and other facets of sight-and-sound advertising will be scanned at the radio and television production session of the 1951 Eastern annual conference of the American Association of Advertising Agencies next week. The radio-TV meeting, scheduled for Tuesday afternoon in the grand ballroom of the Hotel Roosevelt, is one of nine group sessions at this year's event, which is on the theme of "Advertising Under

(Continued on Page 7)

Providence—The ability of radio and TV shows to strengthen the public relations messages of large companies was emphasized yesterday by J. Carlisle MacDonald, assistant to the chairman, United States Steel Corporation, as a new trend being used by many companies besides U. S. Steel.

Speaking before the Panel on Community Relations at the Annual Business Management Institute of Bryant College, Providence, R. I., MacDonald pointed out the

(Continued on Page 3)

RCA Thesaurus Reports Heavy Musical ET Sales

Heavy sales of RCA's Thesaurus release of the "Wayne King Serenade" and "The Hour of Charm" is reported, with sales of the two programs totalling over \$380,000 in time charges and talent fees, recorded by subscriber stations in less than five months, A. B. Sambrook, manager of RCA Recorded Program Services

(Continued on Page 2)

DuMont To Be Honored By N. J. Community

Dr. Allen B. DuMont and the DuMont Laboratories will be feted as the outstanding company in the development and progress of the TV industry on Nov. 14 at a special dinner given by the Passaic (N. J.) Chamber of Commerce. The dinner will commemorate official adoption of the slogan, "Passaic, Birthplace

(Continued on Page 3)

Industry Leaders Hold Meeting With Wilson

Washington Bureau of RADIO DAILY

Washington—The manufacture of color television was frozen by the government yesterday for the duration of the "critical materials shortages." Defense Mobilizer Charles E. Wilson told a closed meeting of 26 manufacturers yesterday that "in justice to other civilian producers" he "could

(Continued on Page 8)

Columbia Records Joins Association

Commending officials of three other major recording companies for their "far-sighted" efforts in launching an association, James E. Conkling, president of Columbia Records, Inc., yesterday announced that the company had applied for membership in the newly-formed Record Industry Association of America, Inc.

In announcing Columbia's partic-

(Continued on Page 6)

Russia To Get Sample Of Own Radio Interference

Washington Bureau of RADIO DAILY

Washington—Soviet Russia will get a taste of its own radio interference under a new authorization granted the Bavarian radio by the

(Continued on Page 8)

"Objective Self-Analysis" OAB Conference Theme

Cleveland, Ohio—Objective self-analysis with a determined view towards giving prospective clients the radio story based on researched facts was the keynote of the Ohio Association of Broadcasters sales conference at the Carter Hotel yesterday and Wednesday.

An excellent roster of speakers emphasized the need for revitalized programming, competitive selling

against other media and establishing local personality of station with national spot advertisers. Presiding over the session was L. A. Pixley of WCOL.

Henry Coleman, advertising manager Standard Oil Ohio, briefly shook up the conference with a demand for realistic rate structure. "Some radio stations," Coleman said, "especially in highly competi-

(Continued on Page 3)

TV Exclusive

Chicago—Exclusive TV rights in the Chicago area to 174 Republic Pictures Corporation films for two years have been obtained by WGN-TV. This represents the first release of films to television by Republic studios and the package will be a notable addition to the WGN-TV film library, giving the station a new source of programs.

RADIO DAILY TELEVISION DAILY

Established Feb. 9, 1937

Vol. 57, No. 19 Friday, October 26, 1951 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-Pres.; Charles A. Alicoate, Sec'y. Reentered as second class matter, September 15, 1950 at the Post Office at New York, N. Y., under the Act of March 3, 1879. (Originally entered as second class matter on April 5, 1937). Terms (Postage free) United States, \$15.00 one year. Foreign, \$20.00. 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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FINANCIAL

(October 25)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	115 3/4	111 1/2	115 3/4	1/8
Admiral Corp.	24 3/8	23 3/4	23 3/4	1/4
Am. Tel. & Tel.	157 1/4	156 7/8	157	1/8
CBS A	28 3/8	28 1/4	28 1/2	1/4
CBS B	28 1/2	28 1/4	28 3/8	1/8
Philco	25 3/4	25 1/4	25 1/4	1/8
RCA Common	23	22 1/2	22 5/8	1/8
RCA first pfd.	73 5/8	73 5/8	73 5/8	3/8
Stewart-Warner	18 3/8	18 1/8	18 1/8	1/8
Westinghouse	40 5/8	39 3/8	39 5/8	3/8
Westinghouse pfd.	95	95	95	1/4
Zenith Radio	65 1/4	63 1/2	63 1/2	1/2

NEW YORK CURB EXCHANGE

Du Mont Lab.	15 1/2	15 3/8	15 3/8	1/8
Hazeltine Corp.	43	42 1/4	43	1/2
Nat. Union Radio	4 1/4	4 1/8	4 1/8	1/8

OVER THE COUNTER

Stromberg-Carlson	Bid 11	Asked 12 1/2
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KBS Extends Service

Sidney J. Wolf, Keystone Broadcasting System president, yesterday announced resumption of a sustaining library service to all KBS affiliates. The package program consists of exclusively-owned arrangements of standard, classical, semi-classical, hillbilly and folk music.

Wolf pointed out that the library is being offered to the Keystone outlets at on cost to the station.

WSTC and WSTC-FM
STAMFORD, CONN.
"The Gateway to New England"
A B C Affiliate
Representative: EVERETT-McKINNEY, Inc.

★ COMING AND GOING ★

MUTUAL BROADCASTING SYSTEM station officials visiting in New York yesterday included the following.

EARL HOLDER, manager of WNNC, Newton, N. C.

CHARLES MELTON, manager of WSIC, Statesville, N. C.

J. P. SHESTALL, co-owner of WJZM, Clarksville, Tenn.

BYRON MacELLIGOTT, manager KSON, Aberdeen, S. D.

ANDREW JARENA, general manager, WKOP, Binghamton, N. Y.

CAROL BRUCE flew to Las Vegas on the 23rd.

KEN ROWSWELL and his wife, of WDTV, Pittsburgh, Pa. off to Florida, for a vacation.

FRANCHOT TONE and BARBARA PAYTON are expected in from Philadelphia on Saturday.

MR. & MRS. DICK WESTERGAARD (he's the manager of WNOX, Knoxville, Tenn.) are in town for the week. Residence: the Chatham, business address: the Branham Co.

PIERRE VAN PAASSEN is due from Chicago via United on the 27th.

JERRY FAIRBANKS has flown to Chicago for conferences with midwestern video and agency executives and to supervise filming start of a television-commercial picture for Standard Oil Company of Indiana. A studio location unit, traveling by air, followed the location to Chicago.

RCA Thesaurus Reports Heavy Musical ET Sales

(Continued from Page 1) Sales, announced yesterday.

Both shows are the latest addition to Thesaurus library's total roster of 30 commercial musical packages, all built around big-name artists for whom local sponsors are paying talent fees as well as time charges. Sambrook reports that the new era programming, now in its second year, has been outstandingly successful and will be continued next year too.

Within five months of the release of the two latest programs to Thesaurus subscribers, sales by stations have already reached an estimated \$880,045 in local time and talent charges. This was based on reports received from all parts of the country.

Reichert Gets New Post

Rolland Reichert has been appointed TV operations supervisor at NBC, Chicago, according to announcement made by Jules Herbuveaux, manager of TV operations. He replaces George Heinemann, who was recently promoted to TV program manager.

History Making

For the first time in the history of Broadcast Music, Inc., all the top four numbers on last night's Lucky Strike Hit Parade were BMI. The tunes which made the distinction were: first, Because of You; second, Cold, Cold Heart; third, I Get Ideas; fourth, It's No Sin.

HAROLD STASSEN flew to Chicago via United Airlines on the 24th.

RICHARD ARLEN arrived in New York yesterday for interviews and radio appearances on behalf of "Silver City."

HAL WALLIS arrived in New York yesterday from Fort Benning. Wallis will confer with Paramount officials while here.

ROBIN HUGHES is in New York for a series of television appearances.

MAC McGARY, NBC Washington announcer, journeys to Cincinnati for this Sunday's broadcast of the "American Forum of the Air."

Watch Co. To Sponsor Special TV Program

(Continued from Page 1)

tures "The Choraliers" and "The Symphonette," will be telecast from New York over a full transcontinental CBS-TV network. The program will have a cast of more than 100 persons.

Besides orchestral music by "The Symphonette" and singing by "The Choraliers," there will be exciting ballet numbers.

Eugene Lowell will direct both "The Symphonette," a 60-man orchestral group, and "The Choraliers," which will feature distinguished soloists. Frank Knight will act as host.

Radio And TV Ready For Royal Reception

Washington Bureau of RADIO DAILY

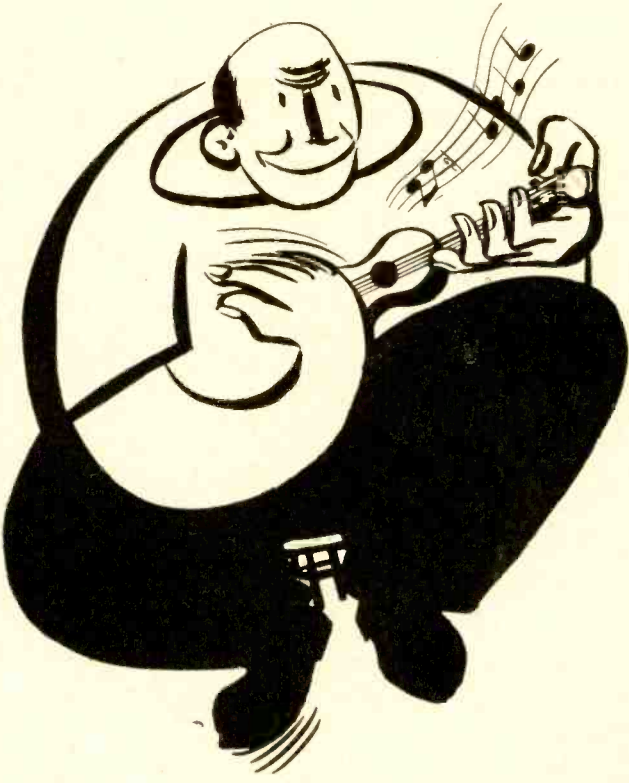
Washington—Radio and television will give full coverage to the Washington visit of Princess Elizabeth and her husband, the Duke of Edinburgh, when they arrive at the Washington national airport on Tuesday afternoon.

Both radio and TV webs as well as local stations will cover President Truman's official greeting to the royal couple at the airport from 4:00 to 4:30 p.m., and later take their mikes and cameras to the Hotel Statler for the official reception which is scheduled for 5:30 to 6:30 p.m., EST.

In addition the BBC will cover the event and special films of the event will be flown to London for presentation on television.

Gets WBZ Program Post

Boston—Appointment of Avner Rakov as program manager of Westinghouse radio stations WBZ, Boston, and WBZA, Springfield, Massachusetts, was announced by station manager W. C. Swartley. Under the new arrangement, W. Gordon Swan, who has been in charge of television programming, will devote his full attention to television as program manager.



You get a lot for a little*

*MORE LISTENERS-PER-DOLLAR than any TV or radio station in Baltimore

SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY

Truman Signs Law Covering Radiations

(Continued from Page 1)

section of the Communications Act the President already had authority to take over, if necessary, all broadcasting. The new law broadens that authority to include any "device" capable of electromagnetic radiations. This would include diathermy and various types of electronics operations.

The Defense Department said that electromagnetic radiations could be used by an enemy to send guided atomic missiles into the United States and that German scientists now in Russia "are believed to be working toward the development of equipment capable of utilizing electromagnetic radiations to be used in case of war with the United States."

DuMont To Be Honored By N. J. Community

(Continued from Page 1)

of Television." The dinner will be telecast over WABD.

New Jersey Governor Alfred E. Driscoll will present a citation to Dr. DuMont, saluting the scientist's achievements in the TV and electronics field. The dinner will mark the beginning of a two-day program in Passaic, commemorating the important role the city played in the development of video. Local TV firms and the Armed Forces will present exhibits in the Armory. Outstanding figures in the TV field have been invited to attend.

History shows that it was in 1930 that W2XCD inaugurated the first regularly scheduled TV programming, and in 1938, the DuMont organization manufactured in Passaic the first commercial TV receivers. The City Council recently voted on adoption of the slogan in recognition of Passaic's role in TV history.

"Objective Self-Analysis" OAB Conference Theme

(Continued from Page 1)

tive radio and television markets, are delivering audiences at certain parts of the day that are 40 to 60 per cent smaller than four years ago—yet there has been no decrease in published rate cards."

OAB members retaliated in open discussion with opinions that radio has always been underpriced in relation to other media; that costs of operation have risen out of proportion with rates, and that radio is the only media expected to account for every impression.

Baker Speaks

Dr. Kenneth Baker, president of SAMS, told OAB that they need not stand in fear of measurement systems. They are numbering audiences and providing quantitative and qualitative analysis necessary for a cooperative drive against other media.

Elmer Wayne, sales manager of WJR, Detroit, also stressed need for more analysis and less talk, more creative thinking and less envy among radio stations. Wayne pointed out that radio must discontinue discounting out-of-home, "bonus" audience for which outdoor adver-

tising, illuminating spectacular, car cards and blimp and sky writers are getting good money.

Robert J. Burton, vice-president of BMI, predicted that NCAA and professional football will withdraw concerted action to prevent broadcasts and telecasts that might be judged to be in restraint of trade under anti-trust laws. Burton discussed property rights in relation to general, news, sports and public events programs.

Murray Grabhorn, managing director NARTSR, dwelt on the need for establishing station's local personality with national spot advertisers.

"Send your sales manager to New York to get acquainted with your agency people," Grabhorn said. "Let your agency know what your personalities are doing to attract attention."

Public Service Need

Need for public service programs that will sell philosophy of private enterprise was pointed out by Robert Wagner, publicity director, Timken Co.

Radio news and how to make it more salable was subject for Ben Chatfield, president NARNB.

The following resolution was adopted: OAB is opposed to adoption of Senate JR-76 and passage S-1579, commonly called the Benton Bill. These bills can serve no useful purpose to the public or to the radio-TV industry. Passage of the bills would be another step in the direction of complete governmental control of radio and TV industry.

FCC Authorizes WBAM Power Increase To 50 Kw

Washington Bureau of RADIO DAILY

Washington—Through modification of its construction permit, WBAM, Montgomery, Ala., yesterday was authorized by the FCC to increase its power from 250 watts to 50 kw daytime and install a directional antenna. The original grant was for 250 watts days on 740 kc. The Commission also granted WGCH, Greenwich, Conn., authority to remain silent an additional ten days pending financial reorganization.

Public Relations Use Of Radio-TV Urged

(Continued from Page 1)

constant growth of news coverage by both radio and TV.

"Standards of news coverage in both television and radio are constantly being raised," he said, "and today a great many Americans get the bulk of their news from these media. Time is well spent in working out the best possible relations for your company with radio and television newscasters."

In citing the example of the "Theater Guild On The Air," the radio show sponsored by U. S. Steel, MacDonald stated that the program's radio commercial messages were mostly "newsy," and that they were delivered by George Hicks, primarily known as a radio news reporter.

Stork News

Papa of a girl for the fourth time is trumpet-and-piano playing Nick Tagg, organist for ABC's Jack Berch show. Wife Caroline gave birth to seven-pound, seven-ounce Teresa Lucille on Tuesday, Oct. 23, in Kingsway Hospital, Brooklyn.

Al Ross, WBAL, Baltimore disc jockey, is the father of an eight pound, five ounce boy. The child was born Monday, October 22nd.

50,000 WATTS

in the middle of the dial

800 kc.

Now Covering 17,000,000 Population Area in 5 States!

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MUTUAL

The (LOWEST RATE) of Any Major Station in the DETROIT Area

Adam J. Young Jr., Inc.
National Representative

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Detroit. 26
Michigan

J. E. Campeau, President

Send Birthday Greetings To—

October 26	Pat Barnes	Estelle Brenner
October 27	Jack Carson	Kathryn Cravens
	Bob Becker	Jack Kilmartin
		Philip D. Archer
		Mignon Schreiber
October 28	Dick Connell	Madeline Lee
	Joe Hasel	Sydney B. Gaynor
		Herbert Butterfield
October 29	Jack Pearl	Harriet Margulies
	Lew Rogers	Jerry Cooper
	Arthur Kohl	Anne Lombardi
	Virginia Clark	Robert K. Adams
October 30	Joan Banks	Robert Monroe
		Carl Warren
October 31	Murray Carpenter	Rose Gates
	Douglas Hope	Mary McCoy
November 1	Stan Shaw	Ray Sinatra
		Barry McKinley

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FETZER BROADCASTING COMPANY

KALAMAZOO

AM TV EQUIPMENT FM FAX

Section of RADIO DAILY, Friday, October 26, 1951

ARGENTINA'S TV SEEN A SUCCESS

Canadian Industry To Make Radar Screen

Montreal—Bulk of the equipment for the secret North American radar screen will come out of Canadian plants, Production Minister C. D. Howe, announced. He told the Canadian House of Commons that the Government has launched a \$560,000,000 electronics program and part of it will be for the development of the equipment for the screen. Result of the program likely will not be felt until "the last month of 1952."

"Canadian plants now are being called on to produce the bulk of the equipment to be installed in the North American radar screen and to furnish the equipment necessary to complete the network of the communications vital to the defense of this continent.

"Because of the development required in this program, before production can be undertaken," said Mr. Howe, "it is unlikely that its full impact will be felt by industry until the last months of 1952."

Cost of the screen is to be borne by both Canada and the United States.

New Multi-Purpose Tube Designed For UHF Tests

Foreshadowing the day when the nation's TV facilities will be multiplied by new stations telecasting in the UHF band, the RCA tube department disclosed the development of multi-purpose test equipment for designers and engineers experimenting with UHF home TV receivers.

The disclosure, made by J. F. Sterner, RCA engineer, at a session of the National Electronics Conference in Chicago, described the laboratory test equipment as specifically designed to determine the characteristics of experimental filters.

Improved TV Pix

Chicago—A new detector that promises improved TV pictures was described by W. K. Squires of Sylvania Electric Products Inc. before the seventh annual National Electronics Conference at the Edgewater Beach Hotel. Squires claimed that the new detector for TV will avoid interactions with TV reception. Squires calls his new device a constant input impedance second detector.

G. E. Official Comments On Government Practices

The Congressional practice of imposing progressively higher tax rates on a retroactive basis and the failure of the executive branch of government to establish procedures permitting corporations to obtain price relief were cited by Ralph J. Cordiner, president, General Electric Co., as the two major factors confronting American business which "will make it impossible" for corporate management to function effectively.

Cordiner's statements followed an announcement of G.E.'s record sales for the first nine months of this year, exceeding the previous record level attained last year, by 25 per cent. Pre-tax earnings for the same period exceeded another record set last year by over 35 per cent.

The net profit of the company, Cordiner said, was 24 per cent less than last year due to the increase of 105 per cent in the provision required for federal taxes on income. G.E. sales totaled \$1,694,084,000 with the net profit of only \$85,936,000. Its pre-tax earning was \$286,936,000 for the year.

Buenos Aires TV Station Has Highest Radiated Power Ultra-Modern Studio Includes Latest Techniques, Two Mobile Units, And Motion Picture Equip.

Argentina's first TV station, reportedly among the largest and most modern in the world, has the highest effective radiated power of any TV station in the western hemisphere, it was revealed this week.

The station, owned and operated by Radio Belgrano y Primera Cadena Argentina de Broadcastings, was supplied through International Standard Electric Corp., an associate of the International Telephone & Telegraph Corp.

Operating on channel 7 as LR-3-TV, the Buenos Aires station has been on the air experimentally since September 10 and went on officially on October 17. The transmitter, installed in the 22-story Ministry of Public Works Building overlooking Buenos Aires, is designed to receive both sound and picture programs from the station's ultra-modern studios by means of a microwave radio relay link. The studio is approximately two miles from the transmitter site and includes a theater capable of seating 600 persons.

Incorporating the latest techniques in TV broadcasting, the new station includes two complete studios, furnished with the most modern studio, lighting, and camera equipment. Each studio is equipped with three cameras, deluxe microphone booms, camera dollies, and

independent control rooms.

A mobile pickup unit is provided for TV remotes while another mobile pickup is designed for demonstrating TV transmission and reception to the public over a closed circuit. The latter equipment includes two cameras, control equipment, and a quantity of coaxial cable and TV receivers. The vehicle is entirely self-contained and includes an air-conditioner and A.C. power generating equipment.

For motion picture developments, the Argentine station has two 35 mm. and two 16 mm. motion picture projectors installed in a separate film studio. These operate into a single iconoscope film chain which can be aligned for use with any of the four film projectors by means of optical multiplexers and a rail assembly over which the iconoscope camera can be rolled.

Scott, Meck Merge

Chicago—Shareholders of Scott Radio Laboratories, Inc., approved a merger with John Meck Industries, Inc., Plymouth, Ind., manufacturer of TV receivers, at a special meeting this week. The merger calls for an increase of the authorized \$1 par value common stock of Scott from 500,000 to 1,500,000, the exchange of 1.3 shares of Scott for each of the 552,850 shares of Meck stock currently outstanding, and the surrender of 131,600 shares of Scott stock now held by John Meck.

New Headquarters

Louisville, Ky.—The major appliance division of General Electric has now officially established headquarters in this city, Clarence Linder, division general manager has announced. The division formerly was located in Bridgeport, Conn.

PERSONALITY PARADE

• • • Appointment of Warren Ullom as purchasing agent for Westinghouse effective immediately. . . . Murray Weinstein now associated with Regal Electronics Corp. . . . Phillip J. Wood named regional sales manager for the far southwestern area for the Stewart-Warner Corp. . . . New sales agents for the entire line of Stromberg-Carlson radio-TV products will be Hynes and Waller, Washington, D. C. . . . Former field sales rep, RCA, William E. Boss, appointed staff assistant to J. B. Elliott, v-p in charge of company's consumer products. . . . George P. Petetin, Jr. was appointed assistant sales manager of Pickering & Co., New York, for its line of phonograph magnetic cartridges. . . . Allen D. Cardwell died last week in Nassau Hospital, Mineola, N. Y. Cardwell was a well-known inventor and experimenter in the electronics field. . . . Robert J. Reigel joins Standard Transformer, Chicago, as distributor sales coordinator. . . . W. D. Renner, former chief field engineer and technical advisor on Howard W. Sames Photofact publications, was promoted to post of manager of sales engineering. . . . Frederick J. Robinson promoted to the post of director of the International Sales div. of Sylvania. . . . E. G. Shower joins Radio Receptor as chief engineer of the new Germanium div. . . . Arthur Richenthal was elected secretary of Standard Coil Products, Chicago.

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 HUGO WINTERHALTER—(Columbia)
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A "HIGHLIGHT" For Every Program

FOR ALL WE KNOW

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"POWDER BLUE"

FRANKIE CARLE—VICTOR
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 HARRY BABBITT—CORAL
 MARTHA TILTON

FORSTER MUSIC PUB., INC.
 1619 B'way, N. Y. 216 S. Wab. Av. Chi.

"I'LL HOLD YOU IN MY HEART"

EDDIE FISHER—VICTOR
 TONI ARDEN—COLUMBIA
 EDDY HOWARD—MERCURY
 EDDY ARNOLD—VICTOR

ADAMS-VEE and ABBOTT, INC.
 216 S. Wabash Ave. Chicago 4, Ill.

• • • **MUSICVILLE GAZETTE**—Arturo Toscanini will open the fifteenth season of the NBC Symphony Orchestra Saturday, November 3, (6:30, EST). This will mark the fourteenth season that the veteran conductor will direct the orchestra formed especially for him in 1937. He will direct twelve concerts during the 1951-52 season, in three sets of four concerts each. Guest conductors will direct ten concerts. . . . Frank P. Walker, general manager of MGM Records, will be in L.A. for the next two weeks, for confabs with MGM pic execs. Discussions concern forthcoming "Sound Track" albums. Among the titles to be recorded are Gene Kelly's "Singing In The Rain," Fred Astaire's "Belle Of New York," and Billy Eckstein's "Skirts Ahoy."

★ ★ ★ ★

• • • Vicki Vola observes that Mary is one Ford that didn't turn out to be a flivver. Which brings up the unusual offer made to Mary and Les Paul by the Paramount Theater. They were asked to remain for a third week, but as the headline act. Les and Mary turned down the offer. This week they are on the bill with headliner Frankie Laine. . . . Stan Freeman, former soloist with the New York Philharmonic, The Buffalo Symphony, etc., and more recently as the accompanist to Rosemary Clooney's "Come On-A My House" has been signed as featured artist on the "Kathi Norris Show" WABD-DuMont. He will present original music daily with lyrics by Kathi and himself. . . . Paramount Music's present plug tune is "Just A Moment More" which is featured in the forthcoming Paramount picture, "My Favorite Spy" featuring Bob Hope and Hedy LaMarr.

★ ★ ★ ★

• • • Ted Steele's "Remember When" segment of his WPIX show may start a further revival of oldie hits. As background for pictures of past news events he uses famous songs of that year. . . . Al Shulman has been appointed manager of sales service of Columbia Transcriptions, announces Robert J. Clarkson, general manager. . . . Margold Music has great hopes for "Nickelodeon Rag" which the jockeys are giving a great many spins. Dorothy Loudon vocalizes and Lawrence 'Piano Roll' Cook plays on the Abbey label. . . . Bill Miller's Riviera Revue, appears this week on the Roxy stage in New York, also on the bill is comedian Jackie Miles.

★ ★ ★ ★

• • • **RECORDS ON PARADE**—Columbia Records is doing nip-ups about Frankie Laine's latest waxing "Jealousy." 136,000 orders have been placed in less than the 48 hours that the disc has been on the market. . . . Mel Torme plays the piano on his next four sides for Capitol. . . . Bill Raymond's vocal rendition of "Just Say I Love Her" with the Tex Beneke orchestra makes smooth listening for RCA's Thesaurus subscriber station listeners. . . . Decca execs all excited about the new June Hutton platters just coming out. Titles are "Nothing" and "Bye Honey, Bye Bye." . . . Columbia Records has added Elliot Horne to its record promotion dept. In the business for over seven years Elliot will be in charge of pushing Columbia's popular discs. . . . June Valli has made quite an impression on Victor big-wigs with her rendition of "Now, Now, Now" and "Always, Always." Good Luck, Good Luck, June, June, June. . . . Sesac, Inc. has just released its latest transcribed attraction which features Stan Freeman's Jazz Quartet. Stan is also featured each Sunday on ABC's Piano Playhouse. All this and Kathi Norris too. . . . The Park Avenue hillbilly, Dorothy Shay, has been signed to an exclusive Coral Recording contract. A natural for smart supper clubs, she has worked at New York's smart St. Regis, La Martinique, Waldorf-Astoria, etc.

★ ★ ★ ★

• • • **TRY THESE ON YOUR TURN TABLES**—"Never" backed by "Once," sung by Toni Arden (Columbia). This gal never sings a song but that it's worth hearing. Both these sides follow the old Arden tradition, great!

Columbia Records Joins Association

(Continued from Page 1)

ipation, Mr. Conkling said:

"In my opinion, this is the most constructive step taken by the record industry in its fifty or more years of existence. Our industry has not been one that in the past was able to find it possible to work cooperatively among its members to improve relations between the record industry and the public, the dealers, the music publishers, and the many other groups with whom we are in active contact. This association, in my opinion, represents a real possibility for cooperation among ourselves for the benefit of these many groups.

"This association presents for the first time an opportunity for all phonograph manufacturers, whether large or small, to work together; and it is my sincere hope that its membership will include everyone presently active in our industry.

"We are deeply indebted to the far-sighted efforts of those gentlemen who have had the courage to undertake the formation of this association—specifically, to Milton R. Rachmil, president of Decca Records, Inc.; Glenn E. Wallichs, president of Capitol Records, Inc.; and Frank Walker, president of MGM Records."

Decca Records Releases Four New LP Albums

Release of four new LP albums featuring "The Nutcracker Suite," "Les Sylphides," "Sylvia Ballet Music," "Invitation To The Dance," "Dance Of The Hours," "Carnaval," "Faust Ballet Music," and "La Boutique Fantasque" has been announced by Leonard W. Schneider, executive vice-president of Decca Records. The selections are by the ballet orchestra of The Royal Opera House Orchestra Covent Garden as played for the Saddler's Wells Ballet.

The Saddler's Wells Ballet has taken a position of world leadership and has fostered an unprecedented interest in ballet which has theater attendance records wherever it is played. The Saddler's Wells Theater Ballet's 65-city tour to begin October 22nd has set an all-time record for advance box-office sale.

Tchaikovsky's "The Nutcracker Suite," which will receive a new performance in this country with sets and costumes created by Cecil Beaton and choreography by Frederick Ashton, is conducted on Decca records by Robert Irving. The other selections are all conducted by Hugo Rignold. Recording director is Simon Rady.

R. H. O'Brien Of UPT Discusses Television

(Continued from Page 1)

ciety, Inc., held at the Hotel Roosevelt. He was followed by Paul Raibourn, vice-president of Paramount Pictures Corp. and chairman of the board, International Telemeter Corp., who presented his views on the subject, "To Pay Or Not To Pay" as concerned with TV.



O'BRIEN

O'Brien, in his statement, said: "I favor both broadcast and theater TV, and believe they can be compatible and develop side-by-side. They should supplement each other, as each is aimed at a different audience."

In developing his theme, O'Brien declared that theater TV has three categories of programs: public service, major sporting events and non-entertainment of an institutional sort for selected audiences—with the latter two types destined to be used over closed circuits.

Such events of prime importance as the United Nations sessions, presidential speeches, special committee hearings like the Senate Crime Investigating Committee's, which were telecast simultaneously over-the-air and via theater-TV, bringing about the widest possible information and circulation, were cited by O'Brien as examples of the two systems living together.

Educational Programs

He also said that theater TV is uniquely suited to carry educational programs for selected audiences and is a "natural for training" with the impact of sight and sound on the large screen for instruction. With reverse lines over the closed circuit, O'Brien also said, it enables a question-and-answer period, so that students or trainees can clear up any doubts about the televised instructions.

O'Brien also said that dramatic and comedy programs, yet to be tried on theater TV, deserve to be experimented with, but such programs would entail special promotion and the employment of top talent.

Raibourn, in commenting on the several aspects of paid TV, detailed several reports on the decline of use of TV, due he said, in part to programming. His principal theme was that paid TV could afford to give better entertainment as well as educational features.

★ ★ TELE TOPICS ★ ★

HELEN HAYES, supported by three players from the Dublin Abbey Theater, John Farrell, Barry Macollum and Farrell Pelly, will return for her second appearance in "The Lucky Finger" on the "Schlitz Playhouse of Stars," Friday, Nov. 2 at 9:00 p.m. over CBS-TV. . . . Commencing Sunday, Nov. 4, "Opera Cameos" will return to WPIX at 7:30 p.m. With David Ross announcing and Lou Ames producing, the show will bring opera lovers many famous voices during the season. Program is produced by Carlo Vinti for the sponsor, Uddo & Taormina Company for their Progresso Brand Foods. . . . The National Association of Gagwriters is inviting TV directors to cast new, young comics from the Gagwriters Institute Comedy Development Center for bit parts on comedy shows. . . . Forthcoming issue of Life magazine looks into the duties of a program assistant. One chosen for the article and pictures is Adele Chamberlain over at CBS-TV. . . . Harness racing from the Yonkers Raceway will be shown on ABC-TV, starting tomorrow at 9:00 p.m. and also on Nov. 3 and 10, Don Dunphy will do the calling. . . . Glen Allvine, back from Missouri where he wrote and directed "The Road Ahead" for the Missouri Highway Commission. Show was narrated by Randall Jessee, program manager for WDAF-TV, Kansas City, and will be presented over the station.

TODAY'S TV PERSONALITY: REAR ADMIRAL STANLEY F. PATTEN, USN (Ret.) newly elected vice-president of Allen B. DuMont Laboratories, brings to the new post a wealth of electronics communications and TV experience. A line officer in the Navy for 20 years, specializing in electronics and communications, he served in both World Wars. After retiring in 1947 from the Navy, he joined DuMont as assistant to the president. His most recent assignment was director of mobilization planning for the government department of the DuMont Laboratories, being responsible for maintenance of master production control and plant loading of all DuMont plants as well as security matters and federal controls. This was a fairly easy assignment compared to wartime naval duty. From 1940 to 1943 he served as assistant head of the Radio Division, Bureau of Ships, and in May, 1943, he took over the command of the USS Rocky Mount, which served as flagship for the amphibious forces in the Pacific during the Marshall and Mariannas Islands invasions. He participated in the Kwajalein, Saipan and Leyte Gulf campaigns. Last naval assignment before retirement was as District Communications officer of the 13th Naval District at Seattle.



PATTEN

NOTES FROM THE WEST COAST: Gene Lockhart, Regis Toomey and Mae Clarke have been signed for leading roles in "That I May See," to be filmed by Jerry Fairbanks Productions as a Family Theater presentation. Program is for special Thanksgiving Day presentation, and will be produced by Father Patrick Peyton and will be released to all stations in the country. . . . KTTV's "Ladies Matinee" with Jack Rourke as emcee has just celebrated its first birthday. Show is directed by Dave Harvey and sponsored by Thrifty Drug Stores, Inc. who have just picked up the tab for an additional 52 weeks. . . . The Hal Roach Studio, first major Hollywood company to go over solely to TV, is operating in the black, according to Hal E. Roach, president. The studio is currently producing six half-hour shows and went into TV a short two years ago. The studio has also completed approximately 250 commercial films this year. . . . Latest release from the San Francisco Television Stations Committee places the number of TV sets in the Bay area at 233,025 as of Sept. 1. . . . Louis D. Snader has signed Lawrence Welk and his orchestra, plus the Bobcats for a series of TELEscriptions on each at General Service Studios.

JUDITH EVELYN will appear with Hollywood candidates James Wyler and James Lipton in "Lock Every Door" on Hollywood Screen Test, Monday, Oct. 29 at 6:30 p.m. over ABC-TV. . . . The Mary Kaye Trio, currently appearing at the Copacabana, will guest on "The Steve Allen Show," at 12:45 p.m., Friday, Nov. 2. . . . Messmore Kendall will play the part of host in a new TV series of historical dramatizations to be written by Maurice Barrett and produced by Elaine Starr, Inc. . . . Ray Savich, CBS-TV, press dept., will stage the Old Timers Dramatic Club production of "Rain" at the Fifth Avenue Hall, Sunday, Oct. 28. . . . Six tips on how to prevent floor boards from squeaking will be given to the video audience, Saturday, Nov. 3 over ABC-TV when Norman Brokenshire—that old handy-man of radio and TV presents his "The Better Home Show" at 6:30 p.m.

Radio-TV Production Theme Of 4A Session

(Continued from Page 1)

the Microscope." Highlighting the broadcasting session will be a talk by Robert Montgomery, executive producer of NBC-TV, who will discuss the responsibilities of creative people in television to raise TV standards and keep them high. Pointers on producing film programs for TV will be discussed by Adrian Samish, vice-president and director of radio and television of Dancer-Fitzgerald-Sample, Inc. As chairman of the planning committee in charge, he will also preside at the meeting.

Rodney Erickson, manager of the radio and television department of Young and Rubicam, Inc., will cover the same ground for live TV program production by agencies. Other speakers at the session and their themes will be: Sidney Matthew Weiss, executive vice-president and treasurer of Lewin, Williams and Saylor, Inc., "How You Can Use Television on a Small Budget"; Wallace S. Jordan, director of radio and television of the William Morris Agency, "Television Talent and Costs"; and Garth N. Montgomery, vice-president and director of radio and TV of Kenyon and Eckhardt, Inc., "What's Right with TV Commercials."

In addition to Samish, members of the planning committee include Messrs. Erickson, Montgomery and Weiss; W. W. Crider, BBD&O; and H. Calvin Kuhl, of J. Walter Thompson Company.

Media Session

"What Are Other Media Doing to Meet the Challenge of TV?" is the theme of the media session of the AAAA annual conference, scheduled for the opening meeting at 10 a.m. Tuesday. Presiding at the session will be Daniel M. Gordon, Ruthrauff and Ryan, Inc. Speakers include H. James Gediman, Hearts Advertising Service, to represent newspapers; Carl Henke, General Outdoor Advertising Company, representing outdoor advertising; John Karol, CBS, to represent network radio; and Lewis Avery, of Avery-Knodel, representing spot radio.

Members of the planning committee which arranged the media program are Elizabeth Black, Joseph Katz Company, and Daniel M. Gordon, co-chairmen; Anthony C. DePierro, of Geyer, Newell and Ganger, Inc.; Alvin Dryer, J. Walter Thompson; E. A. Elliott, Fletcher D. Richards Company; George Kern, Benton and Bowles; Newman F. McEvoy, Cunningham and Walsh, Inc.; Lillian Selb, Foote, Cone and Belding; and Frank Silvernail, BBD&O.

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in FILMS!

HAVE YOU HAD YOUR "SERIAL" TODAY?
20 — Fast Ridin' — Hard Shootin' — Excitin' Serials — 20
Every Chapter Calf-Ropes the Audience for Your Station

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LONGACRE 4-8234

AGENCIES

C. J. HERRICK ASSOCIATES will direct a radio-TV drive for the Wave Crest Gardens, apartment house development in Far Rockaway.

J. NYE DELMAN has joined the staff of the Marfree Advertising Corporation as an account executive, specializing in television promotion.

DOREMUS AND COMPANY, Philadelphia, has been appointed by the J. A. Jones Construction Company, Charlotte, N. C.

R. T. O'CONNELL COMPANY has been named by the Joe Bonomo Culture Institute.

McCANN-ERICKSON AGENCY is readying its 1952 campaign for the Durene Association of America.

DICKERMAN ADVERTISING AGENCY is handling promotion for Boston Tea Products Company for Mint-in-Tea. Edwin R. Dickerman is account executive.

PHILIP I. ROSS COMPANY has been appointed by the Supco Products Corporation, Amityville, L. I., manufacturer of automotive hydraulic brake parts.

GERALD TASKER, head of research at Cunningham and Walsh Agency, and originator of its "Videotown" surveys, has been elected a vice-president.

CURTIS ADVERTISING COMPANY will open a branch office in Los Angeles on Nov. 19, with R. L. Dube as general manager.

ANDERSON AND CAIRNS AGENCY is planning an increased advertising campaign for Facit, Inc., United States distributor of Swedish-made calculating machines.

only \$626* for a
**10-DAY
HAWAIIAN
VACATION!**



Includes Mainliner transportation, hotel accommodations and sightseeing.

That's just one of United Air Lines' low-expense Hawaiian Air Vacations. There are six others from which to choose, lasting up to 23 days. Call or write for a free descriptive folder. *Plus Tax

UNITED AIR LINES

Color-TV Manufacturing Out For The Duration

(Continued from Page 1)

not permit mass manufacture of colored television." Wilson said his request for the suspension of color TV set manufacture was motivated "solely by the scarcity of electronics equipment in relation to the great military demands for such equipment." He told of plans that were ready for delivery with the exception of vitally needed electronics items.

Wilson said the main premises of the three-year defense program include a proviso that the program "must be achieved without causing the collapse of our domestic economy." Some of the other civilian producers are receiving only 15 per cent of their base consumption of materials such as aluminum, he explained.

The government is aware that the electronics industry is cooperating with the armed services and that "large percentages of their engineers" are already engaged in military work, he said. He has asked the three armed services to survey their entire electronics needs and then go to the electronics industry for all the additional help they need, he added. Wilson expressed confidence that the electronics industry would cooperate "to the full, and that all military requirements will be given first place."

He emphasized that his request to suspend color TV was "in no way designed to discourage research and development of color television." The industry is free, he said, to pursue research and development without government interference. Industry representatives attending the meeting, assured both Wilson and defense production administrator Manly Fleischmann, who also attended, "of their whole-hearted co-

Russia To Get Sample Of Own Radio Interference

(Continued from Page 1)

U. S. High Commissioner for Germany.

The State Department announced yesterday that the commissioner has authorized the Bavarian radio to deviate from its 800 kc frequency and operate on the same frequency as a Soviet station at Erfurt.

"It had been our hope that it would not be necessary for us to take this action and that the Soviet authorities responsible for the interference to the Bavarian Radio would realize nothing could be gained by this type of radio interference," said a statement by Shepard Stone, public affairs officer for the high commissioner.

The new operation will cause interference to Leningrad, but Stone added that it "can be overcome if the Soviets choose by placing Erfurt on the exact frequency 800 kc or select another frequency for Erfurt."

operation with the nation's defense program," Wilson's office announced.

They asked that the defense mobilization's freeze of color TV manufacture "be carefully watched by the mobilization officials so that, when materials later become available, they would be allocated to the industry so that production could be resumed," the announcement stated.

With color TV on the shelf for at least three years, assuming the defense production program runs its full course, there was speculation in industry circles here last night that the field sequential system of CBS approved by the FCC over protests of RCA, may never become the standard method of color TV.

Improved Color

Industry leaders pointed out that since research and development of color TV may continue, engineers in all likelihood will be able to greatly improve color in the next three years and come up with something not now available.

Attending yesterday's conference were the following:

Richard A. Graver, Admiral Corp., Chicago; Richard Hodgson, Barney Balaban and Paul Porter, Chromatic Television Laboratories, New York; Arthur Matthews and C. J. Burnside, Color Television, Inc., San Francisco; Dr. Frank Stanton, CBS, New York; Dr. Allen DuMont and W. A. Roberts, DuMont Laboratories.

Benjamin Abrams, Emerson Radio and TV Co., New York; Fred Gluck, Fada Radio & Elec. Co., Belleville, N. J.; Dr. W. R. G. Baker and Robert M. Estes, General Electric Co., Schenectady, N. Y.; R. J. Sherwood and Ernest Kobler, The Hallcrafters Co., Chicago; W. A. Macdonald, Hazeltine Electronics Corp., Little Neck, N. J.

John A. Rankin, The Magnavox Co., Fort Wayne, Ind.; W. L. Viergever, J. Meck Industries, Plymouth, Ind.; Paul Galvin, Motorola Corp., Chicago; William Balderston, Philco Corp., Philadelphia; Brig. Gen. David Sarnoff, RCA, New York; Louis A. Novins, Paramount Film Distributing Corp., N. Y.; J. Friedman, Trav-ler Radio Corp., Chicago; L. M. Clement, Crosley Corp., Cincinnati; H. A. Gumz, Webster-Chicago, Chicago; Robert L. Alexander, Wells-Alexander, Chicago; F. M. Sloan, Westinghouse Electric Corp., Pittsburgh.

Will Appear On Program

Macdonald Carey, noted screen star, has been brought from the California to serve as principal commentator on the half-hour public service presentation, "Life Line," presented for the Armed Forces Blood Bank over NBC-TV tonight at 8:00 p.m. Herbert Swope, Jr. is the producer.

COAST-TO-COAST

Named To Ad Club

Denver, Colo.—The Denver Ad Club has named Lee Fondren, national sales manager for KLZ, as its second vice president.

Upped At WLYN

Lynn, Mass.—Lenny Meyers has been named commercial manager of WLYN. With a background of four years in the Boston agency field, Meyers, a graduate of Boston University, College of Business Administration, has been with the station for two years.

Beamed To Teens

Pittsburgh, Pa.—WWSW has initiated a new program Saturday nights beamed to a teen-age audience. D.-J. Art Pallan, on "Pallan's Caravan" appears at a different teen-age dance in the local area to interview the teensters and spins some of the top platters.

Learned Staff

Cleveland, O.—No less than 8 WGAR employees are taking additional academic work at Cleveland College, local night school. Advertising courses are the favorite dish for the WGAR scholars.

How To Handle Fifi

Worcester, Mass.—When WTAG's Shirley Matson was taping the French actress Fifi D'Orsay for the "What's The Story?" show, engineer Paul Flynn was aware of the fact that Fifi hadn't kept a consistent distance from the mike. Levels were so bad, he knew the interview had to be redone. But rather than spark the actress' Gallic temper by telling her that she was at fault, Flynn gallantly put the blame on his recording equipment and the retake went off smoothly.

Stork News

Art Brown, WDTV, Pittsburgh staffer, and the Mrs. welcomed Gregory Douglas on October 23.



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EQUIPMENT
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RADIO TELEVISION DAILY

SPONSORS
BUSINESS
AGENCIES

VOL. 57, NO. 15

NEW YORK, MONDAY, OCTOBER 22, 1951

TEN CENTS

CBS TABLES COLOR TV DEVELOPMENT

NARTB Broadcasters Authorize New TV Code

Chicago Meeting Okays Draft Of New Standards

By Staff Correspondent,
RADO-TELEVISION DAILY

Chicago—Sixty-one of the nation's TV broadcasters meeting here Friday as members of NARTB certified the new TV Code and recommended it to the board of directors for adoption at their meeting scheduled for December 3. In arriving at a document of self-discipline, the TV broadcast-

(Continued on Page 5)

Impact Of Web Radio Emphasized By Karol

Columbus, Ohio—The ability to keep reminding advertisers of the size, power, and economy of radio network broadcasting was noted as part of the solution to radio's efforts to readjust itself to present conditions.

Emphasizing the analysis of radio program audience size, John J. Karol, vice-president in charge of

(Continued on Page 4)

Movie Firm Planning TV Film Production

Plans for the extensive production, distribution, and sale of TV pictures by United World Films have been concluded, it was an-

(Continued on Page 4)

State TV Authority

Television dealers of Greater New York held a closed meeting last week at the 71st Regiment Armory, and discussed plans for a State TV Authority, motion for which is slated to be introduced in Albany next January. Main purpose of the organization is to combat price-cutting and establish the television retail business on a solid footing.

Affiliates Group To Carry On

Chicago—The Radio Affiliates Committee, born at the NARTB convention in Chicago last April, met in Chicago on Thursday and decided to perpetuate the organization in the interest of preserving the value and stability of radio. Paul Morency of WTIC, Hartford, chairman of the radio broadcasters group, reported that 371 stations had subscribed to a fund and that the committee had \$15,600 in the coffers. The next meeting is called for November 7 and 8 in New York City.

Broadcasters To Aid UN Day Observance

United States broadcasters will join with those of United Nations member states in a worldwide celebration of UN Day, Wednesday, October 24, which includes global broadcasts to all member states through UN Radio and special broadcasts in England, Mexico, U.S.S.R., Egypt, Czechoslovakia, Canada, Australia, and in most UN countries, it was learned last Friday.

A special UN Day kit, containing a 15-minute transcribed program, "Coming Attractions," produced for

(Continued on Page 7)

Rear Admiral Named Vice-Pres. Of DuMont

Rear-Admiral Stanley F. Patten, U.S.N. (Ret.) has been elected vice-president of Allen B. DuMont Laboratories, Inc., by the board of directors, it was announced by Dr. Allen B. DuMont, president.

Former director of mobilization planning for the government de-

(Continued on Page 8)

Radio-TV To Cover Herald-Trib. Forum

Major radio networks and local independent stations will carry live or tape-recorded excerpts of talks and panel discussions of the 20th annual New York Herald Tribune Forum which begins tonight in the ballroom of the Waldorf-Astoria Hotel.

WNYC, excepted to broadcast the entire four sessions at the three-day program, will feed WGBH, Boston, as well as record the Forum programs for nation-wide distribution to the 74 member stations of the National Association of Educational

(Continued on Page 4)

17 Ownership Changes Announced By FCC

Washington Bureau of RADIO DAILY
Washington—Changes in ownership and control of 17 stations were approved the past weekend by the FCC *en banc* in one of the heaviest transfer agendas handled in many months. Stations affected are:

WAIR and WAIR-FM, Winston-

(Continued on Page 6)

Increase In Advertising Forecast By AAAA Prexy

San Diego—Substantial increase in volume of advertising is predicted for the remainder of 1951 and early 1952 by Frederic R. Gamble, president of the American Association of Advertising Agencies. Speaking before the annual meeting of the AAAA Pacific Council on Thursday, Gamble based his prediction on the large volume of consumer goods still available, the fact that indus-

try is now tooling up for expansion and that companies must sell more goods in order to meet higher break-even points.

"While plants are being built and defense industries have been tooling up," he stated, "there have been more consumer goods available all along than was anticipated. At mid-year, inventories of goods stood at

(Continued on Page 7)

Network Complies With Request From Gov't

CBS, bowing to a request from Defense Mobilization Director Charles E. Wilson, Friday volunteered to suspend operations in the color television field until the production emergency is over. This action means that the network will cancel the manufacturing of color TV receivers, suspend

(Continued on Page 2)

BMI Clinic Opens Today In New York

When William B. Hedges, vice-president of NBC, calls the two-day session of the BMI Program Clinic at the Waldorf-Astoria Hotel to order at 10 a.m. today over 100 broadcasters will be on hand to participate in programming discussions.

Speakers who will participate include network, agency executives, independent station program managers, and spokesmen for BMI. The

(Continued on Page 6)

Cecil Named Chairman New AAAA Committee

James M. Cecil, of Cecil and Presbrey, Inc. has been named chairman of the newly enlarged special committee on advertiser relations of the American Association of Advertising Agencies. The committee is re-

(Continued on Page 2)

Another G. E. Plan

Final plans for a General Electric Advanced Electronics Center at Cornell University were disclosed yesterday after Dr. Baker and Dr. S. C. Hollister, dean of the College of Engineering at Cornell University, had worked on the project for many months. The advanced electronics center will occupy a large laboratory building on Cornell property.



Established Feb. 9, 1937

Vol. 57, No. 15 Monday, Oct. 22, 1951 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. Mersefeau, Treasurer and General Manager; Marvin Kirsch, Vice-President; Chester B. Bahn, Vice-Pres.; Charles A. Alicoate, Sec'y. Reentered as second class matter, September 15, 1950 at the Post Office at New York, N. Y., under the Act of March 3, 1879. (Originally entered as second class matter on April 5, 1937). Terms (Postage free) United States, \$15.00 one year. Foreign, \$20.00. 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: MOhawk 4-4737

ROME BUREAU: John Perdicari, Ludovisi 16.
PUERTO RICAN BUREAU: Antonio Alfonso, Edificio Orhna, San Juan, P. R.; P. O. Box 3385; Telephone: 2-2305.

FINANCIAL

(October 19)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	121 1/8	117 1/8	117 1/8	- 3/8
Admiral Corp.	24 3/4	23 1/2	23 1/2	- 1
Am. Tel. & Tel.	158 3/4	157 3/8	157 5/8	- 7/8
CBS A	29 3/4	28 1/2	28 1/2	- 3/4
CBS B	28 3/4	28 1/4	28 1/4	- 1/2
Philco	25 7/8	25	25	- 7/8
RCA Common	24	23	23	- 1/8
RCA first pfd.	75 1/2	75 3/8	75 3/8	- 1/2
Stewart-Warner	19 1/8	18 1/4	18 1/4	- 5/8
Westinghouse	42	40 7/8	40 7/8	- 1 1/8
Zenith Radio	66 5/8	65 1/4	65 3/8	- 5/8

NEW YORK CURB EXCHANGE

Du Mont Lab.	15 3/4	15 1/2	15 1/2	- 1/8
Hazeltine Corp.	46 1/2	44 1/2	44 1/4	- 3
Nat. Union Radio	4 1/2	4 1/4	4 1/4	- 1/4

OVER THE COUNTER

Stromberg-Carlson	Bid 12	Asked 13 1/4
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Capitol Records Moving

Capitol Records, Inc., has taken a 10-year lease for executive offices in the new Mutual Life Building, Broadway and 56th St. Present offices at 250 W. 57th St. will be shifted to the new location on Jan. 1, announces Capitol president Glenn E. Wallich.

The record firm will occupy 5,000 square feet on the ground floor of the new building, with 80 feet of window display space.

WFIL

560 kc • PHILADELPHIA

Beamed to
6 Million Shoppers

ABC Affiliate—Rep: The Katz Agency

CBS Tables Color Television At Request Of Chas. Wilson

(Continued from Page 1)

color TV commercial broadcasting, and will limit their TV operations to black and white.

The request came in a letter received by Frank Stanton, president of CBS. The web president in turn answered Defense Mobilization Director Wilson and offered to comply with the directive "for the duration of the emergency." The last color broadcast was Saturday's North Carolina-Maryland football game.

In his letter to Stanton, Wilson stated that after careful study he had reluctantly concluded that the mass production of color TV sets presented an obstacle to defense emergency demands and that not only would he request suspension of the mass outfit for products requiring use of critical materials, but those products not absolutely essential to the defense effort as well.

The CBS color project, estimated to represent an investment of \$5,000,000, will be suspended because, "there will not be a sufficient number of color receivers in the hands of the public to warrant such a broadcast service."

The action, interpreted in industry circles as indefinitely postponing the arrival of color TV for the general public, was also seen as an opportunity for competing color systems to improve their methods and ask for a reconsideration by the FCC which had previously adopted the CBS color system.

Distribution Centers

CBS-Columbia, a subsidiary of CBS, Inc., and reportedly the only manufacturer making CBS color receivers, began operations in May, 1950. Since then, it has set up distribution centers for color TV sets in nearly every U. S. market where color programs can be seen. Another company believed to be making companion color TV sets for black-and-white TV receivers is Admiral Corp.

In complying with the Wilson request, Stanton said:

"In the national interest, CBS and its manufacturing units will comply immediately with ODM's request to suspend manufacture of color television equipment for the duration of the emergency. CBS television will also suspend its regular schedule of color broadcasts in view of the fact that there will not be a sufficient number of color receivers in the hands of the public to warrant such broadcasts.

"We look forward to the day when we may resume our color production and make this electronic achievement available to the American people. Within the limitations

which may be imposed by the Defense Mobilization effort, we intend to continue experimental and developmental work during the period of manufacturing suspension, with particular attention to the development of a tri-color tube in connection with the CBS color television system, which received full commercial authorization by the FCC.

"Development of a tri-color tube of CBS design is proceeding rapidly and we expect that such a tube can be demonstrated shortly and will allow simplicity and economy in manufacture.

Further Development

"The CBS Laboratories will also concentrate on the development of a simple adapter which may be attached to ordinary black and white television sets and which will enable those sets to receive color television signals in black and white. Such an adapter made generally available to the public at a reasonable price should remove any significant objection to the CBS color television on the grounds of incompatibility with present black and white standards.

"CBS-Columbia Inc., our manufacturing subsidiary, will continue to manufacture black and white television sets and electronic equipment for the defense program."

COMING and GOING

GEORGE FOLEY, of Foley & Gordon, Inc., returned from the West Coast over the weekend.

JACK PACEY, director of the public affairs department of ABC, off for a one-week motor trip into the hinterlands.

GENE WYATT, account exec of ABC's TV sales department, trying out his moose call in the New Brunswick area on a two-week hunting trip.

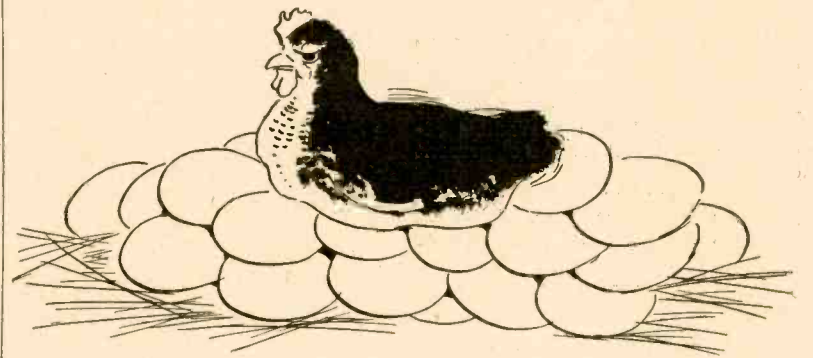
ADRIAN MURPHY, president of CBS laboratories division, leaves for Chicago today. He will address the board of directors of the National Electronics Conference tomorrow and the Chicago Television Council on Wednesday.

Cecil Named Chairman New AAAA Committee

(Continued from Page 1)

sponsible for all AAAA activities in the field of relations with advertiser people, including directors, top management, advertising managers, sales managers and general employees.

Other members of the committee include: James T. Chirurg, head of the ad firm bearing his name; Arthur C. Fatt, Grey Advertising Agency; Clinton E. Frank, of Price, Robinson and Frank, Inc., Chicago; Marion Harper, Jr., McCann-Erickson, Inc.; John M. Lupton, of John Mather Lupton Company, Inc.; Dwight Mills, Kenyon and Eckhardt Agency; and Arthur G. Rippey, of Arthur G. Rippey and Company.



You get a lot for a little*

*MORE LISTENERS-PER-DOLLAR than any TV or radio station in Baltimore

SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY



Pontiac Sponsors

New York Pontiac dealers have signed to sponsor John Daly's Monday through Friday world news program which begins on WJZ-TV Monday, October 22 at 7 p.m.



German crowd, part of the 1,250,000 from East and West Berlin, sees a typical RCA television program.

"Freedom's window in the Iron Curtain"

You've read the story of last summer's TV demonstrations in Berlin. It attracted a million and a quarter Germans—including thousands who slipped through the Iron Curtain to see Western progress at work.

Behind this is another story: How RCA engineers and technicians broke all records in setting up these Berlin facilities. The project called for a TV station and studio, a lofty batwing antenna, and the installation of 110 television receivers at strategic points. Such a program would normally take several months to complete. It was

installed and put to work by RCA in a record-breaking 85 hours!

Programs witnessed by Berliners included live talent shows, sports events, news commentaries, and dramatizations of the Marshall Plan. Observers pronounced reception fully up to American standards—another impressive demonstration of democracy's technical ingenuity and leadership.

See the latest wonders of radio, television, and electronics at RCA Exhibition Hall, 36 West 49th St., New York. Admission is free. Radio Corporation of America, RCA Building, Radio City, N. Y. 20, N. Y.



Part of the 401 cases of RCA equipment shipped to Berlin for television demonstrations.



RADIO CORPORATION of AMERICA

World Leader in Radio — First in Television

Impact Of Web Radio Emphasized By Karol

(Continued from Page 1)

network sales, CBS Radio division, who spoke at the Eighth Annual Advertising Conference of Ohio State University at the Fort Hayes Hotel, cited figures which showed that in a typical month during 1951, 58 different programs each reached more than 10,000,000 measured listeners each week. He claimed that to be a defeatist about radio prospects and to forecast the future only in terms of doom, is all too easy.



KAROL

"All in all," he said, "there are more than 96 million radios in the United States and 42 million radio homes—more homes with radio than with electricity."

Movie Firm Planning TV Film Production

(Continued from Page 1)

nounced by James Franey, president, with the new firm to use the physical facilities of Universal-International Studio in Universal City, Calif., for most of the production. No Universal contract players would appear in any of the films, Franey said.

Large Scale Plans

The large scale plans will include the production of color pictures in addition to black-and-white with the entire program designed expressly for the requirements of TV. Franey pointed out that United World's TV pictures would not compete with the full length motion pictures which Universal-International produces for exhibition in motion picture theaters.

To accelerate the production plans, Franey announced that George Bole, assistant studio manager of Universal-International, would serve as liaison executive for the Studio and United World.

WFIL

560 kc PHILADELPHIA

Operating at 560 kilocycles, WFIL's 5,000 watts provide coverage equal to 100,000 watts at double the frequency... 1120 kilocycles.

ABC Affiliate—Rep: THE KATZ AGENCY



By TED GREEN

● ● ● A showdown on the appointment of FCC Commissioner Frieda Henock to be a Federal Judge in New York seems near. With Congress going home without confirming her and President Truman insisting he will not withdraw her appointment, Miss Henock may get a recess appointment or she may withdraw voluntarily, to save embarrassment to the President. Some believe she may not want a recess appointment which would force her to give up her FCC post.

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● ● ● Ben Sonnenberg's house may well become the spot for sneak previews on coming film shows for TV. Last week, in his fabulous place in Gramercy Park, Ben, the genial host, gave a preview of the new Philip Morris program, "I Love Lucy," starring Lucille Ball and Desi Arnaz. Program, produced by Desilou Productions and directed by Marc Daniels with Karl Freund heading the photography, proved a most entertaining half-hour. Milton Biow explained at the party that the show is being filmed and recorded as a live TV program, without any breaks by a bank of cameras off-stage and in front of an audience seated in a special grandstand section.

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● ● ● For those pall-bearers anent radio: Here's a note from Wally Ross, WSGM, Huntington, L. I.—a station right under the gun of the New York biggies. In part, Wally writes: "WSGM went on the air Sept. 1. It might be noteworthy to mention that the station went on the air in the black. The future of radio seems very bright on Long Island, especially for a daytime station. Our general manager, Ed Fitzgerald, a former vice-president of Dancer-Fitzgerald-Sample, and a man very well known in the radio field, knows what he has to offer and has been successful in selling it. Our station has extensive coverage in Suffolk and Nassau Counties and all through the Bronx, Westchester and the southern part of Connecticut. With 1,000 watts on 740 kc.—how can we miss." Regards, Wally.

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● ● ● NBC-TV is building a new show around Jack Carter. It's about time Jack had a show of his own. His performance on the Kate Smith show Wednesday night was terrific. . . . Bob Lee, the fabulous "Rhyming Man" who has been headlining at the Wivel for 18 years of a continuous engagement, is in line for a TV show of his own. Probably on PIX. . . . John Ireland, the movie star, wanted for a new dramatic series on TV. . . . Bob Monroe has "Red" Benson set for audience-participation show. . . . Bill Tabbert has named his recording firm, 400 Records.

★ ★ ★ ★

● ● ● Orson Bean (and from Boston yet) who has packed them in at the Blue Angel for six weeks may turn out to be the most exciting TV comic find. . . . Suzanne Dalbert, the French actress who scored a hit in "The Lady and The Bandit" produced by Columbia Pictures, who came to New York to do TV is currently being wooed to do the lead in a forthcoming Bway show. . . . Ed Begley left for the coast to start a picture for Paramount. . . . Sandy Bickert is becoming one of the busiest actors in TV. Friday nite he did the drunk on the Ralph Bellamy show (CBS-TV), this Wednesday he will do the Limmey on Mm-Liu Tsong (DuMont) and Sat. morning Sandy will be on Harold Huber's "Times Square" (WJZ-TV) this is beside his radio commitments.

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● ● ● Agencies and networks buzzing about the new program, "Flight From Fear," which Jerry Layton is producing in conjunction with Thomas Taylor and George Gaynes. The series is based on true authenticated stories.

Radio-TV To Cover Herald-Trib. Forum

(Continued from Page 1)

Broadcasters. Another independent station, WMCA, will carry a panel discussion tomorrow, 10:00 to 10:30 p.m., on "Why Do Americans Join the Communist Party?" while WINS will broadcast the keynote speech by Whitney Griswold, president of Yale University, 8:00 to 8:15 p.m. tonight and the closing address by Paul Hoffman, president, Ford Foundation, 10:15 to 10:30 p.m. Wednesday.

Talks by Charles E. Wilson and Stuart W. Symington will be tape-recorded for broadcast from 10:30 to 11:00 p.m. tonight by the Mutual network with the radio web airing tomorrow's panel discussion on "Military Service: Bridge or Gap?" from 2:30 to 3:00 p.m.

Besides covering the panel discussion on "Problems of Conscience in the Congress" tonight, ABC will broadcast a discussion on "The Difficulty of Dissent," 8:30 to 8:45 p.m. Tuesday, to be followed by a tape-recorded broadcast of an earlier address by Jerry Goodman, a Harvard College senior who attended the Berlin Youth Rally. On Wednesday evening, ABC is expected to rebroadcast the talks of the principal speakers at the Forum.

Rebroadcasts of talks by philosopher Bertrand Russell tonight by CBS, 11:15 to 11:30 (net), 11:45 to 12:00 (local) and a talk by Sen. James Duff (R., Pa.), tomorrow evening, at similar times, will be followed by both CBS and NBC covering of a panel discussion on "Pilot Project for a Community Exchange Program" for rebroadcasts Wednesday evening.

Besides the panel discussion, NBC will run a rebroadcast tomorrow evening, 11:30 to 12:00 p.m., on a discussion on "Academic Freedom." No major networks are expected to use television as part of their coverage of the Forum.

November Wedding

Marcella Schmitt, WIP traffic director, has announced her engagement to P.F.C. Leo Bergin, formerly a member of the Promotion Department at WIP, now on maneuvers at Fort Bragg, South Carolina. The couple plan a mid-November wedding.



CALL RADIO REPRESENTATIVES, INC.

NARTB Broadcasters Authorize New TV Code

All Phases Of TV Set Into Code By NARTB

(Continued from Page 1)

ers went on record as recognizing the need of regulatory programming and advertising standards. Their feeling was expressed in a resolution adopted at the closing session. This resolution reads as follows:

"Whereas the Television membership of the NARTB assembled this date has reviewed and considered a draft of the Television Code proposed by the TV Program Standards Committee,

"And, whereas it is the sense of this meeting that the draft as proposed together with such amendments as may be specified in the transcript record reflect the interest and desires of the membership,

"Therefore, be it resolved, that the proposed draft of the code together with the official record of this assembly be delivered to the Television Board of Directors with instructions to promulgate a Television Code as authorized by the bylaws of NARTB,

"And further, be it resolved that the Television Board is authorized and directed to take such immediate steps (following promulgation of same) as are necessary to provide for subscription thereto and the operation thereof."

Following are excerpts from sections of TV code proposed by NARTB and certified today in Chicago by NARTB television membership:

THE TELEVISION BROADCASTER: Should be thoroughly conversant with the educational and cultural needs and desires of the community served. Should affirmatively seek out the responsible and accountable educational and cultural institutions of the community with a view toward providing opportunities for the instruction and enlightenment of the viewers. Should provide for reasonable experimentation in the development of programs specifically directed to the advancement of the community's culture and education.

PRESENTATION OF ADVERTISING: Advertising messages should be presented with courtesy and good taste; disturbing or annoying material should be avoided; every effort should be made to keep the advertising message in harmony with the content and general tone of the program in which it appears. A sponsor's advertising messages should be confined within the framework of the sponsor's program structure. A television broadcaster should seek to avoid the use of commercial announcements which are divorced from the program either by preceding the introduction of the program or by following the program itself. It should be announced and clearly identified before the sponsor's advertising material is first used, and should be signed off after the sponsor's adver-

TV CODE COMMENTS

"Significant in the deliberations of the television broadcasters who today have approved rules of conduct by which they will govern their operations in the future is one point. They have approached the task in the knowledge that they are guests in the homes of America in everything they have done in establishing tenets for good behavior. They have displayed a determination to visit America's families as they would visit their neighbor's hearthstone. The product of television as it emerges from this historic meeting will prove everlastingly the good faith of America's broadcasters. This code so obviously was written for the American people and not for the people who own and operate television stations. This being true it cannot fail in its purpose to give better television to more and more American viewers. Robert D. Swezey and his 12-man code-committee which drafted the original document deserves highest commendation."
—Harold Fellows, NARTB president.

"It is a well integrated document with all the provisions for a good start. We want it to be flexible enough to keep everything alive so that's what we were working on."
—Robert Swezey, chairman of drafting group.

"Its a necessary statement in self-regulation."
—Paul Ralbourn, Paramount Pictures.

"The code is an exceptionally fine job and am recommending it for adoption."
—Judge Justin Miller, NARTB chairman.

tising material is last used. Advertising copy should contain no claims intended to disparage competitors, competing products, or other industries, professions or institutions. Since advertising by television is a dynamic technique, a television broadcaster should keep under surveillance new advertising devices so that the spirit and purpose of these standards are fulfilled. Television advertisers should be encouraged to devote portions of their allotted advertising messages and program time to the support of worthy causes in the public interest in keeping with the highest ideals of the free competitive system. A charge for television time to churches and religious bodies is not recommended.

ACCEPTABILITY OF ADVERTISERS AND PRODUCTS: The advertising of hard liquor should not be accepted. The advertising of beer and wines is acceptable only when presented in the best of good taste and discretion, and is acceptable subject to the federal and local laws. Advertising by institutions or enterprises which purport to offer instruction and which imply promises of employment or make exaggerated claims for the opportunities awaiting those who enroll for courses is acceptable, only if thorough and complete investigation of the enterprise and its claims is possible and practical. The advertising of firearms and fireworks is acceptable only subject to federal and local laws. The advertising of fortune-telling, occultism, spiritualism, astrology, phrenology, palm-reading, numerology, mind-reading or character reading is not acceptable. The advertising of intimately personal products which are generally regarded as unsuitable conversational topics in mixed social groups is not acceptable.

Because all products of a personal nature create special problems, such products, when accepted, should be treated with especial emphasis on ethics and the canons of good taste. The advertising of tip sheets, race

track publications, or organizations seeking to advertise for the purpose of giving odds or promoting betting or lotteries is unacceptable. An advertiser who markets more than one product should not be permitted to use advertising copy devoted to an acceptable product for purposes of publicizing the brand name or other identification of a product which is not acceptable. A television broadcaster should not accept advertising material which in his opinion offensively describes or dramatizes distress or morbid situations involving ailments, by spoken word, sound or visual effects. Because of the personal nature of the advertising of medical products, claims that a product will effect a cure and the use of such words as "safe," "without risk," "harmless," or terms of similar meaning should not be accepted in the advertising of medical products on television stations.

PREMIUMS AND OFFERS: Full details of proposed offers should be required by the television broadcaster for investigation and approval before the first announcement of the offer is made to the public. Before accepting for telecast offers involving a monetary consideration, a television broadcaster should satisfy himself as to the integrity of the advertiser and his willingness to honor complaints indicating dissatisfaction with the premium by returning the consideration.

TIME STANDARDS FOR ADVERTISING COPY: As a guide to the determination of good telecast advertising practice, the time standards for advertising copy, presently suggested are as follows:

Length of Program (Minutes)	LENGTH OF MESSAGE (MINUTES AND SECONDS)		
	Programs Day and Night	All Other Class "A" Time	Programs All Other Hours
5	1:00	1:00	1:15
10	1:45	2:00	2:10
15	2:15	2:30	3:00
25		2:50	4:00
30		3:00	4:15
45		4:30	5:45
60		6:00	7:00

Any casual reference in a pro-

TV Review Board To Watch Over Industry

gram to another's product or service under any trade name or language sufficiently descriptive to identify it should, except for normal guest identifications, be prohibited. Stationary backdrops or properties in television presentations showing the sponsor's name or product, the name of his product, his trade mark or slogan may be used only incidentally. They should not obtrude on program interest or entertainment. "On Camera" shots of such materials should be fleeting, not too frequent, and mindful of the need of maintaining a proper program balance.

DRAMATIZED APPEALS AND ADVERTISING: Appeals to help fictitious characters in television programs by purchasing the advertiser's product or service or sending for a premium should not be permitted, and such fictitious characters should not be introduced into the advertising message for such purposes. When dramatized advertising material involves statements by doctors, dentists, nurses or other professional people, the material should be presented by members of such profession reciting actual experience or it should be made apparent from the presentation itself that the portrayal is dramatized.

ACCEPTABILITY OF PROGRAM MATERIAL: Profanity, obscenity, smut and vulgarity are forbidden, even when likely to be understood only by part of the audience. No approval shall be given to the use of words and phrases including, but not limited to, the following: alley cat (applied to a woman); bat or broad (applied to a woman); Bronx cheer (the sound); chippie; cocotte; God, Lord, Jesus, Christ (unless used reverently); cripes; fanny; fairy (in a vulgar sense); etc., damn; hell (excepting when the use of said last two words shall be essential and required for portrayal, in proper historical context, of any scene or dialogue based upon historical fact or folklore, or for the presentation in proper literary context of a biblical, or other religious quotation.

Attacks on religion and religious faiths are not allowed. Reverence is to mark any mention of the name of God, his attributes and powers. When religious rites are included in other than religious programs, the rites are accurately presented, and the ministers, priests and rabbis portrayed in their callings are vested with the dignity of their office. Contests may not constitute a lottery. Any telecasting designed to "buy" the television audience by requiring it to listen and/or view in hope of reward, rather than for the quality of the program, should be avoided. Respect is maintained for the sanctity of marriage and the value of the home. Divorce is not treated casually nor justified as a

(Continued on Page 6)

BMI Clinic Opens Today In New York

(Continued from Page 1)

clinic will examine all phases of radio programs with special emphasis being placed on the use of music.

The advance registration for the clinic includes:

Thad Holt, WAPI, Birmingham, Ala.; Tom Jackson, WKAB, Mobile, Ala.; Sol Chain, Carl Goodman, WBIB, New Haven, Conn.; Alexander Dubenetsky, David Fox, WICH, Norwich, Conn.; Joseph Lentini, WNLK, Norwalk, Conn.; Julian Schwartz, WSTC, Stamford, Conn.; Walter Howard, WBRY, Waterbury, Conn.; George W. Campbell, WOL, Washington, D. C.; A Kenneth Knight, WERO, Atlanta, Ga.; Marcus Bartlett, WSB, Atlanta, Ga.; Forest W. Cooke, WHBF, Rock Island, Ill.; Hal Meyer, WPOR, Portland, Me.; Carleton Brown, Sherman Rutter, WTVL, Waterbury, Me. Anne McKay Simmons, WANN, Annapolis, Md.; H. Philip Nesbitt, Mary Lane, WNAV, Annapolis, Md.; Charles A. Roeder, Jeanne Krager, WCBM, Baltimore, Md.; Anna Ray Sutor, Nedra Berryman, WITB, Baltimore, Md.; Alan W. Long, WFMD, Frederick, Md.; Charles Irwin, Ed Baeky, Jason T. Pate, WASA, Havre de Grace, Md.

Also Ira I. Hewey, Charles D. Prentice, WHAI, Greenfield, Mass.; Courtlandt Nicoll, WNAW, North Adams, Mass.; Charles D. Penman, WWJ, Detroit, Mich.; Margaret S. Curtis, Richard Strich, WJLK, Asbury Park, N. J.; Paul Alger, WSNJ, Bridgeton, N. J.; Jerry Williams, WKDN, Camden, N. J.; George Green, Yvonne Doray, WAAT, Newark, N. J.; Steve Van Gluck, WNJR, Newark, N. J.; Virginia Murphy, WNJR, Newark, N. J.; Mimi Trepel, WVNJ, Newark, N. J.; John G. Struckell, WOND, Pleasantville, N. J.; Fred L. Bernstein, WTTM, Trenton, N. J.; Thad Podbielniak, WKRA, Buffalo, N. J.; Walter Bates, Eddie Kline, Jack Ellsworth, WGSN, Huntington, L. I., N. Y.; Robert Peebles, WKNY, Kingston, N. Y.; Mitchell C. Tackley and one, WICY, Malone, N. Y.; Charles Ballin, Benjamin Botway, Edward Redmond, WHOM, New York, N. Y.; Woody Woodard, WLIB, New York, N. Y.; Arline Valsiere, WGMG, New York, N. Y.; Hal Wagner, Dorothy Kemble, MBS, New York, N. Y.; Frank Johnson, WBNX, Bronx, N. Y.; Harry Novik, Jack Kunev, WLIB, New York, N. Y.; R. D. Wilber, WINS, New York, N. Y.; R. A. Simon, WOR, New York, N. Y.; George Bissell, WVEAV, Plattsburgh, N. Y.; Betty Kraus, WIRY, Plattsburgh, N. Y.; W. Eccles Huff, WBNY, Rochester, N. Y.; George D. Drisko, WAGE, Syracuse, N. Y.; W. W. Carter, Jr., Randolph English, WTRY, Troy, N. Y.

Also Larry Day, Muriel Burnet, WGAT, Utica, N. Y.; Hartwell Campbell, WGTC, Greenville, N. C.; W. A. Wynn, WEED, Rocky Mount, N. C.; Herman Livingston, KIRO, Grand Forks, N. D.; S. E. Huffman, WCMW, Canton, O.; Lawrence Webb, WJW, Cleveland, O.; Anthony N. Ross, WBBW, Youngstown, O.; Jeanne N. Lindaman, WVAM, Altoona, Pa.; Philip Matthews, WLXW, Carlisle, Pa.; Ed Finger, George Williams, WCED, DuBois, Pa.; James H. Tittle, WJAC, Johnstown, Pa.; Gordon Davis, KYW, Philadelphia, Pa.; Annette Oramaner, WHAT, Philadelphia, Pa.; Jules Rind, WPEW, Philadelphia, Pa.; Virginia Peelor, WPTZ-TV, Philadelphia, Pa.; Theodore Pollack, Edna K. Hanna, WLAN, Lancaster, Pa.; Anson F. King, WKBI, St. Mary's, Pa.

Also Richard H. Owen, Mrs. Richard H. Owen, WISL, Shamokin, Pa.; Jim Thompson, Peggy Toner, Bill Tidmore, WPPA, Pittsville, Pa.; Donald L. Arnold, WNAE, Warren, Pa.; Warren G. Clement, Henry N. Petersen, Jr., WRJM, Newport, R. I.; Mowry Lowe, WEAN, Providence, R. I.; A. E. Spokes, Richard Burt, WJOY, Burlington, Vt.; E. Dean Finney, Richard M. Adams, WTMN, St. Johnsbury, Vt.; Robert C. Wolfenden, Mrs. C. Wolfenden, WMEV, Marion, Va.; Otto Brandt, KING, Seattle, Wash.

TV Set Production

Washington — RTMA estimated that 2,744,831 television receivers were shipped to dealers during the first eight months of 1951.

NARTB Establishes Code To Regulate TV Stations

(Continued from Page 5)

solution for marital problems. Illicit sex relations are not treated as commendable. Sex crimes and abnormalities are generally unacceptable as program material. Sex perversion or any reference to it is forbidden. Drunkenness and narcotic addiction are never presented as desirable or prevalent.

The administration of illegal drugs will not be displayed. The use of liquor in American life when not required by the plot or for proper characterization will not be shown. The use of gambling devices or scenes necessary to the development or plot or as appropriate background is acceptable only when presented with discretion and in moderation, and in a manner which would not excite interest in, or foster, betting nor be instructional in nature. In reference to physical or mental afflictions and deformities, special precautions must be taken to avoid ridiculing sufferers from ailments and offending them or members of their families. Exhibitions of fortune-telling, astrology, phrenology, palm-reading, and numerology are not acceptable; when required by a plot or the theme of a program, the presentation should be developed in a manner designed not to foster superstition or excite interest or belief in these subjects.

Televised drama shall not simulate news or special events in such a way as to mislead or alarm. Legal, medical and other professional advice, diagnosis and treatment will be permitted only in conformity with law. The presentation of cruelty, greed and selfishness as worthy motivations is to be avoided. Criminality shall be presented as undesirable and unsympathetic. The use of horror for its own sake will be eliminated; law enforcement shall be upheld, and the officers of the law are to be portrayed with respect and dignity. The presentation of murder or revenge as a motive for murder shall not be presented as justifiable. Suicide as an acceptable solution for human problems is prohibited. The exposition of sex crimes will be avoided.

RESPONSIBILITY TOWARD CHILDREN: Affording opportunities for cultural growth as well as for wholesome entertainment. Developing programs to foster and promote the commonly accepted moral, social and ethical ideals characteristic of American life.

DECENCY AND DECORUM IN PRODUCTION: The costuming of all performers shall be within the bounds of modesty, and shall avoid such exposure or such emphasis on anatomical detail as would embarrass or offend home viewers. The movements of dancers, actors, or other performers shall be kept within the bounds of decency. Camera angles shall avoid such views of performers as to emphasize anatomical details indecently. Racial or nationality types shall not

be shown on television in such a manner as to ridicule the race or nationality.

TREATMENT OF NEWS AND PUBLIC EVENTS: News reporting should be factual, fair and without bias. Commentary and analysis should be clearly identified as such. A television broadcaster should exercise particular discrimination in the acceptance and placement or advertising in news programs. Such advertising should be appropriate to the program, both as to content and presentation, and should be distinctly set apart from the news content. A television broadcaster should not present fictional events or other non-news material as authentic news telecasts or announcements nor should he permit dramatization in any program which would give the false impression that the dramatized material constitutes news.

PUBLIC EVENTS: A television broadcaster has an affirmative responsibility at all times to be informed of public events, and to provide coverage consonant with the ends of an informed and enlightened citizenry.

CONTROVERSIAL PUBLIC ISSUES: Requests of individuals, groups or organizations for time to discuss their views on controversial public issues, should be considered on the basis of their individual merit, and in the light of the contribution which the use requested would make to the public interest, and to a well-balanced program structure.

RELIGIOUS PROGRAMS: It is the responsibility of a television broadcaster to make available to the community as part of a well-balanced program schedule adequate opportunity for religious presentations.

THE TELEVISION CODE REVIEW BOARD: The television board of directors shall establish a continuing committee entitled the Television Code Review Board upon the promulgation of the television code and its ratification by the television membership of NARTB. The review board shall be composed of six members, five of whom shall be from the television membership of NARTB, with Judge Justin Miller, chairman of the board of directors of NARTB, serving as an ex-officio member. Members of the television board of directors shall not be eligible to serve on the above-specified review board. Those members of the review board appointed by the television board of directors following promulgation of the code shall serve until immediately following the annual NARTB convention of 1952. Thereafter, a term shall be for one year.

QUORUM: A majority of the membership of the television code review board shall constitute a quorum for all purposes unless herein otherwise provided.

Ownership Changes Announced By FCC

(Continued from Page 1)

Salem, N. C. Assignment of license from C. G. Hill and George D. Walker to Walker and wife, Susan Hill Walker, through sale of half interest by Hill for \$30,000 to his sister Mrs. Walker.

KWLS, Lake Charles, La., assignment of license from Alonzo Stanford Dudley to KWLS, Inc., for \$35,000.

KXIT, Dalhart, Tex., assignment of license from Baird and Ed Bishop to Baird and Kenneth B. Bishop, his son, for \$30,000 for 50 per cent interest.

KDEC, Decorah, Iowa, assignment of license from Telegraph Herald to Scenic Broadcasting Co., Inc. for \$15,000.

WSRB, New Smyrna Beach, Fla., assignment of license from J. G. Cobble, James D. King, Jr. and Walter T. Slattery to King, Slattery and Roland Jordan, Jr. and equal partnership for \$5,000.

KVIM, New Iberia, La., transfer control of permittee corporation from George H. DeClouet and A. P. Mottachlan to Paul M. Cochran and W. H. Bland Jr. for \$7,500.

KTER, Terrell, Tex., transfer control from Frederick I. Messengill, Jr. and D. W. Messengill to Paul A. Wnorowski for \$16,500.

KOOK, Billings, Mont., transfer control from C. L. Crist to J. C. Johnson and Crist; stock transaction.

WKAI, Macomb, Ill., transfer control from James C. Bailey and others to William F. Schons and three others for \$35,000.

KHAS, Hastings, Neb., transfer control from Fred A. Seaton to Fred A. Fay N. and Richard M. Seaton (same family); no monetary consideration.

WLAD, Danbury, Conn., transfer control from Robert J. and John C. Doran and John P. Previdi to James B. Lee for \$30,000 for 75 per cent.

WCAZ, Carthage, Ill., transfer control from Chicago Title and Trust Co., executor and trustee of the estate of Robert E. Compton, deceased to Zola N. Compton, for \$25,450.

WFGV, Fuquay Springs, N. C., assignment of license from J. M. Stephenson and B. H. Ingle, Sr. to Stephenson, for \$13,600 for 50 per cent interest.

WKID and WKKD-FM, Urbana, Ill., assignment of license from Kemper-Faber, Inc. to Sterling Broadcasting Co., for \$62,500.

KSMO, San Mateo, Calif., assignment of license from Amphlett Printing Co. to Bay Radio, Inc. for \$80,000.

KOKO, La Junta, Colo., assignment of license from Southwest Broadcasting Co. to Otero Broadcasting Co. for \$18,000.

WKSR, Pulaski, Tenn., assignment of license from John R. Crowder and James Porter Clark to W. K. Jones and Fred Fleming, doing business as Richland Broadcasting Co. for \$50,000.

Greater Ad Volume Forecast By Gamble

(Continued from Page 1)

a figure that represented nearly a fourth of the current national income." According to Gamble, "the best predictions we can get seem to indicate no foreseeable shortage of soft goods and a continuing need to advertise them." He cited readjustments to lower demand which have already occurred in certain textiles, shoes, carpets and apparel.



Gamble further noted that although Washington leaders tell us that defense is to take a considerably larger bite, at the rate of 50 billion, compared with 14 billion last year, our total production is now well over 300 billion. He pointed out that business break-even points are still rising and that increased taxes will levy an additional load. "When a business is faced with a higher break-even point, it must either reduce costs or increase sales," he said, and advertising can often help to attain both objectives. He cited a recent survey by the Association of National Advertisers, showing that a gradually increasing percentage of company sales expenditures is being devoted to advertising effort.

Government Ads

"In view of the continued need for advertising, government should be careful to see that there is adequate and reasonable allowance for advertising in defense contracts and in computing ceiling prices," the AAAA head affirmed. "We have no reason to feel as yet that the government will be unfair or arbitrary in this respect. But we need to be sure that government understands the case for advertising as the counterpart in distribution of the machine in production, helping to maintain and expand our markets for goods and services."

Gedney Joins UTP

Richard H. Gedney has been appointed a sales representative for United Television Programs, distributor of national and syndicated film programs. In his new post, he will work out of UTP's Chicago office and will serve several of the large Midwestern and Southwestern TV markets as well as many large advertising agencies of the area.

★ ★ TELE TOPICS ★ ★

GARRY MOORE'S new nighttime show was a great disappointment to viewers who expected a great deal more in the way of showmanship from the entertainer who has gained an increasing appreciative audience in his daytime program, which is still continuing to the housewives' delight. Undoubtedly a competent performer to have lasted this long in the strenuous pace of TV, Moore either was ill advised as to requirements of a night telecast or just wasn't up to his usual form. Whichever the case, he should definitely take the cue, and spruce up future programs with new lively material and not rely on a few old gags, which, even in initial presentation, were quite obviously third-rate. Besides fresh comedy material, Garry should also look to livelier, more spontaneous acts both on the part of his regular supporting cast and guests. While the dramatic episode from "A Tree Grows in Brooklyn" rendered by the competent Margaret O'Brien and James Dunn was quite refreshing, it just didn't seem to belong with the other inferior parts of the program. Lets hope that Garry infuses his next show, presented on CBS-TV at 8 p.m. on alternate Thursdays, with his usually high-class style of presentation and format.

TODAY'S TV PERSONALITY: TED HAMMERSTEIN, DuMont staff producer. Brings many years of show business experience to television. Grandson of the illustrious Oscar Hammerstein I and cousin of Oscar II, Ted was weaned on King lights and grease-paint. His first venture in the theater was as an actor in a Bronx stock company. Leaving the boards, he received much early training from Lew Fields, stage-managing him in such hits as "Hit the Deck," "Present Arms" and "Connecticut Yankee." He next went into the producing end, bringing to New York "Broadway Interlude," "Howdy Stranger" and "Thoroughbred" among others. In addition to producing-directing his own stock companies, Ted produced "The Hammerstein Music Hall of the Air" on NBC and CBS before the war. During the war, besides being stage manager for his cousin's smash hit, "Oklahoma," for six years on Broadway and producing it in Australia, Ted found time to produce 28 U.S.O. shows for overseas. After a temporary leave from show biz for world travel, Ted came back to the states for a stint as stage manager of "Peep Show." From the bubbles and girls of that production, Ted moved directly to the more sedate environment of DuMont where, for the past year, he has produced "Stage Entrance" and "Headline Clues from Broadway to Hollywood."



HAMMERSTEIN

UNITED PRESS MOVIE-TONE NEWS for television starts tomorrow, set to deliver from coast-to-coast a daily running supply of the latest news films and bulletins, released through UP and 20th Century-Fox Movietone News, with representative stations as charter clients. They include WJZ-TV and WPIX, New York; WNAC-TV and WBZ-TV, Boston; WHAM-TV, Rochester; WXYZ-TV, Detroit; WSM-TV, Nashville; WEWS, Cleveland; WCPO-TV, Cincinnati; and KECA-TV, Los Angeles. UP has set up special TV news bureaus in both New York and Washington, with similar units to be added in other key cities in the near future. Phil Newsom, managing ed. of UP Movie-Tone News, is in charge of the service, in association with Jack Haney, news ed. of Movietone. Some 30,000 feet of negative per week is planned for the service. . . . Caught in a tight spot last week when one of his scheduled acts became ill, James Melton quickly came to the fore with his daughter Margo's talented govt. Mary Reese. The 19-year-old miss, who has been studying for a concert pianist career, made a spectacular debut, with critics literally bowled over by her amazing performance. Recognizing her talent, Melton is seeing to it that henceforward she devotes more time to a musical career. Melton is also spelling success for another talented performer, Billy Barty, who has just been signed to a long-term contract.

COAST CHATTER: Gaines Little Theater made its debut on KLAC-TV on Friday, with the film series to run for 26 weeks. . . . KLAC-TV cameraman Ed Belfer is busy producing pictures for BMD Productions when he's not behind the lens at the station. New venture of Ed's for BMD is a serial, "Hollywood at Work," giving a behind-the-scenes look at the movie colony's producers, directors and stars. . . . Lawrence Welk and his Champagne Music are replacing Les Brown's Band of Renown on KTLA's Bandstand Revue for two weeks. . . . Snader Television Sales is moving its national sales headquarters to Beverly Hills on Nov. 1.

Broadcasters To Aid UN Day Observance

(Continued from Page 1)

UN Radio under the supervision of Norman Corwin, as well as scripts by BMI and UN Radio, spot announcements, background material, and posters, has been sent to every U. S. station through the preparations of Justin Miller, NARTB board chairman and radio chairman, U. S. Citizens Committee for UN Day.

Four pilot projects in Rochester, Minn., Cedar Rapids, Iowa, Kokomo, Ind., and Boston, Mass., will highlight the U. S. broadcasters efforts. The projects, initiated by UN Radio and produced in cooperation with local broadcasters, will add support and color to the proceedings.

Minnesota Cooperates

Through David Gentling, KROC, Rochester, Minn., president, Minnesota Broadcasters Association, 45 Minnesota stations will carry a special 30-minute show produced for MIBA by Jim Borton, WCCO, Minneapolis, and Oscar Rose, UN Radio. The feature will present talks by Trygve Lie, Carlos Romulo, Betty Crocker, and local celebrities. The operation, titled "Saturation," is designed to reach all citizens of the state, it was reported.

In Cedar Rapids, selected by Fortune magazine as the typical American city, another specially prepared 30-minute show to be presented over all the city's stations will be produced. The show, produced by UN Radio, will be under the supervision of William B. Quarton, NARTB board member, and the Cedar Rapids Radio Council.

WIOU, Kokomo, Ind., will feature "Infiltration" as the third project. All locally originated shows over WIOU and station breaks throughout the day will highlight the work of the United Nations. Winner of a student essay contest on "United Nations and My Future," will visit UN headquarters in New York as guests of WIOU.

Boston Rally

The Boston broadcasters, together with the United Council on World Affairs, will sponsor a mammoth UN rally in New England Mutual Hall, where Mrs. Eleanor Roosevelt, Basil Rathbone, and Luise Rainer will be featured together with Boston civic leaders. The script for the occasion was prepared by Paul Keyes, WNAC, and Gene P. King, WCOP.

Entire series of the pilot projects have been under the supervision of Dorothy Lewis, U. S. coordinator of station relations and Oscar Rose, UN Radio.

TOPS T.V.
in FILMS!

S A B U in a modern drama of South Africa
"END OF THE RIVER"

★ **UNITY** ★
TELEVISION CORP.
1501 B'WAY., N. Y. C. 18
LONGACRE 4-8234

AGENCIES

JAMES M. STACEY has been appointed account executive for the Audio-Video Recording Company. One of the best-known tape editors in the recording field concerned with the preparation of shows produced by advertising agencies for broadcasting, Stacey will act as coordinator to facilitate efficient functioning of the technical operations of the company.

MARFREE ADVERTISING CORPORATION has been appointed by Quayco Casuals and Plantation Estates. Consumer, trade and TV media will be used for Quayco, while television promotion will be used exclusively for the latter company. J. Nye Delman is account executive.

KAL EHRlich AND MERRICK, INC., Washington, announces appointment of Frederick M. Harris as copy chief and Mrs. Edna S. Snyder as copywriter. William L. Robertson has joined the agency's production department.

HIRSHON-GARFIELD AGENCY has been appointed by the B.V.D. Company, for sports shirts, beach wear, pajamas and underwear.

AARON DVOSKIN has joined Artley Advertising Agency as account executive and copywriter.

GERARD JOHNSTON, formerly of J. M. Mathes, Inc., has joined the Kudner Agency. He will work on the Texas Company account.

W. P. BOOTH is a new executive at Sullivan, Stauffer, Colwell and Bayles, Inc. He previously was with the Biow Agency.

RAFIELD COMPANY is the new name of the former Fischer-Rafield Agency, following the recent resignation of Stanley Fischer.

MacLEAN ADVERTISING AGENCY achieved excellent record for the National Office Furniture Association, which reported that sales in 69 cities had increased 25 per cent over 1950 as the result of the cooperative advertising campaign for the recent Office Furniture Week.

LESLIE T. HARRIS has been named director of radio and television for the Colgate-Palmolive-Peet Company. He was previously national program director for the NBC radio network.

California Commentary

By ETHEL ROSEN

● ● ● "I Love Lucy," sparkling half hour comedy show, made its debut over CBS Monday (15th). Program stars Lucille Ball and Desi Arnaz, and Desi says what a thrill to be working with my own wife—they've been married eleven years. . . . "Cosmo-

Hollywood

opolitan Theater," new hour-long dramatic series, bowed on KTTV, Oct. 20th, replacing "Cavalcade of Bands." Series will be produced and directed by Sherman Marks. . . . GI's on duty in Korea and Japan, who have been listening to Monica Lewis, M-G-M actress, on her Armed Forces Radio Service twice weekly air show "Personal Album" will have an opportunity to see her in person. Monica leaves October 27th to entertain the boys stationed in Korea and Japan. . . . Dinah Shore was honored last week as the nation's outstanding vocalist by the Music Lovers League, Inc., and Bing Crosby won the award as top motion picture singer. . . . Nancy Miller and Don Sherman will be married October 26th. . . . Harlow Wilcox is about to celebrate the 22nd anniversary of his debut in radio. He was first heard on the air in 1929. . . . Charles Cowling, national sales manager of KMPC, has just returned from a two-week trip to New York, Chicago and other eastern points. . . . Sonny Burke and his orchestra will do six sessions in the next year for Standard Transcriptions. . . . Judy Clark, star of "Singing Rails" has announced her engagement to Jay Walter, associate producer of the KTSL show. . . . Larry Berns has been appointed West Coast talent scout for CBS. . . . Broadcasters of Southern California will hold their annual stag wingding, October 29th, at Oakmont Country Club. . . . Jack Elliott, song writer and musical director, has opened offices on Sunday Boulevard. His current hit song is "More, More and More." . . . Paul Weston has recorded a Columbia Record's album of Christmas songs with Nelson Eddy. . . . Art Gilmore off for a four-day hunting trip north of Bishop, Calif. . . . Ken Kantor, NBC war correspondent, transferred to Hollywood, and Maurie Savage, former San Diego newsman, joins NBC press dept.

★ ★ ★ ★

● ● ● "Lonesome Gal" and her producer, William P. Rousseau, in New York to confab with networks and TV execs. Will be at the Plaza Hotel. . . . Raytheon Television has picked up the tab on the John Christ-Harry Koplan production, "You're Never Too Old," seen Thursdays on KLAC-TV. . . . Charles Rogers is negotiating with singing star Allan Jones to play the leading role in a western musical adventure series. Rogers plans to produce the Jones TV show on film beginning in June. . . . Rhonda Fleming now on a "Movietime U. S. A." tour, plans to take time off to visit with Official Films in New York regarding her starring TV show, "Laura Lance, Private Investigator." . . . "Club 15" vocal star Gisele MacKenzie will fly to New York Nov. 12 for a five-day visit and to entertain at the White Tower Corp. dinner and banquet being given at the Statler Hotel on Nov. 14. . . . Leo Rosenkrans, scenarist at Jerry Fairbanks Productions to Chicago for conferences with agency and video executives. . . . Vivian Blaine and Pinky Lee are being packaged as a TV team with one sponsor (P & G) interested in seeing a kinescope. . . . TV does some strange things to comics. After ten years with Edgar Bergen, Pat Patrick introduced his Ercil Twing to video viewers on the Spade Cooley show but the fan mail reaction disclosed viewers favored his "Dear Old Dad" routine over Twing!

★ ★ ★ ★

● ● ● Jack Benny's Sportsman Quartet have received an offer to headline the Milwaukee (Wis.) Home Show in February for nine days. . . . Paul Keast has been set by Frank Wisbar for featured roles in four "Fireside Theater" TV shows. . . . James Berry moves to the directing staff at KECA. Berry formerly an announcer on that ABC station. . . . Frank Devol and his "Music of the Century" orchestra have been signed by the U. S. Treasury Department to tape a 13-week series of "Guest Star" programs in behalf of the Defense Bonds Campaign.

PROMOTION

Three Towns Beer

Large introductory campaign has been launched by Three Towns Beer, imported Swedish beer. Nightly story of the beverage is being told in tuneful ear-catching commercials on such well-known programs as the Barry Gray Show on WMCA, the Kal Ross Show on WOR, the Vic Marscelli program over WVNJ, the Sam Gyson Show on WPAT, the Bryant and Carroll show broadcast over WHOM and the Joy Hodges-Sherman Feller program on WMGM, making a total of 46 participations a week. Mann-Ellis, Inc., who is handling the Three Towns account, stated that to their knowledge, this is the first time that a beverage firm has used a "package" of late radio time exclusively. The agency feels that this "late time" radio package will definitely help consumer sales, stating that as "Three Times is a 'class beverage,'" the sponsors feel that concentrated late radio will go a long way to effecting demand among discriminating consumers."

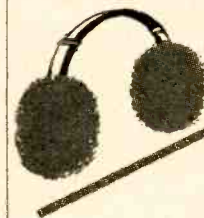
Rear Admiral Named Vice-Pres. Of DuMont

(Continued from Page 1)

partment of DuMont Labs., Admiral Patten has been with the DuMont organization as assistant to the president since July, 1947.

Mobilization Director

As mobilization director, Admiral Patten was responsible for maintenance of master production control and plant loading of all DuMont plants as well as security matters and federal controls. The responsibilities for DuMont's defense efforts were handled in addition to his regular duties as assistant to Dr. Allen B. DuMont. Admiral Patten retired from active duty with the Navy in January, 1947, after a service lasting 30 years.



you'll think
you've been
wearing
ear muffs
up to the time
you first hear

CLEAN SOUND

by
fulton recording
80 WEST 40th ST. • N. Y. 18
Lackawanna 4-1803

KLIX
IS KLICKIN'

EQUIPMENT
PRODUCTION
STUDIOS

RADIO TELEVISION DAILY

SPONSORS
BUSINESS
AGENCIES

VOL. 56, NO. 11

NEW YORK, TUESDAY, JULY 17, 1951

TEN CENTS

LOCAL RADIO RATES CONTINUE STRONG

FCC Moves to Lift Ban on TV's Expansion

Early Allocations Expected to Ease Freeze

Washington Bureau of RADIO DAILY
Washington—Lifting of the freeze on TV station construction within the next few months is forecast if the FCC's decision to dispense with oral arguments in TV allocations and to complete the allocations pattern is adopted. In announcing its proposed procedure the Commission

(Continued on Page 6)

ABC Buys Building In San Francisco

Purchase of the Eagles building in downtown San Francisco as a site for ABC's radio and TV facilities was announced yesterday at network headquarters in New York. ABC plans to spend \$1,000,000 in altering the building for its radio and television needs.

It is planned to utilize the four-

(Continued on Page 7)

Alabama Stations Report Reorganization

Voice of Alabama, Inc. announces re-organization of its three stations, WAPI-AM, WAFM-FM and WAFM-TV to become effective Aug. 1. Lionel F. Baxter, former program

(Continued on Page 7)

Rockabye-Dudley

NBC announcer Dick Dudley will have to carry his program "Rockabye Dudley" into his home life with the advent of seven-pound, 10-ounce John Kuhn Dudley, his first child, on July 15. The baby made his entrance at Park East Hospital. Father Dick's program, novel poetry-reading session, is heard Sundays at 11:30 p.m.

Will Televis Treaty Signing

San Francisco—Signing of the Japanese Peace Treaty in San Francisco will be televised via KPIX, Channel 5. Entire proceedings from the War Memorial Opera House sessions to the actual signing ceremonies in the War Memorial Veterans' Building will be covered on Sept. 4 to 7 inclusive by the CBS and Du Mont affiliate. The KPIX remote crew will be under the direction of Dave Kees.

TV Visual Aids Held Effective

Urbana, Ill.—Effective use of visual aids in TV programs by the U. S. Department of Agriculture was explained here yesterday at the annual meeting of the American Association of Agriculture College Editors.

Delegates received copies of the USDA Television Report Section II on Visual Aids, prepared by the department's Radio and Television Service, Office of Information. Representing the Department of Agriculture at yesterday's meeting were

(Continued on Page 7)

ABC Newsmen Visits Disaster With Truman

ABC's Washington reporter and Presidential commentator Bryson Rash will accompany President Truman on his air inspection of the stricken Kansas-Missouri flood disaster area today.

ABC's radio and TV coverage of the flood area, now ravaged by

(Continued on Page 8)

Senate Crime Probes Open To TV Nets

Washington Bureau of RADIO DAILY
Washington—The Senate Crime Investigation Committee will hold open hearings Friday, Saturday and Monday in Washington, making them available for telecast, a committee spokesman told RADIO-TELEVISION DAILY yesterday.

Today the committee holds closed hearings in Atlantic City, returning to Washington Wednesday for more closed hearings. Sessions Friday and Saturday will be devoted to Atlantic City gambling and vice

(Continued on Page 5)

Amateurs Continue Operating, Says FCC

Washington Bureau of RADIO DAILY
Washington—Amateurs who have filed timely applications for renewal of their operator and station licenses may continue operating their amateur stations beyond the normal expiration date pending receipt of formal Commission notice of action on their renewal applica-

(Continued on Page 6)

West Coast Broadcasters Launch Radio Sales Drive

West Coast Bureau of RADIO DAILY
Los Angeles—All-out unified campaign to sell the values of radio was started this week by the Southern California Broadcasters' Association in what is believed to be a national precedent in cooperative promotion of any advertising medium.

Radio, written promotion and sales presentations are being em-

ployed by the Association in telling the story of radio. Member stations will use their own air time, as well as the written promotion and salesmen's calls in circularising the basic story of Southern California radio, concentrating on specific aspects for two-week periods, according to a master plan. Salesmen's committees, representing groups of

(Continued on Page 4)

Survey of 'Reps' Show Stations Holding Line

No reduction in local rates, but rather an increase of rates was more prevalent than otherwise, it was reported in a survey of leading station representatives undertaken by RADIO-TELEVISION DAILY last week to determine any noticeable effect which network rate cuts had on stations. No-

(Continued on Page 5)

Radio Dealers Report Drop In Total Sales

Washington Bureau of RADIO DAILY
Washington—Retail radio and household appliance dealers reported total sales of \$214,000,000 during May, a drop of three per cent under April and 12 per cent under May, 1950, the Census Bureau reported yesterday.

Although sales of independent

(Continued on Page 2)

Crosby TV Series Starts Production

Hollywood—Bing Crosby Enterprises went into production on "Cry of the City" television film series yesterday at RKO Pathe Studios. First half-hour film to roll is "The Buzzer," by Bernard Girard. Picture

(Continued on Page 5)

Doggone!

"Whippersnapper," toy Schnauzer dog owned by Gabby Hayes and a star in his own right on the Gabby Hayes Show has disappeared. On his way to a five-week vacation he was last seen in Gabby's car which was parked in front of the Plaza Hotel. There is a \$50 reward for his return. Meanwhile, the dog's fan mail continues to pile up.

RADIO DAILY TELEVISION DAILY

Established Feb. 9, 1937

Vol. 56, No. 11 Tuesday, July 17, 1951 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-Pres.; Charles A. Alicoate, Sec'y.

Reentered as second class matter, September 15, 1950 at the Post Office at New York, N. Y., under the Act of March 3, 1879. (Originally entered as second class matter on April 5, 1937). Terms (Postage free) United States, \$15.00 one year. Foreign, \$20.00. 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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WEST COAST OFFICES

Ethel Rosen
6425 Hollywood Blvd. Phone: Gladstone 8436

CHICAGO BUREAU

Frances B. Clow
Suite 3013, 333 No. Michigan Avenue
Phone: Franklin 2-3238

ROME BUREAU: John Perdicaerl, Ludovisi 16.
PUERTO RICAN BUREAU: Antonio Alfonso, Edificio Ochoa, San Juan, P. R.; P. O. Box 3385; Telephone: 2-2305.

FINANCIAL

(July 16)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	12 ³ / ₈	12 ⁵ / ₈	12 ⁵ / ₈	— 1/8
Admiral Corp.	21 ³ / ₈	20 ¹ / ₂	20 ⁵ / ₈	— 7/8
Am. Tel. & Tel.	154 ³ / ₄	154 ⁵ / ₈	154 ³ / ₄
CBS A	26 ¹ / ₂	26	26 ³ / ₈
CBS B	25 ¹ / ₂	25 ¹ / ₂	25 ¹ / ₂	— 1/4
Philco	22 ⁵ / ₈	22	22	— 1/2
RCA Common	21 ³ / ₈	21 ³ / ₈	21 ¹ / ₂
RCA 1st pfd.	75 ¹ / ₈	75	75	— 5/8
Stewart-Warner	16 ³ / ₄	16 ³ / ₄	16 ³ / ₄	— 1/4
Westinghouse	37 ¹ / ₈	36 ³ / ₄	36 ⁷ / ₈	— 7/8
Zenith Radio	60 ¹ / ₄	56 ³ / ₄	57 ¹ / ₄	— 3 ¹ / ₄
NEW YORK CURB EXCHANGE				
Du Mont Lab.	15 ¹ / ₈	14 ⁵ / ₈	14 ⁵ / ₈	— 3/8
Hazeltine Corp.	33 ³ / ₄	33 ³ / ₄	33 ³ / ₄
Nat. Union Radio	3 ³ / ₄	3 ⁵ / ₈	3 ⁵ / ₈	— 1/8

TV Set Prod. Declines

Washington—TV receivers shipped to dealers in May totaled 234,522, a decrease of 26,835 under the April shipments, the RTMA announced Friday.

A total of 2,310,646 sets have been shipped to dealers by counties in the first 21 weeks of 1951, the report stated.

WFIL

560 kc • PHILADELPHIA

Sells All of America's 3rd Market

ABC Affiliate—Rep: The Katz Agency

★ COMING AND GOING ★

KEN SPARNON, BMI field representative, drove his wife from Buffalo, N. Y., to their fishing camp at Pickerel River in Northern Ontario, Canada. After a few weeks, Ken will visit stations in upstate New York.

ROGER BOWER, WOR, WOR-TV producer-director, leaves for a three-week vacation on his farm in Shuffield, Mass.

Station manager WALTER HAASE of WDRC, Hartford, Conn., on a two-week vacation, spending his time at his summer cottage in Bramford, Conn.

TIM ELLIOT, president and local newscaster of WCUE, Akron, Ohio, flies to Europe to join the North Atlantic Forces under the command of Gen. Dwight D. Eisenhower. Elliot plans to tape record interviews with Akron district servicemen.

ALEX SHERWOOD, sales rep for United Television Programs, is spending the week in Atlanta conferring with Wally Stone, UTP's Southeast sales rep on ad and promotion plans for firm's fall product.

Commercial manager of WDRC, Hartford, Conn., is in Boston on a two-day station business trip.

GERALD KING, president of United Television Programs, and MILTON BLINK, head of the outfit's Chicago office returned to Hollywood and Chicago respectively this week after conferences with Richard Dorso, exec vice-president, in New York.

JACK PACEY, director of publicity for the ABC network, off for a week's vacation to the far points of Long Island.

LILIAN SHORESER of Banner & Greif returned yesterday from a two-weeks' combination business-and-vacation trip to Canada and New Hampshire.

VIC ALLAN back on the job as program service representative for CBS-TV after two and a half weeks in Missouri and Virginia.

AARON KATZ, president of Official Films Inc., is in Hollywood for several days of production conferences with Jerry Fairbanks, Sid Rogell and other executives of Jerry Fairbanks Productions.

JACKIE GLEASON, host on DuMont's Cavalcade of Stars, started his vacation this week, and will return to the show Aug. 17. Larry Storch will sub for him during his four-week absence.

Mrs. Rose Stuart

Funeral services were held yesterday afternoon at Riverside Memorial Chapel for Mrs. Rose Stuart, 63, wife of Max Stuart, president of the Barnes Printing Company, printers of RADIO-TELEVISION DAILY, Radio Annual, The Film Daily and Film Daily Year Book.

Mrs. Stuart died Sunday, following a period of failing health, at the family home in Huntington, Long Island.

In addition to her husband, Mrs. Stuart is survived by two sons, Charles and David Stuart, a daughter, Mrs. Clara Kaye and five grand children.

Resuming News Series

Highlighting latest developments from Washington, White House Report will again be carried by the ABC radio network, beginning Monday, July 23, at 8:55 a.m., EDT, and continuing thereafter Mondays through Fridays.

WDRC

HARTFORD 4 CONNECTICUT
WDRC-FM

3 R's = 1st

The 3 R's . . . Ratings, Rates, Results . . . made WDRC 1st choice in the Hartford Market. Write Wm. Malo, Commercial Mgr., for availabilities.

Represented by Raymer



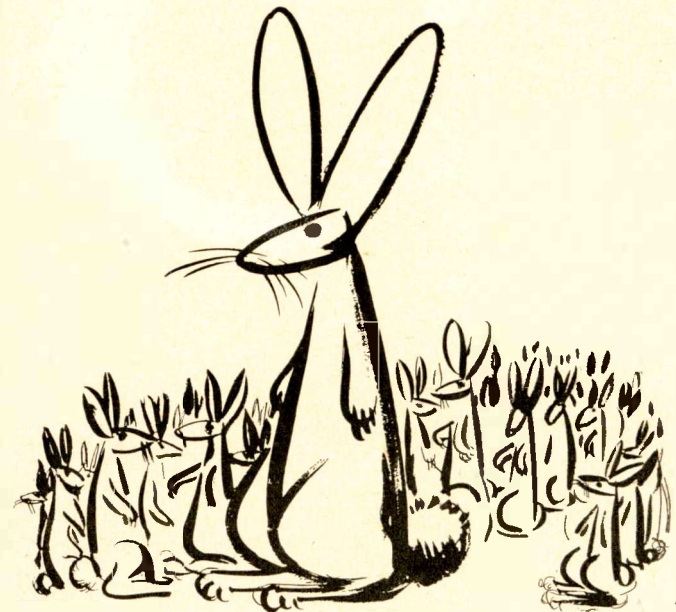
Radio Dealers Report Drop In Total Sales

(Continued from Page 1)
dealers as a whole showed an 11 per cent decline under May, 1950, retail sales in the first five months of this year exceeded those of a similar period last year by seven per cent.

Trends in selected cities and areas show that retail sales in May were up in Oakland, San Francisco, New York City, Detroit, Seattle and Milwaukee. Areas showing fewer radio and appliance sales in May as compared with April included Long Beach, Los Angeles, Washington, D. C., Chicago, Baltimore, Boston, St. Louis, Essex and Hudson counties in New Jersey, Buffalo, Rochester and Philadelphia.

Will Oppose Bill

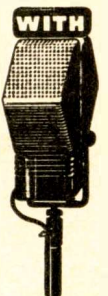
Washington—Ralph W. Hardy, government relations director of NARTB, soon will appear before the Senate Finance Committee to express the association's opposition to H.R. 4473, which proposes to increase the excise tax on radio and TV receivers from the present 10 per cent to 25 per cent. The House passed bill provides for a 15 per cent tax on receivers but the administration is endeavoring to have the Senate raise it to 25 per cent.



You get a lot for a little*

*MORE LISTENERS-PER-DOLLAR than any TV or radio station in Baltimore

SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY



MORE...
 COSTS
 LESS...
 TODAY!



It costs 23% less today to reach each thousand homes through WGAR than ten years ago.

In 1941, WGAR's average quarter-hour evening rate (52-time basis) was \$119. In 1951, the cost is \$190. But...

... WGAR with 50,000 watts has increased its coverage 268% in the past ten years.

... WGAR now is Cleveland's most listened-to station based on recent Hooper reports.

... WGAR's cost per thousand evening homes in 1941 was \$3.07. Today, that cost has gone down to \$2.35 per thousand.

... WGAR's lower cost per thousand listeners does not take into account the changing value of the dollar, nor its tremendous auto audience listening 411,708 half-hours daily.

Dollar for dollar, WGAR is your best buy.

in Northern Ohio..



the SPOT for SPOT RADIO

WGAR Cleveland
 50,000 WATTS ... CBS



RADIO ... AMERICA'S GREATEST ADVERTISING MEDIUM



Represented Nationally by
 Edward Petry & Company

Coast Broadcasters Sell Radio Values

(Continued from Page 1)
competitive stations, will call on advertisers and agencies in the area, with a basic presentation which will also be brought to the East by special committees. It is believed that this will mark the first time a group of rival stations have combined to tell a joint promotion story to Eastern buyers.

Campaign details include spot announcements of varying lengths on the air, newscasts presenting surveys, case histories, quotes from club speakers and other valuable news of radio's strong points and broadcast interviews with sponsors, station executives researchers and others who tell interesting factual stories of radio's basic values; printed trade advertising, direct mail promotion, schedule covers, publicity releases, envelope slogans and other written promotion, as well as the verbal sales presentations by over 200 salesmen of the member stations who are briefed on presenting a strong radio sales story.

"Radio has a terrific story which it has been keeping to itself for too long," stated the promotion committee headed by Association managing director Robert J. McAndrews, "And Southern California radio has the most impressive story of all. There are hundreds of thousands of hours more listening here today than ever before in history, at virtually the same rates. There are more cars—more car radios—more car radio listening—than in any other part of the country.

A. E. Joscelyn, operations director of CBS, Hollywood, is president of SCBA, which was founded in 1935 as the Los Angeles Association of Broadcasters. Behind the concerted drive is the special promotion committee appointed by Joscelyn, comprising Calvin J. Smith, president of KFAC; Kevin Sweeney, sales manager of KFI; Wilbur Edwards, director of KNX and Columbia Pacific network; Fran Conrad, manager, KECA and ABC Pacific Radio Network; Ward D. Ingram, executive vice-president, Don Lee Broadcasting System; and Sydney Gaynor, commercial manager of KEWR.



● ● ● Friends of Dorothy Lewis, United Nations radio official, are proposing her name as a successor to Freida Henneck, FCC commissioner. . . . Radio will come in for some high powered promotion this fall. . . . NBC will celebrate its 25th anniversary and CBS is reported blue printing a big radio campaign. . . . Television industry's successful bid for the Charles-Walcott fight on Wednesday is the first move in a campaign of retaliation to prevent the theater chains from taking over TV sports events. . . . Watch for an exposé of current TV audience measurements. . . . One agency has spent \$5,000 in a major market to prove that the TV receiver figures are inflated.

☆ ☆ ☆ ☆

● ● ● Fred Wile, vice-president and director of TV productions, Pete Barnum and Sam Fuller, production supervisors, and Lyman Munson, director of TV network operations, all top brass of NBC-TV, met on the West Coast over the week-end with representatives of film comedian Red Skelton to outline his coming NBC-television show which makes its debut on Sundays at 10:00 p.m., in the fall.

☆ ☆ ☆ ☆

● ● ● Good to see Saul Reiss of United World Films back at his desk, after being hospitalized for three months. . . . Shirley Eggleston on "My True Story" Wednesday. . . . Recommended reading: Martha Roundtree's brilliant imaginary interview with Stalin in last Saturday's Daily News. Current issue of Look, has some grand shots of a recent party Martha threw in Washington. . . . Helen Hayes magnificent in Jo Lyons' "It's Up To You" TV show last Saturday—and why not, any scrip Jo does is terrific. . . . George Foley and Dick Gordon, producers of "Tales of Tomorrow," "Bandstand" and other TV shows, have initiated a unique profit-sharing plan with their employees.

☆ ☆ ☆ ☆

● ● ● Archdale Jones, creator of "Key to the Missing," heard for eight years on radio and 18 months of TV, is huddling with George Wallach of WNBT on a new presentation of this powerful program. If and when the show goes on the air, Wallach will produce and Jones will do the actual locating of missing persons with the aid and cooperation of police all over the world. This is a dramatic series in which real life people will be brought before the TV cameras to aid in the search of missing persons. Jones has solved more than 80 per cent of all cases he has handled.

☆ ☆ ☆ ☆

● ● ● Winnie Garrett has just discovered why they call television a medium: Because it puts people in a trance. . . . Gene Courtney knows a TV program that smells so bad it should be sponsored by Air-Wick. . . . Radio's "Mr. and Mrs. North" note that, with video in our educational system, they'll be called Telementary schools. . . . Dolores Gray's description of video's marionette shows: "Puppeteer-Jerkers".

☆ ☆ ☆ ☆

● ● ● Indefatigable Dan Hollywood certainly makes his boys work—witness poor Rik Vollearts. As of today, Rik is scripting "Higgins, Sir," summer replacement for the Bob Hope show on radio, and will write "The Larry Storch Show," which replaces "The Jackie Gleason Show" on Du Mont for four weeks. Rik, in between times, will also have Dan cracking the whip as he writes "Shadow of the Cloak," spy series for Du Mont. Remember, Dan, around the track they say weight will beat any horse.

Pabst Presents New TV "Sports Review"

The greatest presentation of sports stars on one TV show is scheduled for Wednesday night (July 18) when Pabst Blue Ribbon Beer presents the first edition of its "All-Star Sports Review" (CBS-TV, 10 p.m.).

The "Review" will bring sports fans a series of film showings of the most dramatic moments in recent sports events, with athletes and sports experts appearing as guests and commenting on the goings-on.

The program will show the highlights of the All-Star baseball game, with pitcher Sal Maglie of the N. Y. Giants and Pee Wee Reese, captain of the Brooklyn Dodgers, being interviewed about their roles in the annual diamond classic by sportscaster Russ Hodges.

The program will also show pole-vaulter Bob Richards making track and field history in the AAU Decathlon meet at Santa Barbara, Cal., with Irving Mondschein, his friend and rival, who won the meet two years in a row, commenting on Bob's feats.

Jockey Ted Atkinson will comment on the running of the \$100,000 Hollywood Gold Cup race, which brought the winner, Citation, up over the million-dollar mark while former tennis champ Bobby Riggs will analyze Davis Cup possibilities with the aid of film of players who will compete in the famous championship.

There will also be action shots of golf aces who will compete in the \$20,000 Pabst Blue Ribbon open golf tourney in Milwaukee July 19-22.

Chesterfield Renews Texas Network Series

Fort Worth—Chesterfield has renewed its contract with the Texas State Network for the sixth year to carry its ABC Roundup program, featuring Disc-Jockey Zack Hurt, over 17 Texas stations. Cunningham and Walsh, Inc., of New York City is the agency. The new contract continues the show into June, 1952.

Starr Script Revealing

Elaine Starr Productions, Inc. has put out a novel promotional piece in the form of a script. Entitled "Life Can Be Awful," it gives an accurate true-to-life account of what the advertising agency executives should do to give his client the right antidote for his program.

JINGLES

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AM-TV PRODUCTIONS & JINGLES
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Operating at 560 kilocycles,
WFIL's 5,000 watts provide
coverage equal to 100,000
watts at double the fre-
quency . . . 1120 kilocycles.

ABC Affiliate—Rep: THE KATZ AGENCY

Magazines Seeking Exclusive TV Rights

Representatives of Time, Life and Fortune in New York yesterday confirmed that Henry R. Luce, editor in chief, was making a strong bid for exclusive television rights for the Republican and Democratic national conventions which will be held in Chicago next year.

The decision on sponsorship will rest with the Chicago civic committee, which is raising \$540,000 to defray the basic expenses of the two conventions. Luce has already approached this committee with a TV offer.

Werner W. Schroeder, Republican committee man for Illinois, and J. M. Avery, Democratic committee man from the state, are scheduled to confer with spokesmen for the magazines on Thursday in Chicago.

FCC Examiner Okays AM Nashville Applicant

Washington Bureau of RADIO DAILY Washington—FCC hearing examiner Fanny N. Litvin has issued her initial decision in which she proposes to grant the application of Nashville Broadcasting Co., Inc. for a new AM station in Nashville to operate on 1470 kc, with one kw power daytime only, and deny the application of Southern Broadcasting Co., Inc., Nashville, for the same facilities.

Nashville Broadcasting is headed by H. C. Young, Jr., advertising agency executive and one-time announcer on stations in Tennessee and Georgia.

G. Paul Crowder, president and 21.5 per cent owner of Southern, owns 44.5 per cent interest in WCOR, Lebanon, Tenn. He is secretary of the Licensee corporation. Mrs. Litvin raised the multiple ownership question in proposing to deny Southern's application because of the overlap of service between the proposed station and WCOR.

Radio Survey Shows Expected Increase In Summer Audiences

(Continued from Page 1)

where were any local cuts reported in the interim since web cuts were announced in May and took effect this month.

Radio still very much holding its own seems to be the general trend from coast to coast. Despite TV, radio is shown to have more of an audience than ever before in most markets. A Summer slump is noted in some sections of the country, but in many cases, business seems to be doing better than the same period a year ago. There are also many sections, it was found, where the seasonal slump is very slight, and advertisers fully aware of the good buy in radio and cognizant of its pulling power, have purchased blocks of Summer time.

Increases Noted

Increases were noted in widely different markets, from WCAO, Baltimore, to WDRC, Hartford; WTAG, Worcester, Mass.; WPRO, Providence; WHK, Cleveland; WKBN, Youngstown, Ohio; KASH, Eugene, Ore.; and the coming increase for the McClatchy Bee Line, which includes the four California stations of KFBK, Sacramento; KWG, Stockton; KMJ, Fresno; KERN, Bakersfield; and KOH, Reno, Nevada.

More radio homes, additional coverage, mounting costs of operation and noticeably increased effectiveness of radio advertising were cited

as principal reasons for stations increasing rates. There were several instances reported where stations postponed prospective rate increases, due to the network rate cuts and their feeling timing was psychologically wrong.

By and large, the web cuts though not entirely welcome, were accepted and station schedules adjusted to meet new budgetary demands. One station is considering dropping its network affiliation, feeling that the cutback has made the association of little value, and that as its local business and national spot sales are both booming, and it felt it could proceed just as well as an independent.

Grabhorn Comments

Murray Grabhorn, executive director of the National Association of Station Representatives, stated that as yet there has been no widespread action in either direction as a direct result of the network decrease. He felt that it is too soon to see any noticeable effect, but that stations themselves will not really feel the full dent until later, when perhaps more reaction might be forthcoming. Advertising agencies have continued by and large in same relations as previously, he said, and have not exerted any unusual pressure on stations to follow the web pattern, contrary to a widely rumored belief in the field.

Stork News

Irwin Lewis, continuity director at WINS, became the father of a 7 lb. boy on July 16th. Newcomer will be named Mitchell Scott Lewis.

WOR's New Travel Series

Through the Italian Tourist office, three transport companies are combining to promote travel to Italy on "WOR Festival of Opera" heard Saturdays from 1 to 3:30.

Illustrated guide-books on Italy with colored maps of its various sections will be offered free during the broadcasts.

Operator Requirements Relaxed By FCC

Washington Bureau of RADIO DAILY

Washington—The FCC Friday adopted as final its proposed rule making of April 4 to temporarily relax operator requirements for AM and FM stations in individual cases upon showing that qualified radio-telephone first class operators are unavailable, have declined employment or have been rejected by the station. The new rule becomes effective Sept. 1.

A new section, 1.334 is added to the rules and regulations to permit authorization for a period of 120 days, instead of 30. The new rule details procedure to be followed and the information required to be submitted. Applications for the temporary permission can be made to and acted upon the engineer in charge of the Commission's district field office in the area in which the station is located.

Richards Heads Comm.

Washington—Robert K. Richards, NARTB director of public affairs, has been selected to head the publicity committee of the Washington professional chapter of Sigma Delta Chi, national honorary journalism fraternity, Howard L. Kany, of Press Association, president of the chapter, announced Friday.

Senate Crime Probes Open To TV Nets

(Continued from Page 1)

and Monday's session to Newport and Covington, Ky. Hearings are scheduled for later in New York, which will include an open probe of the Newark and other Jersey areas.

The network TV pool committee, which handles TV arrangements with the Senate probes, had not been formally notified last night of the availability of Friday's hearings although network spokesmen said the hearings likely will be carried by some if not all of the TV nets.

Crosby TV Series Starts Production

(Continued from Page 1)

stars Lorna Thayer, Dorothy Neumann from cast of "Turnabout Theatre" and John Alivn.

Second in "Cry of the City" series, also rolling next week, will be "The Treasure of Ventura Blvd.," by Oliver Crawford.

"The Boarder," by Bernard Girard, starts week of July 23 and stars Art Smith and John Doucette. Four in series is "The Girl," screenplay by Carl Gass, based on a story by David Lord.

"The Wedding," by Bernard Girard, rolls week of July 30 with no cast set as yet. "The Cheat," also by Girard, concludes series of six films, with Onslow Stevens set to star.

Bernard Girard produces and directs the "Cry of the City" series for Bing Crosby Enterprises.

Joins Crosby TV Staff

Hollywood—Arthur Piantadosi, associated with Warner Bros. Pictures for 15 years, checks into Bing Crosby Enterprises offices at RKO Pathe Studios as associate producer. Piantadosi commences his duties immediately on "Cry of the City" film series which rolls next week.

5000 WATTS 1330 K.C.



ENGLISH JEWISH

has for many years been a most productive medium for a large group of national and local advertisers who recognize the vast potential represented by the more than 600,000 families comprising the Jewish market in the New York metropolitan area. Distinctive adult programming and a loyal, responsive audience are the WEVD combination which national advertisers have found so effective and economical in maintaining a consistent position of dominance in the Jewish field.

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WEVD Henry Greenfield Managing Director 117-119 West 46th St., New York 19

THE BLACKSTONE SHOW

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STARRING BLACKSTONE

THE WORLD'S GREATEST LIVING MAGICIAN

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FOR AUDITION REEL CONTACT

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FCC May Lift Ban On TV Expansion

(Continued from Page 1)
said "It is cognizant of the compelling need of concluding" the TV allocation proceedings "at the earliest possible date consistent with due consideration of the important basic issues involved." "People of the United States requires that TV become available on a nationwide scale at the earliest practicable moment and on a basis that will make for a fair, efficient and equitable distribution of TV service."

The Commission said that its proposed procedure was prompted by petitions of NARTB, filed by Thad H. Brown, Jr., NARTB-TV manager and counsel, and WBRC-TV, Birmingham.

On next Friday at 10 a.m., the Commission will hold a formal pre-hearing conference in Conference Room B, adjacent to the Interdepartmental Auditorium to discuss the procedure proposed with the parties eligible to participate in the remaining portions of the proceeding, or their attorneys. Such parties may also file written statements supporting or opposing the adoption of the procedure on or before the date of the pre-hearing conference. Following the conference the Commission will announce whether the procedure proposed is adopted as final. In reaching this decision it will take into full account the views expressed at the pre-hearing conference.

Amateurs Continue Operating, Says FCC

(Continued from Page 1)
tions, the FCC announced yesterday.

This privilege is extended, the Commission said, to insure the continued participation of amateurs in civil defense drills, field days and other activities, while the Commission processes pending applications. With a backlog of some 6,000 or more applications, the FCC has been slowed down in renewing licenses and it is feared that if amateurs are required to await the processing they may be off the air when needed most in emergencies or in operating for civil defense.

The FCC said it was issuing the general notice in lieu of replying to individual letters of inquiry about renewals. Amateurs were urged to file renewal applications at the earliest possible date to assist the Commission "in preventing a lapse of operating authority."

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One of America's Largest
Prize Procuring Agencies

Serving Hundreds of
Local and Network Shows
Military Commitments compel sale!
Telephone: SPring 7-2579, or write
Box 144, c/o RADIO DAILY, 1501
Broadway, N. Y. C.

AGENCY NEWSCAST

... personnel, sponsors and notes

TATHAM-LAIRD, INC. announces two new additions, Harold Merillat and Alice Westbrook. Merillat was formerly art director of H. W. Kastor and Sons in Chicago, Ted Bates and Co. and Gray Advertising, Inc., New York. Miss Westbrook is former copy supervisor in the advertising department of the Toni Company.

MICHAEL DONOVAN has joined McCann-Erickson, Inc. as a time-buyer in the radio-TV department. He was formerly with the Ward Wheelock Advertising Agency, Philadelphia.

WILLIAM WILBUR ADVERTISING, INC. has been appointed by Ciner Manufacturing Company, producer of pearls, compacts and costume jewelry.

WARWICK AND LEGLER AGENCY is preparing a campaign for Kingan and Company, Indianapolis meat packer. Radio, television and newspapers will be used.

LESLIE C. STRATTON, JR. is new sales manager of Transit Advertisers, Inc.

BRISACHER, WHEELER AND STAFF, INC. has moved to 350 Fifth Ave.

LEO BURNETT COMPANY, INC., Chicago, has appointed Don Colvin, William Diener and Charles O. Husting as vice-presidents.

RUTHRAUFF AND RYAN AGENCY has been named by Frito, Inc. and Capitol Frito Corp., Bethesda, Md., manufacturer of Fritos and Cheetos.

HIRSHON-GARFIELD, INC. will handle advertising for the Strouse-Adler Company, manufacturer of foundation garments.

F. C. SUTO, JR. has been appointed director of advertising, sales promotion, publicity and merchandising of the Stewart Hartshorn Company, window-shade manufacturer.

BACHENHEIMER - LEWIS, INC. will direct advertising for the Burke Golf Company, Inc., Newark, Ohio.

LOUIS NEIBART has been appointed secretary and general manager of Raymond Service, Inc.

RITTER, SANFORD AND PRICE, INC. has been named by Charette, Inc., manufacturer of lingerie, handkerchief and hosiery cases.

JAMAN ADVERTISING, INC. has been appointed by Atlas Tel-Rad Parts and All Mail Sales, both of New York City.

GLIDDEN COMPANY is preparing a Fall advertising campaign for its Spred Satin, a rubber latex emulsion paint for interiors. Radio, television, eight national magazines and local newspapers will be used.

MACLEAN ADVERTISING AGENCY, INC. is handling advertising and public relations for the Fiber Fabric Group, an organization of seven weavers of fiber fabrics who are starting an educational campaign on the industry.

J. R. KUPSICK ADVERTISING AGENCY has been appointed to handle national advertising and promotion for Scrip to Israel, corporation headed by Bartley Crum. Radio and TV will be used as well as newspapers and other publications.

STORM AND KLEIN AGENCY will start a national advertising campaign in the Fall for Park and Tilford Distillers Corporation to promote its Private Stock Whiskey.

CAPITAL ROUNDUP by B. Bailey Jim Gibbons guesting big names in sports on his Miller High Life sponsored program on WMAL-TV. Latest is AL Burton, golf pro at the Army-Navy Country Club in Virginia.

SHIRLEY GRAF has become a partner in Gainsborough Associates, and will continue as executive producer of the Buddy Rogers Show.

ED SHERRY, formerly of the D'Arcy Advertising Company, has joined the creative staff of the Biow Agency.

KOEHL, LANDIS AND LANDAN, INC. has been appointed advertising agency for the Virgin Isle Hotel, new year-round resort at St. Thomas, Virgin Islands, effective July 15.

HOFFMAN ADVERTISING has been named by the Still-Man Company for a campaign on its electric tubular heaters for the process industries.

GENEVIEVE SCHUBERT has joined Compton Advertising, Inc. as timebuyer on Standard Brands radio and television. She was formerly with Ted Bates, Inc.

REILLY, BROWN AND WIL-LARD, INC. has been named by R. J. Potvin Shoe Company, makers of Buntees, hand-lasted baby moccasins.

CALKINS AND HOLDEN, CARLOCK, McCLINTON AND SMITH has been appointed to handle advertising and promotion on the line of television and radio antennae of the Radion Corporation, Chicago. M. J. Pulver is account executive.

Canadian Official For Gov't Control

Montreal, Que.—Demand that the Canadian government take over all private radio stations in the Dominion and operate them under CBC was made in the Senate by Senator Thomas Farquhar, a government supporter, Criticizing as untrue and misleading" a broadcast about the Senate carried on several private stations he said "something should be done to prevent persons making untrue statements on the radio." Private radio stations "must not be allowed to control the air in Canada contrary to the purposes of the CBC Act. That Act gave the CBC the power to make regulations covering broadcasts by any station in Canada. Yet CBC board of governors had never passed such regulations," he said.

Senator Thomas Reid (L-British Columbia) said he would agree that "the government take over all radio." But the government was not in the radio business in Canada through the CBC. It had created in that organization a "corporation which is above the government."

Senator Reid, reminding the Senate that it was the private stations which "pioneered" radio, said the CBC insisted on putting on a lot of "tripe," such as "weepee" plays where one could "feel the shaking of the voices of the actors."

Senator Farquhar was speaking in debate on the report of the Senate's Finance committee. He declared A. D. Dunton, chairman of CBC board of governors, had said CBC had no control over accuracy of statements made on private stations. The broadcast referred to before the committee was one written by Francis Oakes Baldwin, a writer for the Ottawa Radio Bureau of the Canadian Association of Broadcasters. The written broadcast, critical of the Senate, was disseminated over a chain of private stations in all parts of the country. Senator Farquhar insisted he was not advocating curtailment of freedom of speech. He added "the Senate cannot act directly in matters involving finances but we can act indirectly and I feel very strongly that this should be done."

Delegate Named

Washington—Harold E. Fellows, NARTB president, Friday selected Judge Justin Miller, NARTB board chairman and general counsel, as alternate delegate to the Inter-American Association of Broadcasters. He previously renamed Gilmore N. Nunn, president of WLAP, Lexington, Ky., and vice-president of IAAB, as NARTB's delegate representing American broadcasters on the Inter-American group.

Stork News

A second son was born to Mr. and Mrs. Frank Martino at All Souls hospital in Morristown. Martino is an account executive for WMTR, Morristown, New Jersey.

ABC Buys Building In San Francisco

(Continued from Page 1)
 story building, two blocks from the San Francisco Civic Center, as studio and office space for all ABC personnel except transmitter engineers. KGO-TV will retain its current transmitter site at ABC Television Center.

Tentative plans call for one studio 70x100 feet with a 30-foot ceiling built to accommodate a studio audience of 750 persons. Three additional TV studios will measure approximately 30x40 feet each. Plans call for three more smaller studios to be used for radio originations. Technical equipment will be installed for a master control in the building. A micro wave system will be used to feed television programs to KGO-TV's transmitter on Mt. Sutro.

Purchase of an adjoining 40x60 foot lot will enable ABC to construct a huge freight elevator for moving sets and scenery to basement storage after they have been struck following a telecast. Construction of a building on this adjoining lot will provide office space for a portion of KGO and KGO-TV's personnel.

Alabama Stations Report Reorganization

(Continued from Page 1)
 director and manager of operations for the three stations, will assume responsibility at that time for sales, programming and operation of WAPI-WAFM, and C. P. Persons, Jr., former sales manager of the three stations, will take over similar responsibilities for WAFM-TV.

All three stations were first in their classifications for the state of Alabama, WAPI having been the first AM station in Alabama, established in 1922. Baxter joined the staff of WAPI in 1934, became program director in 1939 and 10 years later became manager of operations for all three stations.

A graduate of the University of Alabama. Persons first started with WAPI as a local salesman, becoming sales manager in 1948 and a year later also acted in the same capacity for WAFM-TV.

Thad Holt is president, treasurer and general manager of Voice of Alabama, Inc. and Edward Lee Norton, governor of the Federal Reserve System, Washington, is chairman of the board. James L. Evans is chief engineer of the company, with Ernest H. Mitchell, Jr. holding the business managership title of the company.

★ ★ TELE TOPICS ★ ★

"THE Freddy Martin Show," which bowed in over NBC-TV last Thursday night at 10:00 p.m., takes dead aim at the younger set and managed to come up with a tuneful and relaxed half-hour. Freddy added to the informality by fluffing a couple of times—which did no harm to the goings-on. In the opening number he introduced members of the band by instrument section to the tune of "Three Blind Mice." Vocalist Merv Griffin and pianist Murray Arnold had the highspot of the evening with their rendition of "Anything You Can Do I Can Do Better." However, Mary Mayo, new young singer—and pretty too—was more than adequate in her solo number. Sponsored by Hazel Bishop, Inc., through the Raymond Spector Co., Inc., it looks as if Freddy and the band will be around quite a while on TV. Perry Lafferty is producer-director. Show was written by Irving Taylor.

TODAY'S TV Personality:
STANLEY A. LOMAS, vice-president of William Esty Company, Inc. is in charge of TV commercial production and is a former copywriter turned TV producer. He is a graduate of the University of Pennsylvania and first worked with the Newell-Emmet Company as a copywriter on Chesterfield, Texaco, Pepsi-Cola, White Rock and other accounts, following a year with CBS in 1939. Stan was one of the original staff in the agency's TV department and he was executive producer on many early TV



LOMAS

shows. From Pearl Harbor until 1946, Stan served as Battery Commander with the XXIVth Corps Artillery in the Pacific and later as a Japanese language officer with the Far Eastern Psychological Warfare group. Stan joined the William Esty TV staff in 1948 and recently was named head of the newly organized TV commercial production department. His staff's activities include production of commercials for Camel and Cavalier cigarettes and for Vel, Fab, Coca-Cola and many others.

TV sets in the Baltimore area, as of July 1, reached 304,418, an increase of 3,375, according to the Baltimore Television Circulation Committee. Figure is based on reports received from dealers and distributors in the area. Committee is composed of Herbert B. Caham, WAAM; Robert Cochrane, WMAR-TV and Arnold L. Wilkes, WBAL-TV. . . . The New Orleans Public Service, Inc. reports 1,096 sets sold in that area, bringing the total to 58,565, according to WDSU-TV. . . . For the two weeks ending June 23, Nielsen ratings for top TV programs show "Texaco Star Theater" in first place with a rating of 47.5. Second position was held by "Philco TV Playhouse" with 39.3. "Arthur Godfrey's Talent Scouts" was third with 38.5. . . . Halolight, a new application of surround lighting for TV was introduced in Chicago for the first time, last week, by Arthur L. Chapman, vice-president of Sylvania Electric Products. Halolight surrounds the screen with a soft band of light which lessens contrast with the room darkness and gives the impression of a much larger screen. It represents a year's experimental work by Sylvania and will be sold with their new sets. Application to sets already in existence will be relatively simple, according to Chapman and color-TV will make no difference in the use of the device.

RATE CARD NO. 6, effective August 1, for KTLA, Los Angeles, finds Class "A" time up to \$1250 an hour. Station also has changed the noon to 6:00 p.m. time, Sundays from "B" to "A". . . . Tex Beneke and his orchestra will do three shows, August 14, 21 and 28, on "Cavalcade of Bands," over Du Mont. . . . Hank Warner, manager of operations in the CBS Press Dept. lectured on "Radio and TV Network Publicity" at the CBS Radio and TV Workshop at Fordham University last Friday night. . . . WTMJ-TV, Milwaukee, reports that as of July 1 there now are 247,368 sets in the area. Gain was 4,175 during the month, based on a survey of dealers and distributors. . . . Harold W. Baker has been appointed director of News and Special Events at WSM and WSM-TV, Nashville. He was formerly at WOW and WOW-TV, Omaha. . . . In the latest Multipulse Programs, by types, released for the period June 1-7 by The Pulse, Inc. reports that comedy-variety shows led with 124 hours of time. Kid shows were second with 91 hours, while dramas and mysteries totalled 77 hours. Boxing with only 8 hours had the highest average rating—22.6. Dramas and mysteries were second with an average rating of 16.7.

TV Visual Aids Held Effective

(Continued from Page 1)
 R. L. Webster, Director of Information; Maynard A. Speece, Television Supervisor, and Kenneth M. Gopen, Assistant Director of Information.

The AAACE was told that more than 150 TV programs have been produced in both black-and-white and color and some 1,500 visual aids have been tested and used in actual programming, by the Agriculture Department.

In using visual aids the USDA TV Project recommended that simple ideas, simple construction and simple operation all contribute to maximum effectiveness. Following are some of the recommendations:

Realistic pictures are better than abstract.

Four or five shades of grey are usually maximum.

Color reproduces better as shades of grey than shades of grey in the original. The colors should be chosen on the basis of providing adequate definition.

Rehearse with each visual aid prior to air time.

Movement and use of visual aids should be deliberate and purposeful.

Avoid cluttered demonstrations by removing all objects that are not being used.

Visual aids should be neat, clear and faithful to scale.

Such visuals as charts, maps and still pictures should be mounted with stiff backing.

Allow ample margins for all framed material.

Matte surfaces are more satisfactory than glossy.

Where printing is necessary use bold, heavy lines and a minimum number of words.

Don't overuse any visual aid.

Because of visual interest, the audio pace is slower for TV than for radio.

Cost and effectiveness of a visual aid are not necessarily related.

Establish an orderly system of files, records and storage space for visuals.

The USDA has developed several gadgets, including the "Cadiziator," a miniature revolving stage, the "Endless Roll-Up" and other instruments for effectively presenting visual aids. Working drawings are available from the Radio and TV Service of USDA, Washington, 25, D. C.

Fashion Series Planned

Clayton W. Cousens Productions has readied a comprehensive spot-news fashion program which will be available to television stations in the Fall. Entitled "Fashion Previews," the program will be a weekly film release presenting high spot fashions straight from the editorial pages of leading publications plus personal interviews with the country's foremost fashion designers.

TOPS TV
in
FILMS!

The Romance of the Flyer and the Goddess
"BLONDE SAVAGE"
 Starring Leif Erikson — filmed entirely in the African Jungle

★ UNITY ★
 TELEVISION CORP.
 1501 B'WAY., N. Y. C. 18
 Longacre 4-8234

BEHIND THE MIKE

WHEN Bill Stern goes to Europe for purposes of entertaining GI's next month, he'll call personally on more than a dozen GI's who have taken up correspondence with him on sporting affairs in general.

Phillips H. Lord, producer-author of NBC's "Counter-spy," hies off to his own little island off the coast of Maine for the summer. . . . Peppery songstress Eileen Barton looking like one of her own teenage fans with the flying pigtails and her favorite bluejeans during the "Broadway Open House" rehearsal.

Ted Bliss was directing a sequence for one of Bill "Hopalong Cassidy" Boyd's radio shows when he decided he needed more background noise. "Hey," yelled Ted through the talk-back, "you heroes join the crooks on this effect!"

NBC's Ed Herlihy and Jackie Kelk jointly purchased the rights to an invention designed to improve television reception. They expect to start manufacturing the device in October when patent rights have been cleared.

Maestro Xavier Cugat, who just wound up a series of appearances on DuMont's "Cavalcade of Bands," has received an invitation to play at the opening of the first TV station slated to begin operation in Argentina this September. Not long ago, Cugat made a 12-week tour of Latin American countries.

If you asked Phil Alampi, WJZ Farm News Editor, "How does your garden grow?" he could almost truthfully answer, "Pretty girls all in a row." One of Phil's less burdensome farm chores recently was judging the American Vegetable Queen Contest, sponsored by the Vegetable Growers Association of America. Winner was Elaine Tessman, of Osseo, Minn., student at Arizona State College, a twenty-year-old brunette.

Al Helfer, narrator for Mutual's "Magazine Theater" drama, working with producer Chick Vincent on a giveaway show on which both sponsor and contestants would give only to charity.

ABC Newsman Visits Disaster With Truman

(Continued from Page 1)

smoke and fire, has provided an eighteen-hour daily series of bulletins, reports, and commentaries.

The Presidential plan calls for leaving Washington late this morning and arriving aboard his plane, the Independence, about four hours later in Grandview, Mo.

Last Friday, ABC continued its coverage via on-the-spot reports from Max Falkenstein with descriptions and an interview with Robert Edson of the Red Cross. On Sunday, ABC gave eye witness accounts of the tragedy on "This Week Around The World," 2:30 p.m., EDT, with Larry Whythe from KCMO describing the flood conditions.

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 June 29-July 5

TITLE	PUBLISHER
Because Of You	Broadcast Music
Chesapeake & Ohio	Famous
Come On-A My House	Duchess
Go Go Go	Famous
Hello Young Lovers	Williamson
How High The Moon	Chappell
I Apologize	Crawford
I Whistle A Happy Tune	Williamson
I'm Late	Walt Disney
Jezebel	Broadcast Music
Loveliest Night Of The Year	Robbins
Mister And Mississippi	Shapiro-Bernstein
Mixed Emotions	Roger
Mockin' Bird Hill	Southern
My Magic Heart	Simon House
My Resistance Is Low	E. H. Morris
My Truly Truly Fair	Santly-Joy
Out O' Breath	Valando
Pretty Eyed Baby	Pickwick
Shanghai	Advanced
Sound Off	Shapiro-Bernstein
Sweet Violets	E. H. Morris
Syncopated Clock	Mills
Tahiti My Island	Paramount
Too Young	Jefferson
Wang Wang Blues	Miller
We Kiss In A Shadow	Williamson
Wonder Why	Robbins
Would I Love You (Love You Love You)	Walt Disney
You Belong To My Heart	Peer

Second Group

TITLE	PUBLISHER
Aba Daba Honeymoon	Feist
Be My Love	Miller
Dark Is The Night	Feist
Down The Trail Of Achin' Hearts	Gallico
Faithfully Yours	Witmark
Here's To Your Illusions	Chappell
Hot Canary	Leeds
I Get Ideas	Hill & Range
I Won't Cry Anymore	United
I'll Buy You A Star	T. B. Harms
I'll Never Know Why	Bregman-Voco-Conn
I'm A Fool To Want You	Barton
My Day Dream	Wings
My Life's Desire	Shapiro-Bernstein
Morningside Of The Mountain	Remick
On Top Of Old Smoky	Folkways
Powder Blue	Forster
Rose Rose I Love You	Chappell
Song Is Ended	Berlin
There's No Boat Like A Rowboat	Bourne
These Things I Offer You	Valando
Unless	Bourne
World Is Mine Tonight	Sam Fox
World Is Your Balloon	Chappell

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NEW BUSINESS

WTMJ-TV, Milwaukee: The Fred W. Amend Company, Danville, Ill., has begun sponsorship of a 15-minute "Chuckles Cartoon Carnival" on the Milwaukee Journal Station, Saturdays at 12:45 to 1 p.m. Placed through Henri, Hurst and McDonald, Chicago, the program features cartoons and uses commercials on slides and cards advertising Chuckles candy.

WCAU, Philadelphia: Miller Brewing Company of Milwaukee, Wisc., will sponsor the play-by-play broadcasts of the Philadelphia Eagles' football games this Fall, including 12 league games and four pre-season contests. It will be sponsored on behalf of Miller High Life dealers in Eastern Pennsylvania, Delaware and Southern New Jersey. In addition to WCAU, Miller's will use WILK, Wilkes-Barre, and WCMB, Harrisburg, to round out a three-station network. First broadcast will be heard Saturday, Aug. 18, when the Eagles open their pre-season schedule by playing the Pittsburgh Steelers at Hershey Stadium.

KSTP-TV, NBC Affiliate in Minneapolis-St. Paul: California Fruit Growers Exchange has begun co-sponsorship of the only local TV audience participation show in the Twin Cities, the 12:45-1 p.m. segment of Randy Merriman's "Cash 'n' Carry" program, telecast Monday through Friday. The account is handled by Foote, Cone and Belding, Inc., Los Angeles. Also reported by the station is the General Electric Supply Corporation's sponsorship of "Today's Headlines," every Saturday from 10 to 10:15 p.m. David Advertising, Inc., St. Paul, is the agency.

CBS radio network: Carnation Company has purchased the 11:30 a.m. to 12 noon period starting in September to promote the company's evaporated milk. Show has not been decided as yet, although it will be a dramatic show. Agency is Erwin, Wasey and Company, Inc.

WXYZ, Detroit ABC affiliate: Sterling Drug Company, Inc., has renewed for 52 weeks its sponsorship of the daily Monday-through-Friday drama series, "My True Story," 10 to 10:25 a.m., EST, effective July 9.

WOR-TV: California Fruit Growers Exchange, frozen Sunkist products, two one-minute film announcements in Sally Smart's Kitchen, Meadow's Beauty Forum and preceding Bam's TV Shoppers' Revue, Monday through Friday, effective July 2, through Foote, Cone and Belding.

WDSU-TV, New Orleans: R. J. Young Motor Company has renewed sponsorship of This Week in Sports, for 13 weeks through Sept. 20. The sports feature is telecast Thursday at 7:30 p.m.

EQUIPMENT
PRODUCTION
STUDIOS

RADIO DAILY TELEVISION DAILY

SPONSORS
BUSINESS
AGENCIES

VOL. 56, NO. 8

NEW YORK, THURSDAY, JULY 12, 1951

TEN CENTS

BBC TO REMAIN NON-COMMERCIAL

Action of FCC Representatives Challenged

Richards' Stations Say FCC Petition Not Legal

Washington Bureau of RADIO DAILY

Washington—The FCC Broadcast Bureau and General Counsel were flatly accused of taking illegal action and of asking the Commission to violate the constitution in a motion filed yesterday by counsel for the late G. A. Richards' stations, KMPC, Hollywood; WJR, Detroit, and WGAR,

(Continued on Page 3)

Radio Mystery Shows Gain in Popularity

Demand for transcribed mystery programs as daytime radio programming continues to grow with both networks and indies placing emphasis on hour-long mystery series, Radio-Television Daily learned yesterday. The mystery shows, ac-

(Continued on Page 3)

TV As A Public Service Lauded By Researcher

Hanover, N. H.—Assurance that television programming through the American system of commercial operations will provide a service to the maximum numbers of people and is capable of bringing 150,000,-

(Continued on Page 2)

Coast BMI Clinic

Hollywood—Five New York speakers will combine with California talent in an all-day clinic to be staged by BMI for the Southern California Broadcasters Association, Tuesday, July 31, at the Hollywood Roosevelt Hotel. A. E. Joscelyn, SCBA president, will preside at the luncheon at which Carl Haverlin, BMI president, will be a speaker.

WOR Warns Commuters' Families

Learning of a disastrous fire which destroyed a Pennsylvania Railroad bridge over the Hackensack River at 2 p.m. yesterday, WOR newsmen promptly took to the air to warn housewives that commuters who would be westbound from New York after work would be delayed several hours. Furthering the public service in a good community spirit, the station called upon those listening to advise other families of the situation delaying commuters. Westbound traffic on the railroad was not resumed for almost six hours, and at press time late last night no inbound trains to the city had yet been permitted. Newscasters were then briefed in the wee hours of the morning as to how they might instruct commuters about other methods of reaching the city in case trains were still not running over the bridge to New York by morning.

Rochester Stations Plan Defense Test

Emphasizing the important role of communications in civilian defense, Operation Rochester will be staged on Saturday, July 14, with radio in the forefront seat in the largest major city defense test in the state of New York.

Third in the series of tests in the state, the project has local radio stations in Rochester and the surrounding area working on elaborate preliminary coverage to alert the

(Continued on Page 3)

Baseball Boxoffice Feels Effects Of TV

The sharp inroad of TV on baseball attendance can partly be attributed to a general falling off of baseball attendance in both major leagues, it was disclosed yesterday by Walter F. O'Malley, president of

(Continued on Page 3)

BAB Plans Contest As Hypo For Radio

In order to reward member radio stations for resultful retail advertising and to provide BAB with practical information about result-getting radio advertising techniques for its member stations, William B. Ryan, president, announced Broadcast Advertising Bureau's first member-wide retail radio advertising contest.

Awards will be given to BAB member stations submitting the best

(Continued on Page 3)

Two Colleges Seeking UHF TV Station Grants

Washington Bureau of RADIO DAILY

Washington—The FCC announced yesterday that the chief of the broadcast bureau had granted petitions of two colleges requesting ac-

(Continued on Page 6)

TV Manufacturers Comment on Improved RCA Color

Leaders in the TV receiver manufacturing field who viewed the RCA color field tests yesterday commented on the improvement in the quality of the electronic color system since the last demonstration staged in Washington in December.

Dr. Allen B. Du Mont, president of the Allen B. Du Mont Labs., said: "It was a lot better color

television picture than RCA showed us in Washington last December. The picture was good enough, in fact, to start commercial operations immediately."

Expressing satisfaction over the color fidelity and the remote pickup, William Balderson, president of Philco Corp., declared: "We feel

(Continued on Page 7)

New Charter Set For 15-Year Period

London—Prospects of commercial radio in Great Britain suffered a setback yesterday when the British Government announced that radio would remain a state-backed monopoly without advertising for at least another 15 years. The present charter of the British Broadcasting Corporation ex-

(Continued on Page 6)

Late Radio Listeners Subject Of Survey

An average nightly total of 1,333,200 people in 803,200 homes—23 per cent of all New York families or practically one out of four persons—listen to the radio on an average night between midnight and 6 a.m., it was disclosed in a recent post-midnight survey by Pulse, Inc. A weekly total of 2,225,900 people in 1,340,900 homes listen in at least

(Continued on Page 6)

NARND Award Chairman Named By Chatfield

Baskette Mosse of the Medill School of Journalism, Northwestern University, Evanston, Illinois, will serve as chairman of the 1951 Na-

(Continued on Page 2)

Fame Cycle

By-passing their own talented fathers, eight-year-old Conrad Levenson, son of humorist Sam Levenson, and Candy and Christie, daughters of ork leader Vaughn Monroe, are chief fans of Paul Tripp, CBS-TV's "Mr. I. Magination." When Sam Levenson first met Tripp, he asked for Mr. I.'s autograph, stating "I want to show my son I rate."

RADIO DAILY TELEVISION DAILY

Established Feb. 9, 1937

Vol. 56, No. 8 Thursday July 12, 1951 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-Pres.; Charles A. Alicoate, Sec'y. Reentered as second class matter, September 15, 1950 at the Post Office at New York, N. Y., under the Act of March 3, 1879. (Originally entered as second class matter on April 5, 1937). Terms (Postage free) United States, \$15.00 one year. Foreign, \$20.00. 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.

WASHINGTON BUREAU

Bill Balley
Office: 1142 National Press Building
Telephone: Metropolitan 0823, 0824.
Residence: 4315 Russell Ave., Mt. Rainier, Md.
Telephone: Warfield 4462

WEST COAST OFFICES

Ethel Rosen
6425 Hollywood Blvd. Phone: Gladstone 8436

CHICAGO BUREAU

Frances B. Clow
Suite 3013, 333 N. Michigan Avenue
Phone: Franklin 2-3238

ROME BUREAU: John Percicari, Ludovisi 16.
PUERTO RICAN BUREAU: Antonio Alfonso, Edifcio Ochoa, San Juan, P. R.; P. O. Box 3385; Telephone: 2-2305.

FINANCIAL

(July 11)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	125 1/2	125 1/2	125 1/2	—
Admiral Corp.	21 3/8	21 1/4	21 1/4	— 1/4
Am. Tel. & Tel.	154 5/8	154 1/2	154 3/8	— 1/8
CBS A	26 1/2	26 1/2	26 1/2	— 1/2
CBS B	25 1/4	25 1/2	25 1/4	— 1/2
Gen. Electric	55 3/8	54 3/8	54 1/4	+ 3/8
Philco	22 1/2	22 1/2	22 1/2	— 3/8
RCA Common	21 1/2	21	21	— 1/8
RCA 1st pfd.	75 1/8	75 1/8	75 1/8	— 3/4
Westinghouse	37 1/2	37	37 1/2	+ 1/4
Zenith Radio	61 1/8	60 3/4	61 1/8	— 1/2

NEW YORK CURB EXCHANGE

Du Mont Lab.	15	14 3/4	15
Hazeltine Corp.	23	23	23
Nat. Union Radio.	3 3/8	3 3/4	3 3/4

OVER THE COUNTER

	Bid	Asked
Stromberg-Carlson	11	12 1/2

Vacation-time on Airlines

The FCC has announced it has granted the State University of Iowa permission to sign off WSUI, Ames, at 9:15 p.m., CST, daily through Aug. 8, because of man-power shortage.

At the same time the Commission granted KBPS, Portland, Ore., operated by the Benson Polytechnic School, permission to remain silent from June 2 to Sept. 17, during school vacation.

WFIL

560 kc • PHILADELPHIA

Buy selling power, Not power alone!

ABC Affiliate—Rep: The Katz Agency

TV As A Public Service Lauded By Researcher

(Continued from Page 1)

000 citizens to a level of education on all phases of life not yet reached by any previous civilization, Fay Day, assistant research manager for CBS Radio Sales, said here yesterday.

Speaking before the French Industrial Productivity Trainees, sponsored by the ECA, Day pointed out that even now the average television station is carrying five hours weekly of educational programming, much of it devoted to economic problems.

"This will be increased as television comes of age," Day said, "but even now points the interest on the part of television stations in economic education."

Television and radio have greatly enhanced the presentation of complex economic issues, Day said in closing, and added that the two media give the advantages to the usual public speech of intimacy of speaking right in the living-room and before vast audiences.

Charles Wesley Turner

Hollywood—Services for Charles Wesley Turner, Maintenance Supervisor of KECA-TV, who was drowned last Friday while attempting to save his seven-year old son off Newport Beach, California, were held at Wee Kirk o' the Heather, Forest Lawn, Glendale, Wednesday, at 10:30 a.m. Interment will be at Salt Lake City, the home of Turner's widow. He was 39.

Dunham Joins Commodore

Hollywood—Harrison M. Dunham was appointed director of television of Commodore Productions, Hollywood. The announcement was made by Walter White, Jr., president of Commodore. Dunham recently resigned as general manager of KTTV, Los Angeles Times television station. He had served in that capacity for fifteen months. Prior to that, he was assistant legal counsel for the Times.

NARND Award Chairman Named By Chatfield

(Continued from Page 1)

tional Association of Radio News Directors awards committee.

In announcing the appointment of Mosse to head the awards committee this year NARND President Ben Chatfield, WMAZ, Macon, Ga., said that this is the first time that an educator has been named to the chairmanship.

The NARND awards were won last year by WOW, Omaha, Nebraska, and WHAS-TV, Louisville, Ky., and in 1950 by WHAS, and WFIL-TV, Philadelphia.

This year, as in the past two years, NARND will award plaques to an AM and a TV station, and certifies of honorable mention to three stations each in AM and TV.

MacGregor Skeds Series

Nat V. Donato, sales manager of C. P. MacGregor, transcription firm in Hollywood, Calif., announced today that plans have been completed with Mladin Zarubica of the Bozell & Jacobs, N. Y., agency for C. P. MacGregor, to write, direct and produce four half-hour dramatic shows for the electric light and power industry, which the four major radio networks will carry as a nationwide salute to Farm Electrification Week. The electric light and power industry is observing the week beginning August 26 as Farm Electrification Week.

COMING and GOING

HENNY YOUNGMAN leaves next Tuesday night right after his "Cavalcade of Bands" appearance on a tour for Israeli bonds that will take him to Atlantic City, Pittsburgh, St. Paul, Minneapolis and Duluth.

ROBERT REID, TV mgr. of INS, and his wife are flying to London via Pan American on Friday (July 13). They'll also visit Paris and Rome on their jaunt, returning to New York on Aug. 7.

GORDON GRAY, WIP vice-pres., off for a vacation at Beach Haven, N. J. VARNER PAULSEN, assistant program director of the same station, vacationing in Maine.

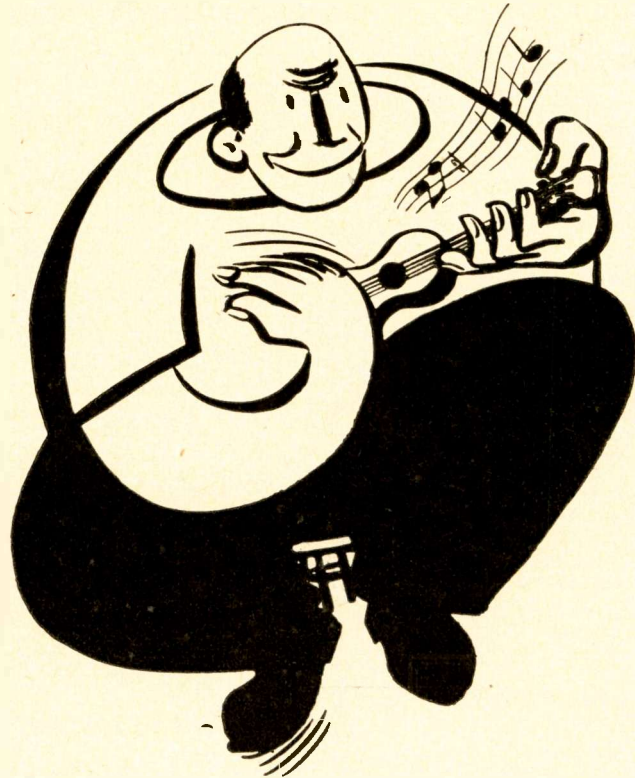
NELLIE LUTCHER, DANNY KAYE, and his family arrive today aboard the Cunard liner, Queen Mary.

ART THORSEN, WBBM writer of "Your FBI," "WBBM Highlights," and "The Chicagoans" has gone to the mining country of Colorado for his vacation.

CHARLES CORRELL, co-producer of CBS' "Amos 'n' Andy," and his wife returned from a European holiday on Tuesday. They visited France, Portugal and Italy where they were received by Pope Pius XII. Correll, who is the voice of Andy any Henry Van Porter on the radio show, left for Hollywood yesterday by plane.

MISS MONETTE SHAW, director of women's programs for KABC, ABC affiliate in San Antonio, Tex. visiting the network headquarters in New York and in addition is making tape recordings with personalities of the entertainment world for broadcast on her programs in San Antonio.

AL BLAND, program director of WBBM, CBS O & O in Chicago is on a three-week vacation. He and Mrs. Bland will visit his parents in Ironton, Ohio for at least one week.



You get a lot for a little*

*MORE LISTENERS-PER-DOLLAR than any TV or radio station in Baltimore

SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY

5000 WATTS 1330 K.C.

WEVD

ENGLISH JEWISH

has for many years been a most productive medium for a large group of national and local advertisers who recognize the vast potential represented by the more than 600,000 families comprising the Jewish market in the New York metropolitan area. Distinctive adult programming and a loyal, responsive audience are the WEVD combination which national advertisers have found so effective and economical in maintaining a consistent position of dominance in the Jewish field.

Send for a Copy of "WHO'S WHO ON WEVD"

WEVD Henry Greenfield
Managing Director
117-119 West 46th St., New York 19

COAST-TO-COAST

Literati

Cleveland, O.—WJMO account executive Rube Polen recently had an article on St. Petersburg, Fla., accepted by Travel Magazine. Polen spent one month in the city gathering material.

Week-End Fun

Washington, D.C.—WRC's outdoor editor Ken Ludlam has been breaking all mail-pull records with his "tips on where to go this week-end" and recipe suggestions on game and fish food preparation. And, incidentally, Ken's happy sponsor, The Sylvan Store, has renewed his contract. But natch!

Joins WAF

Worcester, Mass.—Sally Pratt, director of WTAG's "Peppermintstick Parade," leaves this weekend for Lackland Airforce Base, San Antonio, Texas, where she'll be enrolled in the Women's Air Force Officers' Candidate School.

Newspaperman to Station

St. Louis, Mo.—B. M. Prendergast has joined the KXOK-FM (Transit Radio) sales department. He was formerly with the national advertising department of the St. Louis Star-Times, recently sold to the St. Louis Post Dispatch (Pulitzer Publishing Co.).

Radio Mystery Shows Gain In Popularity

(Continued from Page 1)

cording to reports, hold the women audiences and produce good daytime ratings in competition with baseball, disc jockey shows, and other daytime categories.

A new series titled, "Hour of Mysteries," is being sold as a package by Charles Michaelson, New York package producer. This series features two half-hour mystery shows and is sold across the board Monday through Friday, for afternoon presentation. One station, WJMO, Cleveland, is conducting a letter writing contest in connection with the series. Listeners are asked to write 50 words or less "Why I Like My Radio Mysteries Best in the Afternoon." The winning letter will receive a \$500 diamond ring.

Mystery shows are also being featured as daytime program fare on major networks. ABC and mutual both have scheduled whodonits for afternoon audiences.

Heads Station Relations

Hollywood—The appointment of Norman J. Otsby as vice-president in charge of station relations was announced yesterday by Willet H. Brown, president of the Don Lee Broadcasting System. Otsby was formerly assistant to the vice-president in charge of the Western division of ABC.

Attorneys Challenge Action Of Representatives Of FCC

(Continued from Page 1)

Cleveland. The alleged illegal action came July 3 when Curtis B. Plummer, chief of the Broadcast Bureau, and Benedict P. Cottone, general counsel, filed exceptions to the initial decision of hearing examiner James D. Cunningham, the Richards' motion, filed by Fulton, Walter & Halley; Dow, Lohnes & Albertson, and Kirkland, Fleming, Green, Martin & Ellis, charged.

Cunningham issued his initial decision proposing to dismiss the license renewal proceedings against the stations, stating that the death of Richards in May made the issues moot. Plummer and Cottone, joined by Frederick W. Ford and Thomas A. Donohue, commission counsel, filed petition asking the commission to set aside the initial decision and remand it for further consideration.

Counsel for the Richards' stations filed a counter-petition denying the allegations of commission counsel and commission counsel then filed exceptions to the initial decision and recommendation of Cunningham.

It is the latter that the stations' counsel is attacking as illegal and unconstitutional.

The exceptions are "premature and irreconcilable with the position heretofore taken by the Chief of the Broadcast Bureau and the General

Counsel," said the motion filed yesterday. It asks the Commission to strike the exceptions, on the ground that the Commission has not yet ruled on either the FCC petition or the Richards' counter-petition.

The exceptions further are in violation of the Commission's rules, the Communication Act and the "due process clause in the Fifth Amendment to the Constitution," the motion alleged.

"In effect the general counsel and the Broadcast Bureau have, through their petition of June 15, and their said exceptions, sought to submit and obtain consideration of, the general counsel's proposed findings of fact and conclusions of law twice," said the motion. The exceptions "seek to have the Commission make an initial decision without having presided at the reception of the evidence and without the examiner having first recommended a decision on the issues," the stations charged.

If the FCC grants request of its counsel for oral argument, petitioners also want to be heard, they advised the Commission, but added that they believe "oral argument is unnecessary since the issues and arguments are sufficiently covered in said documents."

Rochester Stations Plan Defense Test

(Continued from Page 1)

public and are set to give complete exercise coverage during the day it takes place.

WHAM, WARC, WHEC, WRNY, WSAY and WVET are the six Rochester stations who have attuned their schedules to the project, largest communications phase of any civilian defense set-up yet staged. Stations in 10 counties adjacent to the city will also participate. Radio will play a major role in the entire test, both in radio-equipped Civil Air Patrol planes, police and fire vehicles, and also in receiver sets.

Directing the radio communications for the test will be William Fay, vice-president and general manager of WHAM, Stromberg-Carlson station in Rochester and an NBC affiliate. Fay is chairman of the upstate committee of the State Civilian Defense Radio Network, which includes all AM and FM stations in the area.

Takes Philippine Post

William J. Dunn, former CBS correspondent and publicist, has been named general manager of the network's Philippine Islands affiliates, DZPI, Manila, and DYBY, Cebu. Dunn replaces Noel J. Ananeta as manager of the two stations which are owned by the Philippine Broadcasting Corporation.

BAB Plans Contest As Hypo For Radio

(Continued from Page 1)

radio advertising story in any local merchandise classification, and to stations submitting the largest number of success stories judged to provide good practical information about how radio gets results for each local advertiser. There is no limit on the number of result stories which may be submitted by any one station.

Deadline for contest entries is Sept. 1. Each contest entry must be a separate story about one advertiser's use of radio, and must be submitted in triplicate, giving full information on name and address of advertiser, specific classification, type and amount of radio used to achieve objectives, audience and other pertinent data. Full contest instructions and rules have been mailed to all BAB member stations. Contest judges will be announced at a later date.

Takes WCAU Post

Leslie L. Cardona, Jr., veteran of 15 years of broadcasting sales, has been appointed commercial representative for WCAU, it was announced by John S. deRussy, general sales director of the Philadelphia stations. Cardona was previously associated with WITB, Baltimore, and WRVA, Richmond. He began his advertising sales career with the Richmond Times-Dispatch.

AGENCIES

ADVERTISING FEDERATION OF AMERICA has scheduled its 48th annual convention and exhibit for the week of June 8-11, 1952, in the Waldorf-Astoria Hotel, marking first national meeting in New York for the group since 1943.

ALFRED AUERBACH ASSOCIATES have been appointed by T. Baumritter Company, Inc., with Morton P. Trachtenberg as account executive.

DAWSON L. NEWTON has joined Ruthrauff and Ryan, Inc., as director of grocery merchandising. He was formerly advertising manager of the Florida Citrus Commission.

OLIAN-SIDMAN ADVERTISING AGENCY, INC., and PENNSYLVANIA PUBLIC RELATIONS SERVICE, Front and Harris Sts., Harrisburg, Pa., are the two new firms formed by the merger of Arthur B. Olian and Robert Sidman agencies.

BYMART, INC., is planning a Fall promotion campaign with the Efanbee Doll Company for the Tintair Doll, aimed at teaching little girls to change the color of their dolls' hair.

EUGENE M. SCHWARTZ has been named copy chief at Huber Hoge and Sons. He is former radio and TV director of the Ray Hirsch Company.

ARTISTIC FOUNDATIONS, INC., is planning an extensive Fall campaign for Flexees, with TV spots to be used.

FRANK MAGEE has joined Donald Cooke, Inc., radio station representatives.

Baseball Boxoffice Feels Effects Of TV

(Continued from Page 1)

the Brooklyn Dodger Baseball Club, Inc.

According to a United Press survey, Dodger attendance this year has been 11 per cent less than last year at the same time. Although the Dodger attendance was expected to decline slightly as TV gained wide acceptance, said O'Malley, he felt that within the next few years a definite pickup in box office was likely.

The other New York clubs have been more fortunate. The Yankees have kept a steady balance in attendance, while the Giants have shown a slight decrease. Largest drop for any major baseball club was 41 per cent by the Boston Braves. Largest gain was 50 per cent, made by the high-flying Chicago White Sox.

Both the Dodgers and Giants have long-range, optional TV contracts.

**IT
PAYS
TO...**

WATCH

**WORLD STATIONS ARE
MAKING MONEY WITH
THESE JINGLES NOW!**

- HOME IMPROVEMENT
JINGLES CAMPAIGN
- FUR STORAGE
SERVICES JINGLES
- FLORIST YEAR-ROUND
CAMPAIGN
- FARM PRODUCTS
SIGNATURES
- APPAREL LINES YEAR-
ROUND CAMPAIGN
- BEAUTY SHOP
PROMOTION JINGLES
- FURNITURE STORES
JINGLES

More Money-Makers!

- LOAN COMPANIES
JINGLES
- USED CAR DEALERS
JINGLES
- BAKERS JINGLES
- CREDIT CLOTHIERS
(MEN) JINGLES
- JEWELERS JINGLES
- SAFETY JINGLES
CAMPAIGN
- CREDIT CLOTHIERS
(WOMEN) JINGLES

And More!

- WORLD MUSICAL
WEATHER JINGLES
- FURRIERS CAMPAIGN
- FOOD PRODUCTS
JINGLES CAMPAIGN
- HOMEMAKING JINGLES
CAMPAIGN
- BASEBALL SIGNATURES
CAMPAIGN
- SPORTS SIGNATURES
CAMPAIGN
- HAPPY BIRTHDAY
JINGLES CAMPAIGN
- WORLD MUSICAL
TIME SIGNALS
- KIDDIE PRODUCTS
SIGNATURES CAMPAIGN
- FOOTBALL SIGNATURES
CAMPAIGN
- BASKETBALL SIGNATURES
CAMPAIGN

**...FOR MORE AND
MORE AND MORE**

SALEABLE

CAMPAIGNS!

World-Affiliates are making money
with these sales-producing jingles!

7,385 advertisers are currently sponsoring
these powerful WORLD jingle campaigns!



MAKING
MORE MONEY FOR
ANY OTHER LIBRARY
PROGRAM SERVICE!



AGAIN!
MORE TIMELY, NEW
MONEY MAKING
RELEASES FOR WORLD
AFFILIATES!

WORLD!

NOW! 3 GREAT

NEW

**SPONSOR - SELLING
JINGLES!**

1. Back-to-School Campaign
Now Ready for August and September
2. Dry Cleaners and Laundry Campaign
for Year Round Use
3. Savings Bank and Building and Loan
Association Campaign
for Year Round Use.

FREE! TO WORLD-AFFILIATE STATIONS.
A WORLD PLUS AT NO CHARGE

Time-Buyers! Account Executives!

Your WORLD-Affiliate station is your best for top quality shows locally. Check your WORLD station for the new Robert Montgomery show, "FREEDOM IS OUR BUSINESS," "Steamboat Jamboree," the "Dick Haymes Show," "Forward America" and the "Lyn Murray Show." WORLD Commercial Jingles, another WBS special feature, include time and weather attention-getters and all manner of arresting sponsor-identification for jewelers, furriers, automobile dealers, furniture stores, apparel shops and many more.

**WORLD STATIONS HAVE THE SHOWS,
THE RATINGS, THE KNOW-HOW!**

**AND HERE ARE MORE
SALES PRODUCERS
AVAILABLE EXCLUSIVELY
AT WORLD STATIONS!**

- CHRISTMAS SHOPPING JINGLES
- CHRISTMAS SALES JINGLES
- FOOD PRODUCTS CHRISTMAS CAMPAIGN
- TOYS AND CHRISTMAS GIFTS CAMPAIGN
- CHRISTMAS DECORATIONS AND GIFTS JINGLES

And More Money-Makers!

- VALENTINE'S DAY JINGLES
- EASTER GIFT JINGLES
- EASTER APPAREL PROMOTION JINGLES
- MOTHER'S DAY JINGLES
- GRADUATION DAY JINGLES
- JUNE WEDDING JINGLES
- FATHER'S DAY JINGLES

WORLD

PROGRAM SERVICE

WORLD BROADCASTING SYSTEM, INC.
488 Madison Avenue, New York 22, New York

BBC To Continue As Non-Commercial

(Continued from Page 1)

pires on December 31. The White Paper issued by the government yesterday supported most of the suggestions made recently by a non-partisan commission set up by the government. The government's decision differed slightly from the commission's report in that it set a specific term for the new charter. The commission had suggested an indefinite renewal of the charter.

Commission Visited U. S.

The decision to remain non-commercial was made after an exhaustive study of international broadcasting during which representatives of the British commission visited the United States and Canada and studied the broadcasting systems.

CP Okayed In Alabama; WINZ Granted 50 Kw.

Washington Bureau of RADIO DAILY

Washington—A construction permit for a new station was granted to the Nelly Broadcasting Co., Marion, Ala., by the FCC, to operate on 1310 kc with 1 kw daytime only.

In another action, WINZ, Hollywood, Fla., was authorized to increase its power from 1 kw to 50 kw days and 10 kw nights on 940 kc. Also authorized to install a new directional antenna system for day and night use, the FCC grants the station an additional main studio in Miami. Commissioners Walker and Sterling voted for a hearing with Chairman Coy and Commissioners Hyde, Webster, and Jones approving the action.

New Mfg. Unit For G.E.

An additional manufacturing unit will be established in the Camden works of the RCA Victor division to be solely devoted to the production of electronic equipment, it was announced by W. A. Buck, vice-president and general manager of the division.

Buck disclosed that various types of radar equipment for the armed forces will be produced in the new unit after it has been converted. Production is expected to start in the Fall, he added.

WFIL

560 kc PHILADELPHIA

Operating at 560 kilocycles, WFIL's 5,000 watts provide coverage equal to 100,000 watts at double the frequency... 1120 kilocycles.

ABC Affiliate—Rep: THE KATZ AGENCY



● ● ● John L. Lewis, labor leader, will make his television debut on "Meet The Press" next Sunday at 7:30 p.m., on NBC-TV. . . . Several sponsors bidding for the TV motion picture rights of the Robinson-Turpin fight in London the other night during which "Sugar Ray" lost his championship crown. . . . Color TV missed a beat in not covering the Shriners' parade in New York the other day. . . . Watch for announcement of the big TV deal closed by Snader Telescriptions. . . . Sam Cuff cooking with gas these days as he markets a series of cooking films for public service TV sponsorship.

★ ★ ★

● ● ● Jan Murray returns to the airwaves Sunday, July 15, 7:30 p.m., over CBS-TV, in a show called "Go Lucky." It is based on the famous parlor game, "Coffee Pot." You'd think the logical sponsor would be a coffee company, but, no, it's Lucky Strikes, which, they tell me, goes good with a cup of Java. Jan has come a long way in the past year and is the pride of his manager, Jack Bertell, who spotted the handsome comedian as being a natural for TV and has had all his hopes justified.

★ ★ ★

● ● ● When Danny Thomas does his final show of the season July 11 he heads right for the Coast to begin work on "Wish I Had A Girl," in which he portrays the Tin Pan Alley Great, Gus Kahn. . . . Wonder what's happened to Jerry Layton? . . . Robert Montgomery will serve as chief narrator for NBC's TV series depicting the history of the Navy and scheduled for airing next winter. . . . Jean Alexander set for the Summer as the Savarin coffee announcer on "Bob Wilson and the News." . . . Ray Morgan signed with NBC this week to narrate "American Inventory" show. . . . Patti Page will test for two MGM musicals this month. . . . "Mr. and Mrs. North," mystery series starring Joseph Curtin and Alice Frost, has started its fifth year on CBS.

★ ★ ★

● ● ● Lester Lewis opening new offices at 11 E. 48th St. on July 15th. On the same date, Jerry Franken will join the organization as sales executive. . . . Good luck, Jerry! . . . Nelson Case is busy commuting these days between the CBS-TV "Chesterfield Summer Show" and his farm at Salisbury, Conn. His sun-browned face makes him a natural for color TV. . . . Don Russell's cracker-jack chatter as m.c. of the new Du Mont "Take The Break" show has three sponsors bidding for the program—after being televised only one week.

G. E. To Construct New Components Plant

Construction of a 20,000 square-foot manufacturing plant for Precision Laboratories, Inc., was begun this week by the General Electric Co. of which Precision is a manufacturing unit of the components division. The new plant will be located in Springfield, New Jersey, on a two-acre site about twelve miles from Newark, it was revealed.

A one story structure with offices and manufacturing facilities, the plant will employ 110 to 160, according to E. L. Hulse, manager of the components division, who said that it will help G.E. meet the increased demand for parts for electronic tubes needed in both civilian and military operations.

Two Colleges Seeking UHF TV Station Grants

(Continued from Page 1)

ceptance of late comment in the TV allocation proceedings.

Northern Illinois State Teachers College requested that UHF channel 67 be reserved in De Kalb, Ill., for noncommercial educational use.

Grant Technical College filed a corrected comment urging that VHF Channel 6 be reserved in Sacramento, Calif., for noncommercial educational use.

The FCC has given interested parties until July 16 to file oppositions to the petitions.

Stork News

Born to Mr. and Mrs. Max M. Savitt, vice-president of WCCC, Hartford, a son, David Harrison Savitt, weighing in at 8 lbs. 9 oz.

Late Radio Listeners Subject Of Survey

(Continued from Page 1)

once a week, according to the report.

The survey, estimating that four women for every six men are post-midnight listeners, encompassed all families in the metropolitan New York-New Jersey area. Highest nightly average audience for any radio station broadcasting in the metropolitan area was WNEW with 33.9 per cent of all listeners.

Listing the median age of listeners at 38, the ratings give a 15-minute breakdown from 12:00 to 6:00 a.m. of audience totals per station for the week, average night, both in and out-of-home, for the week of May 1 to 7. Of the 15 stations listed, only two, WNEW and WJZ, are on the air all night.

After midnight only four stations, WCBS, WMCA, WNEW, and WQXR, receive higher total audience listenership, the report indicates.

According to the Pulse survey, half the weekly post-midnight radio audience listens to "The Milkman's Matinee," the only show on WNEW during the hours when the ratings were made. WMCA's "Barry Gray Show" was second in the standings with a 16.1 per cent average nightly audience total.

Other eight top programs, rounding out the top ten, were WJZ, 12-6 a.m., 9.9 per cent; WOV, 12-3 a.m., 6.3 per cent; WMGM, 12-1 a.m., 5.5 per cent; WOR, 12-2 a.m., 5.5 per cent; WQXR, 12-1 a.m., 4.2 per cent; WCBS, 12-1:15 a.m., 3.9 per cent; WHOM, 12-2 a.m., 4.4 per cent; and WINS, 12-2 a.m., 3.1 per cent.

The survey was based on interviews with members of 2,100 families, made in conjunction with Pulse's regular radio listening survey in the 12-county New York-New Jersey metropolitan area. To insure the highest degree of home occupancy, interviews were made between 6 and 7 p.m.

All listeners were asked additional questions about age, occupation, and place when listening to post-midnight programs.

Wedding Bells

St. Louis—Roberta Ebeling, secretary for chief engineer Arthur F. Rekart of KXOX, was married to John Kickham on June 30th. They left immediately for a three-week honeymoon through the West.

Lancaster, Pa.—Dick Schneider, news editor of WLAN, was married on June 30th in Silver Creek, N. Y., to Lois Marguerite Elliott. Both were members of the 1949 graduating class of Grove City (Pa.) College.

Beautifully Appointed Offices
Center of Radio-TV District

Phone and Mail Service Available

CONFERENCE ROOM
550 FIFTH AVE. (45th)
FIFTH AVE. BUSINESS SERVICE INC.

New White Series Announced For TV

Roger White's first TV package show—a series of half-hour "original musical" versions of famous Broadway hit plays—will feature William Fythe as host-narrator and director, and Charles Sanford, as orchestra conductor, it was announced yesterday.

The series, titled "Big Little Show" is White's first TV attempt since radio productions which included "Stage Door Canteen," "Hour of Charm," and "Society Girl."

The Broadway hits will be adapted by Irving Strouse with original music and lyrics by George Rilling as an integral part of the story line. Strouse has written about 50 shows for radio for Al Jolson, Eve Le Gallienne, Francine Larrimore, and Jan Peerce. Rilling formerly wrote musical shorts for MGM and Warner Bros. and has written and produced London musicals including "Let's Go Gay" and "In The Bag."

John Rumsey, president of the American Play Co. will be play consultant while Willis Nighton—designer of TV's "Pulitzer Playhouse"—will be scenic designer.

Marjorie Morrow will be the casting director with Natalie Barth Walker, designer of costumes for "Season In The Sun" and "Black Chiffon," doing a similar job for "Big Little Show."

White, sensing a trend of TV audiences towards musicals, conceived the idea with Strouse and Rilling of adapting the old Broadway plays to half-hour TV musicals.

The series will be offered advertising agencies and sponsors this week.

New Long Island Station Starts Operations In Aug.

Huntington, L. I.—WGSM, new 1000 watt daytime station, operating on 740 kc., plans to start operations on August 14, it was announced yesterday by Edward J. Fitzgerald, manager. He is a former New York City radio and advertising executive.

Other staff members for the new AM station include Jack Ellsworth, program director, and Lee Fremault, Walt Neiman, Arnold Lewis and Ted Withall.

Named Promotion Manager

The appointment of Frank Gonzales as promotion manager of WLAC, Nashville, Tenn., was announced yesterday by F. C. Sowell, general manager of that station. Gonzales worked formerly for Morris-Timbes, Inc., an ad agency in Mobile, Ala.

★ ★ TELE TOPICS ★ ★

FOR the bigger filberts: Total TV sets in the Cleveland area, as of July 1, now total 482,041, according to word yesterday from Al Henderson, WNBK. Total includes Akron and Canton. . . . Same date total for Buffalo, compiled by Niagara Mohawk Power Corp., is 207,322, up 2,568 for the month. . . . Union Electric Company of Missouri reports 297,000 receivers installed in the KSD-TV, St. Louis, area, according to George M. Burbach, general manager of the station, for July 1. Total is up 4,000 in the month. . . . For the week ending July 6, Bill Wiseman, of WOW-TV research, reports 80,341 sets installed in the Omaha area. Figure is based on sales reported at the distributor level by the Nebraska-Iowa Electrical Council.

TODAY'S TV Personality:

TOM J. MALONEY, recently appointed to the staff of INS-INP as a business representative and television film specialist, is a former executive at KEYL-TV, San Antonio. He has had wide experience in TV as a producer, director and writer. While with the San Antonio station, Tom was producer-director of four live shows weekly and handled the setting up and servicing of all film contracts, network, sustainer and commercial. Before his connection with KEYL-TV he held producer-



MALONEY

director posts at KBTU (now WFAA-TV), Dallas, and at WGN-TV, Chicago, where he was a production and camera instructor. During World War II, Tom had a key assignment with the U. S. Army Signal Corps Newsreel Camera Office of War Information and saw service in the European theater as a member of General Eisenhower's photographic staff. His new appointment with INS-INP is part of that organization's expansion program in TV and its acquisition of new film properties for syndication to TV sta-

WPIX, via remote camera crews, will televise the Shrine parade tonight from 10:00 p.m. to 2:00 a.m. Friday. Crews will pickup the proceedings from the Astor Hotel while the more than 16,000 Nobles from 65 temples with their more than 75 bands go through the Broadway section. . . . "The Voice of Firestone," simulcast, will originate in the Masonic Auditorium, Detroit, in honor of the motor city's 250th anniversary, Monday, July 23, via NBC. Rise Stevens will be guest soloist on the program, conducted by Howard Barlow. . . . WORT-TV's "Trapped" will move from Friday evenings to Sundays, beginning July 15, under the sponsorship of Rayco Manufacturing Co. Contract for the makers of auto seat covers was placed through Robert B. Grady Advertising. Show will be telecast at 10:00 p.m. with John Carridine as narrator-host. . . . The American Bakeries Company of Atlanta, Ga., has renewed its sponsorship of "The Lone Ranger" over ABC-TV, effective October 4, for 52 weeks. Through Tucker Wayne & Company, telecasts of the program, via film, are scheduled for ABC-TV affiliates at 7:30 p.m. on Thursdays. . . . John Derr, Jim McKay and Horace Wade will handle the colorcasts for CBS-TV from Monmouth Park when the network inaugurates its four Saturday TVing of horseracing from the Jersey track, July 14, 21, 28 and Aug. 4. Program will run one and one-half hours on the successive Saturdays, with three races to be colorcast each day. . . . "Control The Food Harvest" will be the title for the "Johns Hopkins Science Review" program to be telecast over Du Mont on Tuesday, July 17, at 8:30 p.m. Scientist guest speaker for the program will be Dr. C. Warren Thornthwaite, director of the school's Laboratory of Climatology, situated at Seabrook Farms, N. J.

FINAL winner of WJZ-TV's "Video Venus" ten-week beauty and talent search will be chosen tomorrow on the program at 10:30 p.m. Herb Sheldon emcees the show. . . . Four new series of video commercials for Falstaff Beer, FAB, Simoniz and Colgate have been set for filming this week at Jerry Fairbanks Productions. . . . Buddy Rogers will guest emcee on "Break The Bank," over NBC-TV, starting Wednesday, August 8. Program is televised at 10:00 p.m. . . . Norman Brokenshire, via "The Better Home Show," Saturday at 6:30 p.m. on ABC-TV, will demonstrate to homeowners how they can do their own simple plumbing repair jobs. "Broke" will wrestle with water pipes and also complete the trestle table he started on the show two weeks ago. . . . The Two Brockways will make their TV debut on the "Sealtest Big Top" Saturday, July 14, via CBS-TV. The bicyclists arrived from Paris last week for the show which originates in Camden, N. J. . . . Fannie Engle, TV home economist and formerly food editor of MacFadden Publications, has been appointed by V. S. Becker Productions to head their expanding women's and children's programs.

TV Manufacturers Okay RCA-TV System

(Continued from Page 1)
that there has been a marked improvement in the RCA color TV system."

"I thought the color was really beautiful and the black and white was outstanding," Dr. W. R. G. Baker, vice president in charge of electronics at General Electric, said. "All we've got to do now is to get compatible standards adopted."

Robert Galvin, vice president, Motorola, Inc., declared "I was very pleased with the demonstration. I thought the color picture was excellent and the black and white fine."

W. H. Myers, production manager, Crosley Division, AVCO Manufacturing Company, commented: "The RCA all-electronic, compatible color system has shown a tremendous improvement over the last demonstration in Washington."

The series of color field tests are continuing throughout the week with three programs daily using the facilities of NBC and its experimental station KE2XJV atop the Empire State Building.

Ex-Governor Sells New England Station

Concord, N. H.—Sale of WKXL to Capitol Broadcasting Company by ex-Governor Charles M. Dale has been approved by the FCC, it is announced here.

Officers of the Capitol Broadcasting Company are Morris and Henry Silver of Manchester, and Samuel Camann, all Manchester businessmen. They are also officers of the corporation which owns WFEA in Manchester.

Assistant Manager Winston L. Blake announced that actual transfer of the operations and ownership of WKXL will take place soon. The station has been in operation since 1946.

Willis Re-elected Prexy

Crewe, Va.—C. S. Willis was elected president of the Southern Virginia Broadcasting Corporation at the annual stockholders meeting held here last week. This marks his fourth successive term.

Other officers of the corporation elected include J. P. Quisenberry, first vice-president; C. E. Wilson, second vice-president and secretary; and E. M. Schaubach, re-elected treasurer. Remainder of the Board comprises O. B. Schaubach, W. L. Willis, Jr., and C. H. Wilson.

John E. Sadler is general manager for the corporation owning and operating WSVS and WSVS-FM.

TOPS T.V.
in
FILMS!

ANOTHER GREAT MAJOR PRODUCTION FROM UNITY
Reuben Mamoulian's "GAY DESPERADO"
Starring Ida Lupino and Nino Martini

★UNITY★
TELEVISION CORP.
1501 B'WAY, N.Y.C. 18
Longacre 4-8234

Who Wouldn't Be Happy- WITH 3 BIG SPONSOR-PLEASEING SHOWS!!!

1 IT'S NEW, it's different... IT'S A HIT!

HAPPY FELTON'S "KNOT-HOLE GANG"

(The show that brings baseball back to the kids!)
WOR-TV Before every BROOKLYN DODGER home game.
Directed by John Horstmann

also... HAPPY FELTON presents:

the CURTISS "KNOT-HOLE GANG"

in these cities

PHILADELPHIA	PHILLIES and "A's"	Starring RUSS BROWN
CHICAGO	CUBS	Starring LINN BURTON
BOSTON	BRAVES	Starring DENNY MYERS
FORT WORTH	CATS	
DALLAS	EAGLES	Starring JACK REED

A pre-game telecast direct from the baseball parks... heart warming and thrilling for both participants and audience alike. The unpredictable youth of America... the stars of baseball's tomorrow, meet, talk to and actually "work out" with the baseball greats of today. A "happy-go-lucky" show for kids of all ages... it'll do your heart good to catch it!

Sponsored by CURTISS CANDY COMPANY Agency: C. L. Miller Company, Inc.

2 Star-studded record breaker of audience reaction!

HAPPY FELTON'S "TALK TO THE STARS"

(Watch the baseball fans query the baseball greats)
WOR-TV After every BROOKLYN DODGER home game.
Directed by John Horstmann

The talk of New York and its suburbs... the show that tied up telephone switchboards all over town on the very first day. Informative... entertaining... catch "Talk to the Stars" and catch up on the "whos" and "hows" of America's No. 1 sport.

Sponsored by

THE MENNEN CO.	TIDE WATER ASSOCIATED OIL CO.
Agency: Duane Jones Co., Inc.	Agency: Lennen and Mitchell, Inc.

3 A NEW RADIO IDEA THAT CLICKED

"TALK BACK" with HAPPY FELTON

(Controversial, informative... but good fun!)
MUTUAL Broadcasting System, Coast-to-Coast five days a week.

Producer: Gordon Auchincloss Director: William Morwood

Got a gripe? Happy takes 'em to the person concerned and actually gets them to "talk back" on the air. You'll be amazed at some of the subjects that pop up in this fast-moving radio presentation. Happy stops at nothing... he even tried to get to Stalin for one answer.
P. S. Be Lucky - Go Happy!

Sponsored by THE AMERICAN TOBACCO CO., Inc. for
LUCKY STRIKE CIGARETTES
Agency: Batten, Barton, Durstine and Osborn, Inc.

Personal Management
HAPPY FELTON
PRODUCTS, INCORPORATED

565 Fifth Avenue • New York 17

STAFF
Joe Ripley Larry McDonald
Ada Garbaccio J. Gerson Shaff



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RADIO TELEVISION DAILY

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BUSINESS
AGENCIES

VOL. 54, NO. 41

NEW YORK, THURSDAY, MARCH 1, 1951

TEN CENTS

DEFENSE BILL 'MODIFICATIONS' ASKED

Preliminary Plans Made For NAB Convention

Richards, Thomas Supervising; TV Gets Full Day

Washington Bureau of RADIO DAILY
Washington—Advance registration and hotel reservation forms for the annual NAB convention, scheduled for Chicago April 15-19, will be mailed Friday, C. E. Arney, Jr., NAB secretary-treasurer, said yesterday. Arthur Stringer, former NAB government relations, FM and promotion director, now sales

(Continued on Page 6)

CBS Executives Meet With Affiliates Group

Key CBS executives, headed by Frank Stanton, president, will meet with managers of CBS stations in Districts No. 4 and 5 of the Columbia Affiliates Advisory Board at the Hotel Roosevelt, New Orleans, tomorrow March 2.

Representing the network at the meeting, in addition to Stanton,

(Continued on Page 4)

TV Sets Top 11 Million In NBC's Feb. Estimate

Total number of TV sets in the country, as of Feb. 1, 1951, is estimated at 11,142,500, according to NBC's monthly television network data chart, released yesterday. Fig-

(Continued on Page 7)

BAC Meets Today

Washington—A meeting of the Broadcasting Advisory Council has been called for today by NAB President Justin Miller, chairman. Today's session is scheduled to begin at 9:30 a.m. Judge Miller said plans to expand the council membership "to insure the broadest possible industry-wide representation" will top a crowded agenda.

New Gimmicks Hit TV Consumers

Two new gimmicks have been added to the routines of some unscrupulous TV servicemen operating in the New York area, RADIO-TELEVISION DAILY learned yesterday. One is to sign a consumer to a service contract, neglect to give him service over a six-month period and if the set owner threatens suit refund the unexpired portion of the service contract. Another is a stamped-in clause that has been added to some contracts. It reads: "In the event of a national emergency wherein priorities are given to vital commodities used in servicing your set, we reserve the right to cancel this contract, refunding to you money for the unexpired portion of contract."

NBC Presentation To Be Taken On Tour

NBC's new radio sales presentation, which won the unanimous acclaim of the net's Stations Planning and Advisory Committee at the recent New York meeting, will be seen by station representatives throughout the country during March.

Network officials showing the presentation in five strategic locations during a four-week tour will be Charles R. Denny, executive vice-president; Carleton D. Smith,

(Continued on Page 7)

Major Webs And Petrillo Continue Contract Talks

The major networks met again in New York yesterday with James C. Petrillo, president of the AFM, to discuss and review all the demands and counter-proposals which have been made to date in their

(Continued on Page 5)

Motorola Ups Budget For 1951 Advertising

Motorola's advertising expenditures for the first half of this year will exceed by \$1,000,000, the radio-TV firm's appropriations for the same period last year, it has been announced by Ellis Redden, director of advertising and promotion.

The advertising expenditures for each of the first four months of 1951 will more than double the first four months of last year, he said. The budget for May and June calls for

(Continued on Page 2)

NAB's By-Law Changes Seen Sure Of Ratification

Washington—More than 600 ballots in the NAB by-law changes voted last month by the NAB board of directors have been received, C. E. Arney, Jr., NAB secretary-treasurer,

(Continued on Page 6)

Haverlin Gets NAB Bid From Board Committee

Carl Haverlin, president of BMI, was formally offered the presidency and general managership of NAB by an eight-member committee of the NAB board at a meeting in New York yesterday morning. This action followed the board group's decision on Tuesday to draft the BMI president for the industry organization post.

The BMI board is expected to

give early approval to Haverlin moving on to the NAB presidency. It was pointed out yesterday that many of the NAB board members who met in Belleaire, Fla., last month and agreed that Haverlin was the logical choice to succeed Justin Miller, are also board members of BMI.

The BMI president took the bid

(Continued on Page 6)

Miller's Proposal Would Protect Investments

Washington Bureau of RADIO DAILY

Washington—NAB President Justin Miller advised the Senate Interstate and Foreign Commerce Committee yesterday that the committee's proposed amendment to Sec. 606 (C) of the Communications Act covers what the Department of Defense wants in the way of control authority over

(Continued on Page 5)

Censoring Of All TV Suggested In House

Immediate legislation to establish a board of censorship within the FCC to "scrutinize every telecast in advance" was proposed in the House yesterday by Rep. Thomas J. Lane (D-Mass.), who admitted that he doesn't own a TV and has not personally done such

(Continued on Page 7)

KTTV Gets Baseball Rights For Hollywood Stars

West Coast Bureau of RADIO DAILY

Hollywood—Exclusive TV rights to the 1951 Hollywood Stars baseball games were purchased by KTTV. Deal was set between Robert Cobb, vice-president of the Hollywood Stars, and Frank G. King, sales manager of KTTV. Schedule

(Continued on Page 2)

Calling C Of C

San Francisco—Local residents got their first glimpse of a real snowstorm yesterday when KGO-TV, ABC's O&O here televised the white stuff falling on the city. The station quickly organized for the event and put the program on during the test pattern time. Scenes of tree-laden whiteness and snowball fights featured the show.

RADIO DAILY TELEVISION DAILY

Established Feb. 9, 1937

Vol. 54, No. 41 Thur., March 1, 1951 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-Pres.; Charles A. Alicoate, Sec'y. Reentered as second class matter, September 15, 1950 at the Post Office at New York, N. Y., under the Act of March 3, 1879. (Originally entered as second class matter on April 5, 1937). Terms (Postage free) United States \$15.00 one year. Foreign, \$20.00. Address all communications to Radio Daily, 1501 Broadway, New York, (18), N. Y. Phone Wlacocon 7-6336, 7-6337, 7-6338. Cable address: Radaily, New York.

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PUERTO RICAN BUREAU: Antonio Alfano,
Edificio Ochoa, San Juan, P. R.; P. O. Box 3328;
Telephone: 2-2308.

FINANCIAL

(February 28)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	121 1/2	121 1/4	121 1/4	+ 1/8
Admiral Corp.	28 3/8	27 3/8	28 1/4	- 1/4
Am. Tel. & Tel.	158	156 1/4	157 3/8	+ 1 1/8
CBS A	30 1/4	30	30	- 1/4
CBS B	30 1/4	30	30	+ 1/4
Philco	24 1/2	24	24 1/8	- 3/8
RCA Common	18 7/8	18 1/2	18 7/8	+ 1/4
RCA 1st pfd.	80 3/8	80	80 3/8	+ 1/4
Stewart-Warner	17 7/8	17 1/2	17 7/8	+ 1/4
Westinghouse	37 3/8	35 3/4	35 3/4	- 1 1/2
Westinghouse pfd.	104	104	104	+ 1/4
Zenith Radio	66 1/4	65	66 1/4

NEW YORK CURB EXCHANGE

DuMont Lab.	18 5/8	18 3/8	18 1/2	+ 1/8
Nat. Union Radio	4 7/8	4 3/4	4 7/8

OVER THE COUNTER

Stromberg-Carlson	Bid	Asked
	14 1/4	15 3/4

KTTV Gets Baseball Rights For Hollywood Stars

(Continued from Page 1)

includes ten Thursday evening games, ten second games of the Sunday double-headers, two complete Sunday double-headers and the Labor Day twin bill. Season stars first week in April.

Why buy 2 or more...
do 1 big sales job
on "RADIO BALTIMORE"
Contact
EDWARD
PETRY CO. **WBAL**

★ COMING AND GOING ★

SIG MICKELSON, Columbia network's director of public affairs, today will leave for Chicago, where he'll attend the Television Committee meeting of the National Collegiate Athletic Association.

ROBERT RICHARD, director of public relations for NAB, was in New York yesterday for conferences with Eugene Thomas, program chairman for the forthcoming NAB convention in April. He will return to Washington today.

JOHN PATTISON WILLIAMS, executive vice-president of WING, American network affiliate in Dayton, has arrived from Ohio. He paid a call yesterday at the headquarters of the network.

FRANCES SCOTT and **CHARLIE BASCH**, co-producers of the "Bonny Maid Versatile Varieties," are back in New York following a week in Bermuda.

GEORGE J. GRAY and **WILLIAM KING** are here from WKNA, American network outlet in Charleston, West Va. Gray is manager of the station.

DORIS BROWN, narrator of the "Lucky Pup" series on CBS-TV, tomorrow evening will leave for Detroit, where she will confer with sponsors.

EDGAR KOBAK, business consultant, accompanied by **MRS. KOBAK**, will leave this week-end for a 10-day vacation in Bermuda.

HENRY P. JOHNSTON is in town. He's the general manager of WSGN, American network affiliate in Birmingham, Ala.

BERT BANK, general manager of WTBC, Tuscaloosa, Ala., is in New York on a short business trip.

ROSEMARY RICE, featured player on the CBS-TV program, "Mama," off to Hawaii for a vacation of two weeks.

TOM WALTERS, announcer and disk jockey at WHTB, Talladega, Ala., a Mutual affiliate, is spending some time in New York looking over the television field.

JO PASKINS, publicity gal at WGN, Chicago, is vacationing at Sun Valley, Idaho.

Two New Appointments In Radio Sales At NBC

Two new appointments in NBC's radio sales set-up were announced yesterday by John K. Herbert, network vice-president and general sales manager for the radio network.

Effective immediately, **Walter D. Scott**, former eastern sales manager of NBC, has been promoted to national network sales manager, and **Gordon H. Mills**, of the eastern network sales staff, has been upped to midwestern radio network sales manager.

Mills to Headquarter in Chicago
All regional radio network sales managers will report to Scott in his new capacity. Mills, who will make his headquarters in Chicago, succeeds **Paul McCluer** who has resigned to join the Wade Advertising Agency.

Scott has been with NBC since 1938 and previously was with Hearst Radio Inc. and on the advertising staff of the Daily Oklahoman and Times. Mills came to NBC in 1933 as a guest tour supervisor. From 1943 to 1949 he was business manager of the radio and television departments of the Kudner Agency, Inc. He returned to NBC network sales in 1949.

Collingwood On KNX-CBS

Hollywood—**Charles Collingwood**, CBS war correspondent and network's White House reporter for the past year, will replace **Chet Huntley** on the KNX-Columbia Pacific network news analysis series which started Feb. 28 for a period of four weeks. Huntley started a new six-times-a-week series over the ABC Pacific network on Feb. 28.

WMSC Engages H-R

Effective today, **WMSC**, CBS affiliate in Columbia, S. C., has appointed **H-R Representatives** as exclusive national representatives, according to an announcement made yesterday by **Frank Headley**, president of the representative firm.

Motorola Ups Budget For 1951 Advertising

(Continued from Page 1)

spending 50 per cent more than for the same months in 1950.

Redden said the ad campaign is being made on a quarterly basis, with Motorola reviewing the program on March 15 and again in May, "to consider modifications in the light of prevailing or anticipated business conditions." Because of materials shortages and expanding defense work, no forecast could be made on the company's ad program for the last half of 1951, he added.

To Continue on NBC-TV

Motorola will continue as one of the co-sponsors of NBC-TV's "Four Star Revue," starring **Jimmy Durante**, **Danny Thomas**, **Ed Wynn** and **Jack Carson** on a rotation basis. National magazines will also be used during this period, Redden said, with additional expenditures for farm publications and newspaper magazine supplements.

He disclosed that Motorola spent about \$15,000,000 on national and local advertising last year. Local expenditures this year will be approximately on the same level for radio and TV programs, spots and other media, he said.

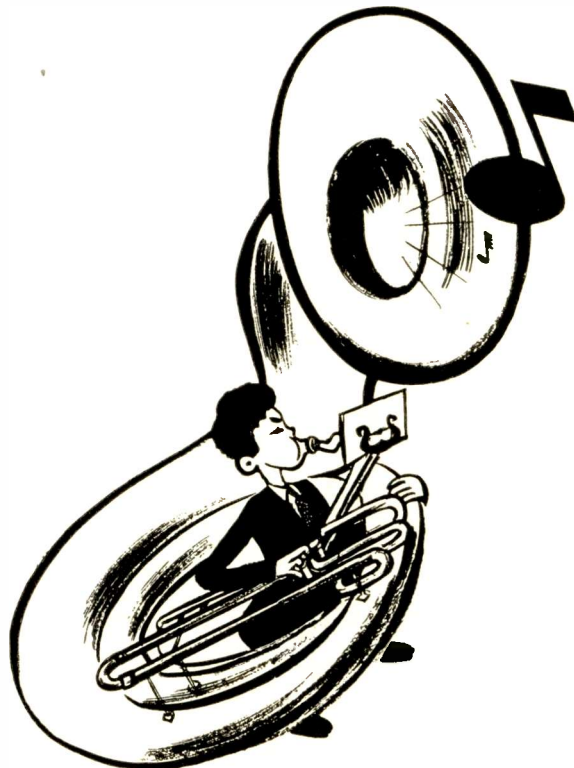
Ruthrauff & Ryan, Inc. is the firm's agency for radio and TV, with **Gourfain-Cobb** of Chicago handling printed media.

WBZ Sales Staff Split Into Two Departments

Boston—Due to increasing sales activities in radio and television, **WBZ** announced that its sales staff has been split into two separate units.

C. M. Meehan is sales manager for **WBZ** radio. His staff includes **Tom Judge** and **Roger Harrison**.

WBZ-TV sales is managed by **C. Herbert Masse**. The salesmen are **Henry V. Greene, Jr.** and **Bruce G. Pattyson**.



You get a lot for a little *

*MORE LISTENERS-PER-DOLLAR than any TV or radio station in Baltimore

SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY



Advertising Agency News And Notes From Here And There

TURNER, LEACH & COMPANY has been purchased by Hawley Turner and Franklyn W. Dyson, formerly vice-president in charge of radio and TV. The new firm name will be Turner & Dyson, Inc., with Turner continuing as president, and Dyson becoming executive vice-president and treasurer. Offices will remain at 10 East 40th St., New York City. The agency is also affiliated with Auger & Turner Group, Ltd., London.

FORJOE & COMPANY, INC. has announced the appointments of Robert Balfour as vice-president in charge of sales promotion, and William R. Wyatt as vice-president in charge of sales for the mid-west division. Balfour recently returned from a special Naval assignment and Wyatt was previously manager of the Chicago office of the station rep firm. The latter was replaced in Chicago by Elaine Skinner.

WALTON BUTTERFIELD has announced his resignation as a vice-president of H. B. Humphrey Company to open his own office at 33 West 42nd St., New York City, effective March 1. The firm will offer advertising and public relations services, specializing in radio and TV.

ROBERT F. DAVIS, film producer, and Tony Venti, photographic illustrator, have formed the firm of Venti-Davis, Inc., specializing in production of commercial and institutional films, stills, film transparencies graphic aids, and other "packaged visualizations." The firm is located at 152 East 40th St., New York City.

F. DONALD FENHAGEN, JR., has joined the public relations staff of Bendix Radio Division of Bendix Aviation Corporation as an administrative assistant.

THE BOBLEY COMPANY, INC. has been appointed to handle advertising and promotion for Hut-ton's Restaurant in New York City.

THE FREDERICK CLINTON CO. has been appointed to handle advertising for Barbara Brent, women's apparel and accessories mail-selling organization.

DORRANCE - WADDELL, INC. has announced a new 11-point service to advertisers in the package products field. The plan, outlined in a brochure, titled "Sales at More Profits," offers 11 essential services, some of them not normally associated with agency functions.

SCHICK ELECTRIC SHAVERS is continuing its extensive advertising of the new Schick shaver with a Spring drive. Color and black-and-white ads are appearing in two national magazines. Kudner Agency, Inc. handles the account.

WM. WILBUR ADVERTISING, INC. will handle advertising for Leonid De Lescinskis, Inc.

NELSON-GREENWELL has announced its incorporation under the name of Visual Media, Inc., with new and larger quarters at 17 East 45th St., New York City.

CLIFFORD H. WOLFE, account executive with Dancer-Fitzgerald-Sample, Inc., has been appointed a vice-president of the agency.

HAL STEINAU, formerly of McCann-Erickson, Inc., has joined Benton & Bowles, Inc., as assistant to Bill Tomkins in the art department.

MRS. TERRY QUIMBY, formerly advertising director for Helena Rubinstein, Inc., has been named director of fashion promotion and publicity with Lawrence Boles Hicks, Inc.

GORDON BAIRD ASSOCIATES, INC. has been appointed by Seapak Corporation to handle advertising for their frozen seafoods. Radio and TV will be used.

CLIFFORD SCHAIBLE has joined Earle Ludgin & Co., Chicago, as an account executive.

PHILIPS W. UPHAM, who formerly operated his own agency, has joined Chambers & Wiswell, Inc. of Boston, as head of the new business department.

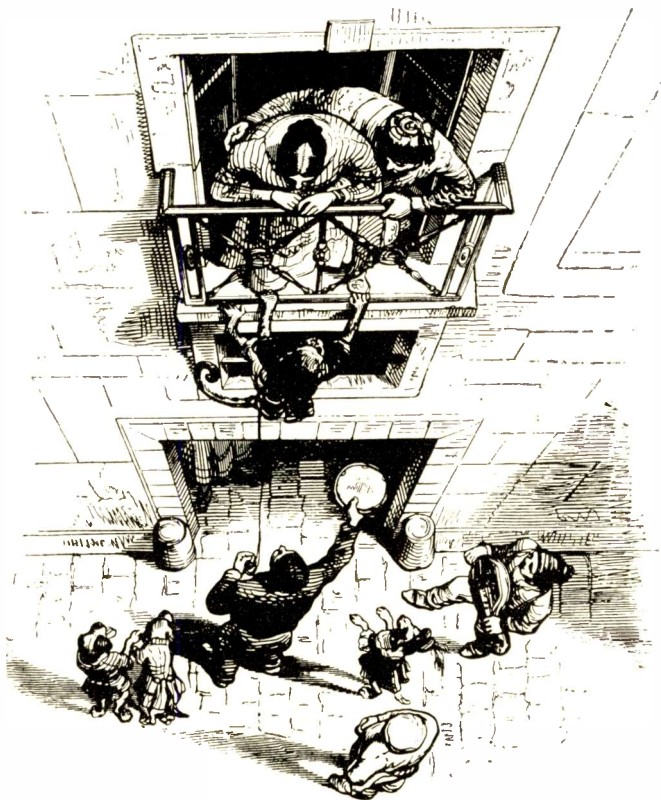
MARTIN RYERSON will leave the radio-TV department of McCann-Erickson, Inc. on April 1 to resume free-lance writing.

SAMUEL M. REED, formerly with Foote, Cone & Belding, has been appointed an account executive with Abbott Kimball Co., Inc.

JOHN B. BRENNEN has joined Reiss Advertising as sales director of the drug division. He was formerly with Aristocrat Leather Products, Inc.

ORIN L. LANCASTER, formerly with Morse-International, has been named treasurer of Federal Advertising Agency, Inc.

well, we've tried—haven't we?



HERE'S AN ODD thought regarding an odd station.

For more than 28 years, WOR has been saddling sound over the manifold activities of the world's greatest market, as well as the singly most profitable and complex *group of markets* ever dished up by any one station.

This would seem like precisely the sort of job A FEW STATIONS were invented for. Or maybe six papers and four or five national magazines.

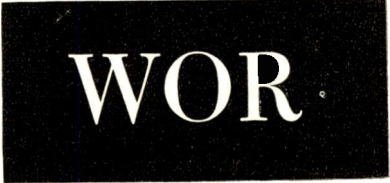
Yet no such statement has ever appeared in a WOR advertisement.

Apparently one station that yearly pads the pocketbooks of more national radio advertisers than any other station in America does not talk as much about itself as, let's say, other people talk about it.

Apparently one station that covers a territory only slightly larger than maybe Bhutan, in India, doesn't let everybody know that it delivers a 20th Century-brand Utopia where more things are bought at retail every year than the total things bought at retail in the combined cities of Chicago, Los Angeles, Boston, Cleveland, St. Louis, Washington, Baltimore, San Francisco, Pittsburgh, Milwaukee Minneapolis, Kansas City, Buffalo, Cincinnati, Seattle, Portland.

Why don't we tell people about it?

Well, we've tried—haven't we?



CAPITAL ROUNDUP

By BILL BAILEY

Washington — House Appropriations Committee members, before whom the FCC appeared last week in behalf of its 1952 fiscal year budget, looking into reports that the FCC has requested Civil Service Commission to make FCC a defense agency. In event such action is taken, FCC could use defense funds to bolster its staff.

Don't be surprised, meanwhile, if a West Coast Member of Congress shortly demands to know what FCC is doing. He's interested in long delays in decisions which, he contends, should normally take no more than two or three weeks but require six months or more. How come, he will ask, in view of the TV freeze, FM dormancy and cluttered AM spectrum?

While the House Committee on Un-American Activities has no investigation set into radio and TV, investigators and members have shown keen interest in reports that the Catholic Action Committee of the Sodality Union, representing 40,000 Catholic women, in monitoring TV, has found at least two British-made films which contained communist propaganda.

Listeners to Bert Andrews' (New York Herald Tribune Washington correspondent) program on WMAL Feb. 24 complained that Sen. Charles W. Tobey (R-N.H.) was cut off the air just as he was bearing down on the B & O railroad. Explained Andrews: "Our time was up and I was trying to signal the Senator to stop talking. As it was we ran 12 seconds over. He was not cut off the air. It was unfortunate that he started a new trend in his RFC investigation talk when he had only a few seconds to go."

One of those behind-the-scenes activities which seldom come out in the open had a lot to do with Everett L. Dillard's decision to fold KOZY, Kansas City, one of the nation's pioneer FM stations. FCC, in routine release last week, announced the station license was being cancelled and the station being deleted at the request of Commercial Radio Equipment Co., licensee corporation which Dillard heads. Actually KOZY has been off the air since February, 1949. For years KOZY tried unsuccessfully to buy space in the Kansas City Star and Times (licensee of WDAF and anti-FM). During those same years the Star and Times refused to carry KOZY program logs, while listing AM stations.

An Excellent Opportunity In Transcription!

A fine firm offers an opening for a young woman experienced in making arrangements for transcriptions. Booking dates, engineers, programs, etc. Salary \$50

Career Blazers Agency
5 West 46th Street Second Floor



By SID WHITE

Man About Manhattan . . . !

● ● ● **BIGTOWN SMALL TALK:** Here's a switch on benefits—a benefit that'll last a full week. It seems the Flamingo Hotel in Las Vegas wanted Danny Thomas so badly they offered to turn over the entire week's take (with a minimum guarantee of 50 G's) to the Los Angeles Cancer Hospital if they could deliver Danny to their club for the week. Danny accepted, natch, and goes out there in April for the week. . . . One of the big new comedy names in TV would love to step outa character for a few minutes and belt a youngster on his show who's been planting some ugly blind items about him in the B'way columns via friendly press agents. . . . Cary Grant has confided to close pals that he'd like to get out of his radio stanza because he feels so awkward while broadcasting. Besides, it's costing him so much money in time lost away from the cameras. It's a delicate situation for Grant because his wife doesn't want him to quit. She enjoys co-starring on the show too much. . . . Mayor Ed FitzGerald, of Troy, N. Y., will guest with Ed & Pegeen FitzG tomorrow and will make Ed (a native of Troy, by the way) Hon. Mayor of the town. . . . MCA's Dick Rubin getting ready for a four-week European jaunt looking over talent, new ideas, etc., in London, Paris and Switzerland. He leaves in April.

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● ● ● **PURELY PERSONAL:** All TV femcees should be compelled to study at the feet of Arlene Francis, Queen of the lot. . . . What TV needs is a religious show of the calibre of "Eternal Light." . . . Most underrated comic in television: Jackie Gleason. . . . Sad commentary on teevee biz acumen when a singing beauty like Leila Ernst, with B'way successes to her credit, does an unbilled commercial. . . . When Fred Allen finds the style he is seeking on TV, the baggy-eyed comic is gonna make a lot of his baggy-pants critics eat a lotta humble pie. TV is his metier, despite disparagers, and we hope he doesn't get discouraged and retire to his personal Fort Knox.

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● ● ● **AROUND TOWN:** Those were hilarious moments on the Berle stanza in which the pint-sized pitchman pinch-hit for the vacating Sid Stone. The youngster garnering those laffs is a comedy veteran named Kenny Sharpe, who doubles as co-star of the Geo. Scheck WPIX "Sunset Star Theater," a Sat. afternoon click. Geo. thinks Kenny is the most versatile youngster to come along since Berle himself. . . . Kermit Schafer's great little show, the Vim Talent Search, celebrated its 1st ann'y the other nite with Berle and Faye Emerson on hand as judges. Skitch Henderson is emcee. . . . Ev Eliason, script and promotion ed at WJZ-TV, has also taken on the scripting chores of the Eva Gabor show. . . . Wm. Morris has pacted Vinnie De Campo, the 23-year-old singing discovery of Ted Collins, and will give him a buildup a la Vic Damone. (His 16 weeks on the Kate Smith show won him a London recording contract plus a hit record, "My Desire.") . . . Vic ("Seeds of Treason") Lasky readying a radio & TV series based on the files of C.I.D. (Counter Intelligence). Jay Herbert will produce. . . . Caroline Burke's "Vacation Wonderland," which fades this week on NBC-TV, had Pat Weaver as her guest Monday. The little lady herself will be on the show Friday when films of her native state of Oregon are shown.

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● ● ● **MAIN STREET TREATS:** Lee Sullivan's great tenoring on "Date In Manhattan." . . . The Three Flames' waxing of "Succotash Baby." . . . Eddie Heywood's Col. album, "Piano Moods." . . . Felix Knight's singing. . . . Sidney Walton's high-powered new WOR news stanza following Gabe Heatter nitely. . . . Patt Barnes and his lovely daughter, Barbara, who salute a charity every Tues. from Monte's East Side via WJZ.

PROMOTION

House Organ

Miami—Cooperating to back up its local advertisers, WTVJ is distributing a circular letter every other month listing all clients and their store locations. This is serviced to the station's staff and employees of the Wometco Theater circuit, WTVJ's parent company. The letter reports on station activities and urges all employees to patronize the businesses of WTVJ advertisers.

CBS Executives Meet With Affiliates Group

(Continued from Page 1)

will be Herbert V. Akerberg, vice-president in charge of station relations; Adrian Murphy, vice-president and general executive and J. L. Van Volkenburg vice-president in charge of network sales. Wayne Coy, FCC Chairman, will be a special guest at the meeting.

Another feature of the confabs will be a demonstration of the CBS color television system on March 2.

UN Speakers To Be Heard

The annual dinner of The Asia Institute will be featured in an hour broadcast over WFDR today from 9:00 to 10:00 p.m. Guest of honor at the dinner will be Nasrollah Entezam, president of the U. N. General Assembly, Iran's Ambassador to the U. S., and permanent U. N. delegate. Highlights of the evening will be speeches by Mrs. Eleanor Roosevelt; Sir Benegal Rau, India's U. N. delegate; Ralph Bunche and Carlos Romulo. The program will originate from the Grand Ballroom of the Waldorf-Astoria.

Heads Coast Chapter

Los Angeles—Harry E. Wise, Jr., West Coast manager for George P. Hollingberry Co., has been elected president of the local chapter of the NARSR.

5000 WATTS 1330 K.C.

WEVD

ENGLISH JEWISH

has for many years been a most productive medium for a large group of national and local advertisers who recognize the vast potential represented by the more than 600,000 families comprising the Jewish market in the New York metropolitan area. Distinctive adult programming and a loyal, responsive audience are the WEVD combination which national advertisers have found so effective and economical in maintaining a consistent position of dominance in the Jewish field.

Send for a Copy of
"WHO'S WHO ON WEVD"

WEVD Henry Greenfield
Managing Director
117-119 West 46th St., New York 19

COAST-TO-COAST

Donates Radios To Hospital

Twin Falls, Ida.—The "Hospital of the Year," the new Magic Valley Memorial Hospital now under construction in this city, received its largest private donation Feb. 5th, in 25 radios for wards and semi-private rooms from KTFI, in this city. The hospital was chosen "Hospital of the Year" by the Modern Hospital magazine. Florence M. Gardner, manager of KTFI, made the presentation, and also presented 10 radios to four other Magic Valley hospitals. The gifts totaled over \$1,100 worth of radios.

WBT Expands Sales Staff

Charlotte, N. C.—In line with a reorganization of the local sales department of WBT, WBT-FM and WBT-TV, Ben McKinnon and John D. Veller have been added to the staff, according to an announcement made by Wallace J. Jorgenson, WBT local sales manager. McKinnon formerly worked as personal manager for Arthur Smith and his Crackerjacks, WBT entertainers. Prior to coming to this station, Veller was associated with WMRC in Greenville, S. C., as a salesman.

Joining Good Will Tour

Rock Island, Ill.—Fern Hawks, publicity director for WHBF and WHBF-TV, in this city, is a member of the Pilot International good-will tour, visiting Europe, March 5 to 31. The group will visit Italy, Switzerland, Germany, Holland, Belgium, France and England. In London, Miss Hawks will see two former co-workers, Mrs. Marlowe Bergendoff, who was women's program director at WHBF, and announcer Jack Sulser, now American vice-consul.

Hubie Weiss Joins WDSU-TV

New Orleans, La.—Newest staff addition to the WDSU crowd is producer-director Hubie Weiss, formerly with WFIL-TV in Philadelphia. Hubie will be responsible for creation of new television programs for Channel 6 as well as for direction of some of the current offerings on WDSU-TV.

WTAG Aids Defense Dept.

Worcester, Mass.—When the director of the Warden Division, local Civil Defense, had to get 500 recruitment posters distributed quickly to downtown store windows, he telephoned the WTAG newsman, Jim Little, a few minutes before the 11 p.m. news and arranged for an announcement requesting Boy Scout assistance for the following morning. In a letter to the station, director David L. Michelson said: "WTAG does it again. The first thing this morning, bright and early, we were stampeded with Boy Scouts and were able to distribute all our posters way ahead of schedule."

Modification Of Defense Bill To Protect Investments Urged

(Continued from Page 1)

radio, TV and electromagnetic radiation devices, but he added some "slight modifications." In a letter to Chairman Edwin C. Johnson (D-Colo.) of the committee, Judge Miller pointed out that the compensation clause should be strengthened to protect broadcasters who have invested everything in radio and TV operations.

"The loss resulting to the broadcaster from the closing of his station would be as great, if not greater, than the loss resulting from other methods of Governmental control or use," Judge Miller told Senator Johnson.

Following is the revised Sec. 606 (C) as proposed by the NAB president:

"Sec. 606 (C). Upon proclamation by the President that there exists war or a threat of war, or threat to the neutrality of the United States, or a state of public peril or disaster or other national emergency, the President, if he deems it necessary in the interest of national security or defense, may suspend or amend, for such time as he may see fit, the rules and regulations applicable to any or all stations or devices capable of emitting electromagnetic radiations within the jurisdiction of the United States as prescribed by the Commission, and cause the closing of any station

for radio communication, or any device capable of emitting electromagnetic radiations between 10 kilocycles and 100,000 megacycles, and the removal therefrom of its apparatus and equipment, or he may authorize the use or control of any such station or device and/or its apparatus and equipment, by any department of the Government under such regulations as he may prescribe upon just compensation to the owners for such use and/or loss resulting from such closing or control."

Judge Miller said the requirement that the President issue a proclamation "of the threat to the neutrality" is necessary. "This removes what may be regarded as an ambiguity in the section without changing its intent," he wrote Senator Johnson.

Wants New Definition

He pointed out that if a station is put off the air, the broadcaster's investment in tangible property is unproductive, and he suffers loss of good will, audience circulation, and sponsor support.

Judge Miller also recommended that Sec. 301 of the Communications Act be amended by including a definition of "radio to cover those incidental electromagnetic radiations of devices not intended primarily for communication."

Major Webs And Petrillo Continue Contract Talks

(Continued from Page 1)

negotiations for new contracts for musicians in radio and television.

Negotiations have been progressing slowly but steadily, it was reported. The networks and the union are believed to have come to agreement on several of the smaller issues.

Both parties are also said to have agreed on February 1 as the retroactive date for the new basic wage scales now under discussion.

On this issue the AFM recently rejected a 10 per cent increase proposed by the networks for staff musicians, it was reported. The union is said to be holding out for a 20 per cent hike.

Petrillo and the webs are believed to have tentatively agreed that the issue of films on TV will not block agreement on new contracts. Instead, the problem will be discussed separately, with the networks agreeing not to produce films using musicians without first obtaining permission from the union.

Renews KTLA Program

Hollywood—United Airlines has renewed one-half sponsorship of KTLA's Harry Owens Royal Hawaiian Show for another 13 weeks starting March 16.

American Tobacco Co. Reports Unit Sales Jump

Unit and dollar sales of the American Tobacco Company in 1950 were greater than the previous year but earnings decreased because of high government taxes put into effect late last year, it was disclosed in a stockholder report.

Sales last year totalled \$871,621,130, as compared with \$858,996,089 in 1949. Net income after taxes was \$41,732,716, as against \$45,675,154 for the previous year.

Lucky Strikes Advance

President Paul M. Hahn said the company's unit sales increased in 1950 and continued to be the largest in the industry. With the impact of new advertising, Lucky Strike sales resumed an upward trend in many important markets, he reported, adding that Pall Mall took fifth place among the country's major brands and sales of Herbert Tareyton also made notable gains in volume of sales.

At the annual stockholders meeting on April 4, the company will propose an increase in the authorized common stock from 6,000,000 shares to 10,000,000 shares, Hahn said.

The report also revealed that dividends on the common stock for the first quarter of 1951 will amount to 75 cents per share and an extra dividend of \$1 per share.

BEHIND THE MIKE

SAMMY LAMPERT, producer of the Bobby Clark TV shows, and Milton Berle will produce Booth Tarkington's "Seventeen" for a TV opening some time in May. Book is by Sally Benson, score and lyrics by Walter Kent and Kim Gannon. Hassard Short will stage and light the entire production.

NBC TV director Warren Jacober has found his own solution to the problem facing most directors who continually peer at darkened screens in control rooms all day long. Warren has had a special pair of eyeglasses ground by a local optometrist to save his eyesight, a wise idea for others in a similar spot.

Bill Talbert, new indoor tennis champion of the United States, guested on Guy Lebow's WOR-TV "Sports Whirl" program Wednesday at 7:05 p.m.

Bernie Gould and Paul Harrison not only write and produce the afternoon "Bert Parks Show," NBC-TV, but appear as bit actors on the program. Asked why and wherefore, Bernie rebutted, "Being on stage during the action, Paul and I have more control over the pace of the show. When ideas occur we don't have to fall back on cards and gestures."

Joy Reese, one of the prettiest gals seen on TV's "Lights Out," "The Clock" and "The Circle Theater," is busy preparing her own show based on the adventures of an actress trying to break into TV.

Bill Barty, 3-foot-10-inch television performer, is being brought from Hollywood by Masterson, Reddy & Nelson as a featured artist on their "Animal Fair" program, which bows March 24 on ABC-TV. The diminutive performer was featured on the same program over KNBH, Hollywood, since its inception last June.

ATLANTIC CITY

Jefferson

AMERICAN PLAN

- PLANTATION ROOM •
- Cocktail Lounge & Grille
- NEW AUDITORIUM
- COFFEE SHOP • SODA BAR

MONTICELLO

AMERICAN AND EUROPEAN PLANS

- Coach-and-Four •
- Cocktail Lounge

BOSCOBEL

EUROPEAN PLAN

ATLANTIC CITY'S POPULAR PRICE FAMILY HOTEL

KENTUCKY AVE., Nr. Beach

FETTER FAMILY HOTELS IN

Haverlin Gets Bid For NAB Presidency

(Continued from Page 1)

under consideration yesterday and said he would make his decision within the next few days. To associates at BMI he revealed that he was cognizant of the great responsibility that would go with the NAB job and that he was grateful for the consideration being given him.

BMI to Get New Prexy

Haverlin's vacating the BMI presidency will necessitate the election of a new president of the industry music organization by the board. This action is expected to follow the BMI board's approval of Haverlin becoming president of NAB.

In trade circles yesterday the selection of Carl Haverlin to succeed Justin Miller as president of NAB was received with enthusiasm. Haverlin, as president of BMI, has been popular with broadcasters on all levels and he is regarded as a crusading personality in radio.

NAB's By-Law Changes Seen Sure Of Ratification

(Continued from Page 1)

urer, announced yesterday. Deadline for mailing ballots is Tuesday, March 6.

The by-law changes, which appear to be well on the way to ratification by the membership, will not alter the present board set-up. Arney explained. The current NAB board of 26 members will continue as the radio board, while the 14-member board for TV, authorized in the by-law amendments, will represent TV interests. Together the 40 members will comprise the overall NARTB board, over which Judge Justin Miller will preside as chairman.

Upon ratification by the members, the changes become effective immediately. The name of NAB, which was adopted in 1923 on its organization, will be changed to the National Association of Radio and Television Broadcasters.

One Man's Opinion

Baltimore — A radio vs. TV questionnaire from Ohio State University received this answer from Charles Roeder of WCBM: "You presume that TV 'is making a decided dent in the audiences of radio stations.' Apparently our increase in ratings disqualifies us from answering." Commenting on questions like "What type of program have stood up better than others against TV competition?", Roeder said, "These questionnaires assure that there is a statistical formula to meet the competition of TV. . . . Just check the total tune-in column and see how much room there is for all."

California Commentary

By HERB BERG

● ● ● KLAUS LANDSBERG, vice-president of Paramount Television, donated a transcription print of the Atomic Blast which was recently televised over KTLA to the U. S. Atomic Energy Commission in Washington. . . . Charter Heslep, chief of radio and TV branch of the Commission, will make as much use of the film as possible to advance the

Hollywood

public information program including loaning the transcription to other TV networks and stations for specific programs. . . . Hal Sawyer's next show over KECA-TV will star Cathy Beaumont, the Alice of Walt Disney's "Alice in Wonderland," along with scenes from the full-length cartoon, showing the use of the young actress as a model for the cartoon character. . . . On the same show Feb. 28 he introduced Al Teitelbaum with \$250,000 worth of next season's fashions in furs.

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● ● ● Arthur Pierson, director, was signed to direct "Hill Number One," the hour-long Easter TV program for Jerry Fairbanks. . . . Hal Conner, producer of "The Freedom Story," accepted a gold medal and citation from General Omar Bradley. . . . The award presented Connor described his program as "one of the nation's finest radio programs dedicated to the preservation of freedom of America." . . . Allan Jones reports to the Snader Tele-description studios Mar. 1 for his first TV film. . . . Films taken of the Ojai Valley, its orchid town, sunkist packing plant and golfing facilities, was shown by co-emcees Lynn Rogers and Bill Burrud on "The Open Road" over KTTV Feb. 27.

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● ● ● The Carnation Contented Hour picked up Jo Stafford's option again, putting the singer into her second year on the program. . . . KTLA's Spade Cooley show has been renewed for 26 weeks by Central Chevrolet through the Hunter Agency. . . . RCA-Victor and NBC threw an intimate cocktail party here for Fran Allison of "Kukla, Fran and Ollie." . . . Frank Samuels, ABC western division v-p and general manager and Philip Caldwell, engineering director, were victims of the flu this past week. . . . KTLA's Dick Lane will be emcee at the annual Donor's Luncheon of the 188th chapter of the B'nai B'rith in the Lafayette Hotel in Long Beach on Mar. 28.

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● ● ● Tom Hubbard has been signed for important roles in three productions in the Craig Kennedy TV series starring Donald Woods which will be produced by Adrian Weiss and directed by Harry Frazer. . . . Shooting on the half-hour subjects gets under way Mar. 5. . . . Gene Autry finds himself in the Yukon surrounded by a gold prospector and blackmail on his show over KNX on Mar. 3. . . . George Fisher, motion picture editor for Columbia's Pacific network, will attend the Friar's Club testimonial dinner at the Beverly Hills Hotel Mar. 4 to gather material for future broadcasts over KNX. . . . Incidentally, Jack Benny, George Burns and George Jessel will be 'roastmasters' at the dinner in honor of Martin and Lewis. . . . With such talent we just can't blame George seeking 'yak' material there.

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● ● ● KFVB lost no time in letting the local citizenry know about the appearance of Mrs. Eleanor Roosevelt on their outlet. . . . Large-size ads were placed in local papers with the accompaniment of several swell news-breaks. . . . This station is alive in the local zone and really going places. . . . Paul Parry, TV producer, has signed Ray Foster to write the humorous narration for the first three of a new series of 13-minute TV films just completed. . . . The series is called "Camera & Models in Action," with the first of the group titled "Swim Suit Girl." . . . ABC Ernest Felix returned to his office here after a ten-day business vacation trip to Hawaii.

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Advance Plans Made For NAB Convention

(Continued from Page 1)

manager of WBCC, Bethesda, Md., has been retained by NAB to handle exhibits.

Conferences Planned

Plans for the convention, which will be under the supervision of Robert K. Richards, director of public affairs, and Eugene Thomas of WOR-TV, New York, call for registration April 15-16, engineering conferences April 16-19 and management conferences April 16-19.

TV will be given a full day's session on April 19, while FM will be given a morning session April 18.

New Disc Jockey Series

WWRL, Woodside, L. I., has inaugurated a new weekly show aimed toward the Negro market and featuring "Doc" Wheeler, station disc jockey, as quizmaster. The program will be tape recorded and broadcast on Tuesdays at 10:30-10:45 a.m., which started Feb. 13.

ATTENTION — SPONSORS
PRODUCERS — NETWORKS

FOR SALE OR LEASE

ONE OF AMERICA'S MOST BEAUTIFUL LEGITIMATE THEATERS IN LOS ANGELES, CALIF.

CLASS A STEEL AND CONCRETE CONSTRUCTION BUILT 1927

COST \$1,380,000.00

RECENTLY REFURBISHED AT COST OF \$100,000.00

HUGE STAGE—Approximately 4000 Sq. Ft. — 40 x 100 MODERN LIGHTING EQUIPMENT

DRESSING ROOMS FOR COMPANY OF 100 IDEALLY SUITED FOR DRAMATIC STOCK, MUSICAL SPECTACLES — or

TELEVISION

PROGRAM ORIGINATED

GOOD AUDIENCE PARTICIPATION

LOCATION WITH GOOD PARKING FACILITIES

SEATING CAPACITY 1500 ON 2 FLOORS

CALL OR WRITE OWNER

FRANK FOUCE

PAN AMERICAN TELEVISION CORPORATION

127 SOUTH BROADWAY LOS ANGELES, CALIF.

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Censoring Of All TV Suggested In House

(Continued from Page 1)

viewing. His demand for federal censorship of TV programs resulted from "hundreds of complaints from parents, teachers, and clergymen," Lane told RADIO DAILY. On the floor of the House he told his colleagues:

"Television programs are running wild. They are abusing the hospitality of American homes with lewd images and suggestive language that, through eye and ear, excite those who are under age, and distress every decent adult. In the feverish rush to capture and monopolize attention, video has thrown all standards to the winds."

"Because it is utterly without self-discipline, it must be restrained. I believe, therefore, that the Congress should pass legislation that will set up a censorship board within the Federal Communications Commission to scrutinize every telecast in advance, and to cut out all words and actions that arouse the passions, or that hold up any individual, race, creed, group or belief to mockery and derision."

Congressman Lane, who hails from Lawrence, Mass., said Bishop John J. Wright, of the Catholic Diocese of Worcester, recently criticized a wedding on TV as a "farce which reduces the sanctity of marriage to a 'ridiculous state'." He also cited Archbishop Richard J. Cushing of Boston who was quoted in last Sunday's Boston Advertiser as deploring "the raw jokes and the intimate antics that befoul and bedevil the TV screens that have become pagan altars in the modern U. S. home."

TV, according to Lane, "seems to be plunging down to the primitive state of nudism and the manure pile" and "its victims are the young, whom we expect to be the clean-living and clear-thinking citizens of tomorrow."

The only answer to TV's threat to morality, according to the Massachusetts lawmaker, lies in "controlling and regulating TV programs in the public interest."

TV programs, he declared, "must be filtered, and really screened, before they are permitted to go before the cameras, for once they leap from the receiving set, uncensored, the damage has been done that is beyond repair. The Federal Government must step into this mess and clean up the house of television so that its occupants will not track any more dirt into our homes."

"The broom to do this is a Federal Censorship Board."

KTMS Plans New Building

Santa Barbara—Ground has been broken by KTMS for a new building immediately adjacent to its present studios at De La Guerra Plaza. New annex will be shared by station and its parent publication, the daily Santa B. News Press.

★ ★ TELE TOPICS ★ ★

CELEBRITY CHATTER: . . . Hats off to Susan Peters who attended an NBC-TV party in her honor at Hampshire House Tuesday aft. in spite of being drugged with penicillin and trying to beat a case of flu. Though she has always shown the courage and determination of a real trouper, there must have been more than average pressure on her to drag her out to face that barrage of press people. . . . Jack Haley was also there (for a brief while), being quiet and mild-mannered as he usually is off-stage. . . . Maggi McNellis is being paid a cool thousand bucks a week for that two-minute commercial on the Somerset Maugham Theater. She comments: "I really don't like to be seen on TV too much but they pay so well."—who's kidding whom? . . . The Tintair people, by the way, are still looking for a beauteous blonde to alternate with Maggi but can't find one suitable. Pepsi-Cola is holding on to Faye Emerson—lock, stock, and low-cut gown. . . . Jack Carson comments he sincerely dislikes benefit performances for people in the trade—they never appreciate entertainment when it's free.

TODAY'S TV Personality:

HAAN J. TYLER, manager of KFI-TV, Los Angeles, Cal., became interested in the radio field because of an old hobby, quartet singing, which had placed him before the microphone for over 5 years with the Edgewater Four around Chicago. He started as a partner in the Broadcasting Checking Bureau, which ceased to exist as broadcasting facilities increased and became more dependable. In 1934 he joined the John H. Dunham Company as an account executive, handling such accounts as O'Henry Candy Bars, Crackerjacks and Campfire Marshmallows. Moving to the coast in 1939 he opened an office for Free & Peters, radio representatives in L. A., and a year later became commercial mgr. of KSFO.



TYLER

Early in 1943, Haan moved to Earle C. Anthony, Inc., as account executive for KFI. In 1947 he became sales manager for KFI, and the following year was promoted to program director and coordinator of TV, and finally manager of KFI-TV in Oct., 1948. In his present capacity Haan instituted the first daytime-only TV station in 1949 when KFI-TV went on from noon until 6:00, seven days a week. The station has been responsible for introducing TV to more advertisers and developing more new advertisers in the L. A. area than any other station, based upon the fact that glamour was dispensed with and practical, down-to-earth rates and operations made KFI television possible to buy.

AT the Red Cross benefit show in Madison Square Garden Tuesday night, an audience of 17,000 packed the gallery—surprising since it was televised by all the TV webs (with CBS feeding to the pool) and local N. Y. TV stations. Produced and directed by Marlo Lewis and John Wray (with Bob Bendick as general supervisor), the show was emceed by Ed Sullivan. Ed had the situation well in hand but naturally was not as much at ease as on his own show. President has hidden his face by reading from a speech on a desk—but Tuesday was a big improvement over his previous TV appearances. Until now, the President has hidden his face by reading from a speech on a desk—but Tuesday night he read from flash cards placed near the camera and did it so well the reading was hardly noticeable. Other highlights of the show were: Perry Como's singing, talks by Gen. Marshall and Gen. Sarnoff, Bob Hope's pitch (via film), and Kate Smith's fine tribute to the Marines in ballad form—a grandiose production that included the Marine Band, the color guard, and the rank and file. The latter segment was produced by NBC's Greg Garrison and Barry Wood.

THE first posthumous TV performance of a Sinclair Lewis work will be "The Ghost Patrol," starring Ernest Truex, on "The Ford Theater," via CBS-TV Friday, March 9 at 9:00 p.m. William Kendall Clarke adapted the Lewis short story for TV. . . . Fran Warren, Carlos Ramirez and Joey Bishop will be Jackie Gleason's guests on "Cavalcade of Stars" over DuMont tomorrow at 10:00 p.m. . . . George H. Halbert, NBC legal department, has joined the Television Talent and Procurement Department as television contract negotiator. . . . WCAU-TV, Philadelphia, has issued rate card No. 6 in which the basic, Class "A" rate has been upped to \$1200. Class "A" announcements have been increased to \$220. . . . Hal Newell and Larry Allen will broadcast the play-by-play description of the Cleveland Indians' home baseball games on WXEL this year. . . . Harvey Marlowe, producer-director of WOR-TV's "Trapped" and "Mr. and Mrs. Mystery" reported giving breaks to new faces. Tomorrow night the new French importation, Roxanne Guillaume and west-coaster David Ford are cast on "Mr. and Mrs. Mystery" at 7:30 p.m., while lovely B. G. Ford stars on "Trapped" at 8:30 p.m. . . . "Howdy Doody" celebrated his 750th show yesterday. . . . While Sunday, March 4, is Gabby Hayes 37th wedding anniversary, it will not interfere with his 5:00 p.m. show on NBC-TV.

Dodgers In 7-Yr. Pact With Schaefer For TV

Vero Beach, Fla.— The Brooklyn Dodgers, through Walter O'Malley, president, announced yesterday that they had entered into a TV contract, which, with options, will extend television rights beyond seven years to the Schaefer Brewing Company.

Part follows closely on the heels of the six-year pick-up of the Yankees by WPIX and definitely gives further proof that baseball believes TV helpful to the gate.

The Dodgers-Schaefer deal is the longest one made by a major league baseball club and it is reported that the ball club will receive about \$3,000,000 for the first five years of the television and radio contract.

As last year, WOR-TV will televise the 1951 season home games of the Dodgers from Ebbets Field with Red Barber, Connie Desmond and Vince Scully handling the commentary. Ralph Giffen will do the camera direction at Ebbets Field.

Regular season opens Tuesday, April 17, but WOR-TV will present two exhibition games between the Dodgers and Yankees on Saturday, April 14 and Sunday, April 15.

NBC Radio Presentation To Be Taken On Tour

(Continued from Page 1)

vice-president in charge of station relations, and Norman E. Cash, director of radio station relations.

First showing will be held in Los Angeles during a two-day stations meeting, March 8 and 9. Houston will be the site of the second showing on March 13. Two days later, March 15, the presentation will be made in Atlanta, Ga. The Philadelphia showing will be made on March 21, with the final session to be held in Chicago, March 23.

TV Sets Top 11 Million In NBC's Feb. Estimate

(Continued from Page 1)

ure covers the 63 markets where 107 stations are in operation.

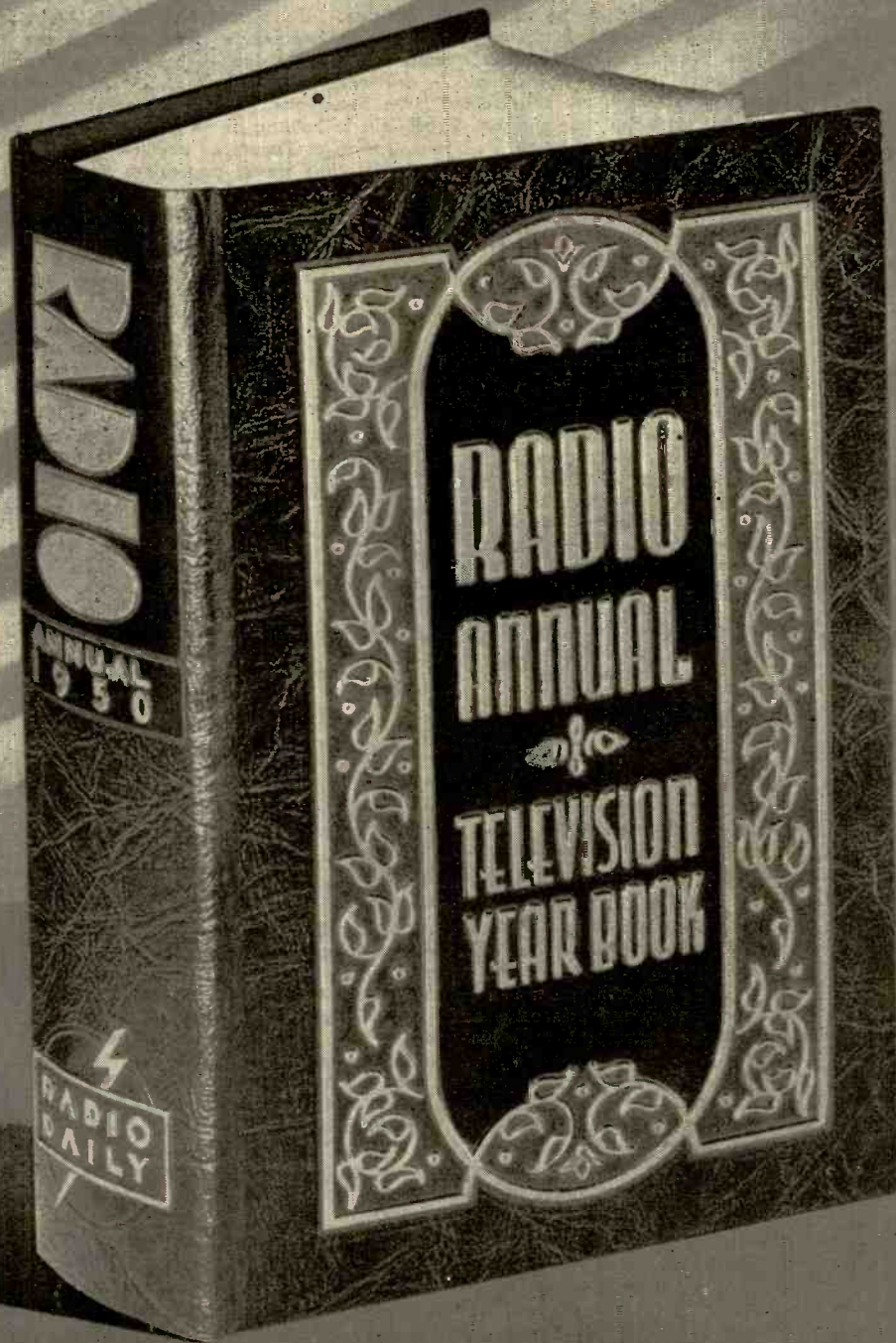
Marketwise, New York leads with a total of 2,145,000 sets and is followed by Chicago with 840,000 installations and Los Angeles with 835,000. Others in TV's "first ten" markets are Philadelphia, 789,000; Boston, 674,000; Cleveland, 423,000; Detroit, 419,000; Baltimore, 273,000; St. Louis, 254,000 and Minneapolis-St. Paul, 238,000.

The figures reveal that St. Louis with 254,000 sets is the largest single TV station market.

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VOL. 55, NO. 18

NEW YORK, WEDNESDAY, APRIL 25, 1951

TEN CENTS

WEB AFFILIATES GIRD FOR RATE FIGHT

Steel Gone; RCA-Victor Plants Shut Till May 1

TV, Radio Set Mfg. Virtually Stops; Affects 5,837

RCA-Victor Division last night announced that a total of 5,837 employees in all six of the company's home instrument plants are affected by a shutdown of manufacturing facilities to comply with Government regulations on critical materials. Production of television receivers,

(Continued on Page 6)

Crosby Plans 39 Films Based On 'Cry Of City'

Bing Crosby Enterprises will produce 39 films for TV based on "Cry of the City," Pilot film written and directed by Bernard Girard. Decision to produce the films came as a result of enthusiastic receptions to showings of the first in the series at the NARTB convention in Chicago

(Continued on Page 5)

Colgate-Palmolive-Peet 3-Mo. Net Rises Sharply

Net income for the first quarter of 1951 for the Colgate-Palmolive-Peet Company was \$4,378,000 or \$2.04 per share as compared with \$3,677,000 or \$1.79 per share for the corresponding period of 1950.

Domestic sales for the first quarter
(Continued on Page 5)

KIKI Kicks Off

Honolulu—Over 300 radio and movie stars, political, military and business leaders in a six-hour constant microphone parade heralded the debut of KIKI, Honolulu on the airwaves last week-end. The gigantic program, specially recorded for the KIKI debut by 74 stations and organizations, brought talent from as far away as BBC, London.

Crime Report Preview

The entire Kefauver Senate Committee, which has been investigating organized crime in interstate commerce, will make up the panel on Theodore Granik's radio-television "American Forum of the Air" Sunday, April 29, on NBC at 1:30 p.m., EDT, the day before publication of the Committee's report to the nation. The discussion subject: "The Task Ahead for the Crime Committee." Participants will be Senators Estes Kefauver (D.-Tenn.), Herbert O'Connor (D.-Md.), Lester C. Hunt (D.-Wyo.), Charles W. Tobey (R.-N. H.) and Alexander Wiley (R.-Wis.).

Color TV Presented To Newsmen By CBS TV Edict on Football Condemned By Lamb

Special demonstrations of color television were conducted yesterday by CBS in the Carpenter Suite of the Waldorf-Astoria Hotel for over 50 newspaper publishers and editors whose papers own CBS radio or TV stations. Many of the newspapermen were getting their first view of color TV at yesterday's showings.

Originated in CBS headquarters, the programs were microwaved to receivers installed in the suite. Patty Painter, CBS' famed "Miss Color

(Continued on Page 7)

Inferring that the action of National Collegiate Athletic Association in restricting the number of college football games which may be telecast next fall may be in violation of the anti-trust laws, Edward Lamb, owner of WTVN, Columbus, Ohio, and WICU, Erie, Pa., yesterday addressed the American Association for Physical Education, Health and Recreation, at the Hotel Statler in New York City.

"As an attorney meeting with

(Continued on Page 2)

Public Hearing May 4 In MacArthur Hassle

Washington Bureau of RADIO DAILY
Washington—A public hearing into complaints of radio, television, newsreel and newspaper men about the manner in which Washington metropolitan police handled the General MacArthur reception April

(Continued on Page 2)

Hawk Inks New CBS Pact; Announce Other Sponsors

Bob Hawk, CBS, quizmaster, has been signed to a new three-year contract by his radio sponsor of the past decade, Camel Cigarettes.

Under the terms of the new agreement Hawk was granted, at his own request, the right to work on a non-

(Continued on Page 5)

TV Movie Deal With AFM Regarded As Precedent

TV representatives of major movie producing companies in New York viewed with some concern the precedent making agreement made in Hollywood yesterday whereby Robert L. Lippert, independent producer and distributor, entered into a pact with James C. Petrillo, president of the AFM, which will permit release of independent movie features to television.

The concern of the movie TV

men centered around the terms by which Lippert is allowed to produce pictures for TV distribution. The contract specifies that musical scores of pictures be re-recorded for television and that Lippert pay 5 per cent of his video revenue to the AFM recording fund.

Lippert disclosed that he will begin re-recording the music for twenty-six films made in 1946, 1947

(Continued on Page 7)

Broadcasters Hold Closed Session In New York

Members of the Affiliates Committee formed to oppose radio network rate cuts met in a closed session at Broadcast Advertising Bureau headquarters in New York and discussed plans of procedure in presenting their case to the network presidents. Paul Morency of WTIC, Hartford,

(Continued on Page 6)

Detroit TV Joins AM To Ease Traffic Jams

Detroit—Detroit Radio and Television is keeping the traffic-jammed citizens of the motor city well informed of traffic bottle-necks, new routes and changes in traffic regulations during the current bus strike.

Newscasts, stations-break announcements and special announcements on talent shows urged motor-

(Continued on Page 4)

Coy Reiterates Opposition To McFarland Measure

Washington Bureau of RADIO DAILY
Washington — FCC Chairman Wayne Coy spent most of yesterday morning undergoing interrogation by members of the House Committee on Interstate and Foreign Commerce on his views about the Sen-

(Continued on Page 4)

Fellows' First

Rochester, N. Y.—Harold E. Fellows, president-elect of NARTB, will be featured luncheon speaker before 300 prominent women's leaders meeting here next Saturday for an all-day "women's radio clinic." It will be his first public address since his election to the NARTB presidency. Clinic is sponsored by WARC, WHAM and WHEC.

ESTABLISHED FEB. 9, 1937

RADIO DAILY
TELEVISION DAILY

APPROVED BUSINESS REVENUES

Vol. 55, No. 18 Wed., April 25, 1951 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. Bahn, Vice-Pres.; Charles A. Alicoate, Sec'y. Reentered as second class matter, September 15, 1950 at the Post Office at New York, N. Y., under the Act of March 3, 1879. (Originally entered as second class matter on April 5, 1937). Terms (Postage free) United States \$15.00 one year. Foreign, \$20.00. 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 ork.

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FINANCIAL

(April 24)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	13 1/4	12 3/4	13	+ 1/4
Admiral Corp.	23 7/8	23 5/8	23 5/8	- 1/4
Am. Tel. & Tel.	154 5/8	154 1/8	154 3/8	- 1/8
CBS A	31 7/8	31 1/2	31 7/8	- 1/8
CBS B	37 7/8	31 1/2	31 7/8	- 1/4
Philco	23 1/4	22 7/8	22 7/8	- 1/8
RCA Common	19 1/4	19	19	- 1/8
RCA 1st pfd.	78	78	78	+ 1/2
Stewart-Warner	18	17 7/8	17 7/8	- 1/8
Westinghouse	39 7/8	39 3/8	39 3/8	- 1/2
Westinghouse pfd.	99	98 7/8	99	+ 3/8
Zenith Radio	66 1/2	64	64	- 2 1/8

NEW YORK CURB EXCHANGE

DuMont Lab.	17 1/2	17 3/8	17 3/8	- 1/8
Hazeltine Corp.	26 3/8	25 1/4	25 3/4	+ 3/4
Nat. Union Radio	4 3/4	4 1/2	4 1/2

OVER THE COUNTER

	Bid	Asked
Stromberg-Carlson	12 1/2	14

Schechter Named V.P.

A. A. Schechter, formerly vice-president of MBS, in charge of news and special events, yesterday was elected vice-president of Crowell-Collier Publishing Company. Schechter left Mutual to join the publishing company last November. In his present position he directs public relations activities for the firm.

★ **COMING AND GOING** ★

JOSEPH McDONALD, American network vice-president and general attorney, is in Washington on business. He'll be back in New York Friday.

EDWARD LAMB, president of WTOP, Toledo; WTVN, Columbus, and WICU, Erie, Pa., is in town on business.

JACK O. GROSS, manager of KFMB-TV, San Diego outlet of CBS, has arrived from California on business.

HENRY MORGENTHAU, III, has arrived in London from Paris, where a film was shot for the TV program, "Mrs. Roosevelt Meets the Public." It features Robert Schuman, French foreign minister. Showing will take place probably May 13.

FRANK B. WALKER, of MGM Records, returned from a 10-day vacation in Virginia just as HARRY MEYERSON was leaving for Chicago to make some Tex Beneke recordings.

DAVID A. LIPTON, vice-president of Universal Pictures in charge of advertising and publicity, is in New York to confer on promotion plans for forthcoming films.

DAVID SUTTON, sales manager of CBS-TV, has returned from a three-week vacation in Fort Lauderdale, Fla.

WILLIAM A. RIPLE, general manager of WTRY, Troy, N. Y., in conference this week with the national representatives of the station.

IZETTA JEWEL, Western vice-president of AWRT and a staffer at KCBQ, San Diego, Cal., is in New York tape-recording voices of CBS celebrities for re-broadcast. She'll leave over the week-end for Washington and will return to San Diego around the middle of next week.

Latin-American TV Theme Of EAA Meet

Radcliffe L. Romeyn, vice-president of Philco International Corporation, will discuss "Television in Latin America" at today's luncheon-meeting of the Export Advertising Association, to be held at 12:15 in the Hotel Shelton.

Annual election of directors and officers for the coming fiscal year beginning May 1 will also be held at tomorrow's meeting, prior to Mr. Romeyn's address.

Public Hearing May 4 In MacArthur Hassle

(Continued from Page 1)

19 will be held at 10 a.m. May 4 Joseph C. McGarraghy, prominent local attorney and chairman of a committee named to sift the complaints, announced yesterday. The hearing previously had been set for April 27.

Meanwhile NBC and ABC have made formal request of McGarraghy for permission to telecast and broadcast the hearing. McGarraghy assured the network he would "take it up" with his colleagues, Thornton W. Owen, president of the Washington Board of Trade, and Edgar Morris, chairman of the MacArthur public reception committee. McGarraghy was general chairman of the citizens committee which welcomed the general.

McGarraghy has asked radio, TV, newsreels and the press to designate spokesmen and to present, in writing, actual incidents in which policemen abused the news personnel covering General MacArthur's reception. All four media have complained to the district commissioners that metropolitan police (1) refused to honor special passes issued by Police Superintendent Robert J. Barrett; (2) physically ejected radio, TV and newsmen from the Statler Hotel; (3) interfered with proper coverage of the parade on Pennsylvania Avenue.

McGarraghy is a brother-in-law of Barrett, but he told newsmen yesterday that his relationship to the police superintendent would have "no bearing" on his probe of the complaints.

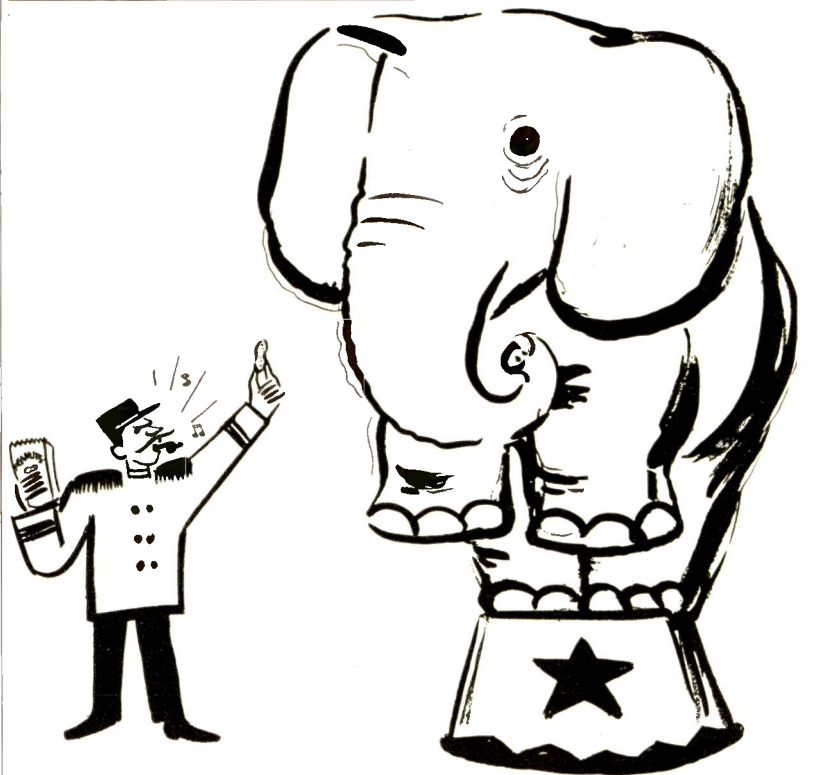
TV Edict on Football Condemned By Lamb

(Continued from Page 1)

many other attorneys considering this new proposal, it seems to us difficult to understand how this concerted action to prevent millions of American people from witnessing their university or school sports is not a direct and open violation of the anti-trust laws of the land," Lamb said.

"However, an advisory opinion is being sought from the Department of Justice which may clarify the matter," he continued. "But as far as we're concerned in Ohio and Pennsylvania, I'm sure that the hundreds of thousands of sports fans we represent will not take lightly any scheme of any group who conspire together to bar the people the right to freely see the activities of their tax supported schools."

In conclusion Lamb said: "I believe the telecasters of this American democracy have a positive duty of aggressively asserting their right of access to all matters of interest being carried on by any institution owned by the public."



You get a lot for a little*

*MORE LISTENERS-PER-DOLLAR than any TV or radio station in Baltimore

SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY



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WVSTC and WVSTC-FM
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"The Gateway to New England"
A B C Affiliate
Representative: EVERETT-McKINNEY, Inc.

Advertising Agency News And Notes From Here And There

MOREY, HUMM AND JOHNSTONE ADVERTISING AGENCY renewed its lease in the Empire State Building for a five-year term starting May 1. The lease covers 7,000 square feet for general headquarters use, with the agency in addition maintaining a division specializing in fashion advertising in the Time and Life Building, 9 Rockefeller Plaza.

WILLIAM K. ZIEGFELD has resigned as vice-president of Foote, Cone and Belding to join Leo Burnett Company, Chicago, as vice-president and member of the plans board, effective May 1.

CHARLES W. HOYT COMPANY will handle advertising for the Austrian State Tourist Department, starting May 1.

CUNNINGHAM AND WALSH, INC. announce the appointment of Robert Gillham to its executive staff, to work on the Liggett and Myers tobacco account. Gillham was formerly vice-president in charge of television and commercial film with J. Walter Thompson. He was also previously advertising and publicity director for both Paramount Pictures and Selznick.

OAKLEIGH R. FRENCH AND ASSOCIATES have been named by Reisch Brewing Company, Springfield, Ill. C. Sewell Pangman is account executive.

PHILIP I. ROSS COMPANY has been appointed to handle advertising for several new accounts, including Jan Boon, Inc., New York and The Netherlands; Klein Institute of Aptitude Testing, New York; Towers Hotel, Brooklyn; Kenro Graphics, New York, and Inserting and Mailing Machine Company, Phillipsburg, N. J.

NORMAN MALONE AND ASSOCIATES, Akron advertising agency, announce the appointment of new staff members John J. Pekar and Harry Stitzlein.

J. WALTER THOMPSON COMPANY has opened an office at 220 Miracle Mile, Coral Gables, Fla.

EMERY AIR FREIGHT CORPORATION is inaugurating a national advertising campaign which will carry through 1951.

ANDERSON AND CAIRNS, INC. has moved all departments to its offices at 488 Madison Ave.

THE KATZ AGENCY, INC. has prepared a special promotion brochure for WXXW, Albany-Schenectady-Troy, N. Y., advertising Betty Parry, the Capital District's most popular woman radio broadcaster.

WILLIAM ESTY COMPANY has named H. Ross Potter an account executive. He was previously associated with Dancer-Fitzgerald-Sample, Inc.

DANIEL J. DUFFIN has joined Unified Promotion Advertising Agency as account executive. He was formerly with the Foster Wheeler Corporation.

KENNETH RADER COMPANY is handling the expanding trade advertising of Vanton Pump Corporation, manufacturer of the mechanical Heart-Lung Pump.

HARRIS, UPHAM AND COMPANY, through its agency, Lewin, Williams and Saylor, Inc., will begin its first TV campaign on KRLD, Dallas, on May 6. The one-minute film to be used was produced by Robert Brenner, agency TV director, and filmed by Special Purpose Film Company. Other markets will also be used.

J. WALTER THOMPSON AGENCY played host last Thursday to a delegation of visiting French industrialists, here under the auspices of the Economic Cooperation Administration.

SAM J. PERRY ASSOCIATES has been formed at 505 Fifth Ave. as advertising representative for publishers. The president, Sam J. Perry, was formerly advertising manager for Argosy and the Popular Fiction Group, published by Popular Publications, Inc.

CHESTER AND DILLINGHAM, INC. have been named by Melrose Distillers, Inc. to handle advertising for Golden Wedding Whiskey, effective May 1.

ARTHUR M. BRILANT, RKO radio publicist for the past 12 years, resigned last week to enter the packaged food field, and will head his own marketing organization with New York City headquarters. Brilant was previously with Ruthrauff and Ryan advertising agency, specializing in radio, and was also former publicity director for the Warner Theater Circuit, and exploitation manager for Pathe Exchange Incorporated.



WINS
50KW NEW YORK

WINS
50KW NEW YORK

What time-buyers see first when they consider the New York market.

Coy Again Opposes McFarland Measure

(Continued from Page 1)

ate-passed McFarland Bill (S658). There was little new testimony. In response to questions, Coy restated the opinion of the Commission majority, as given in direct testimony three weeks ago. He was unshaken in his views that the McFarland bill would literally upset the FCC's appellation and work "undue hardship" on what he said was a "limited staff."

Jones On Stand Today

Commissioner Robert F. Jones, who dissented from the majority and favored the McFarland bill, had just gotten under way when Chairman Robert Crosser (D-Ohio), of the committee, called a recess until 11 a.m. today.

Jones is expected to complete his portion of the opposition to the Commission majority this morning and Commissioner Rosel Hyde is expected to be called. Hyde also dissented from the majority. Hyde is a veteran lawyer and Jones is a former member of congress.

Canadian TV Outlook

Montreal—Canadian Westinghouse Co., Ltd., annual report says plans are ready to market a full line of television receivers should television broadcasting in Canada commence in 1951. The company is also making plans for the continued development and increased production of these consumer type products but realizes output may be seriously curtailed due to the necessity of diverting essential materials and manpower for defense manufacturing.

To widen the company's marketing facilities and to provide a better service for the construction industry and industrial firms, a new company, Canadian Westinghouse Supply Co. has been formed.

Stork News

Newark, N. J.—A daughter, Clare Louise, was born to Mr. and Mrs. Harry D. Goodwin on Sunday, April 15. Goodwin is general manager of WNJR, Newark, station of the Newark News. This is their fourth child—all girls.

WFIL

560 kc PHILADELPHIA

Operating at 560 kilocycles, WFIL's 5,000 watts provide coverage equal to 100,000 watts at double the frequency... 1120 kilocycles.

ABC Affiliate—Rep: THE KATZ AGENCY



By SID WHITE

Man About Manhattan...!

● ● ● **BIGTOWN SMALL TALK:** Bing Crosby's office dug deep into the files at the public library and came up with the song, "Old Soldiers Never Die," which Gen'l MacArthur had mentioned in his famous speech before Congress. As a result, Bing re-taped his show for tonite to include the song which he is dedicating to the General. . . . The Earl of Wilson preems a new stanza tonight via DuMont tagged "Stage Entrance." Format will showcase talent on the way up plus those who have already arrived. . . . Some of H'wood's major studios are giving up the battle against teevee and are now allowing their stars to get in on some of that loot. . . . Lloyd Nolan has the inside track on taking over "Martin Kane, Private Eye," when Bill Gargan departs on the 28th of June. . . . Phil Regan will pinch-hit for Donald Richards on the Jack Carter stanza, while Don takes a well-earned week's vacation. . . . Nancy Craig, one of our radio favorites, is huddling with ABC regarding her switchover to teevee with a new type of femme program. . . . The Jack Barry who was called before the House Un-American Committee is not radio and TV's Jack Barry, of "Juve Jury" fame—but the Jack Barry depicted as a fite announcer in the "Joe Palooka" comic scrip is.

★ ★ ★ ★

● ● ● **TELEVISIONS:** The Andrew Sisters, who reveal how careful planning and rehearsal for TV pays off. Their street-length, high neck outfits worn on each of their appearance so far prove that it's showmanship and not "show" that makes a terrifemme act. . . . Fran Allison, who knows the art of sharing her attention with both the viewer and those wonderful Tillstromites. Her easy charm is the "and Heaven, too" to the "All this" of the subtle wizardry of the Kuklapolitan Players.

★ ★ ★ ★

● ● ● **IN ONE EAR:** Her nibs, Georgia Gibbs, who was recently given the Fashion Academy Gold Medal award as America's best-dressed entertainer, opens tonite at Miami Beach's Sans Souci. (Mercury recording Execs are flipping their lids over her first platter for that label, "Tom's Tune.") . . . Guy Lebow will be guest of honor at Gimbel's Sports Festival Saturday. . . . "Kitchen Fare," with Jane Owen, which had a one-time shot on DuMont last week, drew 380 pieces of mail as a result. . . . Add Ella Raines to the list of H'wood expatriates who are going after teevee with a vengeance. She's studying voice with John Quinlan, famous for his work with "The Voice." . . . The now front-paged debate between Senators Taft, Lehman, Capehart and Humphrey will be re-broadcast by WINS tonite at 8 p.m. Shake now and come out fighting. . . . Harold Stein, back from the Miami shores, postcards that old animal acts never die—they just go into teevee. . . . Eddie Cantor will develop those two Italian characters he introduced on his show Sunday nite (with Charlie Cantor). He won't play them for satire—but strictly folk humor. . . . H. Ross Potter, formerly with Dancer-Fitzgerald-Sample, Inc., has joined Wm. Esty. . . . So you wanna get into radio and TV? Well, according to a survey, the average yearly take by radio and teevee actors in 1950 was less than \$3,000.

★ ★ ★ ★

● ● ● **TVexations:** Artists—especially comics—who obviously follow their scripts being held up on cue cards, instead of looking at the lens once in a while. . . . Sportscasters who forget they're working with the collaboration of a camera and don't stop talking even when they have nothing to say that the camera doesn't say better for them. . . . Sponsors who carry commercials into dull, live, meaningless postscripts instead of ending with their catchy jingles. When will they learn that they turn delight and gratitude into resentment and distaste by being on too long?

Detroit TV Joins AM To Ease Traffic Jams

(Continued from Page 1)

ists to "share a ride" and invited employers to stagger working hours so as to relieve the traffic congestion caused by the strike, which tied up all Detroit street cars and busses, which daily carry 650,000 citizens to and from work.

At the request of the city traffic director, stations WWJ, WJR, WXYZ, WJBK and CKLW scheduled announcements of new traffic lanes opened. On two main thoroughfares, four-way traffic was initiated, utilizing the streetcar tracks.

WJR has a number of break-in announcements geared to car traffic and advising motorists as to the best routes home to avoid congestion.

Police Department Praised

WWJ on Tuesday included commendation of the police department in its spot announcements. The Detroit Police Department cancelled all leaves Monday and there was a very marked improvement in the flow of traffic yesterday.

WXYZ-TV offered its facilities to the mayor's office for a special program explaining both sides of the strike to the public. The Mayor's office declined, stating it was not yet practical and a television program at the time might hinder future settlement. WXYZ did give its TV audience several camera views of the traffic congestion on Woodward Avenue.

Most Detroit stations placed heaviest emphasis on announcements during heaviest traffic hours of 5 to 8 a.m. and 4 to 7 p.m.

Traffic Head Interviewed

WJR scheduled an interview Tuesday night with James A. Hoyer, Detroit traffic director, for the purpose of discussing and explaining in detail the change in traffic regulations and the best routes to and from various sections.

At this writing stations were willing to schedule forum programs with representatives of both sides of the controversy presented, but neither side showed too much inclination to accept as the closed door negotiations broke down.

Two Promotions At WOOD

Grand Rapids, Mich.—Kay Runyon, former commentator of the "Three Corner Club," baby chatter show, returns to the station as assistant traffic manager, while Gretchen Lee, prominent home economist of western Michigan, takes over air duties for the club.

HERBERT LEROY RICE AGENCY

RCA Building — Suite 1017
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Leading Insurers in the Radio and Advertising field for over 20 years.

INSURANCE

Telephone: CI. 7-1456

Hawk Inks CBS Pact; Other Sponsors Set

(Continued from Page 1)

exclusive basis in both radio and television. For the past 10 years he has been under contract exclusively to Camels.

Hawk is the star of the CBS Monday night radio series, "The Bob Hawk Show," aired at 10:30-11 p.m. EST. He also has a new radio series ready for presentation entitled "Win, Lose or Draw."

Two other cigarette sponsors, also on CBS, have announced a renewal and a new sponsorship for 52 weeks and 26 weeks, respectively.

Liggett & Myers Tobacco Co., for Chesterfield Cigarettes has renewed its sponsorship of the 11:00-11:30 a.m. segment of the 90-minute Arthur Godfrey five-a-week radio series over the network for another 52 weeks, effective with the broadcast of May 28. Chesterfield has been sponsoring this portion of the Godfrey series since June 2, 1947. Agency for Liggett & Myers is Cunningham & Walsh, Inc.

Benson & Hedges, for Virginia Rounds, announced yesterday that they will sponsor the 11:00-11:10 p.m. news analysis series over WCBS, Mondays, Wednesdays and Fridays, beginning April 30 for the next 26 weeks. Eric Sevareid, CBS' chief Washington correspondent is the newscaster. Agency for the sponsor is Kudner through May 31 after which the account will switch to Benton & Bowles.

Stork News

Hartford, Conn.—Ken Cooper, account executive for WDRC, has a baby girl, Deborah, his first.

Colgate-Palmolive-Peet 3 Mo. Net Rises Sharply

(Continued from Page 1)

ter, 1951, amounted to \$72,725,000. This compares with sales of \$49,888,000 for the first quarter last year. The company stated that price advances made in the second half of 1950 are reflected in sales for the first quarter of 1951, but, even so, the larger part of the increase is due to a greater volume of units sold by the company.

Sales of foreign subsidiaries, which are not consolidated, amounted to \$32,299,000 for the first quarter of 1951, as compared with \$22,126,000 in the equivalent quarter of 1950. World-wide sales totaled \$105,024,000 for the first quarter, 1951, as compared to \$72,014,000 in 1950.

Gerbic Heads Campaign Of Advertising Council

Coordinator of the Advertising Council's Civil Defense Campaign will be Edward G. Gerbic, director of merchandising and advertising for Johnson and Johnson, surgical dressing manufacturers. The campaign is being organized by the Council on the request of the Federal Civil Defense Administrator. Purpose of the campaign is to spread knowledge of the individual actions which will save millions of lives in the event of attack, and to recruit thousands of civilians for training as air raid wardens and auxiliary police and firemen.

Newest defense mobilization program of the Council, the campaign will use radio and television as well as newspapers, magazines, outdoor posters and transit advertising will be used to bring the Civil Defense messages to the American people.

High Hooper

A special Hooperating on the Wednesday evening, April 11 speech of President Truman, taken in TV homes in New York showed a 51.8 Hooperating, and a 98.5 per cent share of the TV audience. TV sets-in-use during this time was 52.6 per cent.

AFA Adds Speakers For June Convention

Dr. Paul Nystrom, professor of marketing at Columbia University, J. K. Lasser, tax expert, and William C. Marsteller, industrial marketing counsel, were announced recently as additional speakers at the 47th annual convention of the Advertising Federation of America, to be held June 10-13 at the Chase Hotel, St. Louis.

Eugene S. Thomas, general manager of WOR-TV, is program chairman of the convention which will be centered around the theme, "Advertising Opportunities in a Mobilization Economy." Other speakers include Secretary of Commerce Sawyer, Fairfax Cone, AFA director, board chairman of Foote, Cone and Belding and newly elected board chairman of the Advertising Council, and Samuel C. Gale, vice-president of General Mills.

Specialized sessions on industrial advertising, television advertising and retail advertising will be held, in addition to the general meetings devoted to current 1951 problems of advertising. Entertainment program of the four-day convention will be highlighted by the Monday evening trademark costume party and a speakerless banquet on Tuesday as well as skits from the famous Advertising Gridiron shows staged by the host clubs, the Advertising Club of St. Louis and the Women's Advertising Club.

AP Directors Elected In Convention Balloting

Results of the Associated Press Board of Directors election was announced yesterday. The Monday balloting was held to elect six directors to fill expiring terms and one director to fill a vacancy caused by death.

Three directors were re-elected. They were Roy A. Roberts, of the "Kansas City Star," Palmer Hoyt, of the "Denver Post," and John S. Knight, of the "Chicago Daily News."

New directors elected were James M. Cox Jr., of the "Dayton Daily News," Mark Ethridge, of "The Louisville Courier-Journal," Dolph Simons, of "The Lawrence (Kan.) Journal-World," and Raymond L. Spangler, "The Redwood City (Cal.) Tribune."

Wedding Bells

Jack Gaines, production development director of the Voice of America, and his bride, Mindell Cohen, New York City model, are back from a Lake Placid honeymoon.

Crosby Plans 39 Films Based On 'Cry Of City'

(Continued from Page 1)

last week. BCE will invest approximately \$500,000 on the series which will start rolling about July 1.

Girard has already prepared 13 scripts which are available for immediate shooting. Negotiations are now under way for studio facilities, and all arrangements, including casting for the first 13 films are expected to be completed within the next four weeks.

Although present plans on "Cry of the City" call for 39 films, a decision will be shortly made as to whether the series will be extended to 52.

United Television Programs, distribution outfit for BCE announced yesterday that the first 13 films will be completed and ready for distribution in the early fall. Richard Dorso, executive vice-president of UTP, is now in New York discussing the series with ad agency executives and prospective sponsors.

In addition to the "Cry of the City" series, BCE will also go into production within the next few weeks on 13 fifteen-minute films on "The Chimps."

Don't skip Cumberland!



If you want to cover Maryland, you can't leave out Cumberland! And the way to reach Cumberland is with WCUM, the CBS station.

Cumberland is the center of the rich Tri-State Area. More than 150,000 people live in this mountain-locked country of Maryland, West Virginia, and Pennsylvania. And the only way to reach them all is with radio.

WCUM alone reaches 95% of them! And you can buy spots on WCUM for as little as \$4.20 each! Get the whole story from your Meeker man.



A KARL F. STEINMANN ENTERPRISE, Tower Realty Company (Owners and operators of WCUM) © The Joseph Katz Co., Advertising: 1951



MILLTONE CHOOSES LIVE TRADE MARK

Glamorous Joyce Mathews, star of TV, stage and radio, signs up as the Milltone Girl of the year. Shown with her here are Milltone executives Gil Bassin and Paul Middleman. Miss Mathews was recently voted by the Fashion Academy as one of America's ten best dressed women, and first in fashion in the TV field. Miss Mathews will soon be seen nationally in all the Milltone ads, window displays and other promotional mediums—a living trade mark for Milltone. All a direct result of her TV fashion award.—Advrt.

Broadcasters Meet On Radio Rates Fight

(Continued from Page 1)

presided as chairman. Plans to have the four network presidents meet with affiliates committee as a group today were altered late yesterday when attorneys for the networks are reported to have advised the web officials that such a meeting might be in violation of the anti-trust laws.

Last night NBC announced that President Joseph McConnell and other network executives will meet with the four NBC members of the affiliates committee in an informal discussion today. The broadcasters who will participate will be Morency, Clair McCollough of WGAL, Lancaster, Pa., G. Richard Shaffo of WIS, Columbia, S. C., and Walter Damm of WTMJ, Milwaukee.

It is expected that ABC, CBS and Mutual will set up similar meetings with affiliates who are serving on the industry committee sometime today.

It was apparent that several of the affiliate broadcasters feel that the responsibility for the rate reduction pressure comes from the Association of National Advertisers. One leader intimated that action might be taken to force an investigation of rate bargaining in behalf of national advertisers.

Contributions Being Made

George Storer of the Fort Industry stations who is treasurer of the affiliates organization reported that more than a score of broadcasters had volunteered contributions to aid the organization in its crusade to hold the line on radio rates. These checks, accompanied by letters, were received at the BAB headquarters in New York.

Just how much of a war chest the affiliates group hopes to raise is still uncertain. It is probable that when affiliates meet with the network representatives today the web presidents will be asked to contribute to the fund.

The affiliates group met behind closed doors yesterday. Walter Damm of WTMJ, Milwaukee, was absent because of illness. The rest of the committee, however, were on hand to participate in the discussions. Edgar Kobak, business consultant, was present as a representative of the Westinghouse stations. These stations, it is said, are opposed to any rate cuts.

William B. Ryan, president of BAB, did not participate in the meetings. He was expected to be called before the group when discussions get around to the procurement of research data which will be used in the presentation of radio's case.

Adds Alaskan Station

The Frank Edwards program, sponsored by the American Federation of Labor over Mutual, has now added KENI, Anchorage, Alaska, to its list. Edwards is on Monday thru Friday on over 300 Mutual stations.

California Commentary

By ETHEL ROSEN

● ● ● Ranch-born Jean Dean, original Varga model, and 1950 Queen of the Annual Red Ryder Roundup in Pagosa Springs, Colorado, has been signed for the feminine starring role in the forthcoming Stephen Slessinger-Hal Roach "Red Ryder" TV film series, with Jim Bannon as Red Ryder and John Long Crow as Little Beaver . . . Standout contender for

Hollywood

the title role in producers' Tony London-Ira Uhr TV series based on Frank Merriwell's stories, is Jim McLane, star member of Yale aquatics. . . . Jean and Via Hersholt observed their 37th wedding anniversary April 11th. . . . Theresa Brewer made her television film debut the other day when she appeared in five TeleDescriptions for Louis Snader. . . . Constance Moore guests on Ed Wynn's show May 2nd. . . . Danny Thomas closed his ten-day engagement at the Flamingo in Las Vegas and has returned to New York for his next TV show. He opens at the Latin Quarter in Boston, April 27th, for one week. . . . Albert W. Hellenthal has been named KTSL Show manager. . . . Eddie "Rochester" Anderson is in Chicago for the unveiling of his sports roadster, shown at the Chicago Sports Car Show. Car was designed and built by Rochester. . . . Dinah Shore is a mighty busy girl these days with her CBS radio show, plus her current film assignment in Paramount's "Aaron Slick of Pumpk'n Crick." . . . William "Hopalong Cassidy" Boyd will be guest of honor, April 29th, in New York, at the Boys' Apparel Manufacturers Association's annual meeting. . . . Jay Stewart and his ABC "Surprise Package" program will originate from Salt Lake City from April 17th to 20th. . . . Gisele MacKenzie is the name of the new "Club 15" singing star who'll be featured on CBS airshow every Monday and Friday, along with headman Bob Crosby, the Modernaires, Del Sharbutt and Jerry Gray's band. . . . Frances Scully, Hollywood Commentator, celebrated eleven consecutive years of broadcasting with one network, ABC, "Star Gazing with Scully," head on KECA, and in addition she can now be heard each weekday broadcasting from the Brown Derby Restaurants, chatting with film stars and celebrities. . . . Harry Cantor has sold two scripts to Dayton Productions for the "Frontier Days" TV series, which will star James Millican. . . . Wallace Ford has transcribed an interview for the Lynn Castile show, heard over KHJ, to plug Warners' "Painting the Clouds With Sunshine" in which he appears.

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● ● ● Carlton E. Morse's "One Man's Family" radio show on NBC, has been renewed for an additional 13 weeks, starting June 1. . . . Margaret Ettinger in New York to spend a month at company's New York headquarters, she will also visit clients in Chicago, Boston, Philadelphia and Washington. . . . Disc jockey Bill Leyden is passing the cigars with the announcement of his own exclusive "pre-release," the birth of William Thomas Leyden III, April 7th. . . . Rosalind Russell has been named chairman of Family Theater's Fiesta of Stars, to be held April 29. Father Patrick Peyton is founder of Family Theater. . . . The Richfield Reporter, the nation's oldest sponsored newscast, celebrated 20 years of reporting on April 21. John Wald is the reporter on the NBC west coast show. . . . Wayne Muller, account executive KIEV, Glendale, became father of his fourth child and third boy, Jonathan, April 11th.

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● ● ● Robert O. Reynolds, manager KMPC, and Donn B. Tatum, vice-president Don Lee, have been nominated by Southern California Broadcasters Association as its representatives in Radio-Television-Recording Charities, Inc. . . . The Alexander Brothers, Mercury-recording artists, introduced their two new sides "Jezebel" and "Pennsylvania Dutch" to a large gathering of disc jockeys at the American Room of the Hollywood Derby the other day. . . . Dick Walsh has been elected as first broadcaster president of Long Beach Advertising & Sales Club. . . . As a result of being spotted by a movie producer who saw them sing and dance on a recent Danny Thomas TV show, Peggy Ryan and Ray McDonald are going to play two of the top roles in RKO's "Tonight We Sing" musical.

Steel Shortage Halts RCA-Victor Division

(Continued from Page 1)

radio - phonographs, and record changers is completely shut down until May 1, when it is planned to resume operations in these fields, Walter A. Buck, vice-president and general manager of the division, revealed. Radio-set manufacturing is sharply curtailed. None of the company's other production activities is affected, he said.

Buck added that an application for adjustments has been filed with the National Production Authority, seeking an additional allotment of steel for the current quarter.

"On April 4, the NPA issued an amendment to its Order M-47, restricting the use of steel in production of civilian goods," Buck said. "When the amended order had been interpreted in the light of our production schedule, we found that its limitations would not permit us to continue April production of television receivers, record changers, and radio - phonograph combinations through this last week of the month.

"Accordingly, we were obliged to shut down on Friday some of the radio-phonograph and record-changer operations at our plants in Canonsburg, Pa., and Indianapolis, with a consequent temporary lay-off of 500 employees, and proceed with the more extensive curtailment of operations at other plants last night. It will be necessary for these plants and sections to remain inoperative until our May allotment of steel becomes available.

"On receipt of NPA's amendment to the steel order, we immediately began preparation of an application for adjustment, requesting an additional allotment of steel for the current quarter. This application is now in the hands of the NPA in Washington, and it is our hope that it may be acted upon favorably so that RCA Victor can lay plans for orderly and continuous production in the future."

Areas involved in the shutdown are the company's home instrument department plant at Indianapolis, the radio-phonograph portion of its Canonsburg, Pa., plant, TV receiver sections of its plants in Camden and Bloomington, Ind., and its cabinet plants at Monticello, Indiana, and Pulaski, Va.

ABC Concert Of Europe Premiere Sunday

Switzerland will be featured in the premiere broadcast of the new ABC series, Concert of Europe, on Sunday, April 29, from 5 to 5:30 p.m. EST, broadcast in cooperation with ECA. Narrator Claude Dauphin, noted French actor, will introduce the foremost Swiss conductor, Otto Osterwalder, who will conduct the orchestra of the French Broadcasting Company in music of all nations. Guest artist will be one of Switzerland's leading opera stars, Mlle. Nata Tuscher.

Color TV Presented To Newsmen By CBS

(Continued from Page 1)
Television," exceed the shows displaying commercial products, vari-colored scarves, paintings and other objects.

Among those attending yesterday's demonstrations were George F. Booth, Worcester Telegram and Evening Gazette, (WTAG); Marcellus M. Murdock, Wichita, Kans., Eagle, (KFH); Ben H. Potter, Rock Island, Ill. Argus, (WHBF-TV); Carl C. Council, Durham, N. C. Herald-Sun, (WDNC); Frank G. Huntress and Frank G. Huntress, Jr., San Antonio, Tex. Express, (KTSA); Jack R. Howard, Knoxville, Tenn. News-Sentinel, (WNOX).

William J. Pape, Waterbury, Conn. American - Republican, (WBRY); Robert McLean, Philadelphia Bulletin, (WCAU); Lee P. Loomis, Mason City, Iowa, Globe-Gazette, (KGLO); Guy P. Gannett, Portland, Me. Press-Herald and Express, (WGAN); Josh Horne, Rocky Mount, N. C. Telegram, (WFMA); George R. Lamade, Williamsport, Pa. Grit, (WWPA); J. Hale Steinman, Lancaster, Pa., New Era and Intelligencer - Journal, (WGAL-TV).

Luther L. Hill and Kenneth Macdonald, Des Moines, Ia., Register and Tribune, (KRNT); M. M. Oppegar, Grand Forks, N. D., Herald, (KILO); Paul Miller, Rochester, N. Y., Democrat and Chronicle, Times-Union, (WHEC); Frank E. Tripp, Elmira, N. Y., Corning-Leader, (WELM); Kenneth K. Burke, Danville, Ill., Commercial News, (WDAN); Tom Gooch, John Runyon and Allen Merriam, Dallas, Tex., Times-Herald, (KRLD); Enoch Brown, Memphis, Tenn., Commercial Appeal, (WMCT); Mark Ethridge, Barry Bingham and Lisle Baker, Louisville, Ky., Courier-Journal and Times, (WHAS).

Hulbert Taft, Cincinnati Times-Star, (WKRC); Edward K. Gaylord, Oklahoma City Oklahoman and Times, (WKY-TV); Carl P. Slane, Peoria, Ill., Journal - Transcript, (WMBD); Oveta Culb Hobby, Houston Chronicle, (KPRC-TV); and Eleanor McClatchy, McClatchy Newspapers, Bakersfield, Calif., (KERN).

McMahon Guest Lecturer

Thomas J. McMahon, who is associated with N. W. Ayer and Sons, was guest lecturer on Monday at Fordham University's course on radio and television sales. He discussed the business phases of broadcasting and telecasting college and professional sports events. The course is supervised by Don L. Kearney, of the Katz Agency, station reps.

★ ★ TELE TOPICS ★ ★

OLD DOC KILOWATT says: It was pleasant to note the smiles of satisfaction that spread over TV broadcasters when asked: "How's Business?" at the NARTB convention in Chicago last week. The TV broadcasters to a man indicated business was booming and most stations reported to be out of the red. Five years ago Jack Poppele, president of TBA, couldn't get on the NAB agenda at the Palmer House convention, and AM broadcasters were frowning when TV was even mentioned. Today the convention story is different, TV activities and broadcasters highlighted the sessions.

★ ★ ★
TODAY'S TV Personality:
WALTER L. DENNIS, Allied Stores' radio and TV director, has developed his career in "electronic advertising" strongly along the lines of local effort, with particular emphasis on retail radio and TV advertising. Walt first broadcast as a dramatic actor for Sears at WLS in 1929. With the mail order firm and subsequently during his seven years as a newspaperman in various cities he kept radio as his avocation. In 1940 it became Walt's vocation when he hooked up



DENNIS

★ ★ ★
with KVOO, Tulsa. After his war service at NAB in Washington as News Bureau Chief and a hitch with WHN (now WMGM), Walt joined Allied Stores in 1944 and quickly began contributing his knowledge of radio and TV to the techniques of retail "electronic" advertising. Walt served on the Joske Department Store Clinic committee and more recently was program chairman of the NRDGA radio and TV clinic in New York, an event which will be repeated annually.

★ ★ ★
"A DAY With Benny at the Golf Club" will be the title of the situation comedy marking Jack Benny's fourth TV appearance on CBS-TV, Sunday, May 20th at 7:30 p.m. Principals will include Ben Hogan, Bob Crosby, Rochester and Mel Blanc. Mary Livingstone will make her TV debut on the program. . . . Films of the Kentucky Derby, to be run May 5 will be flown to Dayton, Ohio, and televised nationally by CBS-TV via WHIO-TV. Bob Moody, general manager of the station said in making the announcement that it would be the first time Dayton will feed the nation a major telecast. . . . Centaur Productions has started shooting a series of TV spots in dimensional animation for Kraft Cheese at their Burbank, Calif. studios. . . . Edward L. Smith has joined Edward Petry & Co., Inc. as TV sales executive in San Francisco. . . . Ann Corio will defend the women's viewpoint on "Ladies Before Gentlemen" in making her TV debut tonight on WABD at 10:00 p.m. . . . Ilka Chase, Anita Louise, Eva Gabor and Arlene Francis have been signed by Jerry Fairbanks Productions for a new TV series of announcements to be filmed for Roux Color Shampoo. Films were set by the Dundes and Frank agency in New York. . . . Al St. John, western comedian, better known as "Fuzzy Jones," sidekick of Buster Crabbe, will make his live TV debut on "The Buster Crabbe Show" over WOR-TV, Monday, April 30 at 5:00 p.m. . . . In Milwaukee a joint meeting of the common council's utilities and finance committees, bolstered by representatives of civic groups, schools and labor organizations, have urged that the city be granted a TV license for a municipally owned TV station for educational purposes.

★ ★ ★
APRIL popularity ratings from the "Hooperating Pocketpiece," covering programs for the first two weeks of the month show "Texaco Star Theatre," with Jackie Gleason and Hank Ladd, substituting, in first place with a 54.3. Second spot was held by "Godfrey's Talent Scouts" with a 51.1. In the third spot was the "Comedy Hour" with Bob Hope, hitting a 49.7. In the special events division Truman's speech of April 11 hit a 55.4 and his subsequent address of April 14 had a 32.2 rating. . . . The mother of a teen-aged girl narcotics victim will appear "anonymously" on the new WPIX program, "Between The Lines," tonight at 11:15 p.m. The mother's identity will be a closely guarded secret and the New York woman will be seen only through the use of camera shots, which will show her hands. Moderator of the new public-service feature will be Eugene Bannegam, well-known Assemblyman, who is the Democratic Whip in the New York State Assembly. Another guest on the program will be Carl Colodine, executive secretary of the Bronx Committee for Socio-Medical Treatment of Drug Addicts. Show is sponsored by Associated Food Stores through Coordinated Advertising Corp. and is directed by Pete Molnar with production in the hands of Lester Wolff.

Lippert-AFM Deal Seen As Precedent

(Continued from Page 1)
and 1948 for the current television market. Among them are said to be a series of Superman cartoon shorts. Under terms of the present contract between AFM and the motion picture producers, no film made after 1946 which has been scored by AFM musicians has been made available to TV. The status of pictures made before then have also been the subject of controversy.

The new deal between Lippert and Petrillo provides that the rescoring must be done by the same number of musicians who made the original film and they must work the same amount of time. It is said that the cost of rescoring a film will vary from \$2,500 to \$11,000 depending on the number of musicians originally used and the length of the picture.

A spokesman for a major company in New York yesterday said: "The Lippert deal with Petrillo is way out of line. It would be prohibitive for us to rescore some of the better musical pictures and if we did, how would we be able to get enough revenue from TV stations to pay the costs?" It looks like Petrillo wants us to do all the gambling."

New Direct Selling On TV Created By Henri Leiser

Unique combination of entertainment and direct selling of merchandise via video programs has been created by Henri Leiser, Broadway movie and TV producer. Entitled, "Let's Make Some Money," the project is specifically designed to make any sponsoring retail store the "shopping paradise of its entire buying area."

Together with Emanuel K. Fruman, industrial consultant, Leiser has formed a new firm, Intercontinental Tele Sales Corporation, with headquarters at 280 Madison Ave., New York City, for the purpose of handling details of the novel entertainment-merchandising venture.

Show Honored—In Braille

Hollywood—"Theatre Guild on the Air," received one of its most unusual honors recently from "The Lighthouse Players," a dramatic group of blind people. A scroll in braille stated that the spoken word is the key to entertainment for the blind, and that blind people all over America were most appreciative for the fine presentations of the best plays starring the best actors on "Theatre Guild on the Air."

TOPS T.V. in FILMS!

200 — MAJOR COMPANY "A" FEATURES — 200
with national star power to sell your product, featuring; Linda Darnell, Merle Oberon, Gene Tierney, Ida Lupino, Stewart Granger, Ed Robinson, James Mason, Victor Mature and other greats

★ UNITY ★
TELEVISION CORP.
1501 B'WAY., N. Y. C. 18
LONGACRE 4-8234

BEHIND THE MIKE

HOLLYWOOD is starting to catch on to the fact that maybe TV has some good actors—TV character actor Theo. Goetz is being tested, as is handsome young Charles Bang.

CBS-TV still continuing the color-TV test, even having special showings, in spite of the fact that all are awaiting the legal verdict on the FCC decision.

Did Vic Damone give Judy Lyn, singing star of CBS-TV "Sing It Again," a cocktail ring?

Murray Ross, musical director for "Remember This Date," has been signed to do the music for a new TV show to be sponsored by a cigarette firm.

"Sleeping Beauty Slumbers Still" will be one of the bulletins flashed by the Royal Palace of the Mythical Kingdom on Tuesday's, Bob Loewi's musical comedy TV show.

Mrs. Oscar Bradley will celebrate her ninth anniversary Friday on "We The People" as supervisor of music for Gulf Oil Co.

Kudos to—Al Span producer of the Steve Allen show, who is rounding out his 18th year with CBS.

Leo Shull's 1951 Summer theatre directory is on the newsstands. It lists 404 strawhat theatres.

Jane Wurster, the beautiful ex-model, has become one of TV's busiest actresses. In the six months that Jane has turned to acting she has appeared in 30 dramatic and 15 Variety shows.

Roberta Quinlan, singing star of Mohawk carpet show, will do a NBC-TV color demonstration show titled "Especially For You" Thursday 4:15 to 4:30 p.m.

Lou Capone, Ray Barber's manager, has contacted General MacArthur, with an offer of \$10,000 to do a weekly commentary on the far eastern picture. As yet there has been no definite answer one way or another from the general.

Gertrude Berg's "The Goldberg's" is the recipient of Radio and Television Mirror's award as the nation's finest story. Drama, "The Goldbergs," is written each week by Gertrude Berg, its originator, who is Molly Goldberg in the script.

Noting that spring is in the air, Phil Baker was up with a romantic plan to help celebrate the 11th anniversary of "The \$64 Question," Sunday the 22nd. Phil just invited 11 servicemen to visit the show with their dates and afterwards he entertained them at New York City's famed Reuben's Restaurant.

WINS' disc jockey, Brad Phillips, and his pretty wife, Penny, celebrating their tenth wedding anniversary last week.

Bill Stern, sports director of NBC, has started a new Monday-through-Friday program, "Spotlight On Sports," via WNBC, 6:30-6:45 p.m.

Lovely Patricia Wheel, popular TV actress, has the lead in "Armstrong Circle Theater on Tuesday 24, Pat takes her audience "Backstage" to show what happens behind the scenes of a TV show.

Marketing Leaders On Student Conference

Advertising, media and other leaders of the marketing field will participate in today's Metropolitan Student Marketing Conference, conducted by the New York Chapter of the American Marketing Association. The morning session is being held at the New York University Graduate School, 90 Trinity Pl., while this afternoon's session will take place in the Judson Auditorium, 53 Washington Sq. S. Informal conferences will be conducted in all phases of marketing.

Speakers include Thomas D'Arcy Brophy, board chairman, Kenyon and Eckhardt; Alfred Politz, president of Alfred Politz Research, Inc.; Dr. Thomas Coffin, research director of NBC-TV; John McGrath, manager of executive training at Macy's; Don Perkins, advertising director of Look Magazine; Archibald Crosley, president of Crosley, Inc.; Vincent Brunelli, executive assistant to the president, Personal Products Corp.; Robert L. Foreman, vice-president of BBD&O.; Myron Simmons, buyer, Allied Purchasing Corporation; Ray Robinson, research director, Crowell-Collier Publishing Company; John Flanagan, media director, McCann-Erickson; Alvin Dreyer, media director, J. Walter Thompson; Norman Tveter, vice-president, Erwin, Wasey and Company; Martin Oeschner, account executive, Ruthrauff and Ryan; Daniel J. O'Meara, vice-president and merchandising director, Sullivan, Stauffer, Colwell and Bayles, Inc.; Lester Frankel, marketing research director, Alfred Politz Research, Inc.; George Hansen, president of Chandler and Company and also president of the National Retail Dry Goods Association; George McMillan, vice-president of the Bristol-Myers Company; and W. W. Wachtel, president of Calvert Distillers Corporation.

Join Journalistic Fraternity

Denver—Charles C. Bevis, Jr., general manager of KOA and Bill Day, KOA's manager of news, special events, and press, were initiated as members of the Denver Chapter of Sigma Delta Chi, national professional journalism fraternity, last Friday at Denver's press club. After the formal ceremony all members were entertained at Coor's Brewery.

Adv't'g Responsibility Heavy Now—Hagaman

Advertising's added responsibility today and the concurrent need for increased merchandising of advertising programs were discussed by Lauren K. Hagaman, director of advertising and public relations for the Magnavox Company at the recent Management Institute session sponsored by the University of Louisville and the Advertising Club of Louisville, Ky.

Tremendous retail selling job required today cannot be done by advertising alone, Hagaman pointed out, but the company that merchandises and promotes its advertising within its own organization and throughout the trade will increase the value and effectiveness of its own ad programs out of all proportion to the amount of time, effort and money required. Merchandising is the plus factor in modern advertising, he said. He urged complete understanding of the company's advertising program by the manufacturer's salesman, distributor, dealer and retailer, for fullest benefits. Integration of consumer and trade advertising was also advised.

War Vets Group Will Report On TV Programs

Washington Bureau of RADIO DAILY

Washington — The Catholic War Veterans Auxiliaries of this nation's capital have started a move to promote "good wholesome" TV programs that will be presented to the CWV national organization. The district CWV auxiliary, in convention here Sunday adopted a resolution "that as CWV auxiliary members we promote listening to wholesome programs by publicizing them, sending letters of praise to stars, sponsors and TV stations producing good, wholesome programs" and "that as Catholic women we ignore the shoddy and offending programs by refraining from discussing them."

The resolution is in line with recommendations of the Catholic Social Action Committee of the Archdiocesan Sodality Union, and it follows the suggestion of FCC Commissioner Frieda B. Hennock recently. She urged women of the country to take the "positive approach" to TV programs and drop the negative attitude toward those programs that offend.

COAST-TO-COAST

Texas Grabs Hubbard

San Antonio—Dave Hubbard is the latest addition to the WOAI (AM-TV) announcing staff, coming from KFXM, San Bernardino, Calif., and KSEI, Pocatello, Idaho. Hubbard has a B.A. degree from the University of Idaho and an M.A. in radio and television from the University of Southern California.

New Home For WFBM

Indianapolis—WFBM and WFBM-TV recently moved into its new two-story, half-million-dollar building at 1330 N. Meridian St. without mishap. With 200 sandwiches to sustain them, workers and engineers put radio on schedule after eight hours of installation work and TV after 1½ hours. The new building handles all radio and television activities of the stations, with the main studios being located on the first floor and TV studios, fringed by offices, on the second floor.

Cancer Society Medal To Sholis

Louisville, Ky.—Victor A. Sholis, v-p and director of WHAS-AM-TV, has been awarded the 1951 Medal of the American Cancer Society, presented to him as the laymen contributing the most to the cancer control program in America. Presentation was made by Dr. Elmer Henderson, president of the American Medical Association for the American Cancer Society in ceremonies at the Pendennis Club. Special mention was made of a WHAS documentary, "Time and Her Life," which depicted the diagnosis and treatment of an actual cancer case.

Passover Talk From England

Worcester, Mass.—WTAG presented a shortwave talk from England by The Very Rev. Israel Brodie, chief rabbi of the United Hebrew Congregations of the British Commonwealth and Empire, in observance of Passover. Rabbi Brodie spoke over the facilities of BBC and discussed the meaning of Passover and its significance in the light of the present international situation.

D-J Elected President

Philadelphia — Ramon Bruce, WHAT disc jockey, has been elected president of the Student Council of the William Penn Business Institute recently.

Station Establishes Clinic

Columbus, Ga.—WRBL, a CBS affiliate, has announced a series of bi-monthly clinics to give staff members an over-all picture of station operations. Each department head will show how the work of his particular department correlates with the work of the rest of the station. Subjects scheduled are: program and production sales, news, sports and special events, finances and budget, mechanics of radio and television, public relations.

SONGS WITH THE LARGEST TV AUDIENCES

Survey Week Of April 13-19

THE TOP 5 SONGS OF THE WEEK

Be My Love.....	Miller
Guys And Dolls.....	E. H. Morris
How Could You Believe Me When I Said I Love You.....	Feist
I Like The Wide Open Spaces.....	Wick
You're Just In Love.....	Berlin

THE 5 FAVORITE STANDARDS OF THE WEEK

April In Paris.....	Harms
Please Don't Talk About Me When I'm Gone.....	Remick
Take Me Out To The Ball Game.....	Broadway
Tea For Two.....	Harms
You're The Top.....	Harms

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EQUIPMENT
PRODUCTION
STUDIOS

RADIO TELEVISION DAILY

SPONSORS
BUSINESS
AGENCIES

VOL. 54, NO. 17

NEW YORK, WEDNESDAY, JANUARY 24, 1951

TEN CENTS

EDUCATORS ANALYZE TV PROGRAMS

Ryan Will Resign From NAB To Head BAB

'On Leave' Status Now Is Dropped For New Role

Washington Bureau of RADIO DAILY

Washington — William B. Ryan will submit his resignation as general manager of NAB to the board of directors when it meets Jan. 31 in Bellaire, Fla., RADIO-TELEVISION DAILY learned last night. The board May (1) accept it, thereby paving the way for the immediate ap-

(Continued on Page 3)

CBS Sues Du Mont On Color Patents

CBS yesterday filed a suit in United States District Court, southern district of New York, charging DuMont Laboratories with infringements on color TV patents in the industrial application of color television. The suit failed to specify any damages sought.

In filing the action, CBS charged

(Continued on Page 7)

Sales Meet, Party Closes Goodwill Stations Confab

Concluding the final session at the Goodwill Station Sales Clinic yesterday at the Ambassador Hotel, New York, Carl George, vice-president and general manager of

(Continued on Page 2)

Tallu Own Stock?

When "up-the-liners" from Providence to Boston heard that the New Haven Railroad was running a Show Train for Hartford, New Haven and Bridgeport residents to Tallulah Bankhead's "The Big Show," Sunday, Feb. 18, via NBC, the clamor was so great the railroad has announced a second Show Train from Boston down for the night.

Dearth Of Giveaway Prizes Anticipated

Premium providers for radio and TV giveaway shows are beginning to feel the pinch of production shortages and are notifying their clients that many manufacturers who have participated before may drop out during 1951. RADIO-TELEVISION DAILY learned yesterday. Hard to get items include articles made of copper, brass and aluminum. Manufacturers in some instances, have dropped participation because of the short supply of merchandise in reserve for the retail trade.

Protective Measures Ready In Emergency

Protective measures employed by American radio stations (auxiliary transmitters and power units) are sufficient to prevent enemy attempts to silence all broadcasting by bombing or sabotage, according to Arthur Van Dyck, staff assistant at RCA Laboratories. The problem of transmitter protection is not serious, he

(Continued on Page 7)

'Emergency' Frequencies For Amateurs Released

Washington—In a joint statement issued this week, the Civil Defense Administration, the Armed Forces of the United States and the FCC

(Continued on Page 2)

Dissolution Of TBA Will Follow Soon

Dissolution of Television Broadcasters Association as a result of the merger with NAB-TV in Chicago last Saturday will probably not be completed until after the NAB board meeting in Florida on January 31st, Jack Poppele, president of TBA, indicated yesterday. Poppele added that formal steps to dissolve

(Continued on Page 2)

N. Y. Indie To Increase Radio Rates On March 1

WMGM, New York, will increase its time rates effective March 1, it was announced yesterday by Bert-ram Lebar, Jr., director of the

(Continued on Page 2)

Report Findings Of N. Y. Survey Week, Jan. 4-10

Washington Bureau of RADIO DAILY

Washington — Principal interest at the second day's hearing yesterday, of the proposed TV allocations for educational institutions before the FCC, centered around the exhibits introduced by Dallas W. Smythe, Research Professor, of Communications, University of Illinois, and Donald

(Continued on Page 8)

Squibb Will Sponsor Toscanini Series

E. R. Squibb and Sons have signed to sponsor six broadcast concerts of Arturo Toscanini and the NBC Symphony Orchestra on Saturday afternoons, January 27 to March 3. The first program will start at 6:00 p.m., EST, and the remaining concerts at 6:30 p.m. All will continue until 7:30 p.m., EST.

In announcing sponsorship,

(Continued on Page 3)

Exposure Of Communists Subject Of WNBC Series

WNBC, New York, will inaugurate tonight a series of public service programs intended to demonstrate Communist activities in this country. Titled, "The Freedom

(Continued on Page 3)

Press-Time Paragraphs

TV Awards Are Announced

Hollywood—Annual TV awards of the Academy of Television Arts and Sciences were announced at a dinner in the Ambassador Hotel last night. Those receiving "Emmy" awards were:

STATION ACHIEVEMENT—KTLA.

BEST CHILDREN'S SHOW, Live, filmed or kine—"Time for Beany," KTLA.

BEST CULTURAL PROGRAM, "Cambus Chorus and Orchestra," KTSL.

BEST DRAMATIC SHOW, "Pulitzer Prize Playhouse," KECA-TV.

BEST EDUCATIONAL PROGRAM, "TV University," KFI.

BEST AUDIENCE PARTICIPATION PROGRAM, "Truth or Consequences"

(Ralph Edwards), KTTV.

BEST NEWS SHOW, "KTLA Newsreels," KTLA.

BEST PUBLIC SERVICE, "City at Night," KTLA.

SPECIAL EVENTS, Departure of Marines, Korea, KTLA and KFMB.

SPORTS EVENTS, Pro Football Game, KNBH.

OUTSTANDING PERSONALITY, Groucho Marx, KNBH.

BEST ACTOR, Alan Young, KTTV.

BEST ACTRESS, Gertrude Berg, KTTV.

BEST VARIETY PROGRAM, Alan Young, KTTV.

TECHNICAL OR SCIENTIFIC—KNBH.

Details of the awards party will be published in tomorrow's RADIO-TELEVISION DAILY.

Sportscasters Day

The impact of radio and TV on sports will be discussed by members of the Sportscasters Association at the luncheon of the Radio Executives Club in the Astor Gallery of the Waldorf-Astoria Hotel tomorrow. Among the speakers will be Joe Hasel, Ted Husing, Mel Allen, Don Dunphy, Curt Gowdy, Connie Desmond and Jimmy Dolan.

RADIO DAILY

Established Feb. 9, 1937

Vol. 54, No. 17 Wed., Jan. 24, 1951 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-Pres.; Charles A. Alicoate, Sec'y.

Reentered as second class matter, September 15, 1950 at the Post Office at New York, N. Y., under the Act of March 3, 1879. (Originally entered as second class matter on April 5, 1937). Terms (Postage free) United States \$15.00 one year. Foreign, \$20.00. 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 ork.

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PUERTO RICAN BUREAU: Antonio Alfonso,
Edificio Ochoa, San Juan, P. R.; P. O. Box 3385;
Telephone: 2-2395.

FINANCIAL

(January 23)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	111 1/4	107 3/8	111 1/8	+ 1/8
Admiral Corp.	26 1/4	25 1/4	25 7/8	+ 3/8
Am. Tel. & Tel.	153 5/8	153 3/8	153 1/2	0
CBS A	30	29 1/2	30	+ 1/8
CBS B	29 3/4	29 3/4	29 3/4	+ 1/4
Philco	23 1/2	23 1/4	23 1/2	+ 1/4
RCA Common	17 7/8	17 1/2	17 7/8	+ 1/4
RCA 1st pfd.	78 1/4	78 1/4	78 1/4	+ 5/8
Stewart-Warner	17 7/8	17 5/8	17 3/4	0
Westinghouse	36 3/4	36 1/8	36 5/8	+ 1/4
Zenith Radio	57 3/4	56 3/8	57 1/4	+ 1/8

NEW YORK CURB EXCHANGE

DuMont Lab.	16 3/8	16	16 1/4	- 1/8
Not. Union Radio	4 3/4	4 1/2	4 1/2	+ 1/8

OVER THE COUNTER

Stromberg-Carlson	12 3/4	14 1/4		
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Dissolution Of TBA Will Follow Shortly

(Continued from Page 1)

the association will probably take place at a special board meeting which will be called following the NAB meeting.

WNJR's Pollins Joins WATV

Martin S. Pollins, account executive formerly associated with WNJR, Newark, N. J., has joined the sales staff of WAAT and WATV, Newark.

WSTC and WSTC-FM
STAMFORD, CONN.
"The Gateway to New England"
A B C Affiliate
Representative: EVERETT-McKINNEY, Inc.

On The Air and In The Air

Cleveland, O.—WJMO's Bill Cannady, a torpedo bomber pilot in the Naval Reserve, recently heard himself "on the air," while he was "in the air." Cannady's unusual experience occurred while he was flying over Akron during one of his reserve training periods. Bill decided to try to pick-up WJMO on his plane's radio. He not only got WJMO but he also listened to his own voice emcee-ing "Saddle Serenade," which he had transcribed earlier in the week.

N. Y. Indie To Increase Radio Rates On March 1

(Continued from Page 1)

M-G-M station. The new rate adjustments will be the station's first in 10 years, he said.

Lebhar declared the revised rates are based on the recognized sales-producing ability of WMGM and the station's steadily growing audience. He pointed out, "The new rates will eliminate additional costs to the advertiser for FM duplication and AFRA charges on spot announcements."

Prior to the release of the new rates on March 1, all contracts will be protected for one year under the current rates, he said.

Sales Meet, Party Clozes Goodwill Stations Confab

(Continued from Page 1)

WGAR, Cleveland, presided over the sales presentations.

Cleveland sales and market data were discussed and transcribed portions of WGAR programs were heard. George was aided by John Garfield, sales manager of WGAR; R. P. Merridew, program director of WGAR; Julius Glass, promotion director of WGAR, and William Stewart, WGAR's sales service director. At the conclusion of yesterday's meeting Goodwill station executives were feted at a CBS cocktail party given by Frank Stanton, president of CBS.

WCBS Signs Miss Arlen To New AM-TV Contract

Margaret Arlen, radio and television commentator on WCBS, has been signed to a new long-term contract calling for her exclusive services in both media, it was announced yesterday by G. Richard Smith, general manager of WCBS and WCBS-TV.

Miss Arlen made her radio debut on WCBS in a series which started Oct. 30, 1943, and made her bow to the television audience in November of last year. Her radio and television appearances now total 6 1/2 hours weekly.

Casting For TV

Marjorie Morrow, former eastern talent head for Warner Brothers, for the past 15 years casting director for CBS, has been given the exclusive contract for the Somerset Maugham show on CBS-TV. Dane Clark, Joan McCracken, Carey McDonald are among present-day stars who got their first break through Miss Morrow.

'Emergency' Frequencies For Amateurs Released

(Continued from Page 1)

announced the allocation of frequencies to be used by amateurs in civilian defense communications in event of an emergency requiring normal amateur operations to cease. Frequency bands which will be available for civil defense use by amateurs, working under civil defense officials will be: 1800-2000 kc; 3500-3510 kc; 3990-4000 kc; 28.55-28.75 mc; 29.45-29.65 mc; 50.35-50.75 mc; 53.35-53.75 mc; 145.17-145.71 mc; 146.79-147.33 mc; 220-225 mc.

In addition the band of frequencies from 1750-1800 kc will continue to be available for use by properly qualified amateurs and others to provide a "disaster communications service" for a disaster occurring at any time.

The announcement does not alter present amateur operations, but becomes effective only after any suspension of normal amateur activity.

COMING and GOING

GEORGE MOSKOVICS, executive assistant to Merle S. Jones, general manager of the Columbia Pacific Network, is back in Hollywood after having delivered a talk on television in Portland, Ore.

JACK PACEY, national director of publicity for ABC, is in Washington to co-ordinate Ted Mack's V. I. P. show tomorrow.

HARRY BURKE, general manager of KFAB, Omaha, Neb., in New York this week on station business.

FRANK ZUZULO, assistant director of publicity at MBS, is back in town following a trip to Pittsburgh.

JACK GELDER, general manager of WCAS, affiliate of CBS in Charleston, West Va., is visiting in New York.

WILLIAM HEARIN, executive vice-president of WABB, American network outlet in Mobile, Ala., was welcomed yesterday at the New York offices of the web.

PAT O'BRIEN, movie and TV star who guest-ed last night on the Milton Berle show, is returning to the West Coast.

J. T. WARD, head of Television Arts Productions of Berkeley, Calif., is in Hollywood for conferences with executives of Jerry Fairbanks Productions.

GEORGE CLINTON, general manager of WPAR, Parkersburg, West Va., conferring this week at CBS, with which the station is affiliated.

BOB HAWK, whose show is a CBS feature, yesterday was in Pt. Mugu, Cal., where he recorded his quiz program, using the military personnel at the post.

WITH

You get a lot for a little*

*MORE LISTENERS-PER-DOLLAR than any TV or radio station in Baltimore

SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY

Exposure Of Reds Treated On WNBC

(Continued from Page 1)

Story," the programs will dramatize the tactics used by the Reds to infiltrate into schools, churches and civic groups.

The first broadcast at 11:45 p.m. tonight is based on an actual occurrence in the Kiwanis Club of Allentown, Pa. A group of members planned and executed an election campaign of a mythical member. When their candidate won the election, the conspirators exposed their hoax, and impressed the entire membership with the ease with which a highly trained Communist worker might take over a position of power in an honest civic organization.

Tonight's broadcast is entitled, "Red Letter Day." Future programs include: "Red China," "Stalin's Children's Hour," "Communism's Greatest Enemy," and "America Under Communism."

Three Mon.-Fri. Series To Bow On ABC Feb. 5

Three new programs, a situation comedy show, a variety show and Hollywood interviews, move into ABC network's Monday to Friday afternoon programming schedule, effective Monday, Feb. 5, it was announced Friday.

The new Sweeney And March show will be heard 12:15 to 12:25 p.m. The Benny Rubin show will run 3-3:25 p.m. Originating from ABC's Hollywood station KECA, the Frances Scully show will be heard 2:45 to 3:00 p.m. All three shows will be heard Mondays through Fridays regularly.

WNAX Mail Response Up

Yankton, South Dakota — Robert R. Tincer, general manager of WNAX, on Friday said that the station received 368,173 pieces of listener mail during 1950. Twenty-three per cent of the total pieces were addressed to talent and sustaining programs, and the remaining 77 per cent represented either the purchase of, or an inquiry about, a WNAX-advertised product. An interesting sidelight was the fact that, although total mail increased by nearly 25,000 pieces in 1950, the percentage of commercial mail remained the same as in 1949.

JWV Series On WLIB

WLIB, New York, will broadcast a series of weekly quarter-hour programs in conjunction with the Jewish War Veterans of America, beginning Thursday, Jan. 25, at 5:15 p.m. The programs will feature interviews by Abe Lyman with servicemen, chaplains and other armed forces personnel. The first guest will be Ben Kaufman, Congressional Medal of Honor holder, and national executive director of the JWVA. The broadcasts will be in English.

Ryan Will Resign NAB Post To Accept BAB Presidency

(Continued from Page 1)

pointment of a successor, (2) hold him to the terms of his 3-year contract and refuse to accept it, or (3) give formal approval to a leave of absence to permit him to organize the Broadcast Advertising Bureau, to which he has been elected paid president, accepting his resignation at a later date agreeable to both Ryan and the board.

Under the terms of his contract, which became effective last May 1, Ryan is requested to give the board a year's notice in event he wants to terminate his agreement with NAB. Conversely the board must give him a year's notice in event NAB wants to dismiss him.

Inasmuch as board action is necessary to reach amicable agreement on the termination of his services to NAB and in the interests of getting BAB off to a good start, NAB President Justin Miller announced that he was granting Ryan a leave of absence to take over the BAB helm.

Statement by Ryan

"I never asked for a leave of absence myself," said Ryan. "I couldn't terminate my contract without board approval but my affiliation with BAB could be arranged through granting a leave of absence by the president. Judge Miller granted the leave."

Ryan told RADIO DAILY that while he intends to submit his resignation "for the good of NAB," in event the board declines to accept, he anticipates that his leaving NAB will be handled on the basis of a short leave of absence, during which time he will be available to NAB on a consulting basis in helping to break in a possible successor.

"There was never any intention of a protracted leave of absence," said Ryan. "I feel that if a short leave of two months can be worked out with the board, it will aid the NAB in the transition period of breaking in a new man."

It was understood that some board members and several association members questioned the announced leave of absence granted Ryan by Judge Miller, when NAB released news on Ryan's selection to head BAB. Early reports were that Ryan would designate an administrator to carry on his duties at NAB when he joins BAB Feb. 1.

Ryan later disclosed to RADIO DAILY, however, that he would leave the choice of a successor entirely to the board of directors.

Robert K. Richards, NAB director

Fox Making Change

Ben Fox, assistant director of programming and production for DuMont TV network and WABD for two years, has resigned to establish a new independent production company. He will specialize in the complete development of new radio and TV programs. Details of the new company will be announced shortly.

of public affairs, is the leading contender for the spot, in event the board decides to elevate one of the NAB staff executives. There was some talk, however, that since Ryan, a practical broadcaster, had done such an outstanding job in his nine months with NAB, the board may go outside the organizational headquarters in quest of another broadcaster.

Richards Background a Factor

Board members who espouse Richards for the post point to his background of operational experience in radio (he was former assistant to J. Harold Ryan, past president of NAB and vice-president of the Fort Industry Co.), his background in the agency and newspaper fields and his wide acquaintanceship in Government circles in Washington.

Board members who favor seeking a successor to Ryan on the outside expressed the view that department heads such as Richards and those heading the employee-employer relations, Government relations, and other key departments had developed their particular fields and would be more valuable to NAB in their present capacities.

Squibb Will Sponsor Toscanini Series

(Continued from Page 1)

Squibb indicated that there would be no promotion of the company's products during the series. The commercials will be confined to an institutional message.

Welcomed by McConnell

Commenting on Squibb sponsorship, Joseph H. McConnell, president of NBC, said, "We welcome E. R. Squibb and Sons as a sponsor of our Symphony Orchestra under direction of Arturo Toscanini. The manner in which the commercial aspect is to be handled fits in perfectly with the nature of the program itself. Sponsorship of this series was accepted by us after receiving the consent of Maestro Toscanini."

The opening concert on Jan. 27 of Verdi's "Requiem" will have as soloists Herva Nelli, soprano; Fedora Barbieri, mezzo-soprano; Giuseppe de Stefano, tenor, and Cesare Siepe, bass; with the Robert Shaw Chorale, prepared by Ralph Hunter.

Joins MBS Publicity Dept.

Miss Duhka Howarth has joined the MBS publicity department as magazine contact. She was formerly a publicist in phonograph recording field.

for profitable selling **INVESTIGATE**

<p>WDEL WILMINGTON DELAWARE</p>	<p>WGAL LANCASTER PENNSYLVANIA</p>
<p>WKBO HARRISBURG PENNSYLVANIA</p>	<p>WRWA READING PENNSYLVANIA</p>
<p>WORK YORK PENNSYLVANIA</p>	<p>WEST EASTON PENNSYLVANIA</p>
<p>WDEL-TV WILMINGTON DELAWARE</p>	<p>WGAL-TV LANCASTER PENNSYLVANIA</p>

and

STEINMAN STATIONS
Clair R. McCollough, Managing Director

Represented by **ROBERT MEEKER ASSOCIATES**
Chicago San Francisco New York Los Angeles

AGENCIES

KENYON & ECKHARDT, INC. has resigned the Borden's Instant Coffee account.

HAROLD SCHNEIDER, formerly promotion manager with INS, has joined the King Features Syndicate sales department.

WASSER, KAY & PHILLIPS has been appointed to handle advertising for Duncan Hines Ice Cream. Radio, TV and other media are being used.

J. J. JEFFREY succeeds Raymond Clayberger as secretary-treasurer of Calkins & Holden, Carlock, McClin-ton & Smith, Inc. He was formerly controller of the agency.

H. H. DuBOIS, INC., Philadelphia, has appointed Philip A. Streich a vice-president in charge of media, and Malcolm G. Rollins a copy chief. The agency was formerly S. E. Roberts, Inc.

THOMAS H. REILLY has been named advertising and sales promotion manager of the International Sewing Machine Company for United States distribution of Elna sewing machines.

WEISS & GELLER NEW YORK, INC. has been appointed advertising agency for Morris Hessel, Inc., furs, and Morges Richard, S. A., of Switzerland, for Swiss watches and shavers. Television will be included in media used.

L. WILLIAM GILLETTE has joined Osgood & Hazen as an account executive. He was formerly an advertising executive of Eastman Kodak Co.

WILLIAM BERECH has joined Kenyon & Eckhardt, Inc., as an associate account executive. He was formerly with Piel Brothers.

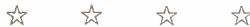
JOHN F. DES REIS has been elected a vice-president in charge of sales for Ronson Art Metal Works, Inc. Previously general sales manager, he has been with the company since 1947.



By SID WHITE

Man About Manhattan . . . !

● ● ● The report that Frank Sinatra had been given a six-month renewal by Bulova is Big News. But the Bigger News is the story behind the Big News. For the archives, let's review briefly the case of Sinatra vs. Television. If you recall, Frankie divorced MGM when that studio refused him permission to do teevee. Immediately after his release, he was booked by Bob Hope for his TV bow. Sinatra's debut drew tremendous acclaim from both press and public. His nod was so sensational that CBS inked him to an exclusive three-year deal. Then he became of aspirin age. While the critics voted him photogenic, personable and vocally terrific, they flayed the direction and overall production of the show and predicted its early demise. Despite the backstage headaches, Frank plugged along doggedly, until Bulova nabbed the program for a five-week trial. Again the Wise Boys scoffed and figured an early fade-out. That's why Bulova's move is Big News. It is an appreciative and enthusiastic reciprocal gesture for the splendid merchandising and ambassadorial job Frank has done for the product. It will keep Sinatra on Television commercially until June 16th, when he'll leave for H'wood to do a picture. Now the cognoscenti are singing another tune. They're saying that they knew Frankie "had it" all along, and that he merely had to iron out the kinks to start rolling. Of course, kids, of course.



● ● ● FILLER DILLERS: Songstress Valaida Snow is convinced that the play's "The Thing." . . . Would you say that Kukla and Ollie are the best of Fran's? . . . Discussing party-thrower Elsa Maxwell, Mrs. Arthur Murray contended that a social climber who doesn't make the grade could be termed an Elsa-ran.



● ● ● AROUND TOWN: George Putnam's jet-propelled "B'way to H'wood" stanza shifts to Thursdays at 8:30 as of this week. It goes into the Ambassador Theater using a live audience for the first time. Show has also added a Boston outlet in WBZ. . . . Nite time TV show in the works for Ed & Pegeen Fitzgerald. Ed, incidentally, makes another appearance on "I Remember Mama" a week from Friday in his familiar role of Kelso, the ne'er-do-well. . . . John C. Bruno, owner-host of the Pen & Pencil Steak House, tossing a midnite supper party this week honoring TV Guide's Mike O'Shea, who celebrates his first ann'y with the weekly video mag. . . . Hal Block, the internationally-famous wit and gagman, makes his bow on CBS Color Television today along with filmstar Barbara Britton. (Hal sez with his luck he'll prob'ly photograph plaid). . . . Judge Harold R. Medina gives his radio interview in a two-part session today and tomorrow on Nancy Craig's ABC stanza. . . . Denise Darcel, one of the busiest gals in teevee today, will be around to help Rob't Q. Lewis out with his guest emcee chores on the Arthur Godfrey show tonite. . . . Jane Pickens moves her broadcasting activities to N. Y. Feb. 1st for her across-the-board series on NBC 1:15 to 1:30. . . . Betty Stone has resigned as radio and TV editor of Tide.



● ● ● MAIN STREET SEEN-ery: Sophie Tucker stepping on the scales in Woolworth's with her fingers crossed. . . . Hypochondriac Bert Lahr—a walking vitamint—buying pills and capsules at a B'way drug emporium. . . . At the Fireside Inn, comic Jack Gilford salaaming to Milton Berle, his maJESTY. . . . At Park Ave. & 57th St., Josephine Hull, who always turns in a Hulluva performance.



Helpful techniques and ideas for TV programs

shows you how to use movies most effectively

MOVIES FOR TV

by J. H. Battison

A complete, how-to-do-it guide to the production and transmission of movies on television. This book gives practical information on all cameras, projectors, recording equipment, etc., showing how each piece operates and how to use it most efficiently. It tells how to produce titles and special effects, newsreels, all types of commercials; how to edit and splice film; how to light scenes for best results on TV; how to combine movies with live scenes. Here is a wealth of useful information together with much experienced advice on what is good and what bad in movies for television, and why.

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The Macmillan Co.,
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Please send me a copy of *Movies for TV*. I will either remit in full or return the book in 10 days.

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Address

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OUR PRODUCTION SERVICE is also available to produce YOUR Jingle or Spots. Relieve yourself of ALL detail.

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AM & TV-Film Specialists
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MARLIN BLADES 8 YRS.

SATTLER'S DEPT. STORE 7 YRS.

YONKERS RACEWAY

BEHIND THE MIKE

THE CLOCK," NBC package, sponsored by Emerson Radio Phonograph Corp., will be moved to another time period. Beginning in March, "Big Story" will go on a weekly basis at 9:30 Fridays. It is understood that Emerson hopes to sponsor "The Clock" on a weekly basis, provided the time problem can be worked out.

Betty Ann Grove that up-and-coming comedienne in TV, was selected as one of the top vocalists in her field by the Hearst TV editors.

Jerry Bowne, director of "Live Like A Millionaire," will soon celebrate his 250th show on AM. Jerry also directs the TV show.

Did you know that the beauteous wife of sportscaster Al Helfer, Romona Helfer, is the same Romona who achieved considerable fame some years back as Paul Whiteman's featured vocalist?

Ilona Massey swamped with fan mail since her Lux Video TV show on CBS.

An optimist, according to Tommy Dorsey, is a guy who buys a TV set to keep his wife quiet.

Leonard Conner TV's new singer-star opens at the China Doll Thursday, Jan. 25th, just after concluding a sensational New York debut at Cafe Society Downtown.

Why doesn't someone grab gorjus Lee Fields for her own TV show, Lee is glib, sexy, and besides, she's a terrific singer.

Sign in a paint store: "We don't handle Chinese Red."

To most performers the B. T. in WNBT stands for Big Time, notes sportscaster Bill Stern.

Lew Parker, comedy star of the "Star Time" TV hour, and his pretty wife, Sherry, are celebrating 3rd wedding anniversary this week.

Albert Black, the up-and-coming young TV producer, just signed the Winston Television Stores to a 13-week contract on WPIX for the new classical music show titled "Concert Debut." This makes the third package he has sold since the first of the year.

If you're interested in a lot of laughs and good entertainment watch Bob Loewi's "Once Upon a Life Time" on DuMont Monday evening: 7:30 to 8:30 p.m.

George deHolzer signed for Capt. Video in the part of Corey Whitfield.

Jimmy Durante has given his tune writer, Jack Barnett, a watch to celebrate the 150th tune he has written for the Schnozz.

Tommy Dorsey back from the coast after recording sessions with Bing Crosby, the Andrew Sisters and the Mills Bros.

Okay Language Stations For Canadian Province

Montreal — The nine-member CBC Board of Governors yesterday recommended approval of establishment of French-language stations in Saskatoon, Sask., and Gravelbourg, Sask.

The board also recommended approval of a license for R. A. Hosie to operate a 250-watt English language station in Saskatoon. Mr. Hosie is a Saskatoon hotel owner.

The Board, which considered the applications at meetings in Montreal last week, favored the establishment of a bilingual station in Timmins, Ont., by J. Conrad Lavigne, a hotel owner from Kirkland Lake, Ont. Also recommended for approval was an application from G. W. Stirling, newspaper man from St. John's Nfld., for a 5,000-watt station in St. John's.

An application from Radio Victoriaville Limited for permission to operate 250-watt stations carrying the same programs in both Victoriaville, Que., and Drummondville, Que., was turned down.

ABC's Mon.-Fri. News Bought By Sterling Drug

Sterling Drug, Inc. has purchased ABC's late evening News of Tomorrow program on a Monday through Thursday basis beginning April 2 at 10:30 p.m., EST, the network announced. The addition of four quarter-hours of time weekly raises the drug company's ABC commitments to three hours and 30 minutes weekly, the network said.

Sterling products advertised on the news program will be Bayer Aspirin and Molle Shaving Cream. The contract was placed through Dancer-Fitzgerald-Sample, Inc.

Currently one of the largest advertisers on the ABC radio network in amount of time purchased, the drug company sponsors My True Story, Monday through Friday from 10 to 10:25 a.m., EST; John B. Kennedy's five-minute newscasts, Monday through Thursday at 10:30 p.m., EST; and the American Album of Familiar Music, Sundays from 9:30 to 10 p.m., EST.

Named To WMCA Post

M. M. Fleischl has been appointed to the newly-created post of local sales manager for WMCA, New York, it was announced yesterday by Norman Boggs, executive vice-president and general manager.

Fleischl has been an account executive with the station since 1941, except for three years in the U. S. Army Signal Corps during the war. Previous to that he was with Tracy-Kent & Co.

Colman Does Script

Taking a turn behind the typewriter, movie star Ronald Colman has written a script for the NBC radio series, "Halls of Ivy," starring himself and his wife Benita Hume. His script will be aired on today's 8 p.m. broadcast.

CP To Henderson, N. C.; Frequency Shift To WCLI

Washington Bureau of RADIO DAILY
Washington—The FCC yesterday granted a construction permit for a new AM station in Henderson, N. C., and approved conditionally a change in frequency for WCLI, Corning, N. Y.

Nathan Frank's application for a new outlet on 1450 kc, 250 watts, unlimited time, in Henderson, was granted on condition that program tests will not begin on 1450 until WEED, Rocky Mount, N. C., starts program tests on its new assignment, 1450 kc, and on further condition that Frank divest himself of his interest in WHNC, Henderson, prior to the issuance of a CP.

WCLI was given the go-ahead to change frequencies from 1540 to 1450 kc and operation hours from daytime only to 250 watts unlimited on condition that program tests will not begin until WENE, Endicott, N. Y., commences operation on 1430 kc.

Shoe Company Sponsor

A new quarter-hour network TV program series will be inaugurated over ABC's TV network some time in February, sponsored by the Edgewood Shoe Company, a division of the General Shoe Corporation, it was announced. The agency for the sponsor is Anderson, Davis & Platte, Inc. The new TV series will be used to advertise Friendly Shoes.

PROMOTION

Film Presentation

An animated film presentation offering a detailed analysis of the operations of a New York foreign language station, WOV, has been completed for showing to advertising agencies and advertisers. Manager Ralph Weil said the film will be given out-of-town showing in the Twin Cities, Detroit and Cleveland. The first screening was held in Chicago very recently. The promotional film covers the station's English and Italian programming with sales success stories and highlights from the "WOV Audited Audience" and "Consumption" studies. A synchronized sound track commentary explains the details. Following the out-of-town showings, the film, "WOV's Three Million People," will be viewed by New York Metropolitan area ad men and clients.

Xmas Card Collection

Cleveland, O. — Five Cleveland welfare agencies are receiving the used Christmas cards collected by Bud Wendell of WJMO as the result of his radio appeal for children in hospital wards. Rainbow Hospital, whose name was mentioned once on the broadcast, phoned Wendell to tell him they had received over a two-year supply. Over 50,000 cards were brought to WJMO.

11,945 LETTERS from 5 states!

Meier & Frank, Portland department store, recently staged a special holiday promotion in KEX's late afternoon kiddies' format. Result: 11,945 letters from 5 states! That's the kind of response you can expect from custom-built KEX kid shows like the "Squirrel Cage" at 4:15 and the "Merrie Circle" at 5:00. Participations still available. Check KEX or Free & Peters.

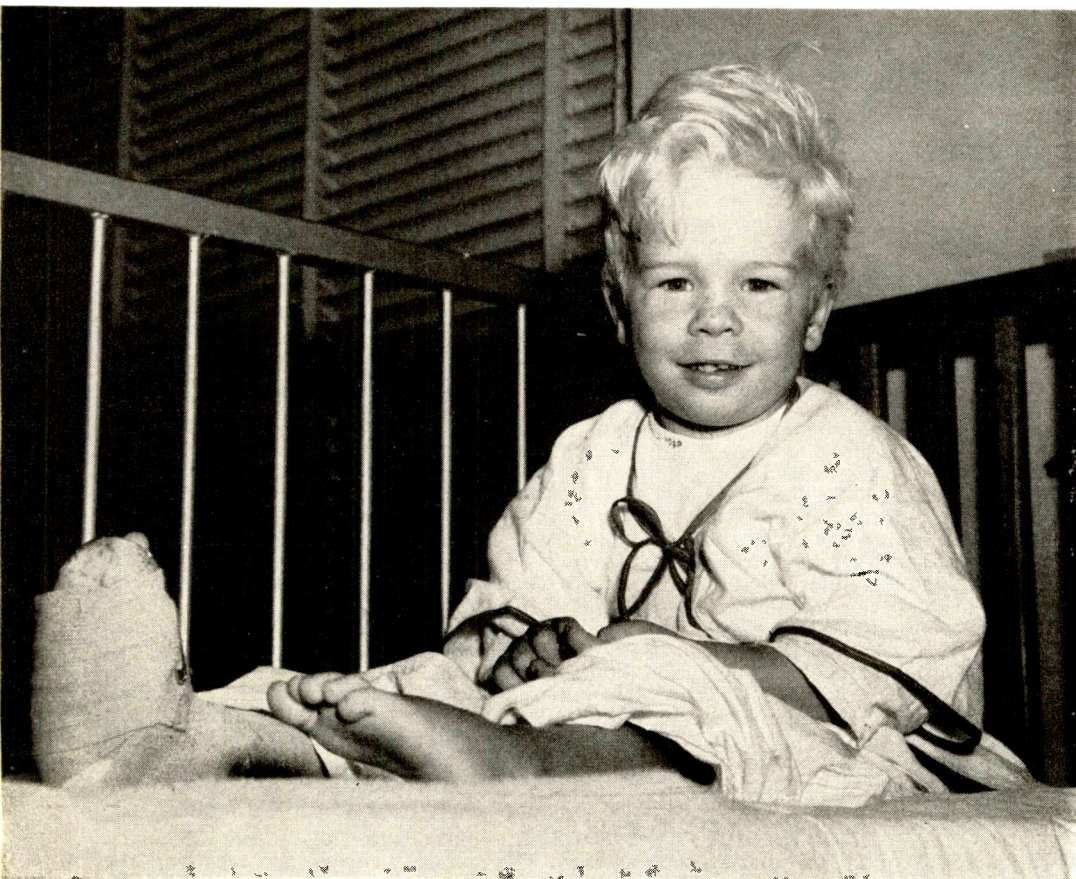
KEX PORTLAND, ORE. 50,000 WATTS ABC AFFILIATE

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

WANTED

Topflight salesman and ad-agency contact man for New York TV film studio. Write background and experience.

RADIO DAILY — Box #109
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JOIN THE 1951 MARCH OF DIMES

JANUARY 15th—31st

AND USE AS MANY OF THE FOLLOWING PROGRAMS AS YOU CAN

RADIO SHOWS

15 minute Electrical Transcriptions

starring

CURT MASSEY *and* MARTHA TILTON
STAN KENTON AND HIS ORCHESTRA
NEW YORK PHILHARMONIC SYMPHONY ORCHESTRA
HANK WILLIAMS AND HIS DRIFTING COWBOYS
PAUL WESTON AND HIS ORCHESTRA
DOROTHY MAGUIRE—BASIL O’CONNOR

plus

LIVE AND TRANSCRIBED ANNOUNCEMENTS

TELEVISION PROGRAMS

16 mm. Sound Films—Various Lengths

starring

CAB CALLOWAY AND HIS ORCHESTRA
FRANK FONTAINE—MONOLOGIST
RAY ANTHONY AND HIS ORCHESTRA
PINKY LEE—CAROL RICHARDS—LINDA—
EDDIE DEAN—SMILIN’ ED McCONNELL

plus

15-, 25-, 60-SECOND
ANNOUNCEMENTS

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

Protective Measures Ready In Emergency

(Continued from Page 1)

said, pointing out that in densely populated areas such as New York, stations and transmitters are distributed over a wide area, so that enough stations would survive enemy action to continue broadcasting vital information and instructions to the public.

To interrupt broadcast service in New York, "it would be necessary for an enemy to silence not one or two stations, but at least the 15 which give good signals throughout the metropolitan area," he added.

The damaging of any lesser number, he continued, would not stop broadcast service, provided that substitution and alternate use of stations had been arranged. Only a minor degree of organized planning is necessary to accomplish this, and it is now being carried out, he said. Van Dyck spoke yesterday at the Winter Meeting of the American Institute of Electrical Engineers in the Hotel Statler, New York.

He declared that major stations are equipped to stay on the air under abnormal conditions and their staffs are fully experienced in operating under these difficulties. Most stations have auxiliary transmitters available for emergency use as well as emergency power units in the event of regular power failure, he added.

Van Dyck cautioned that care in setting up special protective measures would prevent the unauthorized use of broadcasting facilities by subversive action.

He also expressed doubt that broadcasting would be shut down in the event of an enemy attack, as was the custom at times in World War II.

Civilian Defense Group Organizing

Baltimore—Appointment of radio and television committees to coordinate and organize statewide plans for Civilian Defense has been announced by David G. McIntosh III, Maryland's Director of Civil Defense.

D. L. Provost, business manager of WBAL and WBAL-TV, is chairman of the radio committee. Provost had similar experience during World War II, when he served on the radio committee for defense in New York City. Members of the committee include: Martin L. Jones, chief engineer of WCAO; Wm. H. Paulsgrove, asst. mgr. WJEJ, Hagerstown, Md.; Charles J. Truitt, mgr. WBOC, Salisbury, Md., and Bert Hanauer, program director of WFBR.

Members of the television committee are Victor Campbell, asst. business mgr., WBAL and WBAL-TV; Robert B. Cochran, program director, WMAR-TV, and Joel Chaseman, public relations, WAAM.

★ ★ TELE TOPICS ★ ★

THE reunion of Jane Froman with Paul Whiteman on the Whiteman Sunday night musical revue on ABC-TV is a little on the nostalgic side for it was with "Pops" that Jane got her real break in radio during the thirties. Jane's television appearance with Whiteman is good programming. It's good programming for she is a great song artist in her own right and is very much at home singing alongside the Dean of Modern Music. Their reunion must cause Pops to dig deep in his wardrobe trunks for musical arrangements for many of his hit arrangements featured the lovely voice of photogenic Miss Froman. This is an association of talents that will rate high in viewing interest.

★ ★ ★ ★
DR. HAROLD DODDS, president of Princeton University, and Dr. Leonard Carmichael, psychologist and president of Tufts College, will debate the question "Is Military Service for All Young Men Necessary?" on CBS-TV's "People's Platform," Sunday, Jan. 28 at 5:30 p.m. CBS White House correspondent Charles Collingwood will be chairman. Program is produced by Leon Levine. . . Jackie Gleason will have Bert Wheeler and Ira Petina as his guests on "Cavalcade of Stars" over DuMont, Friday, Jan. 26. . . Roland Young and Jane Morgan will team with regular panelists Kyle MacDonnell and Herman Hickman on CBS-TV's "Celebrity Time," Sunday, Jan. 28 at 9:00 p.m.

TODAY'S TV Personality:

★ ★ ★ ★
MARSHALL ROSENE, general manager of WSAZ-TV, Huntington, West Virginia, first entered radio with a background of seven years as a professional trumpet player and six years as a publication salesman. A native of Chicago, Marshall "looted" his way through Denison College at Granville, Ohio. After selling want ads for the Chicago Herald & Examiner, he left to join the Scripps-Howard, Ohio Citizen, in Columbus, Ohio. Five years later, in 1942, he joined WCHS, Charleston, West Virginia, for his baptism in radio. In 1944, Marshall was transferred to WSAZ, Huntington, West Virginia.



ROSENE

★ ★ ★ ★
as station director. In September, 1949, he was appointed general manager of WSAZ, Inc., licensee of WSAZ and WSAZ-TV. Under his direction the modern TV transmitter plant of WSAZ-TV was erected in a record 58 days. Marshall also was the leading figure in the establishment of the station's micro-wave network of three intermediate stations connecting WSAZ-TV with live network programming via pick-up off-the-air of WCPO-TV, WKRC-TV and WLW-TV in Cincinnati thereby bringing to viewers of the W. Virginia, Kentucky-Ohio "Tri-State," many of the better programs.

★ ★ ★ ★
DR. LESLIE BENNETT TRIBOLET, who predicted in print the sneak attack at Pearl Harbor ten years previous to 1941, will be the featured personality on the new WPIX program series, "What's Ahead?", starting tomorrow at 7:15 p.m. . . . In honor of the 192nd anniversary of the birth of Robert Burns, "The John Feeney Show" will feature Scottish songs and bagpipe music over WOR-TV, tomorrow night at 11:00 p.m. . . . First release of January popularity ratings on TV programs from the "Hooperatings Pocketpiece," covering audiences to programs broadcast during the first two weeks of the month show that "Cavalcade of Sports" (Ezzard Charles vs. Lee Oma) was in first place, followed by "Texaco Star Theater" (Ken Murray-Perry Como, substitute talent). The third spot was occupied by "Godfrey's Talent Scouts," (Steve Allen, substitute). . . Jack Benny, on his second video appearance, will have Frank Sinatra, Faye Emerson, Frank Fontaine and Don Wilson as helpmates. Rochester will not appear on the CBS-TV show, Sunday, Jan. 28, at 7:30 as originally scheduled. . . . February's issue of Coronet features "Tops in TV," complete with pictures. . . Richard de Rochemont, producer of "The March of Time," and Arthur B. Tourtellot, the program's director of TV, announced yesterday that Richard Krolik, Lillian Rixey and Jane Bartels have joined the new "March of Time" television department. The new series of "March of Time Through the Years," a weekly program, will be seen over ABC-TV, starting Feb. 15, and sponsored by the Association of American Banks.

★ ★ ★ ★
THE two top color-TV men at CBS, Dr. Peter C. Goldmark and John Christensen, are scheduled to make talks about color at three meetings over the week-end. Goldmark will talk Friday, Jan. 26 at the meeting of the American Institute of Electrical Engineers at the Hotel Statler and also on Monday, Jan. 29 at the fifth annual banquet of the Cleveland Technical Societies Council in the Hotel Carter, Cleveland. Christensen will address the City College Engineering alumni, after the group views the CBS color demonstration at 401 Fifth Ave. . . . Aaron Katz, president of Official Television, Inc. announced yesterday that contracts for the showing of the firm's musical film library, "Music Hall Varieties," have been signed with WNAC-TV, Boston, and WFIL-TV, Philadelphia. This brings to eleven the number of major TV areas in which "Music Hall Varieties" has been sold in the eight months since the films were placed on the market.

CBS Sues Du Mont On Color Patents

(Continued from Page 1)

that DuMont employed design and construction features of CBS color TV patents developed by Dr. Peter Goldmark and that G. R. Tingley, former CBS color designer, violated trust, when he entered the employ of DuMont and worked on company's industrial color TV system.

Hits 'Umbrella Rights' Granted TV Applicants

Washington Bureau of RADIO DAILY
Washington—The FCC has been told that it had no authority to grant "umbrella rights" to a TV frequency when an applicant had died before a CP was granted. Edwin W. Pauley, R. H. Chamberlain and C. L. McCarthy, doing business as Television California, petitioned the Commission to dismiss the original application of the Don Lee Broadcasting System for TV Channel 2 in San Francisco, and return the channel for competitive hearing.

Don Lee was one of seven applicants for the six San Francisco TV channels. A consolidated hearing was scheduled, then one applicant withdrew and the FCC cancelled the hearing. Three CP's were issued, and one was reserved for Don Lee, pending outcome of a Commission probe into alleged chain broadcasting regulation violations. By the time the FCC reached a decision in the network case, the TV freeze was on.

Plea Called Premature

When the Lee properties were transferred last month to General Tire & Rubber Co., Television California's petition to return Channel 2 to San Francisco was dismissed as premature.

Television California holds that inasmuch as Don Lee's application was not yet a CP, the FCC had no authority to assign the application to General Tire & Rubber Co. The petition charges the FCC "accorded Don Lee umbrella protection" pending a decision on the chain broadcasting charge, but that General Tire has no legal right to that protection.

Five applicants currently are vying for the remaining two San Francisco channels. With three channels available Television California told the Commission the situation would be better competitively.

WLW-D Raises TV Rates

Dayton, O. — Station WLW-D, Dayton television station, put in an across-the-board hike in time rates Jan. 1. The rate was boosted from \$375 to \$500 per basic hour for "double A" time, with corresponding raises for other periods. The increase was based on the addition of 50,000 viewers in the station's area during the last six months. "Double A" time is from 7 to 10:30 p.m.

605

Educators Analyze Programming At FCC Hearing On TV Channels

(Continued from Page 1)

Horton, associate professor of Sociology, University of Illinois. Both educators are familiar with commercial radio and TV: Smythe was formerly with the FCC research department while Horton was a TV researcher for CBS.

As their principal exhibit, the two professors showed a big chart with a breakdown of TV programs as monitored in New York for the week—Jan. 4 to 10 inclusive and developed by the National Association of Educational Broadcasters. Although the chart was entered as an exhibit by the Joint Committee on Education in Television the NAEB completed the work, employing 19 researchers to monitor the Jan. 4-10 week.

Placed in exhibit before the FCC, as Table 1, the chart breaks down listening for the seven TV stations in the New York area into seventeen categories. At the same time the chart gives minutes, per station, used for the week in each category and also the total number of minutes, for each category for all stations included in the study.

Drama Leads Categories

In the cumulative total, the chart for the early January week, shows that drama led all of the other classifications with a total of 8,589 minutes devoted to programs of that type. Variety shows were in second place with a total of 4,598 minutes while the third spot was occupied by children's shows with 4,199 minutes.

Occupying the fourth spot were homemaking programs with a total of 3,507 minutes and in the following order were sports with 3,406 minutes; quiz, stunts and contests with 2,245 minutes; news with 1,860 minutes; personalities with 1,432 minutes and music with 1,222 minutes. All other categories, with the exception of information with 1,090 minutes, failed to make the "thousand minutes" a week ranking.

WOR First in Air Time

As to total time on the air, the researchers found that WOR-TV, with 5,515 minutes was in first place. The others, in descending order were: WPIX, with 5,292 minutes; WATV, with 5,279 minutes; WNBT, with 4,838 minutes; WCBS-TV with 4,779 minutes; WJZ-TV, with 4,274 minutes and WABD with 3,860 minutes.

As to time devoted to the seventeen categories reported on, it was found that WOR-TV devoted the most time—825 minutes to news, with WPIX in second place with a total of 427 minutes. Lowest in this category was WJZ-TV with 35 minutes. News accounted for 5 per cent of the total number of minutes televised during the week.

WPIX, giving 95 minutes to the weather, was the leader in that

category. There was a second place tie, with 25 minutes, between WNBT and WOR-TV. In percentage of air time devoted to the weather, the researchers were not able to find one per cent and hence no figure was given.

Public Issue Programming

On public issues it was found that WNBT, with 150 minutes was the leader, followed by WJZ-TV, with 90 minutes. The category covers opinion, discussion and debate and accounted for 2 per cent of the total TV'd time.

Public events leader was WPIX with 51 minutes, with four other outlets tied for second with 50 minutes. Public events accounted for 1 per cent of the time.

Institutional leader was WOR-TV with 161 minutes. WATV was in second place with 90 minutes. Under the heading of information WOR-TV was again the leader with 414 minutes and again was followed by WATV with 283 minutes. The category represented 3 per cent of the week's time.

WJZ-TV led in religious classification with 120 minutes with WABD second with 75 minutes.

Drama, occupying the top spot with 25 per cent of the week's time devoted to it, showed WATV on top with 3,004 minutes and followed by WPIX with 1,509 minutes.

WOR-TV devoted 25 minutes to the dance category and was followed by WATV with 12 minutes. Music leader was WJZ-TV with 292 minutes with WNBT-291 minutes, in second place.

Fine arts were represented by a single 24-minute program on WOR-TV.

WNBT Leads Variety Group

WNBT, with 1,613 minutes led the variety group with WCBS-TV second with 1,552 minutes. Variety shows accounted for 14 per cent of all time.

Personality leader was WJZ-TV with 558 minutes, followed by WCBS-TV with 301 minutes.

Quiz, stunts and contests found WABD on top with a total of 478 minutes and WNBT second with 390 minutes.

Sports, accounting for ten per cent of the total video week, showed WPIX on top with 1,241 minutes, followed by WOR-TV with 720 minutes.

Leader in the homemaking field was WPIX with 910 minutes and WABD second with 625 minutes.

Children's programs, third most popular type found in the survey behind drama and variety, accounting for 12 per cent of the total, found WPIX on top with 720 minutes and WCBS-TV in second place with 716 minutes.

The researchers also found that WNBT, with 49 announcements during the week, led all others in the

number of announcements on behalf of public agencies or the public welfare. Second on this list was WABD with 43 announcements.

Dr. Smythe testified that during the week of Jan. 4-10, advertising on the seven New York TV stations consumed 10 per cent of the time. This did not include incidental plugs by performers for sponsor's products, he told the Commission, but straight commercial copy.

WNBT led the list, with 18 per cent of its total time for the week devoted to commercials, Smythe said. WABD and WJZ-TV each had 11 per cent of advertising, WPIX nine per cent, WCBS-TV eight per cent, WOR-TV seven per cent and WATV six per cent.

Average length of advertisements on WATV was 100 seconds, on WABD 79 seconds, WNBT 78 seconds, WOR-TV 77 seconds WJZ-TV 71 seconds, WPIX 69 seconds, and WCBS-TV 55 seconds, he said.

The Rev. Leo McLaughlin, S.J., director of radio, Fordham University, told the FCC that Fordham is interested in TV but would be satisfied to work with other educational institutions on a co-operative basis. Fordham is prepared to program at least one hour per day, he said.

NEW BUSINESS

WBAL-TV, Baltimore: Father John's Medicine Company, renewal of 26-week spot campaign. Placed through John W. Queen Advertising; Standard Brands, Inc., for Chase & Sanborn Regular Coffee, through Compton Advertising, Inc., 27 weeks of twice-weekly spot announcements; Rockwood & Company, candy, in year's participation of Four Star Final. Placed by Platt Forbes, Inc.; Lever Brothers, for Jelke Good Luck Margarine. Spot campaign by Batten, Barton, Durstine & Osborn, Inc.; Hazel Bishop Preparations, through Raymond Spector, Inc., year's spot campaign; Brown & Williamson, for Viceroy, 22-week spot campaign. Placed by Ted Bates.

Father McLaughlin told the Commission that WFUV, the Fordham FM station, has a wide audience and that its programs have been accepted by thousands of New Yorkers.

Dr. I. Keith Tyler, radio director of Ohio State University, Columbus, and director of WOSU, testifying on the survey for educational needs, said a small community, such as Cumberland, Md., could program a TV station for six to six and one-half hours daily, utilizing public schools, teachers' colleges and farm groups to present programs not now available through commercial TV.

The IMPACT Of RADIO AND TELEVISION on SPORTS TODAY

A General Discussion on a Controversial Subject

With comments by

JOE HASEL
JIMMY DOLAN
TED HUSING
MEL ALLEN
DON DUNPHY
CURT GOWDY
CONNIE DESMOND

On Behalf Of The

SPORTSCASTERS ASSOCIATION

at the

RADIO EXECUTIVES CLUB

ASTOR GALLERY

WALDORF-ASTORIA HOTEL

THURSDAY, JANUARY 25TH

Luncheon Promptly at 12:30 P. M.

For Reservations Call Claude Barrere
MUrray Hill 6-0238

EQUIPMENT
PRODUCTION
STUDIOS

RADIO TELEVISION DAILY

SPONSORS
BUSINESS
AGENCIES

VOL. 54, NO. 25

NEW YORK, MONDAY, FEBRUARY 5, 1951

TEN CENTS

BOARD SANCTIONS NAB REORGANIZING

'Parts' Re-Classified For Gov't By R-TMA

Washington Bureau of RADIO DAILY

Washington — The Radio-Television Manufacturers Assn. has completed re-classification of all electronic component parts at the request of the Munitions Board, it was announced Friday. The re-classification permits ready identification by establishing 11 major groupings into which all electronic component parts fall. The new categorical breakdown will enable the military and electronics industry to readily identify component parts by listing them in groups requiring common production facilities, man-

(Continued on Page 5)

Advq. Council In Drive To Aid Hoover Report

The Advertising Council, Inc. has launched a drive on behalf of the bipartisan Hoover Commission's Report for enactment of the remaining 50 per cent of the Commission's recommendations for government efficiency, it was announced at a press conference on Friday. Radio and television will be included in the media to be used for the Council's public information campaign.

Dr. Robert L. Johnson, president

(Continued on Page 2)

Oliver Morton, 62, Dead; Was NBC (Chi.) Official

Chicago—Oliver Morton, 62, manager of the Chicago National Radio Spot Sales Department of NBC, died in Swedish Covenant Hospital, here, on Friday. He was admitted to the hospital on Monday, Jan. 29, for a

(Continued on Page 6)

Music Chairman

Carl Haverlin, president of Broadcast Music, Inc., has been named chairman of the Music Publishers Division for the current campaign of the American Red Cross, it was announced last week in a statement from ABC headquarters. Haverlin, in accepting, announced that on Monday (today) he will start contacting the music industry.

Three Mentioned For NAB Prexy

Washington — Three names were mentioned prominently Friday night for the new post of president-general manager of NAB: Edgar Kobak, former MBS president, now a consultant and owner of WTWA, Thomson, Ga.; Paul W. Morency, general manager of WTIC, Hartford, and Eugene Thomas, general manager of WOR-TV, New York.

Each has been identified with NAB activities for several years.

Rail Strike Affects Radio-TV Distribution

Leading radio and television manufacturers have voiced the fear that the curtailment of train service brought about by the work stoppage of railroad switchmen may paralyze the industry. Production and outgoing shipments will virtually cease within a week if the rail strike continues, they say.

Both Philco Corporation and General Electric Company disclosed

(Continued on Page 5)

Parsonnet-Lewis Plan 132 TV Shorts, Feature

Active production will start here in less than two weeks on a series of 132 television shorts and a full-length feature film for Marion Parsonnet and Eddie Lewis of Palisades Production. The films will be shot at their recently-completed

(Continued on Page 7)

Sales Of TV Tubes Up 126% In '50; Radio Type Rose 93%

Washington Bureau of RADIO DAILY

Washington — Phenomenal increases in sales of TV picture tubes and radio receiving tubes in 1950 were reported Friday by the Radio Television Manufacturers' Assn.

During 1950, R-TMA said, 7,473,614 TV picture tubes, valued at \$198,737,428 were sold to receiver manufacturers, as compared to 3,305,673 valued at \$92,402,520 in 1949. Sales of receiving tubes in 1950

Miller Slated for Board Chairmanship; New President To Be Named And NAB Title Changed To NAR-TV-B

Bellaire, Fla.—The NAB board of directors, meeting here last week, announced several proposed revolutionary changes in the organization, including adoption of a new name, moving President Justin Miller into the position of chairman of the board, and establishing three separate boards. All actions must be ratified by the membership.

Judge Miller requested that he be relieved of administrative functions of the presidency and be assigned a new policy position as chairman of the board of the expanded operations.

The board agreed to his request and named a committee to negotiate a contract with Judge Miller for his new position and to select a new association official who will function as president and general manager. On the committee are Allen Woodall, WDAK, Columbus, Ga.; Patt McDonald, WHHM, Memphis; Harry R. Spence, KXRO, Aberdeen, Wash.; Wil-

liam B. Quarton, WMT, Cedar Rapids; William A. Fay, WHAM, Rochester, N. Y.; Robert Swezey, WDSU, New Orleans; Ben Strouse,

(Continued on Page 6)

Station Employes Attest Their Loyalty

Cleveland — Reporting virtually 100 per cent response, John F. Patt, president of the Good Will stations, WJR, Detroit, WGAR, Cleveland and KMPC, Los Angeles, announced Friday that employees of all three stations had signed loyalty questionnaires distributed to the personnel.

Employees were asked whether they are now or have been a member of the Communist Party, any Communist organization, a Fascist organization, or any organization which (1) advocates the overthrow

(Continued on Page 7)

Radio Aids Commuter In N. Y. Transit Tieup

Radio came to the aid of many thousands of New York City commuters last Friday morning when a serious transportation snarl hit the city. In a generous display of public service broadcasting, every station in the metropolitan area alerted listeners of the various train and bus services which had been halted by strikes.

Beginning before daybreak, stations were airing breakdowns of the commuter trains and bus lines that

(Continued on Page 7)

Buys News Period

The State Farm Mutual Automobile Insurance Co. of Bloomington, Ill., has purchased a 5-minute Saturday evening period over the Mutual network to present news commentaries by Cecil Brown. The capsule news reports will be heard in the 7:55 p.m. to 8 p.m. period, beginning Feb. 24, and marks the first use by SFMAI of network radio.

increased 93 per cent over 1949. Sales last year totaled 383,960,599, compared with 198,753,295 in 1949. For new set equipment the figure in 1950 was 301,483,350. Replacements accounted for 69,324,540, export for 10,767,831 and tubes sold to Government agencies 1,384,878. Nearly 20 per cent of 1950's tube sales were for replacements.

December receiving tube sales

(Continued on Page 2)

RADIO DAILY

Established Feb. 9, 1937

Vol. 54, No. 25 Monday, Feb. 5, 1951 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. Bahn, Vice-Pres.; Charles A. Alicoate, Sec'y. Reentered as second class matter, September 15, 1950 at the Post Office at New York, N. Y., under the Act of March 3, 1879. (Originally entered as second class matter on April 5, 1937). Terms (Postage free) United States \$15.00 one year. Foreign, \$20.00. 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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 Edificio Ochoa, San Juan, P. R.; P. O. Box 3365;
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FINANCIAL

(February 2)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	11 1/2	11 1/8	11 1/8	- 1/8
Admiral Corp.	27 7/8	27	27	- 1/8
Am. Tel. & Tel.	153 1/4	152 3/4	153 1/4	+ 5/8
CBS A	31 1/4	30 3/8	31	- 1/8
CBS B	30 1/4	30 1/4	30 1/4
Philco	25 3/8	24 3/8	25	- 1/8
Philco pfd.	93	93	93
RCA Common	19 1/2	19 1/4	19 1/4
RCA 1st pfd.	79 5/8	79 1/4	79 1/4	+ 1/4
Stewart-Warner	19 1/8	18 7/8	19	+ 1/4
Westinghouse	38 1/8	37 3/4	38 1/8	+ 1/4
Zenith Radio	65 1/2	64 1/2	64 3/8	+ 1 1/8
NEW YORK CURB EXCHANGE				
DuMont Lab.	18 3/4	18 1/4	18 3/4
Hazeltine Corp.	24	24	24
Nat. Union Radio	4 7/8	4 3/4	4 3/4	- 1/8

OVER THE COUNTER

	Bid	Ask
Stromberg-Carlson	13	14 1/2

WINS Extends Air Time

With business at WINS, New York, hitting a new peak it has been announced by Wilmot H. Losee, general manager of the Crosley station in New York, that air time for WINS will be increased one hour. The time addition will go into effect Tuesday morning when the station, which usually signs off the air at 2:00 a.m. continues on until three in the morning.

WEAV

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

Advg. Council In Drive To Aid Hoover Report

(Continued from Page 1)

of Temple University and chairman of the Citizens Committee for the Hoover Report, declared the Council's campaign could well make the difference in the success or failure recommendations in Congress. He said:

"Both President Truman and Mr. Hoover place great stress on the necessity for public understanding and support of the Hoover Commission's recommendations." The campaign also has extra values in terms of public service over and above the more obvious benefits of federal efficiency and economy. There are important by-products. Reorganization studies — Little Hoover Commissions, so to speak — are going forward in 28 states. The idea is spreading to the cities, Los Angeles and New York particularly."

Sees Citizenry Awakened

He continued, "all this contributes to a reawakening of citizen interest in government which is one of the most heartening signs of our times."

Howard M. Chapin, marketing manager of the Birds Eye Division, General Foods Corp., is the volunteer coordinator of the campaign. He discussed the extensive materials prepared by the volunteer agency, J. Walter Thompson Co., especially for the drive. A series of advertisements is being set to almost 7,500 daily and weekly newspapers for local sponsorship, and spot public service announcements on government reorganization have been scheduled for use as part of the Council's Radio Allocation Plan, he said. Television will also be used after March when the present TV allocations have been completed, he added.

All the advertisements will offer the public the Committee's free booklet, "Will We Be Ready?", which explains the advantages of the government reorganization.

John T. Harman, Jr., supervisor of the J. Walter Thompson task force, presented and explained the thinking behind the ads, and Charles B. Coates, vice-chairman and general manager of the Citizens Committee outlined the work local Hoover Committees plan in support of the Council campaign.

New Transcribed Series Announced By MGM

Two new syndicated programs, "The Gracie Fields Show," and "John Nesbitt's Passing Parade," will soon be released to radio stations from coast to coast under the auspices of MGM Radio Attractions, it was announced Friday by Bertram Lebharr Jr., director of the transcription service. Now in production, these programs will be added to MGM's roster of radio attractions available to affiliates throughout the country.

"The Gracie Fields Show," is a 30-minute musical attraction presenting Miss Fields in songs and comedy. "John Nesbitt's Passing Parade" consists of thrice-weekly 15-minute programs in which Nesbitt relates his strange, weird and dramatic stories.

Current MGM Radio Attractions, in their third twenty-six week cycle are: "MGM Theater of The Air," "The Hardy Family," "The Adventures of Masie," "The Story of Dr. Kildare," "Crime Doesn't Pay," "At Home with Lionel Barrymore," "Hollywood, U. S. A." and "Good News From Hollywood." These programs are broadcast exclusively over WMGM in the New York area.

Blood Donor On TV

Jack Berch, NBC radio artist, will be televised making a blood donation to the Red Cross on WNBT's "Day in Manhattan" program on February 26th.

Radio-TV Tube Sales Skyrocketed In 1950

(Continued from Page 1)

totalled 38,723,601, slightly under the 39,326,641 figure for November. In December, 1949, sales totalled 23,807,281.

During 1950, there was a pronounced trend to large-screen TV, R-TMA reported. Of the total picture tube sales, 72 per cent were tubes 16 inches and larger. In 1949 only 16 per cent were tubes 14 inches and larger.

Total sales to manufacturers of cathode ray tubes, including oscillographs, camera pick-up tubes, etc., amounted to 7,530,849 units, valued at \$200,016,051.

December sales to manufacturers totalled 686,815 units valued at \$20,639,246. Of the December sales, 95 per cent represented tubes 16 inches and larger.

Leaves Y & R Agency

Roland Gillett, vice-president in charge of radio and TV production at Young & Rubicam has resigned and will announce a new agency association upon his return from a two-weeks' vacation. Gillett left CBS-TV two years ago to join the agency. When Sylvester Weaver left the agency to join NBC, Gillett was elevated to v-p, in charge of radio and TV.



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spot advertisers buy

MORE time on WLW-T to sell

MORE products to

MORE people . . .
. . . than any other TV station
in Cincinnati

in Dayton

MORE local and national
spot advertisers buy

MORE time on WLW-D to sell

MORE products to

MORE people . . .
. . . than any other TV station
in Dayton

in Columbus . .

MORE local and national
spot advertisers buy

MORE time on WLW-C to sell

MORE products to

MORE people . . .
. . . than any other TV station
in Columbus

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WLW - TELEVISION

WLW-T
CHANNEL 4
CINCINNATI

WLW-D
CHANNEL 5
DAYTON

WLW-C
CHANNEL 3
COLUMBUS

Serving the second largest TV market in the Midwest

Audience: Videodex, December, 1950

AGENCIES

MAHLON G. REMINGTON has been appointed director of merchandising and sales promotion for The Ward Wheelock Company. Other agency appointments are: Michael Levin, director of radio and TV commercial copy and production; Mrs. Marjorie Allen to the copy department in New York, and James Breslov to the copy department in the Philadelphia branch.

MRS. RACHAEL BAIL BAUMEL, formerly of Women's Wear Daily, has joined the Raymond Spector Company, Inc. as fashion coordinator and publicity director.

COWES - RATTNER ADVERTISING AGENCY has changed its name to The Leonard Rattner Company, Advertising.

MARVIN SHERRES, INC. has been named by Consolidated Tea Company to handle advertising for its Sweet-Touch-Nee tea. Radio will be used.

HELEN HALL of Mutual and Barbara Welles of WOR, New York, who are one and the same person, was appointed this year's general national chairman for the Advertising Woman of the Year award.

RICHARD E. RICHMAN, formerly with Lew Kashuk & Son, has been appointed director of publicity and account executive with Moselle & Eisen Advertising.

YARDLEY OF LONDON will conduct its largest advertising campaign in history this year. A metropolitan New York TV show is included in the plans. N. W. Ayer & Son, Inc. is the agency.

S. C. JOHNSON & SON, INC. is introducing in a nation-wide advertising campaign a new furniture polish which requires no rubbing. The company will use television beginning February 16.

DONALD M. CONKLIN has joined the creative staff of Charles W. Hoyt Company, Inc. He was formerly with E. R. Squibb and more recently with Doyle, Kitchen & McCormick.

ADAM J. YOUNG, JR., INC., station representatives, has opened a St. Louis office at 316 North 8th St. The new branch will be managed by Bert Somson, formerly with Ziv.

The Land of the Free

Dramas of American Opportunity
This week: Sam Houston—Texan
It's a Donald Peterson Production for
The Harding College National Program



By SID WHITE

Man About Manhattan . . . !

● ● ● The committee chosen from the NAB Board to select a new President-General Manager has been authorized to go as high as \$75,000, according to reports. Justin Miller, who retires as President to become chairman of the board, gets \$50,000 a year and his contract as president has three years to run. Bill Ryan, who resigned as general manager to become president of BAB, was getting \$25,000 a year and will start at \$37,000 in his new post. It is known that the board will negotiate a new contract with Judge Miller as chairman and the position may pay around \$35,000. Names of Paul Morency, Ed Kobak, Eugene Thomas and Bill Hedges were mentioned last week-end as board members discussed a possible successor to Judge Miller. This decision, however, remains with the committee and must be ratified by the membership under the by-laws.

☆ ☆ ☆ ☆

● ● ● Caroline Burke, who's as talented as she is lovely, can take a low bow for her production work on "Vacation Wonders," via NBC-TV daily at 3 p.m. When the stanza originated about a year ago, it was just a case of inserting any kind of film—but the enterprising Miss Burke has since rounded up the best of the travel films. She killed the usual run-of-the-mill "as we wave goodbye to the natives" type of narration and hired a staff writer to turn out some interesting copy which was narrated by Dick Joseph. Under her watchful eye, it has become a literate and entertaining half-hour and a tremendous mail puller.

☆ ☆ ☆ ☆

● ● ● **AROUND TOWN:** According to TV producers, more than 60 per cent of teevee audiences are made up of children. . . . Big mail-order companies going into radio advertising for the first time. . . . Joyce Lowinson, Gal Friday on "Mr. D.A.," could use latter's services herself. She cashed a rubber check for an acquaintance who skipped off to Europe. . . . Phil Leeds, the Village Vanguard's funnyman, and Wally Cox, shed their comic robes tomorrow nite when they undertake dramatic roles on WCBS-TV's "Danger." . . . Mike Michaelson, formerly in the circulation dept' of Look & Quick, takes over Roul Tunley's editorial promotion chores on the mags. Quick's Jan. 22nd issue, incidentally, set an all-time high in sales. Well over a million. . . . Sidney Fields, ace columnist on the Daily Mirror, continues his amazing strides toward leadership among the interviewers by snagging Carl Sandburg for his Feb. 11th WOR stanza. Sandburg will play the guitar as well as recite Lincoln and his poetry. . . . "Superman" fades this month, and just when we were about to record the tip-top job turned in by narrator Sidney Paul, who also doubles in the cast.

☆ ☆ ☆ ☆

● ● ● George Putnam, the dynamic newscaster on DuMont's "B'way to H'wood" for Tidewater Associated Oil Co., has turned in his notice and this news must sadden all who know and admire the lad. The reason for his quitting is simple. He couldn't sustain the jet-propelled show he was putting together (with top talent and news-gathering staff) at the budget he was getting, \$1050, a sum most shows pay for a tired, three-minute act. George's show has hung up a terrific rating and this is by no means an accident. Few performers put as much of themselves into a show as he has in this one. Only last week he told us of his plans to fly to London and Paris (at his own expense) to film interviews with such world greats as Winston Churchill, J. Arthur Rank, etc. He has consistently come up with top gueststars and top news breaks. We sincerely hope his outstanding talents won't be off the teevee screen for long.

☆ ☆ ☆ ☆

CHICAGO

By GINNY EVANS

BILLIE BURKE, H. Allen Smith and Van Heflin all arriving in Chicago this week on the Super Chief.

Chicagoan Mrs. Anthony Polinski is the winner in Arthur Godfrey's four-month search for a CBS-TV viewer who could identify "the girl with the Toni." Mrs. Polinski spotted the model on the January 17th telecast and won a vacation in Florida.

"Lonesome Gal" a five-a-week transcribed series, is being sponsored Monday through Friday on WMAQ by the Philip Morris Company for Bond Street Tobacco.

Dave Garroway toasting himself on Florida sands for a couple of days this week.

"The Friend," by WBBM scripiter Perry Wolff, will be published in the spring by Pocketbooks.

GAC booker Gray Gordon on a business trip to Denver.

WGN-TV has been granted the exclusive rights to televise all the daytime home baseball games of the Chicago White Sox for the 1951 season. Night games will not be televised.

James L. Stirton, general manager of ABC's central division, has been appointed Chicago Chairman of the Radio and Television Committee for Brotherhood Week.

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

AM TV EQUIPMENT FM FAX

Section of RADIO DAILY, Monday, February 5, 1951

'PARTS' RE-CLASSIFIED FOR GOV'T

Rail Strike Affects Radio-TV Distribution

(Continued from Page 1)

that all production of radio and TV receivers have been stopped. They said this was brought about by their inability to obtain materials and components. The companies depend almost entirely upon the freight train lines for shipment.

Admiral Lays Off 2,000

Another leading manufacturer, Admiral Corporation, has laid off 2,000 of its 7,000 employees. Richard A. Graver, vice-president in charge of electronics, said his company suffered a "very substantial" production loss because of the forced lay-off for the armed forces.

William Balderston, president of Philco, said his company depends upon the railroad for obtaining materials and parts, and for shipping finished products. Civilian production has been halted, he stated, but added, the company is making every effort to keep up production.

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New Chemical May Bring Better TV Picture

A new chemical has been discovered which, when used in radio and TV tubes, emits electrons six times better than the best known substance now in use, it has been reported by Dr. J. M. Lafferty of the General Electric Corp. He said the new chemical might mean brighter and clearer pictures in television. The new discovery, a combination of a so-called rare earth metal and boron, may soon be finding its way into radio, TV and power transmission systems, he added. Dr. Lafferty reported the new chemical in a technical paper at a meeting last week of the Division of Electron Physics of the American Physical Society in New York.

Five New Service Reps Added To Du Mont Staff

Appointment of five new service representatives and the disclosure of nation-wide service meetings will begin shortly, was announced by E. W. Merriam, manager, Teleset Service Control Department, Allen B. DuMont Laboratories, Inc., following the department's quarterly regional service managers and field representatives meeting, held at the DuMont East Paterson, N. J. plant last week.

The addition of the five new men will enable the department to assure a field service representative visit to each receiver sales distributor at least once a month, Merriam said.

The new appointees include: William C. Platt, Northwestern states; Howard Lester, Southern Ohio and western Pennsylvania; Raynald Dufour, Missouri, Iowa and Nebraska; Erico Compertz, New Jersey, and Anthony Bouillion, Baltimore and Washington, D. C.

Next Olympics, In Finland, Will Be On TV, Is Belief

Helsinki, Finland — A television demonstration, arranged by the Anglo-Nordic Company and put on by the International General Electric Company, has made Finland's sports fans optimistic about prospects for viewing the next Olympic Games, scheduled to be held here in 1952.

With visitors from other countries having first priority on the limited number of seats, most of Finland's sports lovers had been worrying about their chances of glimpsing the Olympics.

More than 10,000 Finns paid 150 marks (about 80 cents) each to see themselves on television at this city's largest department store during the recent 10-day demonstration. Proceeds went to charity.

Inside the store, two cameras shot entertainment programs: singers, dancers, and musicians. A third camera moved over the audience itself so that spectators were able to see themselves.

PRODUCTION PARADE

GE Starts New Factory

Owensboro, Ky. — The General Electric Company has announced that construction has begun on a new four-story tube manufacturing building located at the rear of the present Tube Works here. The structure, with a floor space area of 117,000 square feet, will cost approximately \$2,000,000. It is expected to be ready for occupancy by July 15.

S-C Names Cal. Distributor

Rochester, N. Y. — The appointment of the Radio Television Supply Co., Inc., of Los Angeles as the exclusive distributor for Stromberg-Carlson radio and television products in Southern California, has been announced by C. J. Hunt, general sales manager of the Radio-Television Division. The territory assigned to this new distributor includes the area from Kern County to the Mexican border.

Sylvania Promotes Bowie

Dr. R. M. Bowie, formerly manager of the Physics Laboratories of Sylvania Electric Products Inc., Bayside, N. Y., has been appointed to the staff of the vice-president of engineering, E. Finley Carter, as director of engineering, according to an announcement by Carter. Bowie joined the staff of Sylvania Electric at Emporium, Pa., as a physicist in the fall of 1933. Early in 1935 he was appointed head of the cathode ray tube research and development department.

Westinghouse Declares Dividend

The board of directors of the Westinghouse Electric Corporation has declared a dividend of 50 cents a share on the company's common stock. The dividend is an increase of 10 cents a share over the 40-cent quarterly rate which prevailed throughout 1950, and is the second increase in quarterly dividends since the end of World War II.

R-TMA Groupings Include 11 Main Categories

(Continued from Page 1)

power, material and know-how, R-TMA said.

These classifications include transducers, transducer accessories, antennae, circuit interrupters, registers, capacitors, transformers, housings, piezoelectric frequency control devices, plugs and connectors and hardware.

R-TMA is working on similar breakdowns for electronic and equipment, electron tubes and devices, and electronic test equipment.

This important information has not been available heretofore to the military or to the electronic industry, R-TMA said. The report was submitted to Fred R. Lack of Western Electric, chairman of the Electronic Equipment Industry Advisory Committee, by a task force headed by A. D. Plamondon, Jr., of the Indiana Steel Products Co.

Appoint District Managers

Washington—Appointment of four district managers of newly-established offices of the Department of Commerce, in conjunction with the National Production Authority, was announced Friday by Carlton Hayward, Commerce Director of Field Service. Frank G. Bastable was named to an office in Rockford, Ill.; Charles J. Diamond takes over a Springfield, Mass., office; John E. Buxton was named to Little Rock, Ark.; Russell G. Barnes to Duluth.

Finlayson Succeeds Ginman

Montreal—A. H. Ginman, president of the Canadian Marconi Company has retired, according to an announcement made this week. He will be succeeded by S. M. Finlayson, general manager of the company.

RADIO ELECTRONICS SCHOOL OF NEW YORK

COMPLETE, PRACTICAL TRAINING IN ALL PHASES OF RADIO, FM AND TV

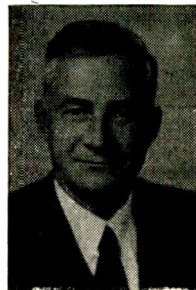
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NAB's Board Asks Reorganization; Budget For Year Set At \$517,701

(Continued from Page 1)

WWDC, Washington, and James Shouse, Crosley Broadcasting Corporation.



MILLER

The following actions were approved by the board:

(1) Change the name from NAB to National Association of Radio and Television Broadcasters.

(2) Create three boards of directors as follows (a) A TV board to consist of not more than 14 elected members; (b) A radio board to consist of not more than 25 elected members; (c) A combination of two boards not to exceed 42 members. The overall board will include the elected chairman and president and other officials to be designated.

(3) Accepted resignation of William B. Ryan as general manager to permit him to become president of the new BAB, effective Feb. 1, on condition that he be available for two months to the NAB in an advisory capacity.

Miller to Chair Board

(4) Adopted the proposal by Judge Miller that he be made chairman of the board. By previous action the board had made provisions for retention of a paid chairman through proposed by-laws amendment.

(5) Adopted a resolution paying tribute to Judge Miller in recognition "by unanimous acknowledgment" of "the service beyond the demands of his contract that he has rendered in the management of the association's affairs during the last five years. The board applauds particularly the courage, foresight and intelligent leadership he has demonstrated."

(6) Granted Judge Miller permission to take a month's trip through Latin and South America as chairman of the President's Committee on Freedom.

Budget Set

(7) Fixed the budget for the fiscal year ending March 31, 1952, at \$517,701. (The current fiscal budget is \$549,000).

The budget approved by the board does not take into consideration the \$186,952 budget set up for BAB's first year's operation. After April 1 members may apply 30 per cent of their dues to BAB. On April 1, 1952, BAB will become completely independent of NAB.

The board budgeted up to \$5,000 for a special presentation before the FCC in an effort to have the Commission relax the operator license requirements, because of the

impending manpower shortage due to the national emergency.

Under the reorganization the new TV group is to contribute \$50,000 a year to the overall operations of NAB, plus 40 per cent of all sums received over \$150,000 in dues from TV members. The new TV organization will not accept associate members.

The board voted to hold its next

Woodall Star Rises

Belleaire, Fla. — Allen M. Woodall, president of a 250-watter, WDAK, Columbus, Ga., was just another small station operator before the NAB board met Wednesday. Today he has emerged as a politician in the true Southern tradition. Woodall was the controlling figure in the complete reorganization of NAB. He's director from District 5 and his term expires with the convention in April.

session in Washington next June.

Eugene Thomas, WOR-TV, New York, chairman of the convention sites and policy committee, reported that his committee recommends the first day of the April 16-18 convention in Chicago be devoted to Judge Miller's report.

William B. Ryan, BAB president, will report on radio's impact as an advertising medium.

FM broadcasters will meet at 10 a.m. April 17 for a two-hour session. The annual banquet will be held Tuesday night, April 17.

NAB's first business meeting under the new organization will take place on April 17.

Neal McNaughten, director of engineering, will head the engineering conference. Robert K. Richards, director of public affairs, was named coordinator of agenda and program, with Arney slated to be convention manager.

"Voice" Winner Scheduled

One of the four "Voice of Democracy" winners will be a guest at a luncheon session during the convention.

The new organizational structure was recommended by two major committees, augmented by a group of TV broadcasters representing the newly created board of NAB-TV. These committees were the by-law, composed of Frank Fletcher, WARL, Arlington, Va., chairman; Harold Essex, WSJS, Winston Salem; A. D. Willard Jr., WGAC, Augusta, Ga., and the finance, composed of John F. Meagher, KYSM, Mankato, Minn., chairman; William B. Quarton, WMT; Robert D. Swezey, WDSU, New Orleans; William A. Fay, WHAM, Rochester; Ben Strouse, WWDC, Washington.

A TV steering committee which worked with the two NAB groups included Eugene S. Thomas, WOR-

TV, New York, chairman of the TV board; George B. Storer, Fort Industry stations, committee chairman; Frank M. Russell, NBC Washington, vice-president; Chris Witting, DuMont TV network general manager; W. D. Rogers, Jr., KEYL-TV, San Antonio, Tex.

TV Webs Represented

TV networks would have automatic representation on the new TV board under by-laws proposals. Each network would be entitled to one representative on the board. No less than two independent TV stations (those having no other radio operations) must be represented on the TV board. Eight members will be elected from among telecasters.

National radio networks may become active or associate members of the expanded organization and accredited representatives may stand for election on the radio board, but networks have no automatic representation on the radio board.

The proposed by-laws provide that "no member organization or company shall at the same time have more than one representative on either the radio or TV board."

Complete organization details depend on the vote of the membership on the proposed by-laws board changes. The proposals will be submitted to the membership within two weeks and results will be announced within a month.

Oliver Morton, 62, Dead; Was NBC (Chi.) Official

(Continued from Page 1)

cardiac condition and had apparently been on the way to recovery.

Morton was one of the best known figures in the radio time sales field. His radio career began in 1928 when he joined the sales staff of KDKA in Pittsburgh. He transferred to Chicago in 1930 as sales representative for the Westinghouse radio stations. The following year he went to Boston to become commercial manager for WBZ-WBZA, returning in 1932 to KDKA as station manager.

In 1933, Morton became national spot sales representative, in Chicago, for NBC. He was named spot sales manager in 1938. He is survived by his wife and one son, Donald.

Will Tape Festivities

Washington — KGBS, Harlingen, Tex., was granted by FCC authority to originate tape recordings of festivities of Charro Days Celebration in Brownsville, to be used in delayed broadcasts on KEO in Matamoros, Mex., between Feb. 1 and 4. KGBS is owned by McHenry Tichenor, former publisher of the Valley Morning Star, Harlingen.

THE WEEK IN REVIEW

... Radio-TV Highlights

By BILL NOBLE

THE FCC announced that a "public conference will be scheduled" to discuss television broadcasting "from the viewpoint of the public, the Commission and industry." The Commission did not set a date nor announce an agenda, but the statement said the agenda "will generally relate to the role of television in serving the needs and interests of the public."

Fifth candidates were nominated for the NAB board of directors in the eight odd-numbered districts and for large, medium, small and FM stations. Ballots were sent out and were expected to be returned by Feb. 20. It was announced that results will be made public on Feb. 28.

Harry L. Stone was appointed general manager of KPHO and KPPO-TV, Phoenix, Ariz. Patrick (Pat) W. Campbell, Don Lee Broadcasting System vice-president in charge of station relations, resigned. James Hicks, general manager of WCOS, Columbia, S. C., was re-elected president of South Carolina Associated Press Broadcasters at their annual meeting.

Army authorities launched an investigation into charges that the Armed Forces Network in Europe is guilty of news discrimination and suppression. The charges were leveled at A.F.N. by William Mineheart, a Berlin correspondent who has served with the A.F.N. for several years both in Europe and the Far East, and who recently mailed in a letter of resignation.

TV service complaints continue to average over 900 a month, despite a set of service standards recommended by the Better Business Bureau, it was reported. Commenting on TV sales and the ratio of service complaints coming in, at the present time, a spokesman for the bureau said that while TV sales have increased 110 per cent over the past two years, service complaints have risen 250 per cent.

Progressive Broadcasting System, launched last November as a taped network of 675 stations, suspended operations, following the release of an announcement issued by Larry Finley, president, Bernie Fleischer and Jack L. Rau, members of the PBS executive board.

In a speech, delivered before the Advertising Club of Springfield, Mass., Edward Shurick, market research counsel for the CBS Radio Network, decried the thought that because radio, nationally, has reached 95 per cent saturation point, its growth is a thing of the past.

Florence Warner, widely known in radio and formerly head of the women's radio division of the Te-publican National Committee, re-joined CBS as assistant to Helen Sioussat, director of talks.

Station Employees Attest Their Loyalty

(Continued from Page 1)

of our constitutional form of government, (2) seeks to deny other persons their constitutional rights, or (3) seeks to alter the form of government of the United States by unconstitutional means.

On the reverse side of the questionnaire is printed the consolidated list of organizations and groups designated as Totalitarian, Fascist, Communist or subversive by the Attorney General. The list was issued on October 30, 1950.

An inter-office memo accompanied each questionnaire and was signed by Patt and the respective station general manager. It pointed out that in view of President Truman's recent declaration of a National Emergency the station felt obligated to (1) take steps to secure our personnel and property and (2) make sure that all staff members have the full confidence of listeners.

The memo emphasizing the vital role of radio in the last war and in any crisis, states the importance of "placing ourselves in a position of being beyond question as to the loyalty of any person with the company."

The questions asked of employees are identical to those appearing in the Civil Service Commission application for Federal employment.

Patt stated the action was taken by him jointly with general managers Worth Kramer of WJR, Detroit, Carl George of WGAR, Cleveland and Robert Reynolds of KMPC, Los Angeles. Ex-servicemen with the three stations were strong proponents of the move.

"Each of our three companies is pledged to support our country fully in every way and I am sure each individual in our group supports this policy," Patt stated. "In view of the national situation we believe this is a good time to stand up and be counted. In this respect we want to place the Goodwill stations in the good company of such other industry leaders as the Columbia Broadcasting System, station WOR, station KFI and others who have taken similar steps to assure themselves and their listeners of the full support of their staffs in behalf of America's mobilization program."

Buys Spot Campaign

San Francisco, Cal.—The Alaska Broadcasting System has signed a contract with A. Schilling & Co., coffee manufacturer, to use a schedule of one-minute spots on all six stations of their network.

MESSENGER SERVICE FOR A QUARTER OF A CENTURY EXPERIENCE—DEPENDABILITY ALLIED MESSENGER SERVICE

9 Rockefeller Plaza
PLaza 7-8065

★ ★ TELE TOPICS ★ ★

OLD DOC KILLOWATT SAYS: TV in the multiple station market, offers the same problem to the viewer as it does to the station manager in the one video outlet city. You and I, dial-twisting in New York, Los Angeles, Chicago and Philadelphia, not to mention the numerous other plural TV cities, have a choice of programming which may seem comparatively simple—but how often, on the next day, we find that habit has forced us to miss an outstanding new show. Pity the bloody but unbowed manager of a TV station in the one station market, who on the cable, must take what is being sent—and then spend the next day answering the mail and phones—with nary a word of commendation for his astute programming.

★ ★ ★ ★

"WHICH CAME FIRST—THE CHICKEN OR THE EGG?" will be the subject of the "Johns Hopkins Science Review," tomorrow night over DuMont at 8:30 p.m. Maybe TV can solve this one. . . . Milton Berle will make one of his infrequent radio appearances when he fills the role of guest star on "Meet Frank Sinatra," on Sunday, Feb. 11 at 5:00 p.m., via CBS. . . . Raymond Massey will be featured in a dramatic skit as the highlight of "Don McNeill's TV Club" on Wednesday, Feb. 7 at 9:00 p.m. over ABC-TV. . . . An inter-faith minute prayer now opens WOR-TV's programming every day with Catholic, Protestant and Jewish religious leaders taking part. Julius F. Seebach, Jr., in making the announcement said he had received many suggestions from viewers that "prayer is becoming increasingly important in today's troubled world."

★ ★ ★ ★

TODAY'S TV Personality:
TARDEN X. PANGBORN, newly appointed general manager of WOAI and WOAI-TV, San Antonio, Texas, entered the radio field back in 1940 when he left his post as managing editor of the Portland "Oregonian" to assume management of KGW and KEX, the then Red and Blue outlets in the Northwest city. He was born in Kansas but spent most of his early life in Oregon. A sports writer at 18, he gave up his job with the "Oregonian" to work his way through the University of Oregon and returned to the paper in 1929. He became managing editor in



PANGBORN

1938 and during his newspaper years also wrote for the pulps. The next year "Pang" entered the radio field and within twelve months was elected Pacific Coast representative on the first NBC planning and advisory committee. He has also been a District director of the NAB and has been active in helping steer the destinies of that body. Later, "Pang" returned to his post of managing editor of the "Oregonian," a position he held until his recent appointment to the general management of the AM and TV outlets of Southland Industries, Inc. in San Antonio.

★ ★ ★ ★

TOP golfer Byron Nelson, who only plays a minimum of tournaments in these times, will give a series of golf lessons (six weeks) on Ed Sullivan's "Toast of the Town," via CBS-TV. No starting date for the series has been announced. . . . Duff Browne, for four years director and production manager at WRGB, Syracuse, has joined WPIX as a director, effective immediately. Simultaneously, WPIX also announced that Jack F. A. Flynn has been upped to director. . . . WENR-TV, Chicago, has announced an increase in TV rates, effective March 1. According to John H. Norton, Jr., vice-president of ABC's Central Division, the new Class "A" rate will go up to \$1300 an hour and spot announcements to \$250. . . . Wallachs, Inc., chain of men's furnishing stores, has introduced a new method of sales promotion by offering see-yourself-on-television demonstrations in the hat departments of four of the company's retail stores. Demonstrations are produced by RCA Victor in cooperation with the Frank H. Lee Company, manufacturers of Lee hats. Now all you need to get in the act is to buy a new hat. . . . DuMont moves "Our Secret Weapon—The Truth," to a new spot, tomorrow night at 7:30 p.m. Previously the program was aired on Sundays at 8:30 p.m. . . . As of Jan. 1, there were 447,000 TV sets within the WLW-Television area served by WLW-T, Cincinnati; WLW-D, Dayton; and WLW-C, Columbus, according to a report released by Don Miller, head of the research department of Crosley Broadcasting Corporation. Breakdown shows that 220,000 sets were in the WLW-T area; 120,000 in the WLW-C area, and 107,000 sets in the WLW-D area.

★ ★ ★ ★

SYRACUSE UNIVERSITY's Radio-Television Center contends it is now producing more live TV shows than any other college in the country. Backing his claim, program director Don W. Lyon lists 28 programs which emanate each week from the campus studio for Central New York audiences. Shows are aired via WSYR-TV. . . . Added to the cast of "Berkeley Square" starring Brian Aherne, on CBS-TV's "The Prudential Family Playhouse" Tuesday, Feb. 13 are Rosalind Ivan, Mary Scott, Don McHenry, Richard Aherne and Cele McLaughlin. Show is aired at 8:00 p.m.

Radio Aids Commuter In N. Y. Transit Tieup

(Continued from Page 1)

had stopped running, permitting listeners in the suburban areas of New Jersey, Westchester, Long Island and Connecticut to re-route their schedules and take other means of transportation to work in the city. As the morning progressed, the radio announcements and warnings were stepped up.

The transportation tie-up took precedence on all local news broadcasts, with world and domestic news literally taking a back seat. News bulletins were aired repeatedly in the morning and intermittently throughout the day.

Many of the local early morning disc jockeys and personalities dispensed with some of program fare to give the latest reports on the train services and bus schedules that were disrupted. They included Ray Heatherton and Joe Bier, substiting for John Gambling on WOR; Ted Brown of WMGM; Art Scanlon, WINS; Skitch Henderson, WNBC; Sweeney and March, and Joe Franklin of WJZ, and Walter Herlihy, WJZ-TV, among others.

Parsonnet-Lewis Plan 132 TV Shorts, Feature

(Continued from Page 1)

three-stage sound studio on Long Island.

Parsonnet, who has been retained by Pepsi-Cola as a special television consultant, also has production facilities on the West Coast and plans an unlimited number of commercial, TV and regular films at both studios. Shorts for Pepsi will be 15 minutes in length and will star Faye Emerson.

Lewis and Parsonnet filmed the Lee Cobb TV series, "Hollywood Affair," soon to go on the air.

Granted FCC Extension

Washington—KAST, Astoria, Ore., has been granted a three-month extension of FCC authority to operate with one kw, days, 250 watts, nights, pending restoration of its licensed directional array, which was damaged recently. KAST normally operates with one kw, fulltime, using a nighttime directional array.

Yes Man

"The Bickersons" were on stage at the Ambassador Theater and Frances Langford had just drawn a howl from the audience attending the TV revue, "Star Time." "She's wonderful, ain't she?" whispered a woman fan to the man seated next to her. "She sure is!" he shot back. It wasn't exactly like pulling teeth to get that guy to agree. He was none other than Frances' hubby, Jon Hall.

COAST-TO-COAST

Zaiman Heads Laurel Club

Hartford, Conn.—The president of the Needle Club program over WDRC, Jack Zaiman, has been elected president of the Laurel Club, an organization of Connecticut political and legislative writers. Top State officials attended the off-the-record dinner at which Zaiman, political reporter for the "Courant," was named to head the state-wide writers' group for the next two years. The WDRC commentator has been vice-president of the organization for the past two years.

WEBC's Polio Drive Set

Duluth, Minn. — In connection with the drive for funds for the March of Dimes, WEBC's special events announcer, Mark Sheeler, has arranged interviews with the leading local polio doctors and directors of the local drive in an effort to attain new records in this year's drive for funds. Mark has aroused a lot of comment with his unique methods of bringing these important messages to the people.

Two More Join WCEN

Mt. Pleasant, Mich.—Bob Meskill, WCEN general manager, announced two new appointments to the staff. Jim Bailey has been promoted to program director, and Frank Robinson, sports director, will assume the duties of chief announcer. Both men have been with WCEN since the station began its broadcasting activities, August 8, 1949. Meskill also announced that construction of WCEN's three new towers will begin as soon as the ground thaws out. The three towers will be erected to take care of WCEN's new broadcasting schedule of nighttime operation, which should go into effect by late spring or early summer.

KANS Operating Full Time

Wichita, Kansas — KANS began operations on the air on a round-the-clock basis Monday, January 29th, according to an announcement by Archie J. Taylor, general manager of the station. "Discussions with the local manufacturing plants," said Taylor, "had divulged the fact that there are approximately 12,000 families in the local area who are awake, and who need and desire local broadcasting services between the hours of midnight and 6:00 a.m. Every effort will be made to provide programs that will be entertaining and informative for all."

Why buy 2 or more...
do 1 big sales job
on "RADIO BALTIMORE"

Contact
EDWARD
PETRY CO.

WBAL

California Commentary

By HERB BERG

● ● ● Isadore Lindenbaum, president of Filmcraft Productions, is in New York in connection with business for the company. . . . Bing Crosby Enterprises has signed Hugh O'Brian to star in the "Fireside Theater" TV film "Eleventh Hour," with Lynn Roberts in the feminine lead. Frank Wisbar is producer-director. . . . William Gargan has granted

Hollywood

Horace McMahon a leave of absence from his role in "Martin Kane, Private Eye" series in order to play a role in Paramount's "Detective Story." . . . Lucille Engel, of ABC purchasing, is marrying John Jensen sometime in March. . . . Carmen Miranda has returned from a successful P.A. trip in Hawaii and is spending a few weeks vacation in Palm Springs. . . . Hans Conreid celebrated his first anniversary as director of CBS' "Star Over Hollywood," Saturday, by doubling in brass as star and director on the show's presentation of "My Rival is a Fiddle." . . . Spring Byington and Mary Anderson were signed to co-star in "Charming Billy" for the "Bigelow Theater" TV series, by Robert D. Hussey of Y&R. . . . Phil Rapp, producer-writer-director of DuMont Television's "Star Time," has returned to New York after a week of conferences on filming of "The Bickersons." Rapp's contract, unique in television, allows him five out of every thirteen weeks in California. . . . Phil Regan will star in a weekly NBC radio show called the Pepsi-Cola Phil Regan Armed Forces Show, starting March 5th. Format of the program will be audience participation emanating from different Armed Forces Camps and defense plants and will be taped for overseas rebroadcast.

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● ● ● Jack Donahue, director of advertising, publicity and public relations for California Central Airlines, has been named merchandising manager of the KNX Housewives Protective League. He replaces Roland Kay, who was recently named to a KNX-Columbia Pacific Network account executive post. . . . Lucille Ball, star of "My Favorite Husband" has told friends that she is expecting twins. . . . Dick McKee has returned to San Francisco after a flying visit to the Y&R office here. . . . Charles Henry, producer of "The Halls of Ivy," left for Chicago and Milwaukee for meetings with the client, the Joseph Schlitz Brewing Co. . . . Harry Love of the Vick Knight Advertising Agency is in New York to choose a location for the Agency's Eastern office. . . . Mrs. Jonathan Rice, wife of KTLA's news editor, gave birth to a baby girl, Jan. 18th. Baby, the second child for the Rices, has been named Kathy May. . . . A total of 27 plaques and awards now adorn the walls of station KTLA! . . . Dinah Shore and her husband, George Montgomery, have purchased a lot in Palm Springs on which they will build "a home away from home" for their moments away from mike and camera chores. . . . CBS newscaster Frank Goss is one of radio's busiest. A record 29 news broadcasts a week keep Goss at the studio from 2 a.m. till 6 p.m. six days a week. Not to mention his two transcontinental shows, "Stars Over Hollywood" and "Hallmark Playhouse."

☆ ☆ ☆ ☆

● ● ● Anne Whitfield, 12-year-old radio actress, made her television film debut as "Leila," child lead in "A Case for Marriage" on Bigelow Theater, KTTV, the other day. . . . Ferde Grofe is recording his new half-hour symphony, "Death Valley Suite," for Capitol, personally conducting the orchestra for the production which was written for the Death Valley Centennial last year. Grofe currently is arranging the world premiere of his new symphony, "Atlantic Crossing" with story and libretto by Ethel LeVane. . . . Tom Hubbard will star in "One Man's Mistake" second subject in "Adam's Spare Rib," half-hour TV show which will be filmed by Irv Levin. . . . Judy Canova has been set to record a series of radio spots for the March of Dimes. . . . New Latin tune "Fascination" imported from South America by Peer-International, has been given English lyrics by Eddy Howard. More than half a dozen top vocal artists have been lined up to record the song. . . . Ronnie Stanton, formerly associated with Kay Kyser's TV show and DuMont's "Cavalcade of Stars" has joined Al Burton as production assistant.

BEHIND THE MIKE

ANOTHER facet of the many-sided Frank Sinatra—this one you never heard about from his critics—was noted last week, when CBS put through a hurry call to ask Frankie if he would substitute for the ailing Como—a vocalizing rival. Frankie didn't hesitate for a second—jumped into a cab, was at the studio and without even time for rehearsals put on the sort of a show that still has TV circles buzzing in amazement at the boy's great untapped potentialities.

Lou Capone's newest singing find is Ray Caruso, ex-Navy vet. (Capone discovered and managed Vic Damone to stardom).

Recommended: Anita Chandler and Margaret Scott at Tony's La Marquise restaurant. They'll guest on Joe Franklin's TV show next week.

Nelle Fisher and Jerry Ross, dancing stars of "Your Show of Shows," doubling as choreographers for the new musical, "Razzle Dazzle."

TV commentator Carl King, highly endorsed by PTA groups for his WOR-TV "Crossroads" program, has several agents hot on his trail.

Joe Ricardel becomes a regular member of the Buddy Rogers show. Bill Farrell is drawing the agency trade to Place Elegante.

Horace Braham signed for "The Great Escape" as Air Commodore Massey on Philco Playhouse.

Gordon Duff, Philco TV Playhouse director of Sunday's upcoming "The Great Escape" on NBC-TV is a stickler for realism and has been spending all his spare hours with West Point's Lt. Col. Jerome Sage, who was a POW at the infamous Stalag Luft III, when the prisoners were digging their famous tunnel to freedom.

Bill Kenny of the Ink Spots got together with the Song Spinners and came up with a recording of "The Lord's Prayer" on the Decca label which is a must for all disc jockey shows.

Courtley Foods want to go back on TV but only if they can re-sign that gorgeous platinum blonde Marion Carter to do the show.

Joan Davis is just about set for a video series on CBS-TV come summertime.

RADIO & TELEVISION EXECUTIVE AVAILABLE

'KNOW' MAN, NOT 'YES' MAN

Now employed with national radio and television organization as head man. Desires change because of limited potential. Excellent background with top flight firms. Versatile creative ability. Thoroughly grounded in all operations including management, advertising, sales, sales promotion, production, direct mail, publicity, etc. Best references. Salary requirements high. Write Box 110, Radio Daily, 1501 Broadway, N. Y. C.

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STUDIOS

RADIO TELEVISION DAILY

SPONSORS
BUSINESS
AGENCIES

VOL. 54, NO. 18

NEW YORK, THURSDAY, JANUARY 25, 1951

TEN CENTS

RELIGIOUS LEADER GIVES TELE VIEWS

News Programming In Commercial Spotlight

AM Survey Shows Growing Interest In War News

Proof positive that radio newscasts are now attaining the strongest listenership all over the country was revealed in a survey conducted by RADIO-TELEVISION DAILY at the closing session of the BMI Program Clinic at the Johnny Victor Theater, RCA, Radio City. Program directors rep-

(Continued on Page 5)

TV Held Not Affected By N. Y. Pix Controls

Albany—Television is not affected by the provisions of the education law which now regulates motion pictures, it was ruled yesterday by Attorney General Nathan L. Goldstein in response to a request for an opinion by the State Education Department.

The Attorney General held that

(Continued on Page 2)

Say WWDC Will Become MBS Washington Outlet

WWDC, five-kw. independent operated in Washington by Joseph Katz of Baltimore, soon will become the Mutual network outlet in the Nation's Capital, RADIO DAILY has learned. Ben S. Strouse, WWDC vice-president and general manager,

(Continued on Page 2)

Opposes Revocation

Washington — FCC Commissioner George E. Sterling yesterday announced his initial decision looking toward reversal of a proposed Commission decision to revoke the license of KFTM, Fort Morgan, Colo. The FCC has proposed to revoke the license on the grounds Fort Morgan had transferred ownership without FCC approval.

Could Coy Be Leaving FCC?

Wayne Coy, chairman of the FCC, who started on his vacation yesterday, was reported to be in New York conferring with Paul Hoffman, president of the Ford Foundation, regarding a possible association. It was also rumored that Coy would have a talk with William Paley, chairman of the board of CBS, and that the discussion would center around his joining the network in an executive capacity following his vacation. Another rumor originating in Washington has the FCC chairman in line to head up the super communications board which will be established by President Truman.

Radio-TV Audience Gains In 28 Cities

Radio listening and TV viewing has risen to a new high in 28 of 33 cities, according to the January Hooperatings Pocketpiece just released. In 22 of these cities 40 per cent or more of the homes called were using TV and/or radio in the evening. This is a record high in broadcast audience reception in Hooper's sixteen years of continuous comparative broadcast audience reporting. This high was achieved despite the fact that December, the month reported, is not normally the

(Continued on Page 4)

Three Appointments Made To NBC TV Sales Staff

Robert E. Button, Lance Ballou and George L. Ogle have joined NBC's television network eastern sales department, Edward R. Hitz, manager of the department, announced yesterday.

Button, who started at NBC as a

(Continued on Page 2)

Emergency Network Stages First Test

New York State's emergency radio network of 119 radio stations put their newly-perfected defense preparations to the test last night at 11:30 when they hooked up for the first of a series of weekly tests. All regular programs on these stations were cancelled for 15 minutes while Col. Lawrence Wilkinson, head of the State Civilian Defense organization, spoke on "Plan For Survival" from WNBC, New York City.

"Never before in the history of our industry in New York State

(Continued on Page 4)

Radio And TV Important In Mass Marketing Media

Radio and TV are scheduled to play an important part of mass marketing media in the next five years, according to Arno Johnson, vice-president and director of media for J. Walter Thompson Co.

Writing in a booklet called "Mar-

(Continued on Page 2)

NPA Imposing Ban On Usage Of Nickel In Radio Industry

Washington Bureau of RADIO DAILY
Washington—Use of nickel and nickel alloys in radio towers, transmission tower baskets, radio antennas (except military) escutcheon plates, knobs, name plates, radio and TV decorative trim and speaker grilles yesterday was banned by the National Production Authority effective March 1 in an amendment

to order M-14, governing use of nickel.

Order M-14 had cut back civilian use of nickel to 65 per cent of the average quarterly use during the first half of 1950.

Yesterday's order added scores of other items in which nickel is banned. Manufacture of articles started

(Continued on Page 5)

Protestant Radio Spokesman Heard At FCC Hearing

Washington Bureau of RADIO DAILY

Washington—The FCC was urged yesterday, on behalf of 31 million Protestants, to reserve a portion of the UAF for non-commercial educational TV use. Dr. Clayton Griswold, appearing at the TV allocation hearings for the Protestant Radio Commission of the National Council of

(Continued on Page 7)

ABC-TV On West Coast Acquires Film Series

West Coast Bureau of RADIO DAILY

Hollywood—One of the most important film coups in recent months for West Coast TV was scored yesterday by ABC-TV, it was disclosed by Richard A. Moore, director of television for the network's western division.

According to Moore, the network has acquired exclusive TV rights in

(Continued on Page 2)

Two AM Station Grants Made For Long Island

Washington — In decisions announced yesterday the FCC granted two new stations for Patchogue, N. Y. One, to operate on 1370 kc. with 500 watts daytime only, went

(Continued on Page 2)

Pact-Progress

Negotiations for a new radio and television contract covering musicians in New York are progressing slowly but steadily, it is learned. Network officials and representatives of Local 802 met yesterday at NBC, and will resume discussions at another meeting tomorrow. The talks have been in progress for about two weeks.

RADIO DAILY TELEVISION DAILY

Established Feb. 9, 1937

Vol. 54, No. 18 Thurs., Jan. 25, 1951 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-Pres.; Charles A. Alicoate, Sec'y. Reentered as second class matter, September 15, 1950 at the Post Office at New York, N. Y., under the Act of March 3, 1879. (Originally entered as second class matter on April 5, 1937). Terms (Postage free) United States \$15.00 one year. Foreign, \$20.00. 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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Telephone: 2-2305.

FINANCIAL

(January 24)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	11 1/4	11	11	- 1/8
Admiral Corp.	26 5/8	25 1/2	26 3/8	+ 1/2
Am. Tel. & Tel.	153 1/2	152	152	- 1 1/2
CBS A	30 1/2	30	30
CBS B	30	29 1/2	29 1/2	- 1/4
Philco	23 7/8	23 1/4	23 3/8	- 1/8
Philco pfd.	92 1/2	92	92 1/2
RCA Common	18 1/2	18	18 1/8	+ 1/4
RCA 1st pfd.	78 7/8	78 1/2	78 7/8	+ 5/8
Stewart-Warner	17 7/8	17 3/8	17 5/8	- 1/8
Westinghouse	36 7/8	36 3/8	36 5/8
Zenith Radio	59	57 7/8	58 1/4	+ 1

OVER THE COUNTER

	Bid	Asked
Stromberg-Carlson	12 3/4	14 1/4

Two AM Station Grants Made For Long Island

(Continued from Page 1)
to Suffolk Broadcasting Corp. The other, granted the Patchogue Broadcasting Co. was for 1580 kc., 250 watts daytime only. Suffolk operates WFSS, an FM station near Coram. The Commission denied application of Mid-Island Radio, Inc. for the same facilities in Patchogue. The latter decision reverses hearing examiner Hugh B. Hutchinson, who proposed to grant Mid-Island and deny Patchogue Broadcasting Co.

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Leading Insurers in the Radio and Advertising field for over 20 years.

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ABC-TV On West Coast Acquires Film Series

(Continued from Page 1)

Los Angeles and San Francisco 26 "Famous Men" featurettes on 16 mm. film each of which has not been seen anywhere on video before.

The celluloids, acquired for KECA-TV, Los Angeles, and KGO-TV, San Francisco, by George K. Boggs, director of film programs, consist of authentic, true-to-life stories of the most famous men in the history of the United States—offering education in easy-to-take, entertaining capsules. No starting date for the pictures has been announced.

Each of the featurettes was produced in collaboration with the Encyclopaedia Britannica and also with many of the nation's greatest authors. Among the personalities whose significant achievements in history are portrayed are: Christopher Columbus, George Washington, Benjamin Franklin, Horace Mann, Andrew Carnegie, Thomas Jefferson and many others.

Say WWDC Will Become MBS Washington Outlet

(Continued from Page 1)

returned to Washington late yesterday after conferences in New York with Mutual officials.

It has been no secret that Mutual and its clients have not been happy with WEAM, Arlington, Va., as the Capital outlet. WEAM became the Mutual affiliate a year ago when WWDC purchased the facilities of WOL, then the MBS affiliate, and in turn sold WWDC facilities to the Peoples Broadcasting Co. of Ohio. Strause elected to keep his call letters on the old WOL frequency and WOL took the WWDC facilities.

WEAM's signal in the greater part of Washington is not good. Several months ago Mutual signed WASH, Washington's pioneer FM station, as a second affiliate. Under the new arrangement WASH will continue as a secondary affiliate.

Radio And TV Important In Mass Marketing Media

(Continued from Page 1)

keting In A Defense Economy" Johnson points out that now is the time to expand our whole economy. Such expansion, he reasons, will require greater emphasis on reaching and holding on to more customers. Johnson believes that there will be a shift from "person-to-person" to mass selling—a shift which will entail effective advertising participating in a greater share of the total selling effort and budgets due to the ability of these two media to capture and hold a consumer audience. With the forces of TV and radio combining to influence and educate the public, consumer buying power will stimulate greater production. Johnson believes that unusual productivity at a time like this is a means of building a stronger national defense, stopping inflation and advancing the standards of living for our people.

Files CP For New AM

Washington — Clearfield Broadcasters, Inc., Latrobe, Pa., has filed with the FCC an application for a construction permit for a new AM station to operate on 1480 kc, with 500 watts power, daytime only.

TV Held Not Affected By N. Y. Pix Controls

(Continued from Page 1)

"there is no Constitutional barrier to a statutory requirement to the effect that no commercial presentation of television may be made at a place of amusement within the State of New York unless the program is licensed in a manner similar to motion picture licensing."

"But," he added, "whatever additional regulation is deemed necessary must be provided by the Legislature."

Three Appointments Made To NBC TV Sales Staff

(Continued from Page 1)

page in the guest relations department 11 years ago, was formerly a salesman in the national spot sales department.

Ballou has been supervisor of planning for the planning and research division of NBC's television network.

Ogle was previously with the American Association of Advertising agencies and has had extensive experience in the advertising agency field.



You get a lot for a little*

*MORE LISTENERS-PER-DOLLAR than any TV or radio station in Baltimore

SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY



5000 WATTS 1330 K.C.

WEVD

ENGLISH JEWISH

has for many years been a most productive medium for a large group of national and local advertisers who recognize the vast potential represented by the more than 600,000 families comprising the Jewish market in the New York metropolitan area. Distinctive adult programming and a loyal, responsive audience are the WEVD combination which national advertisers have found so effective and economical in maintaining a consistent position of dominance in the Jewish field.

Send for a Copy of "WHO'S WHO ON WEVD"

WEVD Henry Greenfield
Managing Director
117-119 West 46th St., New York 19

MEMO

from: ARTHUR GODFREY

TO: W. S. Paley, F. Stanton

January 18, 1951

Dear Bill and Frank:

This is the most expensive inter-office memo I have ever dispatched, but there has been a lot of confusion lately about my plans.

January 15 marked seventeen years for me with CBS. We've had a lot of laughs and headaches together, sure, but we've made a couple of bucks, together, too. Rinso, Toni, Pillsbury, Nabisco, Chesterfield, Lipton, and all the others have been swell sponsors. Thanks to all—but I'm going to work for a couple of weeks down at Pensacola, Florida for the greatest sponsor of 'em all—Uncle Sam's Navy. He can pick up my option any time.

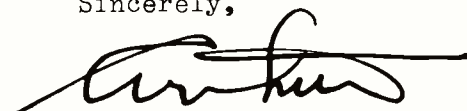
Why? Well, last September I won the golden wings of a Naval Aviator at Pensacola. I had coveted those wings ever since I first held the controls of a plane in my hands 31 years ago. I was never able to make the grade because I was crippled up pretty badly in an automobile accident back in 1931. But after 21 years of flying my own and everybody else's airplanes, and accumulating something in excess of 4,000 hours of flying time, Vice Admiral John Dale Price, USN (bless his heart!) gave me the chance to earn my wings at the school at Pensacola.

Now, those wings and the 3 full stripes of my Commander's rank, USNR, make a very pretty picture, but that isn't what I got 'em for. Now that I have won them I want to continue to be worthy of them. So, I am going on active duty again for 2 weeks to learn to fly Navy Jets and to take a refresher course in instrument procedure.

After which, be the good Lord willing, I shall return to my programs on the air February 5th, and on week ends you will find me flying with the Naval Air Reserve Weekend Warriors at Floyd Bennett Field.

Until then, the shows are all in capable hands, and I'll be seein' you.

Sincerely,



Radio-TV Audience Gains In 28 Cities

(Continued from Page 1)

peak month of the year. Several reasons are given for the increase:

1. An increase in the quantity and quality of both TV and radio programs.

2. TV when it replaces radio maintains a higher usage than radio and attracts a larger audience.

3. The novelty of TV is still strong in many sections of the country.

4. People at this time are interested in daily news programs due to the Korean war.

Cities with the highest per cent of evening set-use reported in the January Hooperatings Pocketpiece are:

City	Dec., 1950 Broadcast Audience	Per Cent of Increase Over '48
1. Cincinnati	49.4	38
2. Pittsburgh	48.9	35
3. Buffalo	48.5	28
4. Dayton	48.1	44
5. Milwaukee	47.4	30
6. Syracuse	47.3	39
7. Cleveland	46.9	35
8. Minneapolis-St. Paul	46.8	11
9. Philadelphia	46.8	64
10. Columbus	46.1	28

Compared with 1948, the last pre-TV year, the increase in the percentage in total broadcast audience also is unusually high. Philadelphia, which boasts three TV stations of its own, shows the highest gain (64 per cent), while Dayton (44 per cent), Syracuse (39 per cent), and Cincinnati (38 per cent), also register steady gains. The lowest gain is the Minneapolis-St. Paul section, which, although having two TV stations operating in its immediate area, shows only an increase of 11 per cent over 1948.

"Radio-Only" Cities Studied

In most "radio-only" cities sets-in-use are as high or slightly higher than in Nov.-Dec. 1948. Examples of the average sets-in-use for evenings from 6:00-10:00 p.m. are:

	Nov. 1948	Nov. Dec. 1950
Denver	36.8	36.6
Spokane	40.3	40.6
Duluth-Superior	40.7	42.0

Seeks TV License

Washington — American Broadcasting Stations, Inc., Cedar Rapids, licensee of WMT, has filed application with the FCC for a new commercial TV station to operate on Channel 9, with effective radiated power of 21.1 kw. visual and 10.5 kw. aural and antenna height of 393 above average terrain.

POSITIONS OVERSEAS

TO \$7,000

PRODUCERS
PROGRAM ASS'TS
SECRETARIES

QUALIFIED AGENCY
114 LIBERTY STREET
WORTH 4-8522



By SID WHITE

Man About Manhattan . . . !

● ● ● TRADE WINDS: Nice to hear that John Van Amburgh, veteran NBC salesman, was the man who successfully landed sponsorship for Toscanini's Symphony series on radio. Van convinced the E. R. Squibb and Sons firm that Toscanini's music was the perfect setting for institutional advertising and sold a series of nine concerts. . . . Ed Kobak, business consultant and former MBS prexy, has purchased a half interest in the McDuffie Progress, weekly newspaper in Thomson, Ga. In addition to this, he has farm interest in the Thomson area and owns WTWA which is run by his son, Edgar H. Kobak. . . . John Hardy and Bob Richards seem to be the two leading contenders for the gen'l managership of NAB with Richards reported having the support of most of the board members. . . . Beauteous Barbara Britton is in town from H'wood doing TV shows. She's being paged for two dramatic shows via Jack Lawrence of ATC. . . . Jack Arden, N. Y. manager of Walter Schwimmer Prod., Inc., and Selma Levy, one of Conover's loveliest, have set March 24th as The Date. . . . Recommended: Yvette's way with a song at the Plaza's Persian Room. . . . Albert Black Prod. have signed Paul Valentine for the emcee role for their new video show, "You're On Your Own," which bows on Feb. 4th via DuMont. . . . Gary Stevens' appropriate description of Elsa Maxwell: Good to the last name-drop.

☆ ☆ ☆ ☆

Emergency Network Stages First Test

(Continued from Page 1)

have so many stations taken such unanimous action," said William Fay, general manager of WHAM, Rochester, who as chairman of the Statewide Civilian Defense Radio Committee organized the defense network. His right-hand technical assistants are George Driscoll of WHAM and Donald De Nuff of the Rural FM Radio Network.

Purpose of the emergency network is to give information on all phases of civil defense and in time of emergency to take over communications if land lines are disrupted.

An important factor in the statewide emergency net will be the operations of the stations comprising the FM Rural Radio Network in the up-state area, linking the AM and FM stations.

Fay has announced that 23 stations in New Jersey have also been activated to form a bi-state emergency network with New York.

"The wonderful cooperation of the New York and New Jersey broadcasters," he said, "indicates very clearly their desire and willingness to co-operate unselfishly in the interests of national defense."

Weekly test exercises to test transmission problems and station cut-in cues will be continued indefinitely, Fay said.

Wants TV Freeze Lifted For Stations In Hawaii

Washington Bureau of RADIO DAILY

Washington — KHON, Honolulu, has filed a petition with the FCC asking immediate waiver of the TV freeze in the Hawaiian Islands.

KHON is ready to file application for TV facilities, the petition recited. It pointed out that under the proposed allocation plan announced by the Commission, channels 2, 4, 7, 9, 11 and 13 could be assigned to Honolulu and Hilo without interference, and since the Hawaiian Islands are not faced with the shortage of channels that resulted in the freeze of Sept. 30, 1948, the Commission is asked to lift the freeze in the islands.

Station WVOM, 5000 watt Boston Independent, seeks commercial manager and two salesmen immediately. These are top jobs for top men. Earnings unlimited. Apply 1 Harvard Street, Brookline 46, Mass. All replies in confidence.

Why buy 2 or more...
do 1 big sales job

on "RADIO BALTIMORE"

Contact
EDWARD
PETRY CO.

WBAL

My Sincerest Thanks

to the

ACADEMY OF TELEVISION
ARTS AND SCIENCES

for selecting

My Show As The Best Variety Program

and

Myself for the Acting Award

Alan Young

News Has Strongest Listenership, Survey Reveals At Clinic Of BMI

(Continued from Page 1)

resenting over 60 stations, both independent and network, voiced similar opinions regarding the poignancy of news broadcasts at the present time, and attributed this increase in national listenership to the tense Korean crisis.

G. H. Whitley, Jr., program director of WKEU, Griffin, Ga., said that his news staff has increased by 100 per cent, and hourly newscasts have become the feature presentation of the station. News is so predominantly in demand at this time that national time buyers are already casting an eager eye toward small independent stations with large followings.

Norman Reed, program director for WWDC, an independent AM-FM station operating in Washington, D. C., also confirmed the immense popularity of newscasts. He said that WWDC competing against network opposition has attempted to build up a following by employing a block or mood programming format that is aimed at a particular segment of Washington's population. News is broadcast hourly, but the main theme of the station is music and this is accomplished satisfactorily by individualizing

personalities such as disc jockeys so that their names become synonymous with WWDC and good entertainment.

Other Conferences Vary

While newscasts are in demand throughout the nation popularity of other type programs differ considerably according to the various sections of the country. Harold Safford, program director for WLS, Chicago, expressed the view that the mid-west was still very dependent upon AM for its knowledge of world events. However, he stated that the type of program that ranks second in his particular area is the wholesome, light entertainment show. Safford said that WLS was primarily interested in building up the farm audience. To achieve this WLS supplies farmers with five daily weather forecasts, accurate agricultural information and farm news bulletins at specific hours when farmers are available. As far as entertainment is concerned, WLS has employed understandable, tuneful, relaxing comedy and drama.

Walberg L. Brown, program director for WDOK, Cleveland, has tuned his station to a single aspect of news. Brown related that the policy of WDOK since its inception

9 months ago has been to emphasize sports broadcasting. At present, Brown said that he has one of the best sports staffs in the mid-west. Basketball games are broadcast six times a week, and plans are now being made to broadcast 70 grapefruit league baseball games over a six-week period sometime in the Spring. Brown felt that for the size of the Cleveland market sports news is underrated, and to prove this he points to the monthly increase of WDOK's Hooper.

Local Shows Still Popular

George A. Gingell, program director of WRLB, Columbus, Ga., said that while news programs are far out in front in listener appeal at WRBL, his station serves an audience that enjoys all types of other network and local shows. Drama and hillbilly music always get a welcome reception, and network comedy can always be counted on to draw a nice response.

Marion Dixon, commercial manager for KGVO, Missoula, Montana, stated that his station also has experienced a heavy increase in newscasting, and at the same time a change has taken place in the kind of program people are turning to for entertainment. He cited a

Ban On Use Of Nickel Announced By NPA

(Continued from Page 1)

prior to March 1 may be completed. The ban covers nickel silver, nickel plating, stainless steel and high-content nickel alloys.

NPA also issued order M-32 covering use of ethyl cellulose, used in the manufacture of film, lacquer, plastics protective coatings, textile finishings and munitions. To "assure the orderly flow of defense rated orders" NPA provided that producers of ethyl cellulose will not be required to devote more than 40 per cent of any month's scheduled production to filling rated defense orders and will not be required to accept rated defense orders less than 15 days before the beginning of the month in which delivery is requested.

Commerce Secretary Sawyer yesterday named Manley Fleischmann, NPA general counsel, as acting administrator, succeeding William H. Harrison, who was sworn in as administrator of the defense production administration.

gain in the listenership of classical music broadcasts, and a similar decline in the audiences tuning to soap operas and disc jockeys. He attributed this to a somberness in people's thinking at the present time.



"trapped!"

a unique and powerful program—based on stories of the supernatural—is for immediate sale on WOR-tv channel 9.

"Trapped!" holds the eyes of over 300,000 tele-viewers each week.

"Trapped!" brings you these viewers—who are buyers—at \$6.33 per thousand—or one-fifth of a cent per commercial impression.

"Trapped!" is one of the greatest buys on tv in New York. call, write or wire

WOR-tv

at 1440 Broadway, in New York

Thanks to
The Academy of Television Arts and Sciences
for honoring

KTLA

with
FIRST AWARD for STATION ACHIEVEMENT
"Outstanding Overall Achievement in 1950"
(for third consecutive year)

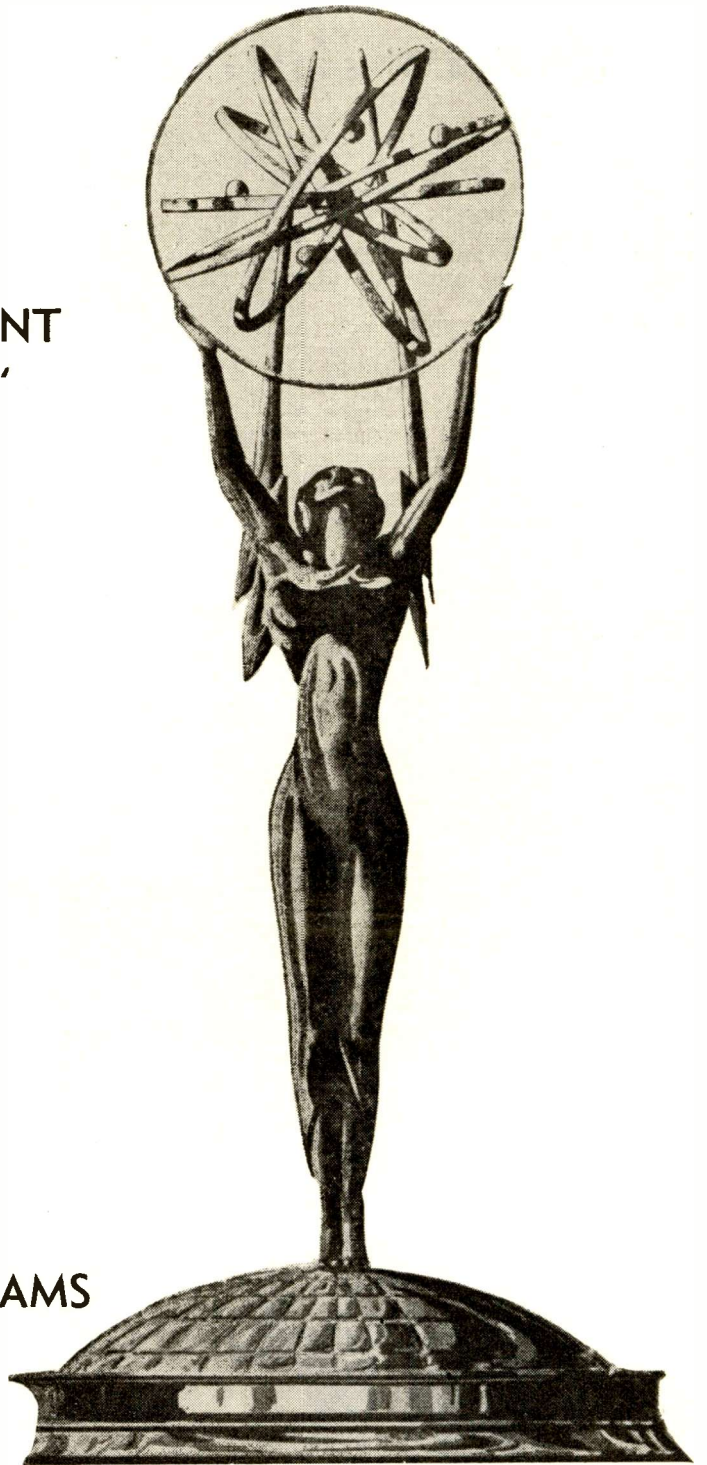
BEST PUBLIC SERVICE PROGRAM
"City at Night"
"Teleforum"
(second place award)

BEST SPECIAL EVENT
"Marine Embarkation to Korea"

BEST CHILDREN'S SHOW IN 1950:
live, filmed or kinescope
"Time for Beany" created and produced by Bob Clampett
(second consecutive year)

BEST NEWS SHOW
"KTLA Newsreels"

HONORABLE MENTION for
EDUCATIONAL PROGRAMS
"Magazine of the Week"



KTLA — CHANNEL 5 — LOS ANGELES

Hollywood Studios: 5451 Marathon Street — HOLLYWOOD 6363
New York Sales Office: 1501 Broadway — BRyant 9-8700

KEY STATION OF THE PARAMOUNT TELEVISION NETWORK

Paul H. Raymer Company, Inc., National Representatives

Protestants Favor TV For Education

(Continued from Page 1)

Churches of Christ in the U. S. told the Commission that the PRC "strongly believes that duly accredited church universities, colleges, divinity schools and theological schools of all denominations should be permitted to participate in the development and utilization of an entirely new medium of education by television in a field so largely dominated with the desires of profit making organizations."

He added that commercial stations should not be expected to carry the burden of educational programs "in view of the large financial investment involved in the construction and operation of a commercial television station."

Because educators "proceed slowly" the FCC should set aside a block of frequencies for non-commercial educational use, he said.

Advocates Co-op Station

Dr. Griswold advocated a cooperatively-operated station in communities with one frequency, with various universities and educational institutions working in harmony. Under cross-examination he indicated the Commission should "resolve the problem of cooperation" but that the various institutions should reach agreement before going to the FCC.

Dr. Griswold said he did not consider the American Medical Assn. and the Political Action Committee of the CIO as "educational organizations per se."

He expressed the view that the "sudden interest in television has awakened educators to the possibilities of radio as well as television."

Dr. Griswold told the Commission various church organizations making up the National Council which represents 31 million Protestants would aid their own universities financially in getting into TV.

Named WVET Veepee

Rochester, N. Y.—Ervin F. Lyke, president and general manager of WVET, announced the election by the board of directors of Paul C. Louthier, as vice-president of the station. Louthier will also continue as program director.

★ ★ TELE TOPICS ★ ★

OLD DOC KILOWATT SAYS: Maybe TV is being taken over by youngsters but if you had been among the broadcasters who gathered at the NAB TV meeting in Chicago last week you might have observed that many of the old timers in radio are holding the money bags in the TV broadcasting field. For example, Harold Hough, WBAP, Fort Worth, conducted the meeting as chairman and such oldsters as Harry Bannister, WWJ-TV, Detroit; Frank Russell, NBC, Washington; John Outler, WSB, Atlanta; Martin Campbell, WFAA, Dallas, and Bill Fay of WHAM-TV, Rochester, were on hand to voice their views about the new medium. While TV may be crowding radio, the men who will shape the commercial future of the new service are the men who made radio the service that it is today.

WHILE the announced extension of the "co-ax" to the West Coast seems assured for this year, actually the real need for the extension is due to the increased load of transcontinental telephone messages and the AT&T doesn't particularly care whether TV uses the line or not. . . . Lee Bowman in "The Adventures of Ellery Queen," tonight at 9:00 p.m. over DuMont will have Judith Evelyn and Dennis Hoey as members of the cast. . . . The University of Miami has announced "Telecourses," extension courses taught twice weekly over WTVJ in Miami with the academic side of the plan handled by the University and the production aspects contributed by the station.

TODAY'S TV Personality:
RICHARD A. BOREL, director of television for the Dispatch Printing Company, owners of WBNS-TV, Columbus, Ohio, entered the radio field in 1933, first serving as business manager for WBNS, assuming the title of general station manager in 1935. In 1949, Dick was named manager of WBNS-TV, concurrent with his radio responsibilities. More recently he assumed his directorship title, as well as having been made an executive vice-president of Radio, Inc., owners of WBNS and WELD-FM. He is now serving his second term as a member of the Affiliates Board of CBS and is also a member of the



BOREL

board of directors of the Television Broadcasters Association. Dick is a graduate of Ohio State University where he was Phi Beta Kappa and active in student dramatics. Prior to his association with WBNS he was connected with the Ohio National Bank. During the war years Dick rose from a first lieutenant to a lieutenant-colonelcy and served in the legislative and liaison division of the Office of the Chief of Staff. Dick is a member of the board of trustees of the Columbus Academy, a trustee of the Veteran's Memorial Building Committee of Franklin County and is interested in numerous other civic enterprises.

LADY IRIS MOUNTBATTEN, cousin of King George of England, will be guest star and hostess in the first presentation of the new "Bonny Maid Versatile Varieties," at the premiere performance this Sunday, Jan. 28 via CBS-TV at 11:30 a.m. Show is produced by Charlie Basch and Frances Scott. . . . Grace George will make her TV debut as star of "Alison's House," on the ABC-TV "Pulitzer Prize Playhouse," Friday, Feb. 2 at 9:00 p.m. The 1931 Susan Glaspell drama will also find Otto Kreuzer and Madge Evans as co-stars. . . . Zenith Radio Corporation will shortly start the "scrambling" of the audio part of its phonevision test in Chicago. . . . Top Trendex Ratings for the Jan. 2-8 week show "Texaco Star Theater," with Ken Murray substituting, on top with a figure of 57.9. "Arthur Godfrey's Talent Scouts," with Steve Allen in the relief role, was second with 50.1. Third spot was occupied by the "Fight of the Week," with Joe Louis. Of the top "ten," seven were NBC-TV presentations and three were telecast by CBS-TV. . . . Walter Raney has joined WABD as announcer. . . . Eight new stations have been added to Ralph Edwards' "Truth or Consequences" program, bringing the number of TV stations presenting the show to thirty-four. . . . "Small Boats—equipment, crew duties and safety precautions," will be the topic on "Drill Call," the Navy's training-by-TV series to be seen over WOR-TV on Tuesday, Jan. 30 at 8:00 p.m.

"SONGS FOR SALE," CBS Friday radio series starring Jan Murray, becomes a TV program starting Saturday, Feb. 3 at 7:30 p.m. Show will continue on radio with the TV series a completely separate operation. . . . Bert Wheeler and Irra Petina will headline Jackie Gleason's guest line-up tomorrow on "Cavalcade of Stars" via DuMont at 10:00 p.m. Show is presented by Druggists of America in association with Drug Store Television Productions. . . . Jim Jacobar has been signed to direct WOR-TV's "Women Talk It Over." He replaces Bert Gold who has joined the Dubin Agency, Pittsburgh, as an account executive. . . . Vera Zorina, Hugh Laing, Bert Lahr and Jean Parker will headline the group of stars on "Showtime—U.S.A.," Sunday, Jan. 28 over ABC-TV at 7:30 p.m.

KTLA Leads Awards Among Coast Stations

West Coast Bureau of RADIO DAILY
Hollywood, Calif.—Governor Earl Warren, Mayor Fletcher Bowron and an audience of more than 1,000 at third annual awards dinner of Academy of Television Arts and Sciences at Ambassador Hotel here, saw station KTLA run off with top honors by garnering five "emmy" awards in as many different classifications. In all there were 15 presentations of "emmy" awards made in various categories and at conclusion of awards KTLA accounted for five; KTTV scored with four; KNBH won three and one "emmy" each was won by KTSL, KECA-TV and KFI-TV.

Cassyd Was Emcee

Syd Cassyd acted as master-of-ceremonies and had various awards presented by both Governor Warren, Mayor Bowron and top executives of TV industry. Later Cassyd turned gavel over to new president of ATAS, Mike Stokey, who presented Cassyd with a plaque and an honorary life membership in the organization.

The awards and runner-ups are as follows:

STATION ACHIEVEMENT — KTLA, Paramount Station, Los Angeles. **BEST CHILDREN'S SHOW**—"Time for Beany," KTLA, Runner-up—"Lone Ranger," KECA-TV. **BEST CULTURAL PROGRAM**—"Campus Chorus and Orchestra," KSTL, Runner-up—"The Woman's Voice," KTTV. **BEST DRAMATIC SHOW**—"Pulitzer Prize Playhouse," KECA-TV, Runner-up—"Studio One," KTTV. **BEST EDUCATIONAL SHOW**—"TV University," KFI, Runner-up—"Magazine of Week," KTLA. **BEST AUDIENCE PARTICIPATION SHOW**—"Truth or Consequences," Ralph Edwards, KTTV, Runner-up—"Pantomime Quiz," KTTV. **BEST NEWS SHOW**—"KTLA News Reel," Runner-up—"Fleetwood Lawton," KSTL. **BEST PUBLIC SERVICE PROGRAM**—"City At Night," KTLA. **SPECIAL EVENTS**—"Departure of Marines to Korea," KTLA-KFMB, Runner-up, KECA-TV. **SPORTS EVENTS**—"Pro Football Games, KNBH, Runner-up, Hollywood Baseball, KLAC and KFI. **OUTSTANDING PERSONALITY**—Groucho Marx, KNBH. **BEST ACTOR**—Alan Young. **BEST ACTRESS**—Gertrude Berg. **BEST VARIETY PROGRAM**—Alan Young. **KTTV, TECHNICAL and SCIENTIFIC**—KNBH.

JEANNE GRAY

Wishes to thank the
**ACADEMY OF TELEVISION
ARTS AND SCIENCES**
for selecting
"THE WOMAN'S VOICE"
as runner-up in the
CULTURAL CATEGORY

THE COMPLETE MOTION PICTURE PLANT

- Planning per budget
- Writing
- Casting
- Sets and lights
- Creative photography, 16 & 35mm
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- Animation and titles
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dynamic films

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TRafalgar 3-6221

605
Ethel Paige
Hotel Edison
228 West 47th St.
New York, N.Y.

My sincere thanks to ATAS for selecting "TRUTH OR CONSEQUENCES" the outstanding audience participation show during its first season on television and special thanks to

Philip Morris, Ltd.

Al Simon, Prod. Coordinator

The Biow Co.

Fred Jackman, Jr., Film Director

COLUMBIA BROADCASTING SYSTEM

Alfred Paschall, Prod. Director

KTTV STUDIOS

Phil Davis, Head Writer

CONSOLIDATED FILM INDUSTRIES

Frank Ryan, Set Designer

RCA SOUND

Dick Currier, Film Editor

J. E. BRULATOUR, INC.

Bill Burch, Writer

Mel Vickland, Writer

Paul Edwards, Writer

Dick Gottlieb, Writer

Jack Voeth, Production

Ed Bailey, Production

AND MY ENTIRE STAFF

RALPH EDWARDS

NARTB INSTALLS FELLOWS, MILLER

Bill Aimed To Regulate N. Y. TV Servicemen

City Council Gets Regulatory Bill In New York

Aimed at ridding New York City of unscrupulous and unfair trade practices in the servicing of television sets, a bill was introduced yesterday to City Council under the joint sponsorship of Councilman Charles E. Keegan, acting majority leader, and Councilman Abraham Suss-

(Continued on Page 7)

Theater Companies Get TV Fight Rights

A series of major, outdoor fights this summer, beginning with the Joe Louis-Lee Savold bout, will be theater televised exclusively in theaters, it was announced yesterday by Nathan L. Halpern, representing the theater companies which will theater televise the fights. Motion picture theater companies include

(Continued on Page 2)

Three Sterling Programs To Take Summer Hiatus

Three radio programs under the sponsorship of Sterling Drug, Inc. and produced by the Hummerts, are set for Summer vacations.

The American Album of Familiar Music, program advertising Bayer Aspirin and Phillips' Milk of Mag-

(Continued on Page 7)

House Bill Would Ban Radio-TV Frauds

Washington—The House of Representatives have approved a bill making it a Federal offense to use radio, TV or wire facilities to perpetrate frauds upon the public. The bill resembles the postal fraud bill in many respects. Penalties would be up to five years imprisonment and a \$1,000 fine. Measure now goes to the Senate.

Sarnoff, Jr., Elected Radio-TV Committee NBC Vice-President To Aid Fresh Air Fund

The election of Robert W. Sarnoff as vice-president of NBC by the network's board of directors, was announced yesterday by Joseph H. McConnell, president of NBC. Sarnoff has been serving as director of NBC unit productions in the TV network.

Sarnoff, a son of Brig. General David Sarnoff, chairman of the board of RCA, joined NBC-TV as an account executive on the network sales staff in January, 1948;

(Continued on Page 5)

Harris Joins Nielsen In Public Relations Post

Murry Harris has been appointed director of public relations of the radio and television division of the A. C. Nielsen Company, it was announced yesterday by A. C. Nielsen, president. He joins the company today and is making his headquarters in New York.

Harris was formerly promotion director of "TV Guide" magazine, and prior to that, director of ad-

(Continued on Page 7)

Co-ordinating radio and television phases of the 1951 Herald Tribune's Fresh Air Fund campaign is a special committee of radio, TV and advertising executives, headed by Mark Woods, vice-chairman of the board of the American Broadcasting Company.

Two special broadcasting days for the Fund are being held this week. The first, on Monday, was AM day on WNBC, with spot announcements and participations on

(Continued on Page 7)

Trammell Regards BAB "Most Progressive Step"

"Establishment of Broadcast Advertising Bureau is one of the most progressive steps taken by the radio industry since the war," stated Niles Trammell, chairman of the board of NBC, at a meeting last week of the BAB executive committee.

Citing the progress made by BAB in the past two months since becoming an independent corporation,

(Continued on Page 5)

Pledge Their Best, Answering Talk By Morency

Washington Bureau of RADIO DAILY

Washington—Paul W. Morency, general manager of WTIC, Hartford, speaking last night at the dinner marking the inauguration of Harold E. Fellows as president of NARTB, and of Judge Justin Miller as general counsel and chairman of the NARTB board, stressed the following

(Continued on Page 6)

New Series Of Clinics On Programming Set

Continuing to expand their program clinics throughout the country, Broadcast Music, Inc., has announced a new series of clinics to be held in fourteen different parts of the country at various times during the summer. The program, a service to broadcasters providing them with an opportunity to meet and exchange ideas on program-

(Continued on Page 5)

Radio And TV Praised By AFM President

Radio and television came in for praise at the 54th convention of the American Federation of Musicians, which continues through Thursday afternoon at the Commodore Hotel. James C. Petrillo,

(Continued on Page 2)

NPA Regulation

The National Production Authority has removed authority from its field offices to pass upon applications for construction of radio and television stations. In the future these applications will be processed in the agency's headquarters in Washington, it was announced by NPA in a statement issued from its headquarters yesterday.

Moore Resigns ABC-TV Post; Tatum Will Be Successor

West Coast Bureau of RADIO DAILY

Los Angeles—The resignation of Richard A. Moore, as director of television of the ABC western division and general manager of KECA-TV to become general manager of KTTV, Los Angeles Times station, was announced here yesterday. At the same time it was announced that Donn B. Tatum has been named by ABC to succeed

Moore as director of TV for the ABC western division and that Ernest Felix has been appointed acting manager of the network's western division.

Moore joined the ABC in 1946 in the legal department. He was a key figure in the formulation of plans for the inauguration of network TV operation out of New

(Continued on Page 6)

Agricultural Tour

Omaha — Two hundred mid-west farmers and their wives will make a tour of New England in September under sponsorship of WOW, Omaha. The tour is being arranged by Mal Hansen, farm director, and will include the study of processing plants, farms, agricultural schools in areas near Detroit, Toronto, Quebec, Boston and New York.

RADIO DAILY TELEVISION DAILY

Established Feb. 9, 1937

Vol. 55, No. 47 Wed., June 6, 1951 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-Pres.; Charles A. Alicoate, Sec'y. Reentered as second class matter, September 15, 1950 at the Post Office at New York, N. Y., under the Act of March 3, 1879. (Originally entered as second class matter on April 5, 1937). Terms (Postage free) United States, \$15.00 one year. Foreign, \$20.00. 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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FINANCIAL

(June 5)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	12 1/2	12 1/2	12 1/2	
Admiral Corp.	23 1/2	22 3/4	23 1/2	+ 3/4
Am. Tel. & Tel.	155 5/8	154 1/4	155 1/2	+ 1/8
CBS A	29 5/8	29 1/8	29 5/8	+ 1/8
CBS B	29	28 7/8	29	+ 1/4
Philco	23 5/8	22 7/8	23 5/8	+ 5/8
RCA Common	18 7/8	18 1/2	18 7/8	- 1/8
RCA 1st pfd.	79 1/4	79 1/4	79 1/4	+ 1/2
Stewart-Warner	17 1/2	17 3/8	17 1/2	+ 1/8
Westinghouse	37 1/2	36 3/4	37 1/2	+ 1/2
Westinghouse pfd.	98 1/4	98 1/4	98 1/4	
Zenith Radio	63 1/2	62 1/2	63 1/8	+ 1/8
NEW YORK CURB EXCHANGE				
Du Mont Lab.	16	15 3/4	15 3/4	- 1/4
Hazeltine Corp.	30 1/2	30	30 1/2	
Nat. Union Radio	3 7/8	3 7/8	3 7/8	
OVER THE COUNTER				
	Bid	Asked		
Stromberg-Carlson	11 1/2	13		

Gets WBAL Sales Post

Baltimore—The appointment of James M. Kennedy, account executive, to the post of sales manager at WBAL was announced yesterday. A veteran of sixteen year's service in radio sales, Kennedy received his first advertising experience in the newspaper field. He joined the sales staff at WBAL in 1935 and, with the exception of three years between 1946 and 1949, has been with the station continuously.

WFIL

560 kc • PHILADELPHIA

Sells All of America's 3rd Market

ABC Affiliate—Rep: The Katz Agency

★ COMING AND GOING ★

HARRY ACKERMAN, Columbia network's executive head of production, has arrived from Hollywood on business.

ED BENHAM, assistant chief engineer at KTTV, Los Angeles, left yesterday for a three-week tour of the East. He plans to observe technological advances and will purchase several items of electronic equipment for the station.

JACK CARTER, comedian now on a European tour, will visit London, Paris, southern France, Rome, Venice, Lake Como and Geneva. He will entertain GI's and will gather material for forthcoming television programs.

TONY FARRAR, comedian-impressionist, is in Baltimore for an engagement at the State Theater.

HAL COULTER, director of advertising for the Mutual network, is in Chicago on a short business trip.

GEORGE ARKEDIS, western sales manager for CBS-TV, is spending a three-week vacation in New York and Virginia.

FRED VANDEVENTER, whose "20 Questions" is featured on the Mutual network, next Tuesday will be in Detroit, where he will receive from Lawrence Institute of Technology the degree of Doctor of Business Administration.

S. R. KUNKIS, attorney well known in the entertainment industry, leaving via BOAC for a week in London and Paris.

JERRY FAIRBANKS, producer, is in New York making final arrangements for the merger of Jerry Fairbanks Productions with Official Films.

ALAN FRIEDRICH, commercial manager of WRED, Greenville, N. C., has returned to the station after having visited briefly in New York.

EILEEN & CARVER, dance team recently at the Wedgwood Room, off to Boston for a short engagement at the Copley-Plaza, after which they'll return to New York for several TV appearances.

BILL HAZLETT, field representative for Audio and Video Products Corp., is touring eastern Pennsylvania this week, visiting TV reps, agencies and stations.

ALAN WEEKES, a director of the J. Walter Thompson Australian Company, has arrived in the New York office for a visit of several weeks. He was previously affiliated with the agency's London office.

JERRY PICKMAN, Paramount's director of advertising, publicity and exploitation, is in Hollywood for a look-see at the national situation. He'll also visit Albuquerque, N. M., before returning to New York late in the week.

MAGGI McNEILLIS, moderator on "Leave It to the Girls" on NBC-TV, accompanied by her husband, **CLYDE NEWHOUSE**, tomorrow will leave by plane for a two-week trip to Paris, London and Rome. Bill Slater will be moderator while Maggi is away.

Radio And TV Praised By AFM President

(Continued from Page 1)

AFM president, praised the video contract which ensures a better future for today's musicians. He stated at the opening session Monday that 30 companies had accepted a clause providing five per cent of the commercial fee for use by an impartial trusteeship to provide musicians with concert work at community projects.

No praise, however, was held by Petrillo for the 'politicians' whom he charged were helping to destroy the country's musical heritage. The union chief called for a government subsidy for the industry, and urged that "something must be done before musical culture goes out."

Brighter future for Canada's musicians was told at yesterday's afternoon session by Ernest L. Bushnell, director general of programs for the Canadian Broadcasting Corporation. He described the CBC operation as a public utility operated for about two million "shareholders" who pay a tax on their radio receivers into an \$8,000,000 annual pool to sustain the service.

Out of this total income 25 per cent is spent for sustaining programs that give about \$1,000,000 of employment annually to Federation musicians. If and when more money is available, it will be plowed back into bigger and better programs that will employ more musicians, Bushnell said. Music culture and music appreciation are on the upswing in Canada, he added, according to recent Royal Commission report on broadcasting which shows that interest in serious music has increased phenomenally during the last 25 years.

Theater Companies Get TV Fight Rights

(Continued from Page 1)

Fabian Theaters, Loew's Theaters, RKO Theaters, and United Paramount Theaters.

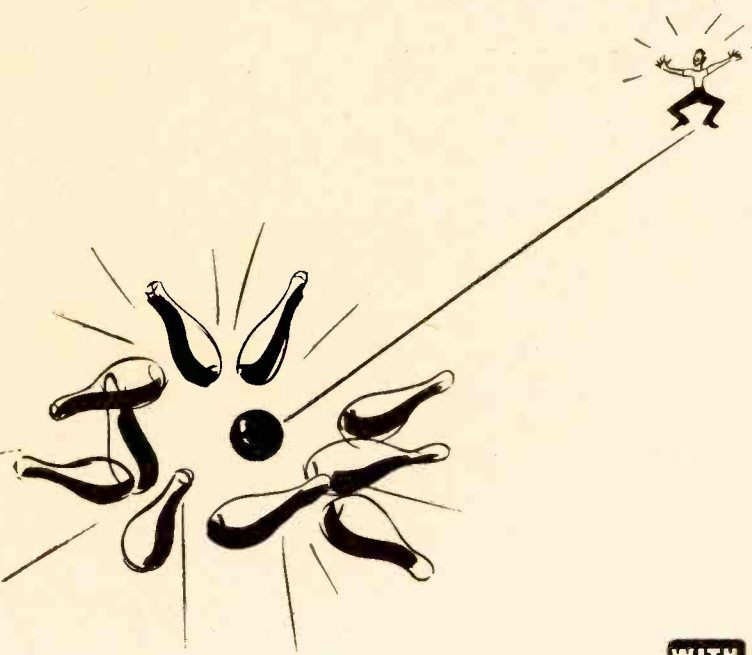
The fight will not be theater televised in New York and adjacent areas. Initial cities with theater television coverage will be Washington, D. C., Baltimore, Albany, Cleveland and Chicago. The fight, as previously announced will not be televised in homes or in public places.

Norris And Halpern Comment

James Norris, president of the International Boxing Club stated yesterday that, "The IBC is looking forward with keen interest to the testing of theater television in the Louis-Savold and other major fights. The potentials of theater television are large for major sports attractions, while holding forth the assurance of maintaining the sports structure itself."

Halpern, in commenting on the hook-up, said: "This will mark the historical first network of theater television, several cities and theaters being linked together to bring these exclusive theater telecasts of major fights to the public for its enjoyment."

The Louis-Savold fight is scheduled for Wednesday, June 13, from the Polo Grounds, starting at 10:00 p.m.



WITH

You get a lot for a little*

*MORE LISTENERS-PER-DOLLAR than any TV or radio station in Baltimore

SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY

WSTC and WSTC-FM
STAMFORD, CONN.

"The Gateway to New England"
ABC Affiliate
Representative: EVERETT-McKINNEY, Inc.

"Tops in the Nation"

WLW-TELEVISION

WINNER OF THE

VARIETY

1951 AWARD

FOR OUTSTANDING TELEVISION PROMOTION

Sponsors value the award-winning calibre of promotion given them by WLW-TELEVISION because it makes their advertising dollar more effective.

WLW-T WLW-D WLW-C

CHANNEL-4
CINCINNATI

CHANNEL-5
DAYTON

CHANNEL-3
COLUMBUS

Crosley Broadcasting Corporation

CHICAGO

By PAT BARTON

"BOB ELSON ON THE CENTURY" went off air as of June one.

WNBQ carried the first six news programs (five of them local productions) and eight out of the first nine during May 1-8 according to the American Research Bureau.

Frank Tallman has been appointed WBBM sales service manager. WBKB debuts a full-hour local show today which will be called "Creative Cookery." Packaged by Personality Features, Inc., it is slated to air locally for a month and then go to the full CBS-TV net.

La Verne Varnevalle of the WLS sales accounting department is engaged to be married.

Jim Hurlbut, NBC newscaster, served as an airline steward on a trip to Washington, D. C. and back to get a feature story for his June 3 broadcast. Working with the Air Line Stewards and Stewardesses Association, he served meals and did whatever stewards do in his own fine fashion.

Claude Kirchner has signed to do the commentary for the Grant Park Summer Concert Series.

WMAQ is doing a radio industry plug on two station breaks a day. The idea behind the promotion is to sell more and more and more radios.

The newly formed Advertising Club of Chicago met May 28 with Spencer Allen, director of WGN-TV's "Chicagoland Newsreel," taking over as first guest speaker.

Janet Mayer has resigned her post as manager of school and college advertising for the Chicago Daily News to become account executive in the awards division of Walter Schwimmer Productions. And Michael Brown, formerly of Malcolm Howard, has gone into Schwimmer's TV department as a producer and director.

Stork News

John F. Hurlbut, NBC's supervisor of television audience promotion, is the father of a boy born May 24 to Mrs. Hurlbut at Englewood (N. J.) Hospital. The newcomer, who weighed seven pounds, 13 ounces at birth, will be named David Evan.



● ● ● Don't be surprised if several TV set manufacturers announce incorporation of adapters in all future black and white sets which will receive CBS color telecasts in monochrome. . . . Rumored that Emerson, Hallicrafters and Admiral are among those who may include adapters in future receivers. . . . Robert Kintner, president of ABC, denies the report that United Paramount Theaters and ABC will sell the radio network when the ABC-UPT radio-TV deal is okayed by the FCC. . . . It's nice to hear that Paul White, former news director of CBS, will become executive editor of KFMB and KFMB-TV, San Diego. . . . Philco Corporation's announcement of a new line of TV receivers caught some of the competing manufacturers off base. . . . Most manufacturers had not planned to add to their lines until the fall. . . . Allied Stores becoming an important buyer of spot TV announcements in cities where they have department stores. . . . Goar Mestre, of Havana, plans to expand his CMQ-TV operations by adding four stations in Cuba. . . . Freida Hennock, FCC commissioner, will continue her crusade for educational TV channels when she "Meets The Press" on NBC-TV next Sunday.

☆ ☆ ☆ ☆

● ● ● THE POWER OF TV: During a dinner session at Leone's recently Gabby Hays was asked for more autographs than Linda Darnell and Mary Pickford. Gene Leone asked him to explain his success in video. Gabby said, "First, I always make sure that I'm absolutely right; then I do what the sponsor suggests."

☆ ☆ ☆ ☆

● ● ● Comedian Jack Carter's current European trip, which is taking him to London, Paris, Southern France, Rome and Geneva, has a three-fold purpose. Firstly, Jack will make sixteen service camp appearances en route, performing for G.I.s abroad. Secondly, Carter is filming his trip for use with a comedy commentary in movie theaters and on his TV series when he resumes in September. Thirdly, he is visiting foreign ports to sign polyglot talent to guest on his TV series this coming season.

☆ ☆ ☆ ☆

● ● ● Robert Q. Lewis was doing a singing-commercial on his CBS-TV show which auditions talent for bookers, night-club owners, etc. Stricken with a mild case of laryngitis, Lewis' voice cracked while singing the good praises of his sponsor's product. He stopped the music and ad-libbed: "You know, with my voice, I couldn't get on this show."

☆ ☆ ☆ ☆

● ● ● WPIX viewers were given a first-hand account of the case of Louis Gross, who served 16 years in a Michigan prison for a crime he did not commit, on the Harry Brundage crime show last night. . . . The newspaper syndicates are after Ted Collins to do a political column, modeled after his editorializing on the Kate Smith NBC-TV. . . . Jackie Susann's "Open Door" TV show via Du Mont may go across-the-board. The network feels her percentage in getting jobs for over 70 per cent of her guests is building good-will. Donald Buka, having completed playing the role of the twin brother in "Ring Around the Moon" at the Ann Arbor festival, returns to N. Y. to be on Ralph Bellamy TV show, "Man Against Crime," on June 8th.

☆ ☆ ☆ ☆

● ● ● "Market Melodies," emceed by Sydney Smith and Walter Herlihy, celebrated its second anniversary yesterday with one thousand, eight hundred and forty-four guests, interviews, and demonstrations on their daily television strip. . . . Lonny Starr signed by Arnold Cohan agcy to sponsor host the "Jacqueline Susan Show" on Du Mont. . . . Kermit Schafer's "Quick On The Draw" and "Vim Talent Search" with Skitch Henderson will continue through the Summer on WNBT.

PROMOTION

RCA To Dedicate Plant

Dedication of RCA's new electron tube plant in Cincinnati has been scheduled for June 11th, it was announced this week by L. W. Teegarden, v.p. in charge of RCA Technical Products. The new plant, according to the announcement, will be devoted exclusively to manufacturing miniature and subminiature electron tubes to meet the demands of the defense program and the industry.

Dedicating the plant to the memory of John G. Wilson, former executive vice-president in charge of the RCA Victor Division of RCA, numerous company officials will take part in the ceremonies which will be marked by the unveiling of a plaque honoring Wilson. The plaque, mounted in a wall facing the main entrance, will be uncovered by Frank M. Folsom, RCA prexy. Others attending or taking part will be: W. A. Buck, v.p. and gen. mgr. of the RCA Victor Div.; Joseph H. McConnell, NBC president, J. B. Elliott, v.p. in charge of RCA Victor Consumer Products; Charles M. Odorizzi, v.p., RCA Victor Div.; Richard T. Orth, v. p., RCA Tube Department; V. deP. Goubeau, v.p. and director of materials of RCA Victor Div.; Orrin Dunlap, Jr., v.p., advertising and publicity, RCA; Edward D. Madden, v.p., NBC; and Jack Herbert, v.p., NBC Radio Network Sales.

The Cincinnati plant occupies approximately 17 acres, has 136,000 sq. ft. of floor space, and will be RCA's third plant for the manufacture of receiving tubes. Plant Manager will be Harold A. DeMooy.

Aiding Radio

Carrying the ball for radio further, Broadcast Advertising Bureau has issued a special memo to all BAB members, with a reprint of the speech given May 14 by NBC merchandising manager H. Norman Neubert, at the Merchandising and Management Conference held at the University of Maryland. "Making Radio Pay Its Way in Sales" is the title of the informative speech which adds another important voice to the many who have proved that radio pays its way in sales for retailers.

BAB cites radio as the world's best advertising medium. It is emphasized as an effective retail advertising medium, because it produces immediate sales, reaches potential customers not reached by other advertising media, increases store traffic and also increases the effectiveness of other retail advertising media.

JINGLES

That Don't JANGLE!

(Write For Free Brochure "R")

LANNY & GINGER GREY

AM-TV PRODUCTIONS & JINGLES

1295 MADISON AVE., N. Y. 28, N. Y.

Enright 9-7778

WFIL

560 kc PHILADELPHIA

Operating at 560 kilocycles, WFIL's 5,000 watts provide coverage equal to 100,000 watts at double the frequency...1120 kilocycles.

ABC Affiliate—Rep: THE KATZ AGENCY

New Series Of Clinics On Programming Set

(Continued from Page 1)

ming, have been held principally in New York City. This year, however, a resolution adopted by presidents of 29 state broadcasters associations at the NARTB convention in April expressed a strong request for regional clinics in order that larger numbers of station personnel might attend.

The sixteenth program clinic in New York has been scheduled for June 18th and 19th and will be held at the Johnny Victor Theater in the RCA Exhibition Hall. Speaking during the 2-day confab include: Dave Baylor, v.p. and gen. mgr., WJMO, Cleveland; S. A. Cisler, v.p. and gen. mgr., WKYW, Louisville; Sheila John Daly of the Ladies' Home Journal; Ted Cott, gen. mgr., WNBC (AM, FM, TV); Jos. A. McDonald, v.p. and gen. atty., American network.

The itinerary for the thirteen clinics outside of New York is announced as follows:

June 25—Nashville, Tenn. Tennessee Association of Broadcasters; Frank S. Proctor, president.

June 26—LaFayette Hotel, Little Rock, Ark. Arkansas Broadcasters Assn.; Fred Stevenson, president.

June 28—Heidelberg Hotel, Jackson, Miss. Mississippi Broadcasters Assn.; Granville Walters, president.

June 29—Roosevelt Hotel, New Orleans, La. Louisiana Association of Broadcasters; Tom Gibbens, president.

July 2—Atlanta, Ga. Georgia Association of Broadcasters; W. Ray Ringson, president.

July 23—Seattle, Wash. Washington Broadcasters Association; Fred F. Chitty, president.

July 24—Portland, Ore. Oregon State Broadcasters Assn.; Ted Cooke, president.

July 26—San Francisco, Calif. California Broadcasters Assn.; William Smullin, president.

July 31—Los Angeles, Calif. Southern California Broadcasters Assn.; Bob McAndrews, managing director; A. E. Jocelyn, president.

August 20—Pittsburgh, Pa. Pennsylvania Association of Broadcasters; Victor C. Diehm, president.

August 21—Columbus, O. Ohio Broadcasters Assn.; L. A. Pixley, president.

August 22—Roanoke, Va. Virginia State Association; Charles Blackley, president.

August 24—White Sulphur Springs, W. Va. (The Greenbrier). West Virginia Broadcasters Assn.; Joe L. Smith, Jr., president.

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 May 25-31

TITLE	PUBLISHER
Be My Love	Miller
Because Of You	Broadcast Music
Hello Young Lovers	Williamson
Here's To Your Illusions	Chappell
How High The Moon	Chappell
I Apologize	Crawford
I Whistle A Happy Tune	Williamson
If	Shapiro-Bernstein
I'll Never Know Why	Bregman-Vocco-Conn
I'm Late	Walt Disney
Kentucky Waltz	Peer
Love Me	Words & Music
Loveliest Night Of The Year	Robbins
Make The Man Love Me	T. B. Harms
Mister And Mississippi	Shapiro-Bernstein
Mockin' Bird Hill	Southern
My Resistance Is Low	E. H. Morris
No One But You	Harms
On Top Of Old Smoky	Folkways
Pretty Eyed Baby	Pickwick
Sound Off	Shapiro-Bernstein
Syncopated Clock	Mills
Too Late	Feist
Too Young	Jefferson
Unless	Bourne
Vampin'	Simon House
We Kiss In A Shadow	Williamson
When You And I Were Young Maggie Blues	Mills
Would I Love You (Love You Love You)	Walt Disney
You're Just In Love	Berlin

Second Group

TITLE	PUBLISHER
Aba Daba Honeymoon	Feist
Always You	St. Nicholas
Beautiful Brown Eyes	American
Chesapeake & Ohio	Famous
Down The Trail Of Achin' Hearts	Gallico
Faithfully Yours	Witmark
Gotta Find Somebody To Love	Duchess
Happiness	Simon
Hot Canary	Leeds
I'll Buy You A Star	T. B. Harms
I'm Yours To Command	Mellin
It's A Lovely Day Today	Berlin
Love Is The Reason	T. B. Harms
My Prayer	Shapiro-Bernstein
Sparrow In The Tree Top	Santly-Joy
Super Song	Life Music
Tahiti My Island	Paramount
Tom's Tune	Laurel
Tonight Be Tender To Me	Life Music
What Will I Tell My Heart	Ivy
When Our Country Was Born	Life Music
World Is Your Balloon	Chappell

(Copyright, 1951, Office of Research, Inc.)

Sarnoff, Jr., Elected NBC Vice-President

(Continued from Page 1)

subsequently he was named assistant to the national program director, then production manager of program sales and on last January 22 to the newly created post of NBC unit productions.

Before joining NBC, Sarnoff was associated with Look magazine as assistant to the publisher and earlier served the



SARNOFF

Des Moines Register and Tribune in a similar capacity. He served in the U. S. Navy as a lieutenant for three and one-half years and before then was in the office of Gen. William Donovan, coordinator of Information, in Washington.

He attended Phillips Academy, Andover, Mass., and later graduated from Harvard College.

In his present TV production post, Sarnoff is responsible for several production units including "The Comedy Hour," "Four Star Revue," "Saturday Night Review" and the "Kate Smith Hour." He is also in charge of a special unit producing a TV history of the United States Navy.

Trammell Regards BAB "Most Progressive Step"

(Continued from Page 1)

Trammell foresees that the Bureau will steadily increase its importance. With 831 stations already supporting it and new memberships improving the total every day, BAB will soon be able to grow and expand its effectiveness, he said.

Reorganization of BAB was the topic of the meeting to acquaint all members of the committee with the most recent developments under the presidency of William B. Ryan. As the official promotion arm of the radio industry, supported democratically by all segments of broadcasting, including stations' representatives and networks, the Bureau's activities are enlarged.

BAB board chairman Edgar Kobak, presiding over the meeting, expressed full confidence that the bureau's proposed projects and those already under way deserve the unlimited backing of everyone in radio.

Why buy 2 or more...

do 1 big sales job

on "RADIO BALTIMORE"

WBAL

Contact EDWARD PETRY CO.

Before you do anything about TV or Business Films...

SEE CHARLIE CURRAN

Seaboard Studios, Inc.

157 E. 69th St., N. Y. 21
Phone: REgent 7-9200

Fellows And Miller Installed By NARTB

(Continued from Page 1)

points to 500 broadcasters: "In the field of educational radio and television the eventual decisions will affect not only our industry, but the course of our history and the life of every citizen as well.

Predicts "Much Competition"

"The period just ahead will see much competition between radio and television and must be approached with intelligence so that both media can have strength and take their proper places as advertising media and worthy tools of our civilization. I am sure, and I believe I speak for most broadcasters, that with proper promotion and aggressive salesmanship, neither need suffer and both can find their proper places. History gives no example of one major advertising medium destroying another.

"Through the years there has been much ado about the Communications Act, but it is a good law, demonstrating the remarkable foresight of such legislators as Senators White and Dill, and of House Speaker Sam Rayburn, who anticipated, even in earlier days, the miraculous development of radio and television. Most importantly, every Congress has kept inviolate the provisions prohibiting censorship and has held to the notion that broadcasting must be kept as free as the press."

Miller "Seconds" Morency

Judge Miller agreed with Morency's conclusions, declaring:

"I have no doubt that the presently irritating controversy concerning the proper use of television in education will solve itself, and that the Federal Communications Commission will be completely vindicated in the generous provision which it has made for this purpose.

"It is perfectly obvious that television and radio as well, have tremendous potentialities for public education and for effective audience appeal when properly programmed for such purposes. There is the great challenge, and it is a challenge first to broadcasters and, second, to educators.

"Those other problems which you have mentioned—the proposal for licensing and regulating all business, and the increasing demand for Governmental abridgment of speech and press, are much more significant and dangerous.

Cites Recent Court Decision

"One of the most intriguing approaches in the trend toward state control of thought is the newly discovered constitutional provision recently announced in these terms: 'Freedom of attention, which forced listening destroys, is a part of the liberty essential to individuals and to society.' Obviously, this departs widely from the standard set by Holmes in his doctrine of 'present danger,' further elaborated by Learned Hand, whose statement of the proposition was adopted by

AGENCY NEWSCAST

... personnel, sponsors and notes

HAZARD ADVERTISING COMPANY is handling a campaign for Self-Winding Clock Company to promote the use of Western Union Time Service Clocks synchronized hourly with U. S. Naval Observatory Time.

IRENE R. FARLEY has joined Gale Benn Associates, new public relations firm in Syracuse, N. Y.

CHESTER A. GORE has been directing vice-president of Norman D. Waters and Associates, Inc. He has been an account executive with the agency since 1945.

S. R. LEON COMPANY, INC. is directing large-scale Fall advertising campaign for Mastic Tile Corporation of America, manufacturer of Mastico asphalt tile flooring.

WILLIAM E. FORBES, formerly with Young and Rubicam, has joined Southern California Music Company as vice-president and general manager.

ARTHUR J. DALY has been appointed television program manager at Geyer, Newell and Ganger, Inc. He previously was radio-TV director of Peck Advertising Agency.

MISS TOMMI REDMAN has been appointed publicity director of Shappe-Wilkes Agency.

ROBERT DECKER has joined Michel-Cather, Inc. as account executive. He formerly was a vice-president with the George Gibson Company.

DAVID KARR, vice-president of the William H. Weintraub Company, was awarded the Order of the Star of Solidarity from the Republic of Italy. The honor was accorded for his part in the organization and delivery of the Friendship Train.

Chief Justice Vinson in a decision announced Monday, by the Supreme Court

"Let me urge that we tell the world, and mean what we say in the telling—that the broadcasters are alert to the need for protecting and revitalizing the fundamental unalienable rights of men, beginning with freedom of speech and other forms of communication, without which none of the other freedoms can long exist. Let us say—and mean—that we will assume the long, hard role of education, and of professional guidance, which are involved in protecting those rights. And let us say, finally, that when the day comes, we are ready to fight for these freedoms, as better men than we have done, in the long centuries which have gone before."

Fellows said in part:

"Broadcasting is so essential an instrument in our society that its

DUNAY ADVERTISING COMPANY will handle the account of Lanella Corporation, developer and importer of Lanella fabrics.

LAMB AND KEEN, INC., Philadelphia, will direct advertising of William S. Scull Company, Camden, N. J., processors of Boscul coffee, tea and peanut products, effective Sept. 1.

VICTOR VAN DER LINDE COMPANY will handle advertising of the Actane Corporation.

AZRAEL ADVERTISING COMPANY is syndicating the radio show, Win Neighbor Win, for Richard S. Robbins, package owner. The show gives away 55 prizes a day, plus jackpot.

OTTO W. PROCHAZKA has been appointed copy chief of J. D. Tarcher and Company, Inc. He formerly occupied the same position at Anderson and Cairns.

W. ARTHUR LEE, president of Lee-Stockman, Inc., has been named conference chairman for the First Advertising Agency Group 24th annual meeting in Detroit June 6-9.

EARLE LUDGIN AND COMPANY, NY, Chicago, will direct advertising for Hamilton Manufacturing Company, Two Rivers, Wisc., for its line of automatic clothes dryers.

MERCREADY, HANDY AND VAN DENBURGH, Newark, have been appointed advertising agency for Culbert Pipe and Fitting Company, Jersey City.

JOHN SOBOTKA has been selected as director of advertising and publicity for the Pharma-Craft Corporation. He formerly was advertising and sales promotion manager of Lorr Laboratories.

strength should not be dissipated by the intolerance of a few for the desires of the many. Contrawise, it is so universal in nature that its benefits should also be the legacy of special groups with special desires which form a part of our nation's culture.

"I pledge to the nation's broadcasters my full energies, my loyalty and my continued respect and affection.

"To Judge Miller—my high regard and determination that my performance will reflect credit on the accomplishments of his courageous administration.

"To those in Government who must direct the lawmaking and licensing of this medium—my deep respect and constant availability.

"And to Johnny Gillin—ever a memory of the principles for which he stood, and a devotion to the profession in which he spent a noble lifetime."

Moore Quits ABC-TV; Tatum Succeeds Him

(Continued from Page 1)

York. He helped establish ABC's first New York station, WJZ-TV, as well as Chicago's WENR-TV and Detroit's WXYZ-TV. He came to the coast in 1949 to plan and

Crotty Resigns

Burke Crotty, Executive TV Producer at ABC, has resigned after 2½ years of being with the company. He produced the first TV show for NBC at the World's Fair in 1939, staying with NBC until 1947, when he went to WMAL-TV, Baltimore, for 6 months. He will open his own production unit to produce and direct TV shows.

put KGO-TV on the air in San Francisco and came to Los Angeles in July 1949 to assist in the original planning for KECA-TV.

Tatum entered the radio and television industry in 1942 as Pacific Coast counsel for the Radio Corporation of America and its subsidiaries. In this position he also was counsel for the Blue Network, the predecessor to ABC for a seven-year period. In February, 1949, he joined the Don Lee Broadcasting System as vice-president, general counsel and a member of that network's board of directors.

Felix joined ABC in September, 1944, as auditor in Hollywood and has spent the major portion of his business life in radio and television on the West Coast. On January 1, 1948 he was named controller and personnel director of ABC's western division and two years later was elected assistant treasurer of this division of the network.

Felix entered the radio and television industry in 1928 as auditor of KFRC in San Francisco. Eight years later he assumed a similar post with Hearst Radio in New York City, but soon returned to the west coast to become controller and general manager of stations KFI-KECA in Hollywood in 1937.

Jack Pearl, Mimi Benzell Summer Sub For McGees

Jack Pearl, comedian, and Mimi Benzell, soprano, will be starred for 13 weeks on NBC in a comedy-variety show as summer replacement for Fibber McGee and Molly. The Tuesday night series will start June 19, at 9:30 p.m. Pearl and Miss Benzell will be assisted by Charlie (Cliff) Hall and Leon Leonardi and his orchestra.

Miss Benzell, who has sung coloratura soprano roles in Verdi, Rossini and Mozart operas at the "Met," also has been heard at the smarter supper clubs. Currently, she is appearing at the Roxy Theater during the run of "On the Riviera."

The new Pearl-Benzell program is a Bacher Haenschen production in association with Jack Bertell. Gardner is the agency.

Radio-TV Committee To Aid Fresh Air Fund

(Continued from Page 1) various programs during the day. The fund and its great benefits to under-privileged children will be described and featured tomorrow on the second broadcasting day, over station WABD. Friday, June 29, will be both AM and television day for the fund on CBS and CBS-TV, with an all-day saturation of spot announcements and features. Mike Jablons, of Gainsborough Associates, is radio and TV director for the Fund.

Other members of Mr. Woods' advisory committee include Niles Trammell, chairman of the board of NBC; Frank White, president of MBS; Lawrence W. Lowman, vice-president and general executive of CBS; Chris Witting, general manager of DuMont Television Network; Bertram Lebharr, director of WMGM; Nathan Straus, president of WMCA; Stanley Resor, president of J. Walter Thompson Company; Bruce Barton, chairman of the board of BBD&O; Thomas D'Arcy Brophy, chairman of the board of Kenyon and Eckhardt; and Harrison Atwood, chairman of the executive committee of McCann-Erickson.

Information of the Fund has been distributed to stations WCBS, WBNX, WEVD, WHOM, WINS, WJZ, WHLI, WLIB, WMCA, WMGM, WNBC, WNEW, OR, VOV, WQXR, WWRL, WNYC, WFDR, WGHF, WABF, WKBS, WABD, WNBT, WJZ-TV, WPIX, WCBS-TV and WOR-TV.

Harris Joins Nielsen In Public Relations Post

(Continued from Page 1) vertising & promotion of WNBC and WNBT, NBC's New York stations. He was with NBC for fourteen years.

A graduate of Harvard, class of '36, Mr. Harris served in the Navy for five years during World War II.

Wedding Bells

Tom Donovan, stage manager of "Big Town," featured on CBS-TV, made the first trip to the altar recently when he married actress, Marie Phillips.



WOODS

★ ★ TELE TOPICS ★ ★

"MR. WIZARD," which was launched on NBC-TV last March, via Chicago, is a carefully planned program designed to bring the basic facts of science to the viewer entertainingly and with impact. Don Herbert, Chicago actor, announcer and emcee, stars as "Mr. Wizard" as well as writing the show. With the help of his young friend, "Willy," played by 11-year-old Bruce Lindgren, "Mr. Wizard" conducts experiments and demonstrations which explain basic scientific principles. The show opened on the network in 12 cities, and more than 27 more have requested the program since its inception. Program is widely used by science teachers in schools, both on on the cable and on kine and in many areas the program is used for class-room assignments with scripts forwarded in advance to instructors. Program is produced by Jules Pewowar of Herbert S. Laufman and Company. Larry Auerbach of the NBC staff directs. Herbert is scientist by education with a degree from LaCrosse State Teachers College.

TODAY'S TV Personality: CHARLES EDWARD BELL, recently named director of television of the Jefferson Standard Broadcasting Company, Charlotte, N. C., has served as production manager for WBTV since June, 1949. In his new capacity he will have general responsibility for the operation of the station, working under Larry Walker, assistant general manager for WBT and WBTV. Charley is a native of Columbia, S. C., and was graduated from the University of South Carolina. While a student



BELL

there he worked at WIS and later became chief studio engineer there. During World War II he served first with the Signal Corps and later in the radar division of the Navy. Following the war he again joined WIS and later managed stations in Orangeburg, Chester, S. C., before joining WBTV. Charley is a member of the Academy of Radio and Television Arts and Sciences and an associate member of the Radio Executives Club of New York.

KRAFT Television Theater will present Channing Pollock's "Stranglehold," featuring Gene Lyons, Marilyn Monk and Enid Markey, Wednesday, June 13, at 9:00 p.m. over NBC-TV. Lyons makes his TV debut on the show. . . . As of June 1, there were 79,098 TV sets in the Omaha area, according to WOW-TV. Count is made by the Nebraska-Iowa Electrical Council. . . . Approximately 100 of McGraw Hill's films will be distributed by Sterling Television Company, it was announced yesterday by Saul J. Turell, president of the company. Sterling will handle several adult series including "Marriage for Moderns," "Educational Psychology" and "Child Development," among others, in the deal just concluded with Al Rosenberg, head of the publishing company's film division. . . . "The Alan Young Show" has been renewed by Esso Standard Oil Company, continuing through the first week in July on CBS-TV. Program will be succeeded until after Labor Day by a TV version of "Your Esso Reporter" during the summer hiatus. Deal was set through Marschalk and Pratt Company. . . . Vincent Lopez and orchestra will be heard over WABD every Wednesday at 11:00 p.m., starting tonight, sponsored by the Lakewood Hotel and Land Association.

JOHN SMALL, chairman of the Munitions Board of the Department of Defense, will delve into the problems of defense procurement on "Pentagon-Washington," via Du Mont Sunday, June 10, at 8:30 p.m. . . . Al Tisch, hotel chain operator, will be one of the panelist judges on the "Miss TV of 1951" show on WATV tomorrow at 8:00 p.m. You pick 'em, Al, we'll watch. . . . "The Kreisler Band Stand" will feature Tex Beneke on the Wednesday, June 13, program at 8:30 p.m. over ABC-TV. Gerri Sullivan, song stylist and the dance team of Lohman and Fields will be featured. . . . A new full-hour television series, the first 13 weeks of which will feature films never before shown on TV, and thereafter presenting live dramatic productions will debut Friday, July 6, at 9:00 p.m. on CBS-TV. Film section will run through Sept. 28, entitled "Film Firsts." First live dramatic hour will be Friday, Oct. 5. Sponsor of both the films and the live dramatic shows is the Jos. Schlitz Brewing Co. . . . Hugh J. McDermott has been promoted to director at NBC. For the past two years he has been assistant TV director working on such programs as the Bob Hope Show, and with Jimmy Durante, Danny Thomas, Jack Carson, Bobby Clark and others.

Bill Introduced To Regulate TV Service

(Continued from Page 1) man and Councilman Stanley M. Isaacs. The bill will be voted on pending the next meeting of the general welfare committee, to be called by its chairman, Councilman Hugh Quinn. Following passage by the Council,

Result Of Exposé

The proposed bill to regulate TV servicemen was inspired by the RADIO-TELEVISION DAILY exposé of unscrupulous service practices in May 1950, and a subsequent series of articles carried in the New York World Telegram. The exposé also had the support of the Better Business Bureau.

the bill will then be voted on by the Board of Estimate.

Requirement of city licenses of all TV repair and maintenance personnel is chief provision of the bill designed to combat the unsavory practices uncovered within the past year in TV service. A sliding scale of fees from \$5 to \$25 a year, according to work performed and contracts issued, is proposed for licensing, with violations to be penalized as misdemeanors, with a \$500 fine, a year in jail or both.

The bill also calls for an advisory committee of seven members, comprising representatives of the industry, the Board of Education and the Corporation Counsel. Mr. Keegan stated that the bill when it becomes law will not only insure the financial responsibility of persons providing service contracts, but will also insure the competency of mechanics who actually do servicing.

Three Sterling Programs To Take Summer Hiatus

(Continued from Page 1) nesia, heard on the ABC network Sundays from 9:30 to 10 p.m., EDT, will take its Summer hiatus following the June 17 broadcast, and will return to the same spot Sept. 23.

Due to begin a three-month holiday on June 20, Mr. Chameleon, heard on CBS Wednesdays from 8 to 8:30 p.m., EDT, will resume at the same time on September 26. The third Sterling program, Mystery Theater, heard on CBS network Tuesdays from 8 to 8:30 p.m., will have its last broadcast of the current series on June 19, but it will return as a television show in the Fall under the aegis of the Hummerts on the CBS-TV.

TOPS T-V
in FILMS!

WESTERN'S galore!

featuring ★ Ken Maynard ★ Bob Steele ★ Bill Cody ★ Fred Scott ★ Tim McCoy

Write for full listings to-day

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TELEVISION CORP.
1501 B'WAY., N. Y. C. 18
LONGACRE 4-8234

Advertising Budgets Up On Cigarettes

Four of the big five cigarette companies are increasing advertising from 10 to 20 per cent according to reports. Heaviest hike is in the television field. In this medium, the tobacco companies have already boosted their ad outlay for the first two 1951 months by some 218 per cent over the like period in 1950, according to Publisher Information Bureau. This figure does not include spot TV commercials which are telecast by the hundreds every day during the 30-second interval between programs.

Traditional heavy user of advertising, the cigarette industry is a highly competitive one and relies on advertising in all media as a sales force. The large hike in ad budgets will include radio, TV, magazines, newspapers, posters and signs.

The four who have indicated the advance in advertising budgets are the American Tobacco Company (Lucky Strike), R. J. Reynolds Tobacco Company (Camel), Liggett and Myers Tobacco Company (Chesterfield) and Philip Morris and Company, Ltd. The remaining one of the big five, P. Lorillard Company (Old Gold) has not made its final plans. All five were among the top 25 spenders for national advertising during 1950.

New Business Reported By WCBS-TV Sales Dept.

Several new accounts are reported by WCBS-TV, in addition to renewal of sponsorship by the Local Chevrolet Dealers Association of the Monday, Thursday and Friday editions of WCBS-TV's "News of the Night" for 13 weeks, beginning Monday, May 21. The company will also sponsor the Tuesday edition, starting June 5. Agency is Campbell-Ewald Company, Inc.

Additional new business includes Fedders-Quigan, which will have participations in the Tuesday, Friday and Saturday broadcasts of "The Late Show," for 16 weeks, through BBD&O; National Enameling and Stamping Company, for Nesco Electric Roasters, participations in the Thursday broadcasts of the Margaret Arlen program, for 13 weeks, beginning June 7, through Needham, Louis and Brorby, Chicago; J. B. Williams Company, for Williams Shave Cream, has contracted for Tuesday, Friday and Saturday participations in "The Late Show," for 52 weeks, starting May 15, through J. Walter Thompson Company.

Also Robert Hall Clothes renewal of its 11:15 p.m. Sunday announcements for 13 weeks, effective May 13, through the Frank Sawdon Agency; and Miles Laboratories, for Alka Seltzer, renewal of its 1:30 p.m. Tuesday, Thursday and Friday announcements for 34 weeks, started May 15, through Wade Advertising Agency, Chicago.

California Commentary

By ETHEL ROSEN

● ● ● Eric Lifner has been appointed a Vice President of Erwin, Wasey & Company. Lifner joined the Agency in 1949 and is Account Executive on Albers Milling Company products. . . . The "George Burns and Gracie Allen Show" video show will remain

Hollywood

on TV all through the summer months, and has been renewed into next year by its sponsor, Carnation. . . . James L. Cox has taken over new post as West Coast station relations director of BMI. He replaces Glenn Dolberg, promoted to BMI New York headquarters as station relations manager. . . . "Club 15" head man Bob Crosby has signed an exclusive contract with Capitol Records and will shortly begin making a special series of duet disks with his daughter, Cathy, in addition to being featured on his own solo platters. . . . Harry Engel has been upped from commercial manager to station manager of KVEN (Ventura), replacing Mort Werner, who has taken a leave of absence to join the production staff of NBC Television, New York. . . . Mike Moser, "Space Patrol" producer, is developing a special TV format for Rebel Randall, AFRS gal disc jockey whose GI show, "Jukebox, U. S. A.," is broadcast world-wide five days weekly. . . . Composer-conductor Victor Young goes into a recording session at Decca this week to cut some new sides with Dick Haymes. . . . Superman, Inc., is seeking a young actor to play the lead in its "Superman" television series, comprising 26 half-hour films, which will be made by Bernard Luber and Robert Maxwell starting in June. "Superman" was on radio for 15 years. . . . Robert W. Clark in New York for a series of conferences with network engineering. . . . James T. Aubrey, Jr., has joined the staff of KTTV's sales department as an account executive. Aubrey has been associated with CBS for the past two and a half years. . . . Larry Keating takes time out from his many chores to fly to Emmetsburg, Maryland, June 2, to attend the graduation of his son, Robert Sidney, from Mount St. Mary's College. . . . KTLA's "Bandstand Revue," produced and directed by head man, Klaus Landsberg, played a benefit show for Santa Monica Fireman's Relief, June 1st. . . . The Vine Street Brown Derby looked like a junior edition of CBS' "other night" when guests included Eve Arden, Edgar Bergen and his program guest, Ann Sheridan; Loretta Young and Bill Holden, who were starring on Lux Radio Theater, and Freeman Gosden and Charles Correll (Amos 'n' Andy).

★ ★ ★ ★

● ● ● KECA's Joe Thompson, writer-producer on that station's staff, started his own record show May 28th, to be aired every Monday through Saturday. Throughout the series, Thompson plans to bring in an occasional guest who has something of particular interest for the fans. . . . The Modernaires, singing group on CBS' "Club 15" program, will start their fifth consecutive season with the show when they return to the air after a summer hiatus which starts June 29. The quintet, who record for Coral, have already been set for personals at the Orpheum in Omaha and the Chicago theater during their short vacation. . . . Artie (Mr. Kitzel) Auerbach will be starred in a series of 26 half-hour television films entitled "Here Comes Mr. Kitzel," which will be produced by Ralph Rose.

★ ★ ★ ★

● ● ● KTLA's Stan Freberg (the voice of Cecil on Bob Clampett's "Time for Beany") has been signed for a role in M-G-M's "Callaway Went Thataway." . . . Stan Chambers will be awarded the Summa Officio Praeditus from Sigma Tau Sigma, social science national honorary society, at Los Angeles City College today, during the Cecil B. DeMille banquet. . . . KLAC-TV leads local television in presentation of educational and adult programs and youth programs in the May "outstanding" list voted by 10th District of Parent-Teachers Ass'n. . . . Jean Hersholt, Louella Parsons and Jo Stafford have been set to appear on Frances Scully's 10th Anniversary of the Los Feliz Brown Derby broadcast June 16th. . . . James Rennie has resigned as station manager of KBIS (Bakersfield), with president and general manager James McDowell currently filling both posts.

Movies In Canada Not To Be Hit By TV

Montreal—Canadian cinemas do not expect to feel much box office pinch when Canadian TV starts operating, J. J. Fitzgibbons, president of Famous Players Canadian Corp. has told the Financial Post.

Even in the border good TV reception areas, such as Windsor, Ont., "we've had no decline in box office receipts. TV's not having the same effect in Canada as in the U. S.," he said.

Fitzgibbons stated further that, "in the U. S. TV has been competing for the public's leisure time and entertainment dollars on a large scale, causing a definite drop in box office attendance in reception areas.

"Authorities admit it's next to impossible to determine the full extent of TV's effect. There are too many other forces affecting attendance (i.e. high U. S. theater ticket prices) to permit accurate measurement of any one factor. But during the novelty period, when people look at any type of program as long as it's TV, there's been a decline at the U. S. box office. Once this initial novelty has worn off, it is expected that TV will have to compete like any other medium—on the merit of its individual programs."

Fitzgibbons also said that because of the familiarity many Canadians already have with U. S. TV, the novelty period is not expected to be so long.

The present high prices of TV receivers in Canada, he said, plus the high cost of living and the relatively small percentage of Canadians who will be living in good TV reception areas, all combine to lessen the threat of TV to the Canadian box office.

Treasury TV Series Will Aid Bond Sales

Largest television film commercial campaign undertaken to date is currently being prepared for the Advertising Council on behalf of the United States Savings Bonds Division of the U. S. Treasury Department. Sixty-six film commercials urging the public to buy Defense Bonds—the greatest number of film commercials ever used in any TV campaign—are scheduled for production. They will be distributed by the Treasury Department to all TV stations across the country for maximum circulation throughout the year.

Produced by Movietone News division of Twentieth Century Fox Company in New York, the series include playlets, narration and nationally known cartoonists featured in several. Agency for the campaign is the G. M. Basford Company. Preparation of scripts is under the direction of Gene Reichert, of Basford, with Edwin Linehan, radio-TV chief of the Savings Bonds Division, is supervising the campaign for the Treasury Department.

EQUIPMENT
PRODUCTION
STUDIOS

RADIO DAILY

TELEVISION DAILY

SPONSORS
BUSINESS
AGENCIES

VOL. 55, NO. 57

NEW YORK, WEDNESDAY, JUNE 20, 1951

TEN CENTS

PROGRAMMING IMPROVEMENT URGED

Roosevelts In New Radio, TV Producing Firm

Package Company To Have Kersta And Others

Formation of Roosevelt Enterprises, Inc., package producers of radio and television programs on a large scale, was announced yesterday by Elliott Roosevelt, who will be president of the organization. John Roosevelt, currently vice-president of the Lee Pharmacal Co., has arrived in

(Continued on Page 5)

NBC-TV Rates Upped Effective On July 1

Tremendous growth of the number of television homes, more than doubled in the last 12 months, has led NBC television network to institute a new set of time charges effective July 1, it was announced yesterday by Edward D. Madden, NBC vice-president in charge of television sales and operations.

The new rates reflect the fact

(Continued on Page 6)

Colgate Comedy Hour Renewed On NBC-TV

Renewal of the Colgate Comedy Hour for the 1951-52 season over the NBC television network was announced by Sylvester L. Weaver, Jr., NBC vice-president in charge

(Continued on Page 6)

TV Football Skedded

Los Angeles—Loyola University and NBC yesterday signed a contract for the televising of most of the Lions football schedule this fall both at home and away. Five home games to be played at the Pasadena Rose Bowl will be televised. Another game with the University of Florida may also be offered through the sight-and-sound.

Safety Measures For Dodger Fans

WMGM, in conjunction with the Brooklyn Red Cross, has issued a special edition of their manual, "The Care and Protection of Dodger Fans," for the benefit of baseball enthusiasts planning to attend the Mayor's Trophy Benefit Baseball Game between the Yankees and Dodgers at Yankee Stadium on Monday, June 25. The booklet, which has 10 safety and sanity commandments for Dodger fans, is designed to counteract the "injurious—to self and others—effects of that peculiar combination of exuberance and excitability known as 'Ebbets Mania'." Specially requested by the New York City Health Department, the manual will be distributed to both Dodger and Yankee fans attending the game. (It is not known whether any will be given to Giant fans!)

New Tri-Color To Be Displayed By RCA

Illustrating the RCA claim of "no external limiting factors to picture size in the RCA compatible all-electronic color television system," a 21-inch tri-color television picture tube was shown here yesterday to 231 radio-TV manufacturers. The tube was shown as part of a two-day program in which RCA is supplying technical information to assist manufacturers in their produc-

(Continued on Page 7)

Fifteen Sponsors Signed For CBS Color Premiere

Fifteen sponsors have been signed to participate in the premiere commercial color TV presentation on CBS, Monday, from 4:30 to 5:30 p.m., EDT. The 15 participating sponsors are: General Mills, Lin-

(Continued on Page 2)

Canadian Awards Announced On CBC

Toronto—The third annual Canadian Radio awards for 1950, sponsored by the Canadian Association for Adult Education in cooperation with 44 national organizations, were presented last week on a national broadcast in CBC's concert studios over the Trans-Canada network. The Maurice Rosenfeld Memorial Award, given annually to the "most promising newcomer to radio," was won

(Continued on Page 6)

New Fireside Theater Live Series For NBC-TV

Fireside Theater will present a special eight-week series of live shows starting Tuesday, July 3, over NBC-TV. Produced and directed by Albert McCleery, the series will use a "theater-in-the-

(Continued on Page 2)

Tom Brooks Dies Suddenly; Was Head Of Hearst Radio

Tom A. Brooks, 46, vice-president and director of Hearst Radio, Inc., died suddenly of a heart attack early yesterday at his home, 388 Allaire Avenue, Leonia, N. J.

Mr. Brooks had returned from a west coast trip the past weekend and on Monday was expressing elation over the FCC action granting WBAL, Baltimore, a license renewal. He told friends on Monday that he had plans for a vacation

now that the license renewal had been achieved.

Tom was widely known as a newspaperman as well as a radio executive. He was formerly radio editor of the New York Evening Journal and later the New York Journal-American. He became associated with the radio department of the Evening Journal in 1924 and was made radio editor in 1933. He

(Continued on Page 2)

BMI Officials Give Views At Clinic On Programs

Agreement on the need for greater, independent local programming as a major factor in keeping radio audiences despite TV's growing inroads, was found by speakers and 120 station executives and staff members from 22 states and Canada alike, at the Sixteenth New York BMI Pro-

(Continued on Page 7)

Kate Smith Signed For New Radio Series

Kate Smith has been signed by WNBC, New York, for a new across the board radio series, Mondays to Fridays, noon to 12:45 p.m., and will probably replace Mrs. Eleanor Roosevelt who will be forced to forego her daily series because of United Nations commitments abroad in the Fall.

The deal for the new Kate Smith radio series was negotiated by James

(Continued on Page 5)

Notre Dame President Comments On TV Edict

South Bend — "An organization such as the NCAA must not exceed in its actions, the powers granted to it by its member institutions," the Rev. John J. Cavanaugh, presi-

(Continued on Page 2)

Color For Capital

Washington — WTOP-TV, capital CBS outlet, plans color telecasts as a daily feature starting June 27. Color receivers will be placed in downtown locations for the public to view. Test patterns are scheduled from 10-10:30 a.m. daily, starting June 27, with programs to follow, scheduled from 10:30 - 11 a.m., Monday through Friday.

RADIO DAILY
TELEVISION DAILY

Established Feb. 9, 1937

Vol. 55, No. 57 Wed., June 20, 1951 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-Pres.; Charles A. Alicoate, Sec'y.

Reentered as second class matter, September 15, 1950 at the Post Office at New York, N. Y., under the Act of March 3, 1879. (Originally entered as second class matter on April 5, 1937). Terms (Postage free) United States, \$15.00 one year. Foreign, \$20.00. 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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PUERTO RICAN BUREAU: Antonio Alfonso, Edificio Ochoa, San Juan, P. R.; P. O. Box 3385; Telephone: 2-2305.

FINANCIAL

(June 19)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	12 3/8	12 1/2	12 3/8	+ 1/8
Admiral Corp.	23 3/8	22 3/4	23 1/8	+ 1/4
Am. Tel. & Tel.	154 3/8	153 3/4	154 3/8	+ 3/8
CBS A	27 3/4	27 1/2	27 3/4	+ 1/8
CBS B	27	27	27	- 1/2
Philco	23 1/2	23	23	- 3/8
RCA Common	19 3/4	19 3/8	19 3/4	...
RCA First Pfd.	78 1/8	78 1/4	78 1/2	+ 1/8
Stewart-Warner	16 3/4	16 3/4	16 3/4	- 1/8
Westinghouse	38	37 3/4	37 7/8	- 1/8
Westinghouse Pfd.	97 3/4	97 3/8	97 3/8	- 1/4
Zenith Radio	63 1/2	63	63	- 1/8

NEW YORK CURB EXCHANGE

Du Mont Lab.	16	15 3/4	15 3/4	- 1/4
Hazeltine Corp.	33 3/8	33 3/8	33 3/8	+ 5/8
Nat. Union Radio	3 7/8	3 7/8	3 7/8	...

OVER THE COUNTER

	Bid	Asked
Stromberg-Carlson	11 1/2	13

BAB Issues Sales Aids

Broadcast Advertising Bureau this week issued to radio stations seven new cooperative advertising plans as well as eight re-issued plans brought up-to-date by the various manufacturers. In addition, 23 other co-operative advertising plans were indicated to retain the same procedure in 1951 as in 1950. Most of these plans call for a 50% split in costs each for dealer and manufacturer or distributor.

WFIL

560 kc • PHILADELPHIA

Beamed to

6 Million Shoppers

ABC Affiliate—Rep: The Katz Agency

★ **COMING AND GOING** ★

JAMES P. DAVIS, manager of the RCA Custom Record Sales division; **H. H. WOOD**, division program manager, and **A. B. SAMBROOK**, manager of Theasaurus and Syndicated Sales, left yesterday to attend meetings in Indianapolis and Chicago.

VAUGHN MONROE and the members of his band have left on a seven-week tour of one-nighters, during which their "Camel Caravan" airshow will emanate from cities en route. Yesterday they were in Lakewood, Pa., while tomorrow they will be heard from Asbury Park, N. J.

JOSEPH H. SPADEA, manager of the Detroit office of CBS Radio Sales, is in New York on a short business trip.

LEO GUTMAN, of Frederic W. Ziv Co., today will arrive in New York from Cincinnati for a few days on business.

MILTON BIOW, president of the advertising agency bearing his name, is expected from Europe today aboard the Queen Elizabeth.

LEON LEONIDOFF, director of the Radio City Music Hall, with **MRS. LEONIDOFF**, has returned from Europe.

PEARL BAILEY, song stylist, is back in New York following a trip to Europe.

Notre Dame President Comments On TV Edict

(Continued from Page 1)
dent of the University of Notre Dame, said yesterday.

Questioning the constitutional power of the NCAA to restrict telecasts of college football games, Father Cavanaugh said "We have studied the plan the NCAA committee proposes and have not come out publicly either for or against the plan. We find ourselves very apprehensive about some of its implications."

Not saying whether Notre Dame will televise its home games in the Fall, Father Cavanaugh did state that his school wants to go along with the NCAA if it is possible.

"We hope the issue which the plan seems to raise can be clarified," he said.

Fifteen Sponsors Signed For CBS Color Premiere

(Continued from Page 1)
coln-Mercury Division Ford Motor Co., Longines-Wittnauer Watch Co., Inc., Pabst Blue Ribbon Beer, Pepsi-Cola Co., Wm. Wrigley Jr., Co., Revlon, Thomas J. Lipton, Inc., National Biscuit Co., Toni Home Permanent, Monarch Fine Foods, The Procter & Gamble Co. for Ivory Soap and Duz, Standard Brands, Inc. for Tender Leaf Tea and Instant Chase & Sanborn, The Quaker Oats Co.—Aunt Jemima Cake Mixes, The Best Foods, Inc., and Rit Products Corp.

HERBERT LEROY RICE AGENCY

RCA Building — Suite 1017
30 Rockefeller Plaza

Leading Insurers in the Radio and Advertising field for over 20 years.

INSURANCE

Telephone: Cl. 7-1456

FATHER ARCHIBALD McDONNELL, associated with Father Patrick Peyton, producer of the "Family Theater" on radio and TV, today will sail aboard the Tunugan, of the Argentine State Line, to open a Rosary Crusade office in Buenos Aires.

GLENN MARSHALL, JR., general manager of WNBK-TV, Jacksonville, Fla., a visitor yesterday at CBS, with which the station is affiliated.

LAZAR WECHSLER, producer of the United Artists film, "Four in a Jeep," is in New York to confer with UA officials on promotional plans for the picture.

NESTOR SUAREZ FELIU, commentator on Radio Garcia Serra, Havana, Cuba, and foreign affairs editor of Prensa Libre, Havana, is in the States for a three-month study of American newscasting and journalism.

New Fireside Theater Live Series For NBC-TV

(Continued from Page 1)

"round" technique, with cameras trained on the action from almost every angle, and with a minimum of scenery.

Both originals and adaptations will be given in the series, including a repeat performance of last year's presentation of "The Lottery," based on Shirley Jackson's well-known short story. Fireside Theater will resume on Aug. 28 its presentations of telefilms produced in Hollywood especially for television.

Tom Brooks Dies; Hearst Radio Head

(Continued from Page 1)

entered the Navy in September 16, 1940, and was released from active service in November 8, 1945, having served as a Commander with Naval Intelligence attached to the Office of the District Intelligence Officer, 3rd Naval district.

Mr. Brooks was appointed vice-president and director of Hearst Radio, November 19, 1948. Hearst Radio operates WBAL, Baltimore, both radio and TV as well as WISN, Milwaukee.

Surviving are his wife, Mrs. Fredrica R. Brooks; four children, Tom, Jr., 14; Fredrica, 12; Emily, 6, and Patricia, 2; his mother, Mrs. Catherine A. Kelly Brooks, and a sister, Mrs. Esther Stauffer, both of Jersey City.

The body was taken to the Colonial Funeral Home, 789 Teaneck Road, Teaneck, N. J. A funeral mass will be held in St. John's Roman Catholic church, Leonia, Friday.

Family Theater Continues

Hollywood—For the fifth consecutive year, Mutual's Family Theater will remain on the air during the summer months. MBS, it was announced, felt that Family Theater's purpose and accomplishments were too great to be suspended for three summer months.



You get a lot for a little*

*MORE LISTENERS-PER-DOLLAR than any TV or radio station in Baltimore

SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY



*“Naturally,
Roger has
his own radio”*



We're not so sure he ought to have a set of his own.

Roger, being only five, might be better off outdoors, learning the sacred principle of the sacrifice bunt. Or having someone read him a story. And isn't he a little young to be picking all his own programs?

But the significant fact from your point of view is that most parents count radio so indispensable that no home, and hardly a room, is properly furnished without it. People have come to take it for granted that without radio, you can't successfully run a hotel, hire a maid, or raise a child.

This attitude points up a value more meaningful than the formidable statistics of competing advertising media. A quality too often buried under radio's own impressive circulation figures. The figures don't lie. They're just not articulate. They fail to make the simple point about radio's power that matters more than numbers.*

Radio belongs.

It belongs upstairs and downstairs, in the kitchen and in the car. In the city, and in places the mail gets to once a week.

If you are an advertiser with a big market to reach, you belong in radio.

*The Columbia
Broadcasting System*

*95% of all U.S. homes have radios...

People average nearly four hours a day listening to them. They spend 20% more time listening to CBS stations than to those of any other network.

PROMOTION

Salute To 175th Birthday

Lang-Worth Feature Programs, Inc., has prepared a July Fourth package for Independence Day. It includes a half-hour program keyed to the spirit of the holiday, utilizing words and music in a patriotic vein, and entitled "A Summer Day; Independence Day . . . 1951," a half-hour program interpreting July Fourth in terms of brass band and chorus.

Also included is a special half-hour program concerning an American tradition . . . baseball! An informal script, geared to the general listening public, "A Sidelight on the Baseball Story" allows for the introduction of local baseball stories and scores.

These special programs are in addition to the Lang-Worth weekly Program Scripts, which will also salute the birthday of American Independence.

TV Brochure

WFMY-TV, first station with live television in the two Carolinas, has just issued a new brochure of market information and facts which point to Greensboro as a "gold mine" offering a tremendous market for advertisers. Outstanding fact is Greensboro's place as number one in the nation, compared with all cities in the country which have television, in retail sales per household—with an average of \$7,031.

Joins Ziv Staff

Leon Benson has joined the executive staff of Ziv Television Programs, Inc., it was announced by John L. Sinn, president. Benson, who was head of J. Walter Thompson's West Coast radio and television department, will work out of Ziv's Hollywood offices.

Benson first stepped into radio as continuity writer for WLW, Cincinnati, following which he joined the advertising department of Paramount Pictures, Inc., where he eventually headed Paramount's trailer department and producer of exploitation short subjects. During World War II, he served as an intelligence officer on the staff of General Carl A. Spaatz.

WFIL

560 kc PHILADELPHIA

Operating at 560 kilocycles, WFIL's 5,000 watts provide coverage equal to 100,000 watts at double the frequency . . . 1120 kilocycles.

ABC Affiliate—Rep: THE KATZ AGENCY



● ● ● The passing of Tom Brooks removes from the radio-TV scene one of the stalwarts of the communication field. . . . Tom was widely known as a newspaperman and radio executive. . . . As radio editor of the Journal American he made legions of friends and later as general manager of Hearst Radio became one of the real crusaders for greater appreciation of radio. . . . With the coming of television, Brooks was able to take the advances of the new art in stride and yet retained his great interest in radio as a medium of advertising and entertainment. . . . Tom Brooks will be missed. . . . He will be missed by his business associates who fought the good fight with him to obtain the WBAL license renewal. . . . He will be missed too as a devoted husband and father who believed in the spiritual stability of American home life.

☆ ☆ ☆ ☆

● ● ● Representatives of TV networks checking up on the results of the exclusive theater telecast of the Louis-Savold fight last Friday night have concluded the experiment had no appreciable effect on the TV viewing habits in the cities where theater TV was featured. . . . The web spokesmen, however, believe the theater TV promotion has not progressed far enough to be a factor in shaping TV viewing. . . . They are looking forward to the box office reaction of the forthcoming La Motta-Murphy fight as a pretty good test of whether TV boxing in theaters will continue to be a draw.

☆ ☆ ☆ ☆

● ● ● Bill Stern, dropped by Colgate-Palmolive-Peet after a 12-year association on NBC, came up with a new sponsor yesterday. Starting Nov. 30, Stern will be sponsored by the U. S. Army Air Force from 10:30 to 10:45 p.m., every Friday, the same time slot in which he has been heard. . . . Miriam Lasky, former assistant to Mike Mead, has replaced Archer King, as assistant to Bob Freyer, head of CBS-TV Casting. . . . Hudson Faussett signed Sigmund Spaeth as choral director for "Close Harmony" on Armstrong Circle Theatre. . . . Laraine Day and Ed Wynn will appear as puppets (strings and all) on Ed's "Four Star Revue." The difficult problem of lensing will be handled expertly by Garry Simpson. . . . Jimmy Appell will receive one of the few awards given to a civilian from the U. S. Marine Corps, for his ceaseless efforts spent in the past year planning and supervising the radio and TV recruiting campaign. . . . Academy Award winner Hattie McDaniel will replace Ethel Waters on the "Beulah" ABC-TV show, with her appearance scheduled for the early fall.

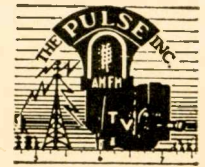
☆ ☆ ☆ ☆

● ● ● Amateur poets will soon be alerted by Sammy Kaye, who is planning a contest on his ABC "Sunday Serenade" show, with cash prizes for the best poems entered. Plans call for selected poems to be included in his third volume of the "Sunday Serenade Book of Poetry," which Kaye publishes. The previous volumes have already sold a phenomenal 300,000 copies, very high for volumes of poetry.

☆ ☆ ☆ ☆

● ● ● Guy Lombardo, Earl Wilson, Sam Levenson and Robert Q. Lewis were among the celebrities on "The Goldbergs" last Monday (CBS-TV, 9:30 p.m.), when Molly's spinster cousin, Frieda, finally got married to a young man she met on a Fifth Avenue bus. Plans for a big wedding sequence have been completed and "The Goldbergs" wound up the season with the sound of wedding bells and the scent or orange blossoms in the air.

☆ ☆ ☆ ☆



YOU DON'T NEED \$1,000,000 TO DO RADIO RESEARCH

Yes, you don't need \$1,000,000 to measure the radio audience outside the home. For most of the Pulse markets, the out of home radio audience will be surveyed in July.

The May, 1951 out of home report in New York added 17% to the regular radio audience. It also showed that on the average day, 30% of the people in metropolitan New York listen to the radio while away from home. More than half of these out of home listeners were men (58%).

This kind of radio research is reasonably priced and available to subscribers and other interested parties.

Look for this column on the third Wednesday in July—July 18—for another example of Pulse research.

THE PULSE, INC.

15 West 46th Street
New York 19, N. Y.

Coast Awards Made For Radio-TV News

West Coast Bureau of RADIO DAILY
Hollywood—Nine award winners for outstanding performance in radio and TV news were presented gold trophies last Friday by the Radio News Club at the "IT" cafe, Hollywood Plaza Hotel.

Procter & Gamble Co., donors of the trophies, were represented by Paul A. Nichol, superintendent of the company's Long Beach plant; A. R. Kidd, Los Angeles district sales manager; and Paul C. Bode, West Coast purchasing agent.

Winners of the awards—a gold plated microphone sitting on top of a globe which is mounted on a solid mahogany base—were Elmer Peterson, NBC, for the best consistent radio news commentary; Nate Kaplan, ABC, for the best consistent radio news writing; John Wald (Richfield Reporter), for the best consistent radio news presentation; CBS News Bureau, for the best on-the-spot radio coverage of a special event or newsstory; and Tom Harmon, CBS, for the best all-around radio sports program.

The four awards given for TV news went to Clete Roberts, KLAC-TV for best consistent presentation of news; George Martin, Jr., and Ray Goldman, KTTV, for best consistent news writing; station KTLA for best on-the-spot coverage of special events or a newsstory; and Sam Balter, KLAC-TV for the best all-around sports program.

The panel of judges for the awards was composed of Les Wagner, chairman of the Los Angeles Press Club; Ben Williamson, bureau manager of Time-Life, and Robert McAndrews, secretary of the Southern California Broadcasters Assn.

Last Of Lux Series

Last Lux Video Theater presentation of the current season will star Vincent Price in a tense psychological drama, "The Promise," by Harry W. Junkin, Monday evening, June 25, at 8 p.m., EDT over CBS-TV. Price is the center of the dramatic story as a rich, tyrannical husband. The Lux Video Theater will return after an eight-week hiatus on Monday evening, Aug. 27.

Will Honor Broadcaster

Gerry Wright, who broadcasts two women's programs on KWFT, Wichita Falls, Texas, is in New York and will be feted at a cocktail party on Thursday at the Savoy Plaza Hotel. The occasion will honor Miss Wright as national winner of the Wendy Warren and the News woman commentator contest.

JINGLES

That Don't JANGLE!

(Write For Free Brochure "R")

LANNY & GINGER GREY

AM-TV PRODUCTIONS & JINGLES

1295 MADISON AVE., N. Y. 28, N. Y.

Enright 9-7778

New Radio, TV Package Firm Has Two Roosevelts, Others

(Continued from Page 1)

New York from California to join the new company as executive vice-president. Noran Kersta, formerly vice-president of NBC in charge of all television activity, will be vice-president and sales manager of the new company.

Tucker, Morgenthau Included

Dee Tucker, director and producer of the Eleanor Roosevelt program, formerly director of shortwave programs for CBS, and Henry Morgenthau III, executive producer of "Mrs. Roosevelt Meets the Public," formerly program director of WNEU and television producer at CBS, are also associated with Roosevelt Enterprises, Inc.

The new properties which have been developed and are now being sold are:

1. A series of 52 one-half hour stories entitled "Once Upon A Time," in both color and black and white film, for television and 16mm distribution in all its outlets in the educational as well as entertainment field. The series comprises 52 stories, favorites throughout the ages of the children of 52 different nations, and will be enacted by the puppets and marionettes of Rufus and Margo Rose. The narration of the stories in five languages will be given by Eleanor Roosevelt in English, French, Spanish, Italian and German. The series is being made this summer and will be ready for distribution in the fall. The overall direction will be in the hands of Roy Lockwood, former producer for "The March of Time" and director of "Mutiny on the Elsinore," among others.

"Actors Studio" Utilized

2. Actors' Studio, headed by Cheryl Crawford, Elia Kazan, Lee Strasberg and Daniel Mann, a dramatic television series, which won the Peabody Award on ABC in 1949. Playwrights and screenwriters have been lined up to handle the

script. Joseph L. Mankiewicz, who won an Oscar this year for his "All About Eve" has agreed to write at least one original play or adaptation, together with Clifford Odets, Tennessee Williams, Arthur Miller, Richard Murphy and Dudley Nichols. Cast will be drawn mostly from the Actors' Studio company.

The following programs will be produced by Elizabeth L. Calhoun and Margaret D. Kersta:

3. A fifteen-minute daytime serial five times a week, "For Better, For Worse." This is written by Inez Gerhardt and William Noble from the novel by Inez Gerhardt.

New York Theme Featured

4. A domestic comedy with music, a half-hour program, called "Mermaid Gardens" and set at the turn of the century on the East Side of New York. It is written by Margaret Lewerth, author of "Gaslight Gaieties," "The Gay Nineties" and many of the stories for Readers Digest, Cavalcade of America and Studio One programs.

5. "Treasure Hunt," a 30-minute program in which Antiques, their value and authenticity are appraised by the expert Sigmund Rothschild. This is an audience participation program.

6. "When Your Ship Comes In,"

Kate Smith Signed For New Radio Series

(Continued from Page 1)

Gaines, vice-president and general manager of NBC owned and operated stations; Ted Cott, WNBC manager, and Dick Rubin, head of the MCA radio department representing Kate Smith and Ted Collins.

Will Begin Sept. 17

The Kate Smith series will begin on WNBC on September 17. It will be offered to nine participating sponsors and first offers will be given to her current sponsors on NBC-TV. The five-year contract carries a clause whereby the new show can be transcribed and offered to NBC owned and operated stations at a later date.

another audience participation quiz program written by Tim Whelan, Hollywood writer and director, who most recently directed the Danny Thomas television show.

Another feature on the program will be "Pleasures of the Table," an informal and informative food program, starring James Beard, author of several best-selling cook books, which will be directed by Ruth Norman, formerly television producer and director at CBS, and will be written by Gilbert Seldes, author, critic and formerly program director at CBS. It will be produced by Richard Harritt.

M E M O

To: RADIO AND TELEVISION INDUSTRY

From: RADIO WRITERS GUILD OF AUTHORS LEAGUE OF AMERICA, INC.

1. The Radio Writers Guild, a democratic organization open to all who write or wish to write for radio and television, has this primary function under its constitution — to assure each of its members equality of professional opportunity.
2. Today, Radio Writers Guild members are being deprived of the chance to earn a living in their chosen field by such discriminatory devices as the blacklist, the loyalty questionnaire and the morals clause, each of which in its insidious way strikes at the basic economic welfare of our Guild and of its members.
3. Deploing such practices, which are notoriously anti-union, the Radio Writers Guild promises active resistance to them. In the future as in the past we will not judge our members, we will defend them.

TOMMY BARTLETT

253 Consecutive Weeks

for Procter and Gamble

"Welcome Travelers"

NBC — 10:00 a.m. EST

Canadian Awards Announced On CBC

(Continued from Page 1)

by Jack Kane, musical arranger for the national network program, "Startime." The award, instituted at the suggestion of Johnny Wayne and Frank Shuster, CBC network comedy team, is in memory of the late Maurice Rosenfeld, who developed many of today's radio stars.

CBC's French network took two national awards, winning top honors in music with "Les Petites Symphonies" and the drama award with "Meutre dans la Cathedrale," a translation of T. S. Eliot's classic, "Murder in the Cathedral."

Toronto Gets Three

Three CBC Toronto productions won first awards in the Special Features category. They were the series "Songs of the Minstrels," produced by J. Frank Willis; "1900-1950," written by Lister Sinclair and also produced by Willis; and "Startime," under John Kannawin's direction.

In Music, Community and Drama, Community, a class reserved for non-network entries, top awards went to "Concert Corner" of CKUA of Edmonton, and the French presentation, "Le Naif," from CBF in Montreal, respectively.

Variety, Open, was taken by the Wayne & Shuster Show, produced by Jackie Rae from CBC in Toronto. Variety, Community, a non-network variety classification, was awarded to "Roll Back The Years," a program devoted to presenting phonograph records of ancient vintage with an explanatory script. The show originates from CKCR in Kitchener, Ont.

The National Commentary award was won by "United Nations Documentary," with "News Roundup" receiving honorable mention. Both shows emanate from CBC in Toronto. "UN Documentary," was directed by Bernard Trotter from UN headquarters while CBC's "News Roundup" is directed by P. F. Carscallen.

"National Talks" Honored

In National Talks, the "Religious Poetry of T. S. Eliot," won first award. Top honors in Social and Public Issues was won by "A Case for the Arbitrator," a cross-section series produced by Eugene Hallman. The program originates from CBC in Toronto.

Dick Diespecker's production of "Joe Fortes—Builder of B. C.," from CJOR in Vancouver, B. C., won first award for Community Service.

With judges finding it difficult to select one winner for the Children's class, four first awards were given to "Les Plus Beaux Contes et Plus Belles Legendes du Monde," a CBC French network production; "Folk Songs for Young Folk," from CBC in Montreal; "Cuckoo Clock House," a CBC production from Toronto; and "The Case of the Flying Beaver," a British Columbia Schools Broadcast.

NETWORK SONG FAVORITES

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

Survey Week of June 8-14

TITLE	PUBLISHER
Be My Love.....	Miller
Because Of You.....	Broadcast Music
Chesapeake & Ohio.....	Famous
Faithfully Yours.....	Witmark
Happiness.....	George Simon
Hello Young Lovers.....	Williamson
Here's To Your Illusions.....	Chappell
How High The Moon.....	Chappell
How Long Is Forever.....	St. Nicholas
I Apologize.....	Crawford
If.....	Shapiro-Bernstein
I'm Late.....	Walt Disney
It's A Lovely Day Today.....	Berlin
Jezebel.....	Broadcast Music
Loveliest Night Of The Year.....	Robbins
Make The Man Love Me.....	T. B. Harms
Mister And Mississippi.....	Shapiro-Bernstein
Mockin' Bird Hill.....	Southern
Moonlight Bay.....	Remick
My Truly Truly Fair.....	Santly-Joy
No One But You.....	Harms
On Top Of Old Smoky.....	Folkways
Pretty Eyed Baby.....	Pickwick
Rose Rose I Love You.....	Chappell
Shanghai.....	Advanced
Sound Off.....	Shapiro-Bernstein
Synocopated Clock.....	Mills
Tahiti My Island.....	Paramount
Tennessee Waltz.....	Acuff-Rose
Too Young.....	Jefferson
Unless.....	Bourne
We Kiss In A Shadow.....	Williamson
You Belong To My Heart.....	Peer

Second Group

TITLE	PUBLISHER
Aba Daba Honeymoon.....	Feist
Beautiful Brown Eyes.....	American
Because Of Rain.....	Maypole
Bring Back The Thrill.....	Maypole
Down The Trail Of Achin' Hearts.....	Gallico
Evertrue Evermore.....	Supreme
Everyone Needs Someone.....	Beacon
I Whistle A Happy Tune.....	Williamson
I'll Buy You A Star.....	T. B. Harms
I'll Never Know Why.....	Bregman-Voco-Conn
Mixed Emotions.....	Towne & Country
Morningside Of The Mountain.....	Remick
My Resistance Is Low.....	E. H. Morris
Song Is Ended.....	Berlin
Super Song.....	Life Music
Tell Me.....	Mellin
Tonight Be Tender To Me.....	Life Music
Wang Wang Blues.....	Miller
When Our Country Was Born.....	Life Music
When You and I Were Young Maggie Blues.....	Mills
World Is Your Balloon.....	Chappell
Would I Love You (Love You Love You).....	Walt Disney
You And Your Beautiful Eyes.....	Paramount

(Copyright, 1951, Office of Research, Inc.)

NBC-TV Rates Upped Effective On July 1

(Continued from Page 1)

that circulation will be more than seven times greater by July 1, 1951 than it was in July, 1949. Translating the vastly increased circulation into terms of cost-per-thousand homes, the new rates will provide advertisers with a declining cost-per-thousand. In July, 1949, the cost-per-thousand homes was \$6.04. One year later, it was down to \$3.85, and under the new rates on July 1, it will be even further reduced to \$3.46.

Advertisers who have already contracted for network television time before July 1, will receive the customary six-months protection, which means that they will not pay the new rates until Jan. 1, 1952. It is estimated that by that time the cost-per-thousand homes will have dropped to a new low of \$3.03.

Increases per evening hour with the new rates are heaviest at WNB, New York, which will go from \$3,100 to \$4,000. Other stations in major cities and the rate changes are WNBQ, Chicago, from \$1650 to \$2,000; WPTZ, Philadelphia, from \$1600 to \$1900; WBZ-TV, Boston, from \$1250 to \$1700; WWJ-TV, Detroit, from \$1100 to \$1350, and WNBK, Cleveland, from \$1050 to \$1275.

Colgate Comedy Hour Renewed On NBC-TV

(Continued from Page 1)

of TV. Due to start Sept. 2, the weekly show is sponsored by Colgate-Palmolive-Peet Company, and will again star top names in show business on a rotating basis.

Scheduled for every Sunday night at 8 p.m., EDT, instead of the three weeks out of four as it was televised this past year, the hour-long extravaganza calls for 44 programs during the forthcoming season, with veteran comedian Eddie Cantor and the team of Dean Martin and Jerry Lewis among the regulars signed. Other stars will be announced.

Scoring an unprecedented success with the revolutionary policy of rotating star comedians from week to week, the Colgate Comedy Hour brought great names in the entertainment world into millions of American homes. In addition to Cantor, who appeared on the show 12 times during the past season, the program starred such other personalities as Abbott and Costello, Tony Martin, Spike Jones, Phil Silvers and others.

Before you do anything about
TV or Business Films . . .
SEE CHARLIE CURRAN
Seaboard Studios, Inc.
157 E. 69th St., N. Y. 21
Phone: REgent 7-9200

New Tri-Color To Be Displayed By RCA

(Continued from Page 1)

tion of tri-color tubes and associated circuits for color receivers.

E. C. Anderson, vice-president in charge of the commercial department of RCA Laboratories, presented the 21-inch tube to the group by saying it "should prove beyond doubt that the RCA system allows the public a choice of color-picture sizes in the same ranges that are available in black-and-white tubes."

Samples Ready Soon

Manufacturers attending the symposium were also informed that samples of the 16-inch basic developmental model and kits of associated components and parts will be supplied immediately, free of cost, for the manufacturers' use in their laboratory work on color tubes and receivers. In addition, manufacturers are being supplied a list of the various operations and the equipment RCA uses in making the tube. This equipment, it was pointed out, is developmental and is reproduced only to order.

Although the differences in producing tri-color tubes require additional engineering techniques, the RCA engineers said, they are of such a nature that if adequate manufacturing care and diligence are pursued, production of the tri-color tube will impose no more serious problems than those which were experienced in the early days of black-and-white kinescope production.

Other topics being covered in the symposium include: technical features of the tri-color tube and new tube developments, operating characteristics of the tube and its associated components, circuits involved in supplying color signals to the tube, and manufacturing processes, equipment, machinery, and test equipment.

CBS Engineer Comments

Leopold M. Kay, vice-president in charge of engineering for CBS-Columbia Space, Inc., a new set manufacturing subsidiary of CBS, who attended the demonstration offered the following comment:

"We feel disappointed that we haven't been given something that can be put to use immediately in the production of color. What we saw today was identical with the display that we saw in Washington in March and also with the licensee bulletin supplied by RCA to all its licensees which came out about a month ago. It still is "status quo," far from production stage, and the application of it is still difficult as far as building it into a consumer product goes."

★ ★ TELE TOPICS ★ ★

ROBERT MONTGOMERY'S production Monday night on "The Lucky Strike Theatre," NBC-TV, easily lived up to all the network pre-program drum-beating. While opinions have ranged from "a superb production" to "a routine mystery thriller," the majority of trade talk has it that Montgomery's narration was "subtly and good taste" right out of the top drawer. In addition, the orchestration and voices in the background further enhanced the show with a quality paralleling (or exceeding) "Lost Weekend." As to the plot, the show's weakest point, perhaps the armchair experts were able to foresee the ending from the time the plot got underway, but even that couldn't take away the sheer excitement generated by the pantomime of the actors, the calmness of Montgomery's voice, and the thrilling musical background. Putting this program in a niche by itself as a "type" of programming, it goes without saying that TV can use more of this type as well as more of such production quality.

TODAY'S TV Personality:

DON L. KEARNEY, newly appointed to the post of television program manager of The Katz Agency, Inc., was formerly head of the co-operative program sales department of the Mutual Broadcasting System. He was the first station representative to address an ANA convention, when, in 1949, he presented a film compiled by The Katz Agency, illustrating typical film commercials then being used. Two years later, in March of this year, Don was



KEARNEY

again invited by the ANA to present another film bringing examples of TV film commercials up-to-date. He was also an active participant in the TV portion of the recent AFA convention in St. Louis. In addition to the primary task of selling the basic concept of spot TV, Don's new duties will include the assembling and cataloging of a library of outstanding film programs and station-produced live programs available for sponsorship by national advertisers.

LAUNCHING of CBS' regular color TV broadcast on Monday, June 25, will require no changes in existing black-and-white facilities, but will be accompanied merely by the addition of three color cameras, monitors and associated control room equipment. Technical work and installation at the network's studio 57, from which the color programs will originate, will be made in a 12-hour period between 10:00 Wednesday, June 20, and 10:00 a.m. Thursday, June 21, when rehearsals of the first regular color broadcast are scheduled to start. As presently set up, the inaugural color TV program will feature Wayne Coy, chairman of the FCC; William S. Paley, CBS board chairman, and Frank Stanton, president of the network. TV personalities on the first commercial show will include Ed Sullivan, Arthur Godfrey, Sam Levenson, Faye Emerson, Garry Moore, Isabel Bigley, Robert Alda and Patty Painter, along with The New York City Ballet, The Bill Bair Marionettes and Archie Bleyer's orchestra. Following the June 25 inaugural, regular color network programs, commercial and sustaining, will expand steadily during the Summer, offering a seven-day-a-week service, designed to attain a schedule of approximately 20 hours a week by the Fall. . . . Radio-Television Mirror's current issue carrying good fan treatments on Sid Caesar's home life, kiddie programs on TV, and a piece on "Toast" by-lined by Ed Sullivan.

WITH Saturday, June 23, set for the wind-up of the "Treasures of New York" show over WNBT, for the season, the program will offer a special program entitled "Treasures of America," emanating from the National Gallery in Washington. The noon to 12:30 p.m. program is emceed by John Kieran. . . . During the Summer, Jackie Kelk, "Homer" on both radio and TV versions of "The Aldrich Family," will entertain orphan children at his Poundridge, N. Y., farm. . . . Sammy Kaye and his orchestra have been signed as the "Band of the Month" for "Cavalcade of Bands," effective July 3 over the Du Mont network. Program is sponsored by drug store chains through Product Advertising Corp. . . . Ch. Bang Away of Sirrah Crest, boxer, which went top of show at the Westminster Kennel Club show last February in Madison Square Garden, will be the star of a new program, "Canine Varieties," to be telecast over ABC-TV starting Friday, July 6, at 7:30 p.m. He will be shown to TV audiences by Harry Hill, noted handler. For comic relief, Bubbles, a miniature poodle, will bark answers to some of Hill's questions. Program will be directed by Ted Nathanson.

Better Programming Urged At BMI Clinic

(Continued from Page 1)

gram Clinic yesterday at the Johnny Victor Theater in the RCA Exhibition Hall at Radio City.

Better local news coverage, greater musical selection, and independence from network shows were cited by speakers as the best ways to promote strong listener appeal.

John Outler, general manager of WSB, Atlanta, Ga., claimed that constant inventories in programming should be made honestly. "Years ago," declared Outler, "it was the engineer who was top dog of the radio industry. Today, it's the program director. Radio will rise or fall depending on the originality and creativeness of your program head."

Silverson Heard

In yesterday's opening address, Charles Silverson, program director of WHAM, Rochester, N. Y., noted disheartening reports from newspapers to the effect that radio is constantly losing ground to TV. "There are radio markets in the midwest," Silverson declared, "that are actually picking up listeners."

Siverson said that local shows should work without any interference from the networks.

William Fineshriber, Jr., vice-president of Mutual, said he did not see any great change in radio programming in the fall. Fineshriber, calling video a "New York bugaboo," declared that 50 per cent of the nation does not receive television. "Radio still hasn't lost any ground," he said. "The only differences in programming for radio would be in expensive shows and new, ingenious methods of selling."

Final morning speaker, Elliot M. Sanger, executive vice-president of WQXR, New York, demonstrated the selling appeal of straight musical programs. "Good music," he said, "is one of radio's top selling points. It should be utilized effectively."

Zenn Kaufman Guest

Guest speaker at BMI's luncheon at Toots Shor's yesterday was Zenn Kaufman, merchandise manager of the Philip Morris & Co., Ltd. At the afternoon session, Louis Hausman, vice-president of CBS, and Maurice B. Mitchell, vice-president-general manager of the Associated Program Service, spoke on "Promotion to Your Real Customers, the Listeners," and "Selling," respectively.

The two-day program, scheduled for adjournment yesterday at 5:00 p.m., was handled by Roy Harlow, vice-president of BMI in charge of station service, and Lin Pattee, BMI field representative.

TOPS T-V
in
FILMS!

Sponsored by Anheuser-Busch — On The CBS NETWORK
MAGIC BOW Starring **STEWART GRANGER**
The Life Story Of **PAGANINI** With Violin Selections By Yehudi Menuhin

★ UNITY ★
TELEVISION CORP.
1501 B'WAY., N. Y. C. 18
LONGacre 4-8234

AGENCY NEWSCAST

... personnel, sponsors and notes

ADVERTISING MEN'S POST 209, American Legion, has elected Julius Joseph, Jr., of Franklin Bruck Advertising Corporation, as Commander. Vice-commanders are John V. Connerton, of the Greater New York Hospital Association; Vernon Samuels, lawyer and labor relations consultant; John F. Schweiters, lawyer; Howard B. Shaw, of Wilson, Haight and Welch, Inc.; and Robert T. Shays, of J. R. Shays, Jr., Inc. Other new officers include Albert E. Hearn, of Potter Press, finance officer; Henri St. Laurent, of Mills Metal Partitions, adjutant; Richard H. Wels, of Moss and Wels, judge advocate; Charles Feuereisen, of Rushmore Paper Mills, historian; Norman Draffin, Barnes Press, sergeant-at-arms; and Dr. Frank P. Beal, of Paddle Tennis Company, chaplain.

METROPOLITAN GROUP announces four new account executives: Roy Wright and Thurston Shays to the New York office and Frank W. Chaffee and Carl F. Schmidt, Chicago office. Wright will handle drug and food accounts, while Shays will direct food and oil accounts. Chaffee will handle food and drugs in Chicago, while Schmidt will be in charge of oil accounts.

KENNETH T. VINCENT has been appointed an executive of the creative staff of Campbell-Ewald Company. He was formerly associated with Cunningham and Walsh Agency, where he served four years on the Liggett and Myers tobacco account, and since 1948 specialized in the creation of television programs and supervised the Perry Como TV show.

JOHN MATHER LUPTON COMPANY has released a new advertising campaign for Uppressit Products Corporation.

A. JAY SEGAL, former account executive with M. C. Morris and Company, has been named sales promotion director of TV Guide Magazine.

ROBERT D. HANDLEY, advertising manager of Sylvania division of American Viscose Corporation, has been named chairman of the National Industrial Advertisers Association's committee for cooperation with the Department of Defense.

MARFREE ADVERTISING CORPORATION has been appointed by Graham Devices, manufacturer of air conditioning units, heaters and lights, and Wybrant System, hair and scalp specialist.

JAMES A. BAUBIE has joined the Chrysler Corporation's public relations department in Detroit. He formerly was public relations director of the Westinghouse Electric Company.

MISS TEMPERANCE TERRY SMITH has been appointed director of sales promotion and advertising of Air Express International Agency, Inc.

LEWIN, WILLIAMS AND SAYLOR, INC. has readied a new radio and television spot campaign, set to begin June 25, for De-Moist, a de-humidifier product of the G. N. Coughlan Company. Seventeen markets are to comprise the campaign.

RICHARD HOLSTEN has resigned as sales promotion director of Schiaparelli, Inc.

GEARE-MARSTON, INC., Philadelphia, has purchased a four-story brick building at 22nd and Locust Sts., which it will occupy as its home office upon completion of necessary renovations.

CLARKE ELKINS has been transferred to the Detroit office of the Jam Handy Organization.

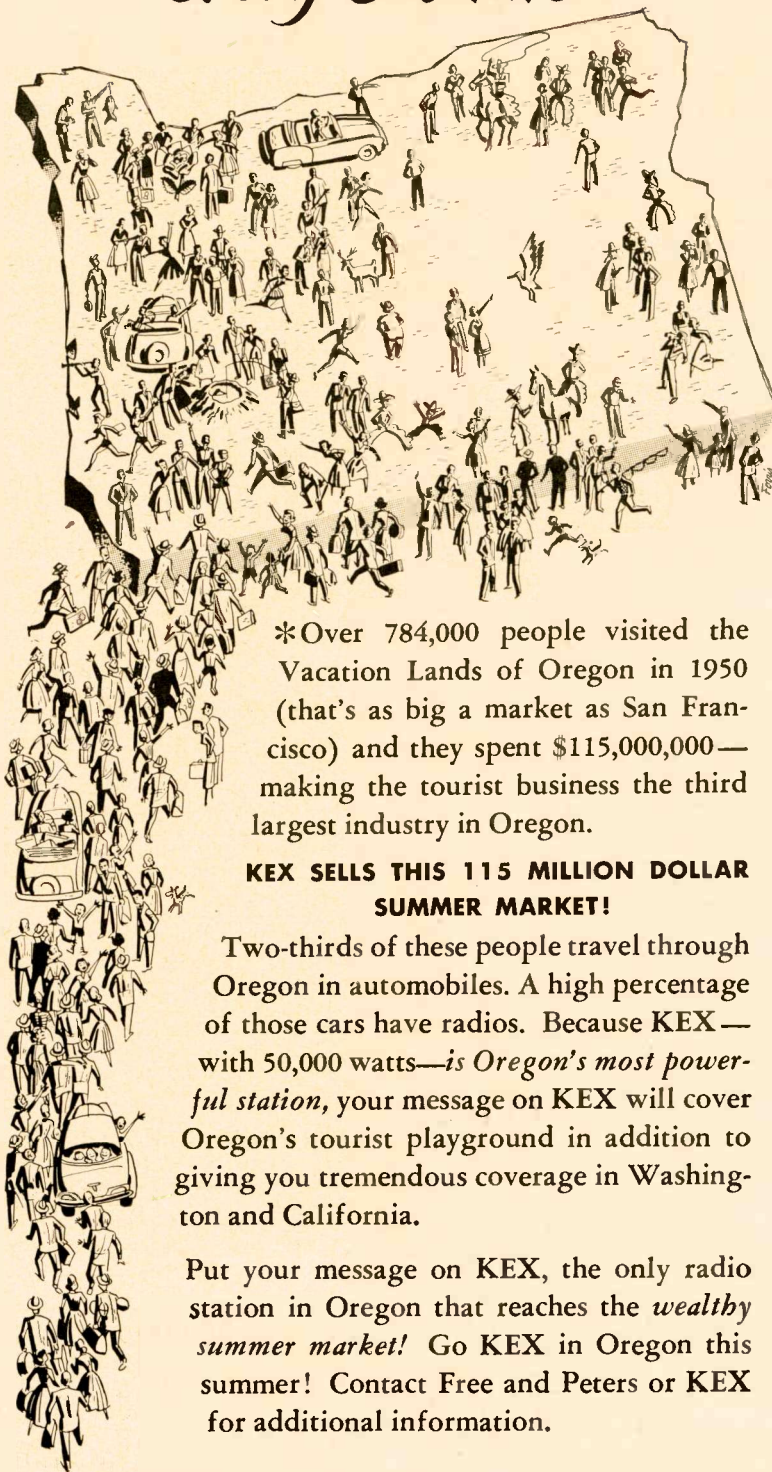
ENRIGHT AND CLEARY AGENCY has been dissolved. Richard E. Cleary has formed his own company which will represent American Foundryman, Power Equipment and The Tool Engineer in Ohio, Western Pennsylvania and Michigan.

SHORTLY AVAILABLE

Former Manager and Commercial Manager of two outstanding New York City Radio Stations . . . Radio and TV Director of well-known New York Advertising Agency . . . Commercial Manager of one of Hollywood's better Radio Stations . . . currently Sales Manager of an NBC basic Radio and Television Station in an important but undesirable market. Am regarded in the Industry as one of its outstanding salesmen, yet despite background and reputation am but forty years young. Write

Box No. 138, RADIO DAILY
1501 Broadway New York 18, N. Y.

San Francisco* moves to OREGON every Summer



*Over 784,000 people visited the Vacation Lands of Oregon in 1950 (that's as big a market as San Francisco) and they spent \$115,000,000—making the tourist business the third largest industry in Oregon.

KEX SELLS THIS 115 MILLION DOLLAR SUMMER MARKET!

Two-thirds of these people travel through Oregon in automobiles. A high percentage of those cars have radios. Because KEX—with 50,000 watts—is Oregon's most powerful station, your message on KEX will cover Oregon's tourist playground in addition to giving you tremendous coverage in Washington and California.

Put your message on KEX, the only radio station in Oregon that reaches the *wealthy summer market!* Go KEX in Oregon this summer! Contact Free and Peters or KEX for additional information.

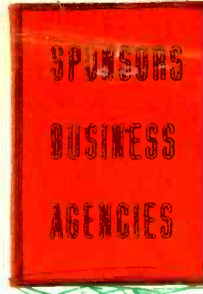
KEX

**OREGON'S ONLY
50,000 WATT STATION
ABC AFFILIATE IN PORTLAND**

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



RADIO DAILY



VOL. 54, NO. 5

NEW YORK, MONDAY, JANUARY 8, 1951

TEN CENTS

FCC BROADCAST PERMITS TOTAL 4,501

TV Makers Showing New Lines In Chicago

Annual Furniture Mart Exhibition Gets Underway

Chicago—Despite prospects of the curtailment of TV receiver manufacture during the months ahead in 1951, major manufacturers are showing their new lines at the annual American Furniture Mart show which gets underway here today. Among the top manufacturers who will pre-

(Continued on Page 8)

TV Meeting Jan. 19 To Talk Trade Assn.

Washington—Formation of a TV trade association under the aegis of the NAB will be the primary business Jan. 19 when the nation's TV broadcasters meet in the Stevens Hotel, Chicago, at the invitation of NAB. Harold Hough, WBAP-TV, Fort Worth, chairman of the special NAB television committee, will preside. There will be no formal agen-

(Continued on Page 7)

Top Rating Programs On W. C. Listed

Hollywood—The first fifteen radio programs and first fifteen TV programs for the November-December period in the Los Angeles area were released Friday by C. E. Hooper,

(Continued on Page 2)

Wall St. Sees Color

More than 200 security analysts viewed the CBS color demonstrations at 401 Fifth Avenue on Friday, where they saw the same show that 160,000 New Yorkers have been viewing during the past few months. Following the demonstration, Adrian Murphy, vice-president of the network, answered questions of the Wall Streeters.

Ten Theaters Schedule TV Pickup

Ten theaters extending from New York to Minneapolis, will show large-screen television of President Truman's address on "The State of the Union," which will be carried in a pooled radio and TV network broadcast today at 12:45 p.m., EST. The theaters equipped with large-screen RCA television are: Palace, Albany, N. Y.; Pilgrim, Boston, Mass.; Marine, Brooklyn; Queens, Queens Village, L. I.; Paramount, New York City; State Lake, Chicago; Radio City, Minneapolis; Michigan, Detroit, and Fordham, Bronx, N. Y.

FCC Defers Hearing On TV Allocations

Washington—The FCC yesterday postponed until Jan. 22 the educational phase of TV allocation hearings from 470 to 890 mc. Action was taken on petition of the Joint Committee on Educational Television, representing the nation's educational institutions. Hearings had been scheduled for resumption Jan. 15. They were recessed Dec. 8.

The educators will consume two

(Continued on Page 7)

Philco Has Top Year: Sales Near \$335,000,000

Chicago—Philco Corporation has just completed the biggest year in its history, with total sales of approximately \$335,000,000, William Balderston, president, announced to the company distributors meeting on Friday last.

Television showed the most substantial gains of all Philco products,

(Continued on Page 2)

Baseball Leaders To Discuss AM Deals

The curtailment of radio network broadcasts of major league baseball games—such as Mutual's game-of-the-day, and others—is expected to be the major consideration of the National League club owners when they meet next Thursday in New York City to discuss the radio and TV problem.

The meeting is being held in the interests of the minor leagues,

(Continued on Page 8)

ATS And NRDGA Groups Will Meet Tomorrow

The American Television Society and the National Retail Dry Goods Association will hold a joint luncheon meeting tomorrow in the Grand Ballroom, Hotel Roosevelt, at 12:30 p.m. to discuss television and retail advertising. The latter organization is holding its annual convention in New York.

David Arons, publicity director

(Continued on Page 2)

Three New NBC V.-P.'s Announced By McConnell

Three new vice-presidents have been elected by NBC, according to an announcement made on Friday by Joseph H. McConnell, president of the network. They are: John K. Herbert, George E. Frey and Frederic W. Wile, Jr.

Herbert is general sales manager for the radio network; Frey is director of television network sales and Wile is director of television production. Their election as vice-

presidents took place at the regular meeting of the board of directors of NBC on Friday, Jan. 5.

Herbert joined the network last Sept. 5 as assistant to the president after a career of 12 years with Hearst Magazines, Inc., and on Nov. 27 he was appointed general sales manager for the radio network. Herbert was born in Winthrop, Mass., and attended Holy Cross

(Continued on Page 2)

Congress Report To Show 800,000 Authorizations

Washington Bureau of RADIO DAILY
Washington — In its 16th annual report to the Congress today the FCC will say that for the first time in the nation's history, the number of radio authorizations has exceeded the 800,000 mark. This figure was included in what the Commission termed "subsequent events" following the

(Continued on Page 8)

Electronics Experts Aiding The Military

Revealing that more trained radio communications and electronic specialists are presently assigned to work with military units in theaters of operation and bases in this country than at the peak of World War II, P. B. Reed, vice-president of the RCA service company in charge of newly organized government service division, has just returned from

(Continued on Page 7)

Ad Council Confab Jan. 11 Will Stress Nat'l Defense

The advertising council will hold its 10th annual meeting in Washington, Jan. 11, with emphasis on the national emergency and how advertising can aid defense. Morning sessions will be held at the

(Continued on Page 2)

Rose Signs With NBC

Billy Rose, famed showman, has been retained by NBC under terms of a two-year contract as a radio and television consultant to NBC, Joseph H. McConnell, president of NBC, announced Friday. Rose's pending contract with the network was revealed in the pages of RADIO-TELEVISION DAILY earlier in the week.

RADIO DAILY

Established Feb. 9, 1937

Vol. 54, No. 5 Monday, Jan. 8, 1951 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-Pres.; Charles A. Alicoate, Sec'y.

Reentered as second class matter, September 15, 1950 at the Post Office at New York, N. Y., under the Act of March 3, 1879. (Originally entered as second class matter on April 5, 1937). Terms (Postage free) United States \$15.00 one year. Foreign, \$20.00. 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.

WASHINGTON BUREAU
Bill Bailey
1719 Rhode Island Ave., N. W.
Phone: Republic 5983
Home Phone: Warfield 4462

WEST COAST OFFICES
Ethel Rosen, Office Manager
8425 Hollywood Blvd. Phone: Gladstone 8436

CHICAGO BUREAU
Ginny Evans, Manager
Suite 3013, 333 No. Michigan Avenue
Phone: Franklin 2-3238

ROME BUREAU: John Percidari, Ludovico 16.
PUERTO RICAN BUREAU: Antonio Alfonsa, Edificio Ochoa, San Juan, P. R.; P. O. Box 3385; Telephone: 2-2365.

FINANCIAL

(January 5)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	113 3/4	103 3/4	103 3/4	— 1/4
Admiral Corp.	25 1/2	24 3/4	24 3/4	— 1/8
Am. Tel. & Tel.	151 5/8	151 1/4	151 1/4	— 1/2
CBS A	28 1/2	28 3/4	28 3/4	+ 1/8
CBS B	28 1/2	28 1/2	28 1/2	+ 1/8
Philco	22 1/2	22 1/2	22 3/4	—
Philco pfd.	92 1/2	92 1/2	92 1/2	—
RCA Common	17	16 3/4	16 3/4	— 1/8
RCA 1st pfd.	77 1/2	77 1/2	77 1/2	—
Stewart-Warner	16 3/4	16 3/4	16 3/4	— 1/8
Westinghouse	35 1/2	34 3/4	34 3/4	+ 1/8
Westinghouse pfd.	103 3/4	103 1/2	103 3/4	—
Zenith Radio	52 1/2	51 1/4	51 1/4	— 3/4

OVER THE COUNTER

	Bid	Asked
Stromberg-Carlson	13 1/2	15

Carl King Honored

United Hospital Fund has awarded to Carl King a meritorious citation in appreciation for his four-hour emcee stint on the Fund's New Year's Eve program over WPIX.

LIBEL

Invasion of Privacy
Plagiarism • Piracy • Copyright

INSURANCE

For the Wise Broadcaster
OUR UNIQUE EXCESS POLICY
provides adequate protection
Surprisingly inexpensive.
CARRIED NATIONWIDE

For details and quotations write

Employers Reinsurance Corporation

Insurance Exchange Bldg.
Kansas City, Missouri

Austerity, 1951

Washington — The White House Correspondents Association announced last week that it is cancelling its annual dinner for the President, due to the national emergency. It is expected that the Radio Correspondents Association, which also annually entertains the President, will take similar action. Both dinners usually are scheduled for late Winter or early Spring.

Philco Has Top Year: Sales Near \$335,000,000

(Continued from Page 1)

with 1950 production and sales 300 per cent as great as in 1949, Balderston reported. Electric refrigerators and other products of the Appliance Division showed the second largest gain.

After allowing for federal income and excise profits taxes, earnings of Philco Corporation were approximately \$4.50 per share on the company's common stock, which was split two-for-one in December.

Looks to the Future

Looking to the future, Balderston stated: "The prospect for 1951 is a gradual tapering off of civilian business and a substantial increase in production for the Government in our electronic and appliance division. Philco is one of a select number of manufacturers who are in the forefront of electronic research for the Government and the armed forces."

"Philco foresaw the present raw materials shortage situation many months ago, and at that time inaugurated a material conservation program and we have made great progress along this line."

Top Rating Programs On Coast Announced

(Continued from Page 1)

Inc. Leading in the radio list is Jack Benny with 23.9 rating. The others follow:

Walter Winchell	20.9
Charlie McCarthy	19.4
Lux Radio Theater	12.9
My Friend Irma	11.8
Louella Parsons	11.4
Red Skelton	11.2
People Are Funny	10.6
Groucho Marx	10.2
Fibber McGee & Molly	9.9
Bob Hawk	9.8
The Whistler	9.7
Our Miss Brooks	9.6
Amos 'N' Andy	9.5
Drew Pearson	9.3

TV Shows Rated

First 15 among the TV programs were:

Hopalong Cassidy	35.9
Texaco Star Theater—Milton Berle	34.1
Movies (KTLA—Sun. 7:45)	28.2
Spade Cooley Show	27.1
Alan Young Show	24.2
Wrestling (KTLA—Thurs. 8:30-10:15)	24.2
Lone Ranger	24.1
Football (KTTV—Sat.)	24.0
Rams Football (KNBH—Sun.)	22.5
Chevrolet Feature Theater	22.2
Cisco Kid	21.4
Charlie Chase Comedy	19.8
Harry Owens	19.0
Ina Ray Hutton	18.9
Time For Beany	18.6
Burns and Allen	18.6

Ad Council Confab Jan. 11 Will Stress Nat'l Defense

(Continued from Page 1)

Pentagon, with high ranking military officials, including Defense Secretary George C. Marshall.

At noon a luncheon is scheduled in the Statler Hotel. An afternoon session is slated with State Department officials on the international situation.

Secretary of Commerce Charles Sawyer will address a dinner session Thursday night at the Carleton Hotel.

ATS And NRDGA Groups Will Meet Tomorrow

(Continued from Page 1)

for Gimbel Brothers, Philadelphia; and Robert J. Enders, president of the Robert J. Enders Advertising Agency, Washington, D. C., and J. S. Stalzo, Milwaukee agency executive, will be the principal speakers. Discussion from the floor will follow the speakers.

Como Signs Long Termer

Perry Como has signed a new ten-year exclusive recording contract with RCA Victor, Paul A. Barkmeier, vice-president and general manager of the RCA Victor recording department, announced Friday. Como's first record for RCA Victor was "Goodbye Sue" which was recorded in 1943.

Herbert, Frey, Wile Now V.-P's At NBC

(Continued from Page 1)

College. For a number of years he was associated with the Socony Vacuum Oil Corp. and with a number of publications and publishers associations and bureaus before joining the Hearst Magazines.

Frey has had a lengthy career in the radio business which he entered in 1924. At that time he joined WEAF, later to become WNBC. He was born at Fort Lee, N. J. and attended public schools in that state and is a graduate of RCA Institute. He has held a number of sales positions with the network and in 1949 he became director of sales for television when the TV operations were separated from radio.

Wile has spent most of his entire career in radio, except for service with the War Manpower Commission and the U. S. Navy, during the past war. He was born in Berlin, the son of the noted correspondent Frederic William Wile. After attending school in the United States, Wile was graduated from Princeton University in 1930. His first job was with CBS press but shortly thereafter became private secretary to John W. Garrett, U. S. Ambassador to Rome. After one year abroad, he returned to this country and has been associated with radio and television ever since.



You get a lot for a little*

*MORE LISTENERS-PER-DOLLAR than any TV or radio station in Baltimore

SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY





ZIV

*captures the greatest stars
ever teamed on a dramatic
half-hour radio show!....*

YOU

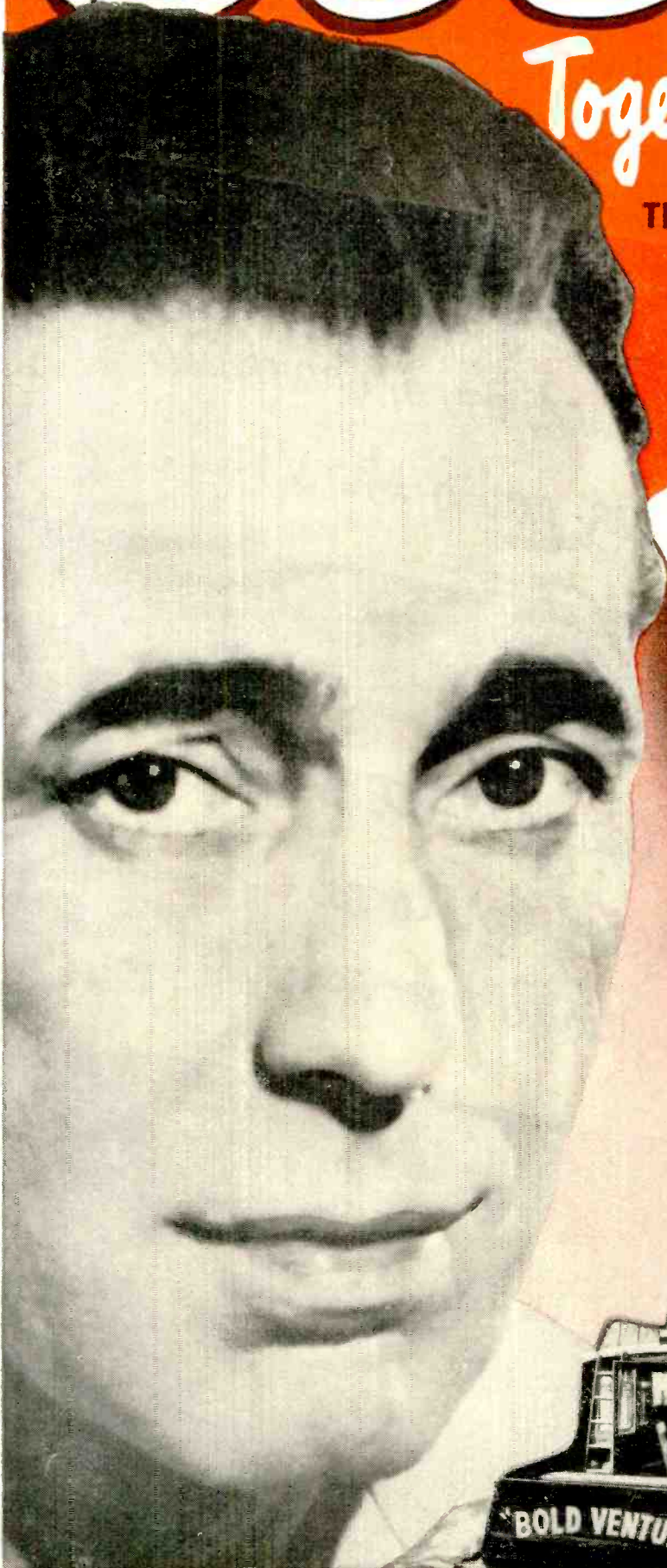
*capture the greatest show
ever offered for local
and regional sponsorship!....*

ALONE . . . HE'D BE SENSATIONAL!

BOGART ★

Together they're super-sen

TRANSCRIBED FOR LOCAL AND REGIONAL

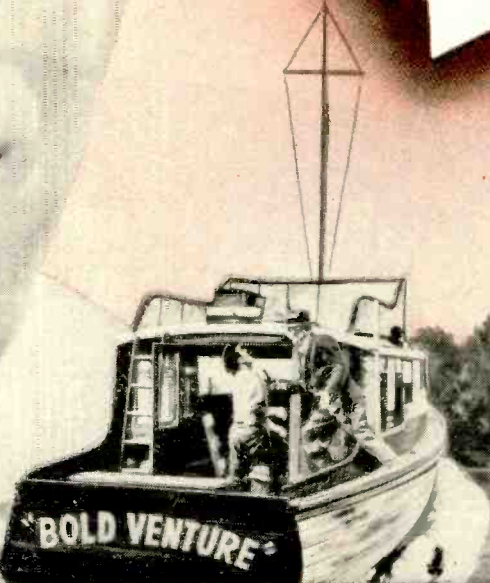


The Greatest Stars Ever Teamed in

"BOLD VENTURE"

Ziv's new thrill-filled hal
ALL-STAR CAST ★ BRILLIANT S
Music under directio

BOGART AND BACALL PLAYING THE
ROLES IN THIS TERRIFIC HALF-HOUR P



Headed for a sellout... quick
— get the details **TODAY!**

ALONE . . . SHE'D BE TERRIFIC!

BACCALL

rational, super-terrific!

SPONSORSHIP!

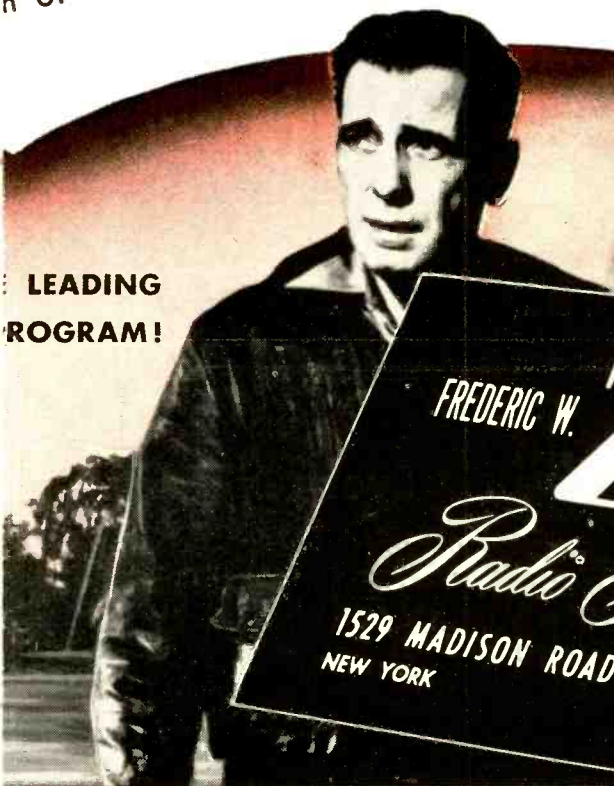
a Half-Hour Radio Show!

ADVENTURE"

Half-hour adventure series!

SCRIPTS ★ THRILLING DIRECTION
by DAVID ROSE

LEADING
PROGRAM!



FREDERIC W. **ZIV** COMPANY
Radio Productions
 1529 MADISON ROAD • CINCINNATI 6, OHIO
 NEW YORK HOLLYWOOD

THE WEEK IN REVIEW

... Radio-TV Highlights

By BILL NOBLE

THE radio-television set manufacturing industry broke all past records in production and sales of receivers in 1950, to experience the greatest year of peacetime production, Robert C. Sprague, R-TMA president, declared in a year-end statement, released last week. Estimates, he said, placed the TV-set production at 7,500,000 and AM-FM receiver output at 14,000,000. Manufacturers sales amounted to \$1.7 billion, an increase of 90 per cent over 1949 sales and 125 per cent over sales in 1948.

NBC's plans for a meeting on Jan. 10 to discuss night-time radio rate reductions in TV markets were abandoned out of deference to affiliates who protested any rate cutting at this time.

William B. Ryan, NAB general manager was named president of the newly-formed Broadcast Advertising Bureau, Inc., at a starting salary of \$36,000. He will take over on Feb. 1.

John Adam Kuneau, formerly vice-president of J. Walter Thompson was named director of public relations of Philco Corporation and subsidiaries and named to the management operations committee. A. B. Sambrook was promoted to manager of the RCA Recorded Program Services Sales. At WJR, Detroit, Ron Gamble was appointed special events director, Dale McIntyre was named educational director and Charley Park was promoted to chief announcer. Julius Haber was appointed director of advertising and sales promotion for RCA Technical Products. Ivor Kenway, vice-president in the network sales division of ABC, resigned to accept a temporary appointment as public relations consultant of the United Cerebral Palsy Association.

"My Foolish Heart," popular tune from the motion picture of the same name, was the top song hit of 1950, according to the annual Peatman survey. With the expansion of Liberty Network to 284 stations, James Foster, general manager, announced that a New York outlet will be opened on January 15.

By executive order, President Truman established the Office of Defense Production Authority and the Defense Mobilization Board, naming William H. Harrison, NPA, as DPA Administrator. He will be charged with controls over all vital materials, including food.

The Land of the Free

Dramas of American Opportunity
This week: George Ade—humorist

It's a Donald Peterson Production for
The Harding College National Program



By SID WHITE

Man About Manhattan . . . !

● ● ● WEEK-END CUFF NOTES: Aside to a music publisher: Maybe you were one of the boys who gathered with Lanny Ross in Mutual's Studio 15 the other day and by mistake picked up Lanny's brand new blue hat bearing the initials L. R. If you are, Lanny is still holding your chapeau and would love to make a swap. . . . NBC's announcement Friday that Billy Rose join the network as a consultant and producer confirms this column's prediction of the other day. . . . Another prediction (that Lilli Palmer would emerge as one of TV's greats) was confirmed, and how, by raves by Jack Gould, Ben Gross and Jack O'Brien, who tagged her as the most exciting new personality to appear before the TV cameras. . . . Jack Haley's stanza also came in for its share of patty-caking by the boys in the press room—with an especial bow to Buzz Kulik for a super production job. . . . Jean Carroll gets her own CBS-TV sustainer on Sat. nites.

☆ ☆ ☆ ☆

● ● ● WNEW, which usually thumps the publicity toms lustily for its new shows, has reversed its custom for three of its recent stanzas. In the past few months, Dick Pack, WNEW's ingenious program director, has quietly put into the indie's schedule three disc jockey shows with Bobby Sherwood, Jazzbo Collins and "The Boy Friend." (Latter is an anonymous disc jockey who is actually one of radio's top actor-announcers). Radio Row will hear plenty more from these three lads.

☆ ☆ ☆ ☆

● ● ● JUST THINKING OUT LOUD: Ever notice the similarity in singing styles of Eddie Jackson and Frankie Laine? . . . There's a marked sameness to all teevee choreography. . . . Bobbie Trelease looked and danced lovely as Snow White on Christmas Day. . . . When a crooner hasn't the talent to sing a straight song, he tags himself a stylist. That sobriquet has become a defense instead of a description. . . . Irv Cahn did a phenomenal publicity job on June Hutton. . . . TV fite announcers shouldn't give blow-by-blow description. . . . Amazed at the British Post Office report that there is a radio set for every four people in Britain and one TV set for every 120. . . . Recently in front of the Center Theater, NBC had a huge sign advertising: The Jack Carter Show with Jack Carter. Wolta surprise! Whooz supposed to be spotlighted on the Jack Carter Show—Hopalong Skulnick?

☆ ☆ ☆ ☆

● ● ● Paramount which probably has one of the largest libraries of films of any major producer is buying product on the west coast for showing on KTLA, their TV outlet in L. A. Company announces the acquisition of Eagle-Lion productions for showing on the station. First block includes 11 features and eight westerns.

☆ ☆ ☆ ☆

● ● ● IN ONE EAR: Harry Wismer, who copped this year's Sporting News award for his football broadcasts, was toastmaster Sat. p.m. at the Touchdown Club dinner in Washington. (Sporting News' baseball award went to Mel Allen). . . . Writer-producer-director Irving Strouse and Hazell Goldstein wed last nite. . . . Ralph Paul, one of the busier announcer—emcees around town, showed real ad-man savvy in the speech he made before the Doeskin salesman and brass the other p.m. . . . Board of Directors of World Video, Inc., has elected Arnold Michaelis as its prexy. . . . Bill (It's In The Bag) Von Zehle will be a papa in March.

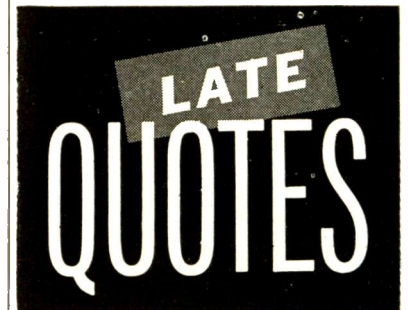
☆ ☆ ☆ ☆

Beginning

TOMORROW

Don't miss the
NEW FEATURE

appearing in
THIS COLUMN



Tomorrow

and

Every Tuesday

TV Meeting Jan. 19 To Talk Trade Assn.

(Continued from Page 1)

da, according to Charles T. Batson, NAB director of TV. Batson said 68 stations have accepted NAB's invitation to attend.

The NAB yesterday sent invitations to its associate members, composed mostly of manufacturers, engineers and communications attorneys, to attend. No exhibits will be permitted.

TV stations which have notified NAB they will have representatives at the meeting include:

KFI, Los Angeles; KING, Seattle; KNBH, Hollywood; KRLD, Dallas; KSD, St. Louis; WAVE, Louisville; WBAP, Fort Worth; WBEN, Buffalo; WBNS, Columbus, Ohio; WBTB, Charlotte, N. C.; DWEL, Wilmington, Del.; WDSU, New Orleans; WFBM, Indianapolis; WFMY Greensboro, N. C.; WFIL, Philadelphia.

Also W G A L, Lancaster, Pa.; WHAM, Rochester, N. Y.; WHAS, Louisville; WHBF, Rock Island, Ill.; WKZO, Kalamazoo, Mich.; WLWC, Columbus, Ohio; WLWD, Dayton; WLWT, Cincinnati; WMAR, Baltimore; WMCT, Memphis; WNBK, Cleveland; WNBQ, Chicago; WNBW, New York; WNBW, Washington; WNHC, New Haven; WOC, Davenport; WOR, New York; WOW, Omaha; WRGB, Schenectady; WSB, Atlanta; WTAR, Norfolk; WTCN, Minneapolis.

Also KMTV, Omaha; WAFM, Birmingham; WAGA, Atlanta; WHIO, Dayton; WJBK, Detroit; WKRC, Cincinnati; W M A L, Washington; WSAZ, Huntington, W. Va.; WSPD, Toledo; WSYR, Syracuse; WTTV, Bloomington, Ind.; KECA, Hollywood; KGO, San Francisco; KPRC, Houston; WBAL, Baltimore; WBKB, Chicago; WCAU, Philadelphia; WDAF, Kansas City; WENR, Chicago; WFAA, Dallas; WGN, Chicago; WJZ, New York; WMBR, Jacksonville, Fla.

Also WOI, Ames, Iowa; WTMJ, Milwaukee; WXYZ, Detroit; KEYL, San Antonio; KOTV, Tulsa; WHEN, Syracuse; WPIX, New York; WXEL, Cleveland.

McGrath May Get WFCI

Washington—Attorney General J. Howard McGrath would become licensee of WFCI, Pawtucket, R. I., under an application filed with the FCC. The Providence Broadcasting Co., licensee corporation, tendered application for formal filing for the involuntary transfer of WFCI to McGrath, as executor of the estate of the late Frank F. Crook, who died Dec. 1.

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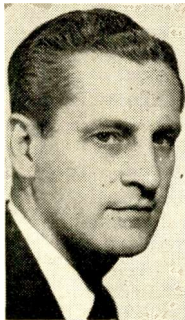
★ ★ TELE TOPICS ★ ★

TACK HALEY proved himself a worthy replacement for the sagging Kay Kyser show on NBC-TV Thursday night and the Ford-sponsored hour had more of a semblance of entertainment. Haley, who learned his showmanship in vaudeville, musical comedy and movies, found it entertainment-wise to have such personalities as Ed Wynn, Henny Youngman, Morey Amsterdam and Jackie Gleason on hand to add diversion to the comedy pacing of the show. He acted wisely too when he brought the charm, beauty and voice of Mindy Carson to his show. Best routine of the Haley program was the school for comedians afterpiece in which Haley, Youngman, Amsterdam, and Gleason in kiddie makeup revived the atmosphere of Gus Edwards' School Days. Funniest incident was the closing blackout when Wynn produced an invention—a machine gun from under his cape and with a noisy rat-a-tat-tat shot down the school for comics pupils.

ROBERT SAUDEK, vice-president of ABC, has accepted the invitation of the Regional Television Seminar to speak on "Television's Responsibility to the American Public" at the first annual meeting of the seminar at WAAM, Baltimore, Feb. 16-17. The seminar, sponsored by American University, Johns Hopkins University, Temple University, the United States Office of Education, and WAAM, is inviting about 100 college students from the East to the two-day meeting. . . . Identification announcements have been purchased by the Elgin Watch Company and the Chase National Bank on WABD. . . . Walter Slezak replaces Lee J. Cobb as the star of "Footfalls," on CBS-TV's "Danger" scheduled tomorrow at 10 p.m.

TODAY'S TV Personality:

GEORGE FREY, just upped to vice-president of network sales for NBC television started as a radio repairman for the network in 1928. He has one of the oldest and most successful records in the history of network sales. After two years as a repairman, George was appointed a contact clerk in the sales department. In 1933 he was appointed a salesman in the department and was made a network salesman in 1938. Subsequent promotions for George were: sales service manager in 1940; assistant sales manager in 1945; eastern sales manager in 1946; director



FREY

of network sales in 1947, and in 1949 he was appointed director of television sales for NBC. George has played a key role in building NBC's leadership in gross billings for TV, which according to PIB figures released last month was more than all other networks combined. George, when not selling "em" is found on the golf course where he is often referred to as "the salesman's salesman." He is a top amateur golfer and several years ago won the NAB golf championship. George has a son, Robert, studying engineering at Princeton and a daughter, Sara Ellen.

"TEXACO STAR THEATER" again leads all TV network programs in both rating and total number of homes reached according to the ARB TV-Nationals released at the week-end. Second place in popularity rating was "Godfrey's Talent Scouts" followed by "Fireside Theater" and the Philco TV Playhouse. Top three ranking by number of homes reached were "Texaco Star Theater"; "Philco TV Playhouse," and "Colgate Comedy Hour." . . . Robert Ruark and Harriet Van Horne, WT&S columnists, will headline the guests on "Celebrity Time" via CBS-TV on Sunday, Jan. 14 at 10:00 p.m. . . . Hugh Shannon, currently appearing at Le Reuben Bleu, will be Buddy Rogers' guest, tomorrow, on the "Meet Buddy Rogers" show at 1:00 p.m. over WOR-TV. . . . Fran Warren and Junie Keegan will do a sister act on "Holiday Hotel," Thursday, Jan. 11 at 9:00 p.m. over AEC-TV. . . . Josephine Hull, best remembered as "Abby Brewster" in "Arsenic and Old Lace," will star in a whimsical story, "The Purple Door Knob," on the Lux Video Theater, tonight on CBS-TV at 8:00 p.m. The television drama is an adaptation of a one-act play by Walter Richard Eaton. . . . TV versions of two top radio shows, "Bob Crosby's Club 15" and "Double or Nothing," were test filmed last week by Jerry Fairbanks Productions in Hollywood. Guest stars for the shows included Dorothy Shay, Kay Starr and Frank Fontaine. Russ Johnson, v-p in charge of radio and TV for Ward Wheelock supervised the filming for Campbell Soup, sponsor of the radio shows. . . . The American Television Society and the National Retail Dry Goods Association will hold a joint luncheon, tomorrow, at the Hotel Roosevelt to discuss television and retail advertising. Eugene Thomas is chairman of the program committee.

JACK F. A. FLYNN, formerly assistant news editor of KTLA, Hollywood, has joined the staff of WPIX as associate director. . . . Year-end news round-ups on several of the networks, featured films gathered by Telenews Productions, Inc., with the firm supplying many of the highlights shown on your screen. . . . Perry Lafferty has been named as producer and director of the new Victor Borge TV show, debuting on Feb. 3 via NBC-TV.

FCC Defers Hearing On TV Allocations

(Continued from Page 1)

or three days to complete their case, the FCC said. After that the following witnesses will be heard: Bernard C. O'Brien, engineer, with respect to the FCC's proposed separations between co-channel stations in the UHF band.

Raymond F. Guy of NBC, with respect to material filed Dec. 6, relating to revisions in an earlier exhibit, No. 537.

Edward W. Chapin, Commission engineer who developed a converter to be used with the CBS field sequential system of color TV. Chapin will revise earlier exhibits and present a new one.

Further testimony likely will be presented by the Radio-Television Manufacturers Assn. on a recommended frequency for the UHF band, the Commission added.

Electronics Experts Aiding The Military

(Continued from Page 1)

a tour of observation at bases in the Pacific and the Far East.

"In the interest of military security," Reed said, "the number and specific locations of the field engineers and technicians assigned to military duty must be withheld," and added, "Hundreds of them are on duty with the U. S. Army, Navy and Air Force units in a total of 17 foreign countries in Europe, in the Near and Far East. Approximately one third of the government service division's specialists are on duty outside the continental limits of the United States."

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TV Mfrs. Show Lines At Furniture Exhibit

(Continued from Page 1)

sent their new lines are RCA, Philco, Motorola, General Electric, Stromberg-Carlson, Magnavox, Westinghouse and Sylvania. Larger picture tubes predominate and prices for the receivers in most instances are lower than those asked in 1950.

Coupled with the opening of the trade show, Columbia Broadcasting System announced that the network would inaugurate daily demonstrations of CBS color in Chicago on Wednesday. The color programming will be fed from New York by coaxial cable and will be presented on the main floor of the Wrigley building at 410 North Michigan Avenue, headquarters for WBBM, CBS-owned radio station. Color receiver installations will accommodate several hundred viewers at each showing and invitations are being sent to manufacturers, distributors, retailers and others who will be in Chicago for the Furniture Mart show, to view one of the color showings.

Expect 24,000 to Attend

Over 24,000 furniture and appliance buyers are expected to register for the exhibition. Radio and television manufacturers scheduled to display their lines, in addition to those previously mentioned, include Admiral television, Bendix, Capehart, Crosley, Air King, Arvin Industries, Harold Lifton Company and Spartan.

Seventeen and 21-inch tubes will be featured in most television sets exhibited. One of the most elaborate will be Admiral's new "Telebar," with a 21-inch screen, three-speed phonograph and radio and a completely equipped bar. Television accessories will also be featured, including chairs, tables and sectional furniture. The newest in TV chairs is one by the Booth Company with a reclining back and detachable tray.

The first day will feature a panel discussion by industry leaders on business conditions and general outlook for the industry. Radio and television will be represented by T. J. Newcomb, sales manager of the Westinghouse Corporation.

The furniture show will continue through January 19th.

Roy E. Blossom

Indianapolis, Ind.—Roy E. Blossom, 68, former general manager of WFBM, Indianapolis, died Dec. 30. He retired six years ago as secretary of the Indiana Electric Assn. A daughter and brother survive.

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FCC's Report To Congress Shows Permits Total 4,501

(Continued from Page 1)

close of the fiscal year, June 30, 1950. These 800,000 authorizations as of Oct. 31, 1950, represented a gain of 30,000 since the close of the fiscal year, the FCC said.

Total broadcast authorizations as of Oct. 31 were 4,501, whereas the aggregate was 4,510 as of June 30. This was due mainly to 21 FM deletions.

The figures, the FCC told Congress, were as follows:

AM station authorizations, June 30, 1950, were 2,303; on Oct. 31 they were 2,336.

FM station authorizations on June 30, were 732; on Oct. 31, they were 711.

Non-commercial educational FM authorizations totaled 82 on June 30. TV stations remained at 109, as a result of the freeze.

TV experimental stations increased from 206, June 30, to 227, Oct. 31.

International stations, operated under State Department supervision, remained at 40.

Remote pickup stations decreased from 1,003, June 30, to 956, Oct. 31.

Studio-transmitter authorizations remained at 29 and developmental authorizations were static at 6.

Official Minutes Microfilmed

The FCC informed Congress that in the late summer the Commission completed microfilming its official minutes, and those of its predecessor, the Federal Radio Commission, reducing 99 volumes of 78,000 pages to 46 small reels. These reels were offered to the national archives for safekeeping.

The 16th annual report covered all phases of radiocommunications and emphasized the increased interest in TV and non-broadcast services, such as the citizens radiocommunications service, emergency services, etc.

Following are highlights of the FCC report:

While broadcasting continued to attract the popular interest, developments in other fields of radio had equal, if not greater, public impact.

Despite the revamping of existing services and creation of new outlets, there are still not enough radio frequencies for all who want to use them.

The expanded use of radio in general, and increased TV operation in particular, has deluged the Commission with interference complaints.

Mounting use of low-power and other electrical devices which emit radiations that play hob with radio communication is another subject which is receiving mutual attention by the Commission, industry and others involved with a view of establishing rules to minimize this type of interference.

Some of the Commission's normal routine was delayed or foregone temporarily because of budgetary limitations and the press of more

important problems, including the "time-consuming TV proceedings," international communications, legislative and litigation proceedings and special engineering and technical investigations.

The Commission reorganized its operating staff on functional instead of professional lines.

At the close of the fiscal year the Commission's personnel totaled 1,285, a decrease of 55 during the year.

With reference to common carriers a transcontinental microwave radio relay system for telephone service "is well under construction." On Dec. 21, 1949, the Commission adopted a report and order requiring the Bell System companies and Western Union to permit interconnection of intercity TV program transmission channels with private non-common-carrier intercity TV relay channels authorized by the FCC, pending availability of adequate common carrier service.

The broadcast year witnessed mounting interest in TV, a further slackening of FM authorizations and applications, but a continued growth of AM facilities, particularly in the smaller communities.

Authorized AM, FM and TV commercial stations totaled 3,144 on June 30, a gain of 17 over the previous year. The number of licensed stations rose, however, to 2,658, an increase of 305 over June 30, 1949.

On June 30 there were 351 TV, 277 AM and 17 FM applications on file for new stations. The FCC estimated the number of receivers "was approaching 81,000,000."

For the first time the number of licensed AM stations passed the 2,000 mark. They totaled 2,118, a gain of 155 over 1949. AM authorizations mounted to 2,303, an increase of 103 during the year. Most of the AM expansion took place in non-metropolitan areas and areas not previously served by radio.

Despite FM deletions, the year closed with 493 licensed FM stations, a gain of 16. The number of FM stations on the air decreased by 46, leaving 691 in operation on June 31.

The FCC report covered all phases of communication, including the licensing of 615,000 radio operators, field engineering and monitoring, technical research, international broadcasting and national defense.

Photo Firm Has Top Year

Reporting the greatest volume of business in the history of the company, Myron Firkser, Century News Photo Service, revealed Friday that he has signed 95 per cent of the stations for 1951 that he had in 1950. The news photo service covers radio stations, TV stations, FM stations and some of the largest sports arenas in the country. Among recent contract signers were WFCB, Dunkirk, N. Y., WPIC, Sharon, Pa.

Baseball Leaders To Discuss AM Deals

(Continued from Page 1)

whose baseball teams have long protested that network broadcasts of major league games are hurting attendance in minor league cities.

At the request of Ford Frick, president of the National League, the owners are expected to make a concerted effort to decide on a radio policy that will protect the minors as much as possible. Several of the National League clubs are reported ready to curb their extensive radio networks somewhat. Television, in Frick's opinion, is not a major problem to the minors, since it is strictly a local affair, and, in most part, does not affect the lower leagues.

"The National League plans to establish a central office to handle league radio affairs only," Frick said. "This will include the game-of-the-day and other outside affairs in no way connected with the individual club's affairs."

Wedding Bells

Virginia K. Wood, telecaster for WSPD-TV, Toledo, and known as "Ginny Woods" on WSPD, was married Dec. 28 to Theodore K. Thalen, Detroit. Miss Wood will continue two shows in Toledo and will have one on a Detroit station. The couple will live in Detroit.

Hollywood's New

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VOL. 56, NO. 20

NEW YORK, MONDAY, JULY 30, 1951

TEN CENTS

"LEGALITY" OF THEATER-TV TO FORE

Du Mont Tells Plans For "TV Center" In N. Y.

Executive Changes Also Outlined By Witting

Plans for the new Television Center to house the Du Mont Television network operations at the site of the old Central Opera House building on East 67th Street in New York City were revealed Friday by Chris J. Witting, the network's director and general manager. The Du Mont web expects to

(Continued on Page 3)

List Executive Setup For CBS Radio, TV

Pursuant to the recent re-alignment of CBS into separate network operations for radio and television, the respective presidents of the two divisions on Friday announced details of the organizational and executive structure of the two basic sections of the web. The announcements were made by Howard S. Meighan, president of the CBS

(Continued on Page 6)

New Metal Allotments Close To Former Ratios

Washington—Manly Fleischmann, defense production administrator, on Friday announced fourth quarter allotments of available steel, copper and aluminum among de-

(Continued on Page 2)

Dual Service

Washington—Lewis Allen Weiss, former president of the Don Lee Broadcasting System and one-time Mutual board chairman, has been appointed chairman of a sub-committee on civilian requirements of the policy-making Defense Production Administration. Weiss is director of the Office of Civilian Requirements in the NPA.

Six-Month Receiver Production Above 1950

Washington—Despite shortages of critical materials and increased Government regulations, production of radio and TV receivers in the first half of 1951 exceeded the industry's output in the corresponding period last year, the RTMA reported on Friday. Production in the second quarter was considerably lower than the first quarter.

RTMA's estimates, which include production by members and non-members, showed a total of 8,027,935 radio sets and 3,334,505 TV receivers produced in the first six months this year. This compares with 7,333,600 radios and 3,136,300 TV receivers manufactured in the first half of 1950.

Urges Tax Easement For TV Broadcasters

Washington—Unless relief similar to that proposed in the Frear bill (S. 1861) is forthcoming, the impact of excess profits taxes upon the television industry and its further and future development will be critically grave, John B. Poole of the Fort Industry Co., Detroit, told the Finance Committee of the Senate on Friday.

Testifying on behalf of the Tele-

(Continued on Page 6)

Bing Crosby Enterprises Promotes Brown, Grillo

Hollywood—Everett Crosby, president of Bing Crosby Enterprises, has announced the promotion of Charles B. Brown to vice-president in charge of sales, and Basil Grillo to executive vice-president from his former

(Continued on Page 6)

Stockholders Okay ABC-UPT Merger

Stockholders of American Broadcasting Co. and United Paramount Theaters, meeting separately in New York on Friday, voted approval of the consolidation of the two companies. FCC approval of the deal is expected within the next few weeks.

ABC shareholders, meeting in the home office board room, approved the merger in a brief session at which 80.8 per cent of the com-

(Continued on Page 2)

Dr. Baker Again Heads RTMA-TV Committee

Washington—Reappointment of Dr. W. R. G. Baker of General Electric as chairman of the RTMA-TV committee for another year was announced Friday by Robert C. Sprague, board chairman.

Serving with Baker will be Ben-

(Continued on Page 3)

Charges By FTPC Will Be Weighed By The FCC

Washington Bureau of RADIO DAILY

Washington—Charges raised by the Fair Television Practices Committee that box-office TV is illegal constitute an "entirely new question" and probably will become an issue to be decided by the FCC at its theater TV hearings scheduled to begin Sept. 17, according to Max Goldman,

(Continued on Page 7)

Sterling On Full MBS With "Ladies Fair"

Sterling Drug, Inc., will sponsor Mutual's daytime audience-participation feature, "Ladies Fair," with Tom Moore, Mondays through Fridays (11 to 11:25 a.m.), beginning Oct. 1, it was announced yesterday by Adolf N. Hult, MBS vice-president in charge of sales. Sterling's purchase of these daily broad-

(Continued on Page 3)

Chicago Conference Brings TV Fireworks

Chicago—A pooled television news conference in Chicago proved so candid and exciting that the viewers on three Chicago stations clamored for more.

Principals in the conference were

(Continued on Page 3)

New TV Order Gives Stations Right To Increase Power

Washington—A step looking toward better television service by the existing 107 stations was announced Friday by the FCC in the form of the fifth report and order of the Commission on the overall TV allocations proceeding. Henceforth the Commission will consider on a case-to-case basis, applications to increase power of

existing stations which are not now operating at maximum authorization.

The FCC will consider requests from:

1. The three existing community stations operating 500-watt transmitters with less than 500-watt power output to increase transmitter power output to that figure pro-

(Continued on Page 7)

Voluminous

Sales of products and services of the Radio Corporation of America and subsidiaries attained an all-time record volume of \$302,333,000 during the first six months of 1951, exceeding the previous peak set last year by 21 per cent. Corresponding sales in the first six months of 1950 amounted to \$248,784,000.

RADIO DAILY
TELEVISION DAILY

Established Feb. 9, 1937

Vol. 56, No. 20 Monday, July 30, 1951 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-Pres.; Charles A. Alicoate, Sec'y. Reentered as second class matter, September 15, 1950 at the Post Office at New York, N. Y., under the Act of March 3, 1879. (Originally entered as second class matter on April 5, 1937). Terms (Postage free) United States, \$15.00 one year. Foreign, \$20.00. 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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FINANCIAL

(July 27)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	12 1/2	12 3/8	12 3/8
Admiral Corp.	22 5/8	22	22 5/8	+ 1/8
Am. Tel. & Tel.	157 1/8	156 5/8	157 1/8	+ 1/4
CBS A	29 5/8	29 3/8	29 1/2
CBS B	29 1/4	28 7/8	29 1/4
Philco	23 1/4	22 3/4	22 7/8
Philco pfd.	91	91	91
RCA Common	21 1/2	21 1/8	21 1/4	- 1/4
RCA 1st pfd.	75 3/4	75 3/4	75 3/4	- 1/2
Stewart-Warner	17 1/4	17 1/8	17 1/4	+ 1/8
Westinghouse	37 3/4	37 3/4	37 3/4
Westinghouse pfd.100	100	100	100
Zenith Radio	57 3/4	57	57 3/4	+ 1/8

NEW YORK CURB EXCHANGE

Du Mont Lab.	15 3/8	15 1/4	15 3/8
Hazeltine Corp.	33 3/4	33 3/4	33 1/2
Nat. Union Radio	3 3/4	3 3/4	3 3/4

KCBS Power Increase

San Francisco—KCBS will send its new 50,000 watt radio signal throughout Northern California on August 9, according to an announcement by Arthur Hull Hayes, CBS vice-president in San Francisco and general manager of KCBS. The switchover from the 5,000-watt transmitter in Alviso to the new 50,000 watt in Novato will be made by civic dignitaries during a nationwide dedicatory broadcast over CBS on August 9.

★ COMING AND GOING ★

MERLE S. JONES, newly-named vice-president in charge of CBS owned-and-operated television stations, is back in Los Angeles following a two-day trip to New York.

SPENCER TRACY on Saturday sailed for Europe aboard the Queen Elizabeth. On the same ship was JOHN MARTIN, of WCBS-TV.

BARRY KEIT, of Headley-Reed, station reps, to Boston to contact some accounts. He'll be back in New York on Thursday.

MANNY GOULD, head of the animation department at Jerry Fairbanks Productions, and LOU LILLY, scenario chief, are back in Hollywood following a week of conferences with B. N. Darling, head of the company's midwest office.

DAVID A. LIPTON, vice-president of Universal Pictures in charge of advertising and publicity, today will arrive in New York for a series of conferences on promotion plans for forthcoming feature films.

ARTHUR VAN HORN is here from Jamaica, B. W. I., for a short holiday.

New Metal Allotments Close To Former Ratios

(Continued from Page 1)

fense, defense-supporting and civilian production and construction programs. In general the distribution of the three controlled materials for the fourth quarter is much the same as that for the current three-months period, said Fleischmann.

Meanwhile the NPA today will begin an investigation of the nation's industrial consumers of steel, copper and aluminum to check compliance with the controlled materials plan regulations, Fleischmann disclosed. The probe will cover operations of about 1,000 representative companies in a cross-section of industries and trades affected by CMP and will be made each calendar quarter.

Following are the fourth quarter allocations of the three strategic metals as they affect radio and TV: For communications equipment 39,453 tons of steel have been allocated; 53,090 pounds of copper and copper base alloys and 2,900 pounds of aluminum.

For electronics the allocation is 72,550 tons of steel; 33,385 pounds of copper and copper base alloys and 15,750 pounds of aluminum, and for general components the allocation is 1,067,500 tons of steel; 150,094 pounds of copper and copper base alloys and 14,700 pounds of aluminum.

Sales Executives Named By Pope For WHOM

The appointment of Edward R. Redmond as executive sales director and Benjamin E. Botway as sales manager of WHOM, N. Y., was announced last week by Fortune Pope, president of the Atlantic Broadcasting Co., Inc., and publisher of Il Progresso Italo-Americano. Both Redmond and Botway have reportedly resigned their posts in the General Outdoor Advertising Co.

ERNEST FELIX, acting manager of ABC's western division, and DON TATUM, director of television for the division, left Hollywood Friday for a business trip to San Francisco.

JESSE ZOUSER, news editor for the CBS Radio network, is on a busman's holiday in Japan and Korea, covering the Far Eastern situation first hand.

JOHN McNEIL, director of television for Birmingham, Castleman & Pierce, is on a combined business-and-vacation trip to Hollywood.

GARRY MOORE is returning from his vacation to resume his CBS television show next Monday, when he will have as guests Virginia Sale, comedienne, and Burl Ives, folk singer.

JEROME THOR, actor of stage and TV, is in Stockholm, Sweden, with the entire TV production unit of "Foreign Assignment." The series is being filmed in leading capitals of Europe.

LEE BOWMAN has arrived in Los Angeles from Chicago for a vacation. He'll return to New York for the Ellery Queen show in September.

Florida Growers Sign Doodles Weaver Series

The Florida Citrus Industry, an association of Florida citrus growers, has signed to sponsor the second half of the 30-minute Doodles Weaver show beginning Saturday, August 4, over NBC-TV, 10:15 to 10:30. The new sponsor was signed through the J. Walter Thompson Co.

Stockholders Okay ABC-UPT Merger

(Continued from Page 1)

pany's 1,689,017 outstanding shares of \$1 par common were present in person or by proxy. Of these shares, 80.57 per cent were voted in favor of the plan.

Stockholders of United Paramount met in the Hotel Astor, where 77 per cent of 3,261,213 shares of \$1 par common was voted for the merger. In both cases approval of two thirds of the outstanding shares was required.

Merger Plan Outlined

Under the merger plan, stockholders of ABC will receive for each share of ABC common, \$7.50 in common stock of AB-PT, measured at \$19.00 per share, and \$7.20 of preferred stock measured at par value. UPT holders will receive a share of AB-PT common for each share of UPT stock.

Stork News

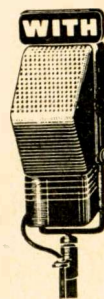
Topeka, Kans.—The Allan Youngs are circulating an announcement to the effect that "TV Reception has been very unusual at 1801 Randolph." In particular, it is the Allan Youngs' Show starring their second YOUNGster, name Diane Marie, weight 7 lbs., 14 ozs., date July 23. Daddy is publicity director for WIBW.



You get a lot for a little*

*MORE LISTENERS-PER-DOLLAR than any TV or radio station in Baltimore

SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY



WFIL
560 kc • PHILADELPHIA
Buy selling power,
Not power alone!
ABC Affiliate—Rep: The Katz Agency

Du Mont Web Plans 'TV Center' In N. Y.

(Continued from Page 1)

utilize a portion of it by October 1st of this year.

Housing the technical facilities as well as the engineering and programming staffs, the remodeled seven-story building will provide five studios for live telecast and two for the co-ordination of film and remote programs. The building's interior will provide 2,000,000 cubic feet of space.



WITTING

In announcing the new building project, Witting revealed that the new building has been in the planning stage for more than two years and would be completely functional. One of the studios will be among the largest in the East and the technical facilities in the new building will include master control, teletranscription recording facilities, technical stock room and maintenance stock room.

Plans for the conversion were designed by William T. Mayer, architect. Rodney D. Chipp and members of the Du Mont TV web engineering staff planned and will supervise the installation of the engineering equipment.

The new Du Mont TV center will not supplant present studio operations of the web but will be used for the network's expanding TV operations. Studios at Wanamaker's and at 515 Madison Avenue, as well as leased theaters, will be retained as a part of the web's operations.

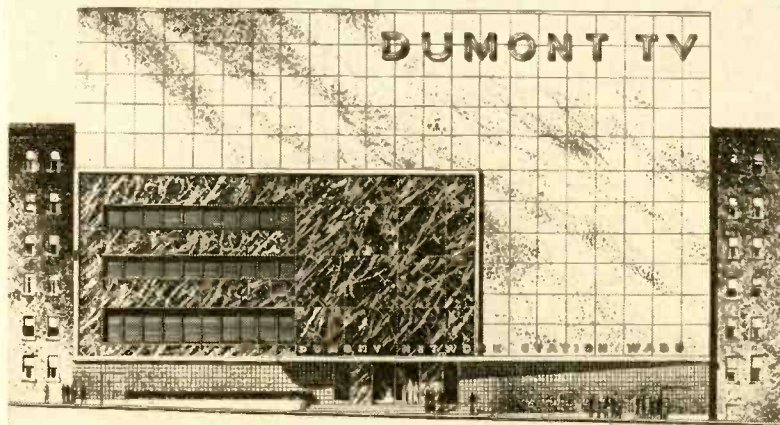
Executive changes in the Du Mont web operations also were announced by Witting on Friday.

Forward step in network development has also been announced by Du Mont, with the formation of a new sports department and a co-ordinated aggressive plan to further commercial support among the country's top agencies and sponsors.

Witting announced appointment of Tom S. Gallery, former network sales director, as head of the newly created sports department, and Ted Bergmann to replace Gallery and step up Du Mont's sales campaign.

Gallery, who was general sales manager for the New York Yankees prior to joining Du Mont, is well-

Proposed Du Mont TV Center



Architect's conception of the new Du Mont Television Center to be located on the site of the Central Opera House on East 67th Street, New York. Seven stories high, the building will provide five studios for live telecast and two for co-ordinating film and remote programs.

Chicago Conference Brings TV Fireworks

(Continued from Page 1)

States Attorney John S. Boyle, a Democrat, and Sheriff John E. Babb, a Republican. Also taking an active part was former State Representative Raymond T. O'Keefe, 61 years old, an assistant state's attorney.

In the midst of the meeting O'Keefe began shouting, blocked camera coverage of the conference table, and because of the interference was carried bodily from the conference room.

The three network TV stations had carried program as a public service and had expected none of the dramatics that developed during the conference.

equipped to direct the new department, the special function of which will be to sign and sell major sports events and maintain the web's forefront position in sports telecasting. Gallery engineered negotiations resulting in commercial TV obtaining the rights to telecast the recent Charles-Walcott fight and organized industrial support of it. Before joining the Yankees, whose radio and TV activities he handled, Gallery acted in similar capacity for the Brooklyn Dodgers, and, prior to that, he organized and managed professional football on the West Coast.

Bergmann is a top ranking account executive and will have John H. Bachem, former Eastern sales manager of NBC and CBS AM-TV veteran, as his assistant. Bergmann, who was on Eisenhower's staff in Paris during the war, is a veteran salesman who sold TV's first large show, Old Gold's Original Amateur Hour in 1948, and has since handled other large sponsorship deals. His assistant, Bachem, had charge of the Philadelphia and southern territory for CBS for 12 years.

Dr. Baker Again Heads RTMA-TV Committee

(Continued from Page 1)

Jamin Abrams, Emerson Radio & Phonograph Corp.; Robert S. Alexander, Wells-Gardner Corp.; Max F. Balcom, Sylvania Electric Products, Inc.; W. J. Barkley, Collins Radio Co.; H. C. Bonfig, Zenith Radio Corp.; John W. Craig, Crosley Division, Avco Mfg. Co.; Allen B. Du Mont, Allen B. Du Mont Labs.; J. B. Elliott, RCA Victor Division; E. K. Foster, Bendix Radio Division; Paul V. Galvin, Motorola, Inc.; W. J. Halligan, The Hallicrafters Co.; L. F. Hardy, Philco Corp.; W. A. MacDonald, Hazeltine Electronics Corp.

Don Lee Series Renewed

Hollywood—J. A. Folger & Co., on behalf of Folger's Coffee and Tea, has renewed sponsorship of the Frank Hemingway newscasts for a period of 52 weeks on the full Don Lee Network of 45 stations, the Arizona Network and 22 stations of the Mutual Intermountain Group, beginning August 7th. Hemingway's newscasts are broadcast twice daily Monday through Saturday (7:00-7:15 a.m. and 4:15-4:30 p.m., PDST), and Folger's will sponsor on an alternating basis with the White King Soap Company—who also recently renewed the news broadcasts for a year. The Raymond R. Morgan Company is the agency servicing both the Folger's and White King accounts.

Stork News

Mr. and Mrs. Jim McGarry are the parents of a daughter, seven pounds, seven ounces, born last Tuesday, July 24, at Lenox Hill Hospital in New York City. McGarry is public relations director of Batten, Barton, Durstine & Osborn agency.

Sterling On Full MBS With 'Ladies Fair'

(Continued from Page 1)

casts over the full Mutual network of 535 stations, represents an annual gross billing of almost two million dollars, and also marks the initial use of MBS morning time by this advertiser. The Monday-through-Friday programs will advertise Sterling's leading drug products, including Bayer Aspirin, Phillip's Milk of Magnesia, and Dr. Lyon's Tooth Powder.

"Ladies Fair" builds each broadcast around a series of games staged in a carnival spirit—weight guessing, spelling bees, balloon games, racing, etc. A regular highlight of the show is its "treasure chest," offering valuable gifts to the contestant who is able to select the right key from 15 offered to her. Each day new prizes are added to the chest until a contestant finally opens it and wins the contents.

"Ladies Fair" has participated in several public service campaigns during its three-year history on Mutual. Last Christmas, in response to only once-a-day requests by the program over four weeks, listeners made 360,000 toys at home and mailed them to Moore at their own expense. Last summer, the "Ladies Fair" show pulled over two million pieces of mail in a single month.

The program originates from Mutual's midwest division studios in Chicago, produced by Dolph Nelson under John Kerr's direction.

Dancer-Fitzgerald & Sample, Inc., is the agency which placed the Sterling Drug business on Mutual.

Named Account Exec.

Ewart M. Blain has been appointed an account executive on TV network sales staff of CBS effective immediately, it was announced on Friday by David V. Sutton, CBS-TV sales manager. Blain previously worked by WFBL, CBS affiliate in Syracuse.

WRC Adds Five

Washington, D. C.—New faces that have been added to the WRC roster in the last quarter include: Kitty Burton, sales department; Curtis Pryor, night program; Virginia Allen, traffic; Ted Haas, news and special events, and Inga Rundvold for the beauty-fashion programs.

KLIX is Klickin' in Idaho's First Farm County
1st in Intermountain West
56th in the Nation
ASK HOLLINGBERY
TWIN FALLS, IDAHO

ABC
WENE
BINGHAMTON, N.Y. MARKET
NOW 5000
WATTS

CALL RADIO REPRESENTATIVES, INC.

CAPITAL ROUNDUP

By BILL BAILEY

Washington Bureau of RADIO DAILY

Washington—Two of Washington's top stores, Woodward & Lothrop, department store, and Jelleff's women's shop, have signed 52-week contracts with WRC as a direct result of surveys conducted recently by Advertising Research Bureau, Inc., Seattle, the station announced. Jelleff's began a "spot saturation" contract July 18 for a year. Copy will be the same that runs in daily newspapers.

The Woodward & Lothrop contract is for a half-hour program Friday nights, featuring the Frederick W. Ziv Guy Lombardo transcription series.

Jelleff's contract is the first saturation schedule used by a large retailer in Washington. The ARBI point-of-sale surveys, which featured spot saturation vs. newspaper advertising, disclosed that WRC out-pulled the newspapers on a dollar-for-dollar basis.

F. Joseph (Jiggs) Donohue, District Commissioner, began a weekly series over WWDC Saturday, July 28 (7-7:15 p.m.) with a discussion of the controversial "home rule" issue. He plans to present public issues each week to voteless Washington.

Jerry Strong, for 11 years the morning man at WINX, moves to WMAL August 20 for a platter-spinning chore from 3:30-5:30 p.m. Monday through Friday and Saturday mornings from 11-12:30. He's currently doing the "Block Party" program on WTTG, DuMont TV outlet, for the Food Fair markets and likely will be scheduled on WMAL-TV when he moves into the ABC outlet.

Latest word from the Senate Judiciary Committee in re: the nomination of FCC Commissioner Frieda B. Hennock to be a Federal judge in the Southern New York district, is that hearings will be held "some time in the near future." The Committee, headed by Sen. Pat McCarran (D., Nev.), wanted to round up a few facts about the nominee's legal background before calling the hearings, due to the "wide interest" in her nomination.

WFIL

560 kc PHILADELPHIA

Operating at 560 kilocycles, WFIL's 5,000 watts provide coverage equal to 100,000 watts at double the frequency... 1120 kilocycles.

ABC Affiliate—Rep: THE KATZ AGENCY



● ● ● **QUESTION BOX:** Is it true that the City of New York is seeking to buy a television station and has made a bid for WPIX? Could it be that Dick Pack, WNEW's dynamic publicist and program director, will move from the New York indie to join Ted Cott at WNBC? What Boston theater man would invest in television if the right deal came along? Will the price cutting in TV receivers continue in New York despite protests of major manufacturers?

★ ★ ★ ★

● ● ● The American Soccer League has been formed into a solid unit for the first time with a view toward playing league games in Madison Square Garden and at the Polo Grounds. The TV rights to these soccer games are being sought by two national networks and two local outlets. (Incidentally, soccer is about the only sport that hasn't been televised yet). The promoter, or head of the league, Sig Schy, will make a decision soon.

★ ★ ★ ★

● ● ● Gerber, producer of baby foods, has signed a thirty-nine-week contract for a weekly quarter-hour segment of "The Kate Smith Show," on Wednesdays, starting September 12th. Gerber's has ordered the full NBC network of 63 stations on the show. Federal Advertising Agency handles the account.

★ ★ ★ ★

● ● ● Upon his return from Canada this week, rumba king Xavier Cugat immediately made his way to a conference for a discussion of an autumn TV show. Plans call for a program starring Cugat, his orchestra, and vocalist Abbe Lane.

★ ★ ★ ★

● ● ● Nancy Craig's new book telling of her 25 years in radio will be on the bookshelves next Fall. . . . Jack Carter is telling of the TV marionette who's retiring—seems he's at the end of his rope. . . . Wally Ross (of Ross Reports) leaves for the coast to open a coast office. . . . While abroad Bill (CBS) Leonard will make a side trip to Addis Ababa, Ethiopia, to tape record and interview Ethiopia's Emperor Haile Selassie for broadcast on Bill's "This Is New York". . . . Despite her near-tragedy, Susan Peters, the TV actress confined to a wheel chair because of a hunting accident, drives a car, swims, cooks, plays the piano and is writing a book. . . . Robert Q. Lewis, a small stockholder in International Business Machines, mentioned he was going to attend a stockholder's meeting this month. "To entertain?" asked a friend. "No, to complain," Bob replied.

★ ★ ★ ★

● ● ● Three women who are highlighted in "People Today" reveal in the latest edition that the writers of that two-fisted series are all women, and that the nearest they've been to a range is in the kitchen. Their names are Elizabeth Beecher, who has never ridden a horse and a gun would scare her into a real life faint; Polly James and Betty Burbridge.

★ ★ ★ ★

● ● ● Rex Marshall, the radio-TV narrator, has a make-up problem that considerably amuses his co-workers. On Saturdays Marshall has to hop from his "Somerset Maugham" radio chore clear across town to do "I Cover Times Square," which goes on TV within a half-hour after "Maugham" ends. Rex starts applying his make-up in the studio while the show is on the air and he's off the mike.

★ ★ ★ ★

● ● ● Won't be long now before collegians will have a liberal education in crime detection. Bob Shaw, writer of the "Mr. District Attorney" crime series, makes his tenth college lecture appearance August 2. His class at the University of Delaware will consist of radio directors and station owners.

CHICAGO

By FRANCES CLOW

DIRK COURTENAY's new disc jockey show has an ambitious schedule on WMAQ. The program, sponsored by Polk Brothers Central Appliance and Furniture Company, Inc., will be aired from one to six a.m. Tuesday, Wednesday, Thursday, Friday and Sunday, and one to eight a.m. on Saturday. The seven to eight a.m. period on Sundays will be for the children, allowing parents an extra hour of sleep. Courtenay, who is well known in Chicago radio and record circles, recently returned to the microphone after being recalled to service in the Air Force for almost a year.

E. H. Shomo, WBBM assistant general manager, attended the annual radio station meetings of CBS Radio Sales in New York. Also in New York is Paul Gibson, WBBM early morning and late afternoon philosopher-commentator. He will do his early morning shows from New York.

Paul Harvey, well-known WENR and ABC news commentator, returns to television on Monday, August 6th, under the sponsorship of the Burton Dixie Corp. He will be seen in the 11:00 to 11:10 p.m. time slot until September 28th and on October 1st will switch to 6:00 to 6:10 p.m. time.

The 18th annual midsummer football classic between the College All-Stars and the National Professional Football League champions will be broadcast over WGN and the Mutual network Friday, August 17, from 9:30 p.m. CDST, to conclusion. Sportcaster Al Helfer, who broadcast the All-Star Baseball and World Series contests over WGN-Mutual, will handle the play-by-play of the popular grid classic. Helfer will be assisted by midwest football announcer Jack Drees.

The Webster Chicago Corporation, through Fuller, Smith and Ross, purchased a weekly 15-minute Clifton Utley TV newscast on Station WNBQ. Started July 27th, Webster-Chicago is sponsoring Utley's 10:15 to 10:30 p.m. news show on Fridays for thirteen weeks.

Bill Desbard has been signed to do a group of 5-minute news spots for Blatz Beer to 175 stations through ABC.

Chuck Lesley, Jack Lester, Tom Casey and Jack O'Dell are all enthused over the flying lessons which they have just started.

Rod & Reel

LAKE
KEZAR,
LOVELL,
MAINE
Tel.

Lovell 8023

in the White Mts.—the luxury of a private club on the most beautiful lake in America.
golf • fishing • swimming • boating •
net sports

Write: Rod & Reel, Lake Kezar, Lovell, Maine

RADIO DAILY-TELEVISION DAILY

WILL PRESENT THE

12th Annual

“ SHOWS ”

Edition 1951-1952

Program Buyers Guide of Shows of Tomorrow

THURSDAY, AUGUST 2nd

**Devoted To More Than 1000
Radio and TV Shows**

Urges Tax Easement For TV Broadcasters

(Continued from Page 1)
vision Broadcasters' Tax Committee, an industry-wide group organized by NARTB, Poole, a Detroit attorney and director and stockholder of the Fort Industry Co., urged the committee to adopt the Frear bill as an amendment to the excess profits tax.

This bill, he said, "permits the radio-television broadcaster to use the rate of return which it realized in 1946 as being representative of normal profit experience in radio operations."

Wants Different 'Norm' Year

By substituting the 1946 year in lieu of the best three years in the 1946-49 period as a norm, as proposed in the pending excess profits tax measure, the impact of TV losses is essentially eliminated, Poole testified.

Secondly, the Frear bill permits the taxpayer to relate the 1946 ratio or rate of return to assets on hand at Dec. 31, 1949, which, he pointed out, includes all assets then used in TV.

"For those corporations which had no radio experience and have engaged exclusively in television operations, the proposed amendments permit use of the radio industry rate of return of 24.9 per cent proclaimed by the Secretary of the Treasury for the 1946 year," said Poole. "In other words, the amendments serve to put the radio broadcaster back to his 1946 rate of return upon capital as being representative of his normal earning experience in radio during base period years."

Cites Losses Sustained

Poole told the committee that losses sustained in TV during the proposed base period of 1946-49 "so depressed normal profits derived from radio broadcasting that the average industry rate of return, as proclaimed by the Secretary, declined from 24.9 per cent in 1946 to 10.1 per cent in 1949."

He cited figures of 85 broadcasters who also operate TV to show that in the years 1946-49 these broadcasters lost \$24,708,000 in TV operations, while earning \$57,568,000 from radio broadcasting. TV losses in 1949 exceeded in dollar amount the entire aggregate of earnings from radio broadcasting and this trend continued late into 1950, he declared.

Poole added that according to figures compiled by the FCC, the radio industry by the end of 1949 had invested approximately \$56 million in plant and equipment for TV. "Some reasonable return on this investment should also be available as a credit before application of the excess profits tax," he said.

The Frear amendments, Poole asserted, "serve merely to provide a reasonable and equitable basis for computation of an excess profits tax credit." According to the best industry estimates, he added, the

AGENCY NEWSCAST

... personnel, sponsors and notes

GEORGE R. NELSON, INC., Schenectady, has been appointed television representative for the National Pressure Cooker Company, Inc., and will prepare a nation-wide TV campaign for its Presto line. Melamed-Hobbs, Inc. will continue to handle the company's other advertising.

ALBERT FRANK-GUENTHER LAW, INC. will direct a national advertising campaign for Bellows and Company, whiskies.

GEORGE H. POLAND, manager of the Montreal office of Young and Rubicam, Ltd., subsidiary of Y&R, Inc., has been named a vice-president.

WEXTON COMPANY has been named by Davis Mills, Inc., East Newark, N. J., for its consumer and industrial laundry nets. The agency also added the account of the Sun Dew Corporation, Long Island City, for its Sun Dew orange drinks.

ST. GEORGES AND KEYES AGENCY has been appointed by the Vikon Tile Corporation.

ANDREW C. ISAACSON has been appointed copy chief in the advertising department of Frederick Loeser and Company, Inc.

Woman TV Producer Announces New Series

Ann Barbinel Productions has readied a new group of programs for radio and television. All coming under the label of Prestige Program Packages, the programs are original in concept and designed to be entertainment with a message.

Her television packages comprise "Over the Teacups," a half-hour daytime woman's audience participation show with Harry Hershfield as emcee; and "Hope Chest," a 30-minute audience participation show combined with a promotion plan developed especially for a department store.

Dual Use Stressed

Designed for television and/or radio are the "Psalm of Life," dramatic show of contemporary life with a spiritual message; and "Lucky Penny," a 15-minute children's dramatic program which dramatizes the childhood of great Americans.

loss of revenue which would result in 1951 to the Treasury, under the amendments, would be about \$3,000,000 and "certainly no more than five million dollars."

"Every telecaster will, of course, pay an excess profits tax under these amendments, but—and this is all we seek—on a basis of parity with other industries having a normal base period experience upon which to compute the excess profits tax credit," he concluded.

SULLIVAN, STAUFFER, COLWELL AND BAYLES has been appointed by the American Chicle Company, effective Sept. 5, for Dentyne, Chiclets, Beeman's and other five-cent brands.

GRANT ADVERTISING AGENCY has moved its New York office to 655 Madison Ave., with the new telephone number of Templeton 8-9393.

DUNAY AGENCY has been appointed by Sol Friedman and Sons, Inc., slips and gowns, and Seely Shoulder Pan Corporation.

WEXTON COMPANY is the agency for the Associated Press which is planning expanded advertising in September.

CHARLES SCHLAIFER AND COMPANY is the agency preparing the largest advertising campaign in the history of 20th Century-Fox Film Corporation, for the forthcoming production of "David and Bathsheba."

RHOADES AND DAVIS AGENCY, San Francisco, completed arrangements for its client, Riviera Packing Company's sponsorship of a new half-hour comedy, "Joe," on KPX.

Bing Crosby Enterprises Promotes Brown, Grillo

(Continued from Page 1)

post of secretary-treasurer of the organization.

Other officers in Bing Crosby Enterprises are: Vice-president, John O'Melveny; secretary-treasurer, T. W. Johnson; assistant secretary-treasurer, Homer Duerr.

Brown joined Bing Crosby Enterprises last September as director of television sales. Prior to this appointment he was director of advertising for RCA Victor and held the same post with NBC.

Studios Leased

Bing Crosby Enterprises has leased space at RKO-Pathe Studios, Culver City, for television film production, and is currently producing a television series titled "Cry of the City," produced and directed by Bernard Girard.

Other television films will be announced in the near future.

Roberts Off To Europe

Clete Roberts has planed to Europe with cameraman Russell Day to begin a month's television news film junket that will take him to England, France, the Balkans, Near East and South Africa. Roberts filmed news reports will be televised over 23 CBS Eastern stations as a feature of the Esso Reporter program and in Los Angeles over KLAC-TV.

List Executive Setup For CBS Radio, TV

(Continued from Page 1)

Radio Division, and J. L. Van Volkenburg, president of CBS Television.

For the CBS Radio Division, Louis Hausman, James M. Seward and J. Kelly Smith were appointed administrative vice-presidents, and John J. Karol was named vice-president in charge of network sales.

Lester Gottlieb has been appointed director of network programs, and Edmund A. Chester, director of news and public affairs. Both will report directly to Meighan.

Other officers of CRD are Harry S. Ackerman, vice-president in charge of programs, Hollywood; H. V. Akerberg, vice-president in charge of station relations; H. Leslie Atlass, vice-president in charge of the central division with headquarters in Chicago; Arthur Hull Hayes, vice-president in charge of the San Francisco office, and William B. Lodge, vice-president in charge of engineering.

For the present, some officers of the CBS Radio Division also will maintain an equivalent status with the CBS Television Division.

Some Serve Both Divisions

Department heads who will continue to serve both the CBS Television and Radio Divisions include: Atlass, vice-president in charge of the central division; Ackerman, vice-president in charge of programs, Hollywood; Akerberg, vice-president in charge of station relations, and Lodge, vice-president in charge of general engineering.

Serving the CBS Television Division exclusively will be:

Hubbell Robinson, Jr., vice-president and director of network programs; Frank Falknor, vice-president in charge of television operations.

Van Volkenburg also announced the appointment of three new vice-presidents: David V. Sutton, vice-president in charge of sales, former CBS-TV sales manager; Merle S. Jones, vice-president in charge of Columbia-owned television stations, recently general manager of Columbia-owned stations KNX and KTSL of Los Angeles and the Columbia Pacific network; I. S. Becker, vice-president in charge of business affairs, former CBS director of program operations.

Other television department heads include: Oscar Katz, director of research, formerly CBS director of research; W. S. Harrison, senior attorney, formerly of CBS' legal department; William Golden, creative director, advertising and sales promotion, heretofore associate director of CBS sales promotion and advertising; John Cowden, operations director, advertising and sales promotion, formerly general manager of CBS sales promotion and advertising; Michael J. Foster, director of press information, heretofore assistant director, CBS press information.

Comm. To Weigh Theater-TV 'Legality'

(Continued from Page 1)
acting general counsel of the Commission.

In a statement for release in Sunday newspapers, Jerome W. Marks, New York attorney and chairman of the FTPC, and Max Pfeferblum, the committee's secretary, charged that box-office television "offers no affirmative public service as required by the Communications Act and would violate the express purpose of the act, which was to make radio and television available to all the people of the United States."

Marks said the "sole purpose of box-office television is commercial." He pointed out that the FCC had never approved subscription radio, thus "no precedent of any kind whatever exists for granting to theater television exclusive use of any publicly-owned television channels."

Will Object To FCC

Marks said the FTPC will present written objections to the FCC to the grant of any TV frequencies for "Box-office television" and "will make vigorous representations on behalf of open public hearings before any final order is arrived at by the Commission."

Goldman said the only jurisdiction which the FCC has had in connection with theater TV thus far has been to grant AT&T applications for experimental frequencies for microwave relay stations. In the Louis-Savold fight, although both coaxial cable and microwave relay were available, most of the theaters used coaxial, inasmuch as microwave still is more or less in the experimental stage.

Official Comments

A Commission official, questioned on Marks' protest, said the FCC has no jurisdiction over the use of common carrier facilities, such as the coaxial cable, except where illegal operations might take place. The AT&T, he added, is bound by law to make its facilities available to any individual or corporation or group which wants them and can pay for them at established rates.

He emphasized that the FCC does not plan to allocate theater TV until after thorough public hearings.

Marks said in his statement that the FCC "could act on the question of the allocation of channels for box-office television months before action was taken on applications for channels on lower frequencies."

Marks revealed that he has been in conference with FCC and other officials in Washington in regard to plans for consideration of box office and subscription TV proposals.

★ ★ TELE TOPICS ★ ★

EAGLES Building in downtown San Francisco has been bought by ABC as a site for all its local radio and TV facilities, close to \$1 million being spent for extensive alterations which will include three additional TV studios and new technical equipment. A micro-wave system will be used to feed TV programs to KGO-TV's transmitter on Mt. Sutro. . . . Government reported interested in "Shadow of the Cloak," starring Helmut Dantine on Du Mont. Officials praiseworthy of authenticity of the counter-espionage dramas. . . . WPIX has signed Crime Reporter Harry Brundidge to a five-year contract. . . . "Toast of the Town" heads the top 10 TV shows in the once-a-week class, according to latest Pulse report for first two weeks in July. The Giants Baseball Games on WOR-TV and WPIX head the multi-weekly shows. . . . First program of new TV comedy situation series, "Poor Charlie," just filmed by Wally Gould, executive producer of California Pictorial Productions. Starring Charles Abdo, the series will be syndicated by C. P. "Pete" Jaeger. . . . Group therapy for mentally disturbed people will be demonstrated when the Johns Hopkins Science Review presents "Troubled People Meet" on Tuesday, Aug. 7, at 8:30 p.m., originating in WAAM studios, Baltimore, and telecast via Du Mont Tele-Transcription.

TODAY'S TV Personality:

TREVOR ADAMS, who joins ABC Aug. 13 as manager of WJZ-TV, has a wide and comprehensive background in radio and television sales, highlighted by his most recent two-and-a-half-year stint as assistant director of sales for the Du Mont network. A native of New York City, where he now makes his home, Adams managed to get around the country in his earlier years. After receiving his education in Florida, he obtained his first business experience there.



ADAMS

He also was sales manager for the Texas State Network. Major broadcasting experience, however, was garnered right here in Gotham. He was a sales executive for WMCA and WHN (now WMGM) and was sales manager for five years of WINS. Together with his father, he formed Adams and Adams, Inc., radio and television station representatives. Prior to joining Du Mont in January, 1949, he was radio and television director for the New York Yankees baseball club for five years.

CINCINNATI'S enthusiasm for CBS color television has prompted WKRC-TV to extend network colorcasts for an additional week. Capacity crowds witnessed the colorcasts from New York in the supermarkets of the Kroger Company and clamored for more; extending original color schedule of July 20-28 through Aug. 4. . . . WOR-TV to telecast water life-saving techniques by the Brooklyn Chapter of the American Red Cross on the Buster Crabbe Show tomorrow, from 5 to 5:30 p.m. and on Stan Lomax's Nine Star Sports program this Friday, from 6:30 to 6:45 p.m. . . . Lee Rogow, former writer for Billy Rose and others and frequent contributor to magazines, has been added to the WJZ-TV panel of "Q.E.D.", quiz show heard each Tuesday. . . . Boris Levin, prize-winning art director, signed by Motion Picture Television Center, as art director for forthcoming TV productions. He was awarded first prize for the Universal-International film, "The Senator Was Indiscreet," by the American Institute of Decorators. . . . Arthur Poppenberg new addition to sales service staff of Snader Telecriptions. . . . Walter Damm, vice-president and general manager of WTMJ and WTMJ-TV, Milwaukee, awarded membership in United Air Lines 100,000 Mile Club, receiving a plaque for "valuable contribution to air transport progress."

"GARROWAY AT LARGE" will really live up to its name in the forthcoming book, "The Television Program—Its Writing, Direction and Production." Authors Edward Stasheff and Rudy Bretz include the entire production story of a Garroway show to graphically demonstrate their point. . . . Newscaster Fred Vandeventer, recently resigned from Mutual newscasting, now devoting himself exclusively to own TV and radio package, "20 Questions" (Du Mont and Mutual). . . . New president of Vidicum Pictures Corporation replacing recently resigned Larry Gordon expected to be announced shortly. . . . Ted Collins, one of best known insomniacs, will need all his hours of extra wakefulness this Fall, when he and Kate Smith are scheduled for record-breaking six hours of TV and five hours of radio weekly on NBC. In addition, Collins will operate his New York Yanks football team, has been requested to write a political column and is rumored to be buyer of major record company.

New Order Issued On TV Allocations

(Continued from Page 1)
vided the effective radiated power will not exceed one kw. Transmitters or more than 500-watts rating will not be authorized for community stations.

2. Metropolitan stations operating five-kw transmitters at less than five-kw power output to increase transmitter power output to that figure provided (1) that the effective radiated power may not exceed 50 kw and (2) where antenna heights exceed 200 feet the Commission may limit the ERP to less than 50 kw.

3. Rural stations to increase power on the same basis as metropolitan outlets.

Grants will be issued subject to the condition that they will be without prejudice to any determination which the Commission may make with respect to outstanding proposals contained in appendices A, B, C and D of its third notice, issued March 22.

Special temporary authorizations for power increases will be granted for six-month periods, with extensions limited also to six months. Licensees and permittees of TV stations may apply by letter or other informal application for special temporary authorizations and for extensions.

Applications of existing stations for changes in classifications will not be granted.

The Commission said it took the action to provide a better service to the public from existing stations and to create a situation in which, "as a general matter, existing stations could operate on a more nearly equal basis from the viewpoint of coverage—a condition which would contribute materially to the healthy development of the new television industry."

A separate and further report will be issued shortly with reference to lifting the freeze in Alaska, the Hawaiian Islands, Puerto Rico and the Virgin Islands, Friday's order stated. The Commission has been considering lifting the freeze in the territories inasmuch as they are so widely separated from the mainland and from each other, the possibilities of interference in the VHF would be remote.

Commissioner Robert F. Jones dissented in the action announced yesterday.

Shard Trio On CBS-TV

Jerry Shard trio goes on CBS-TV, in a show entitled "White Star Holiday," July 31st at 9 to 9:30 sponsored by White Star luggage. Arnold Cohan is the agency.

IT'S NEW!

TOPS TV in FILMS!

NOW READY FOR RELEASE

"KNIGHT WITHOUT ARMOR"

Starring MARLENE DIETRICH and ROBERT DONAT

an Alexander Korda Production

IT'S GREAT!

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TELEVISION CORP.

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LONGACRE 4-8234

COAST-TO-COAST

Co-operation, N. E. Style

Worcester, Mass.—The old listener-request-tune is a relatively simple radio gimmick. They mail in a tune—and the deejay plays it. But not in Central New England! There, John Woods of the WTAG "Morning Parade" got a note from a Troy, New Hampshire, listener, asking for more information on a tune title she had missed. The letter continued: "I'd like to request it for our own WKNE listeners."

Newcomers Arrive at KXYZ

Houston, Tex.—Jay Froman has joined KXYZ's announcing staff. He was formerly with stations WILL, WDWS and WSOY in Illinois. A narrator for the U. S. Air Force 2nd Film Unit during World War II, he produced a 26-week series for the Air Force on the Mutual Broadcasting web. Beverly Sturgis, hailing from Atlanta, Michigan, has taken over the duties of secretary to general manager and v.p. Fred Nahas.

Full Schedule for Dayton

Washington, D. C.—A busy man these days is WMAL announcer Lee Dayton, who is the nightly host on "Hour of Dreams." He has just completed some training movie films for the Veterans' Administration, in which he portrays a social service worker, and is currently in the process of recording 26 15-minute radio transcriptions for the Navy with the Navy Band under the baton of Lt. Commander Charles Brendler.

World Affairs Institute on KLZ

Denver, Colo.—KLZ has begun a Sunday afternoon series to run simultaneously with the World Affairs Institute five-week session being now held at the University of Denver. The Institute features prominent national and international figures discussing the general topic "Prospects for Freedom in the Last Half of the Century."

What's In A Name?

Charleston, S. C.—When Charles Hall, Jr. joined WTMA, he was handicapped in that his name was the same as that of an established announcer at another local station. Hall asked his listeners to give him a name. Suggestions included such dillies as Poopsie Pete, Sonny Day and Morning Glory, but Hall settled for Charles Town as a good name for a Charleston announcer. The contest winner received an electric clock.

Alaskan Stations Sign NBC

Fairbanks, Alaska—KFAR, as well as KENI, Anchorage, owned and operated by the Midnight Sun Broadcasting Co., have signed as NBC affiliates. At the same time, both stations will continue affiliation with ABC and the Mutual-Don Lee Broadcasting System.

California Commentary

By ETHEL ROSEN

● ● ● Judy Canova has three writers whipping up a TV script. When Danny Thomas returns to NBC-TV in October on the "All Star Revue," Pet Milk will be one of the sponsors. Little Bunny Lewbel will return with the comic. . . . Paramount is ready-

Hollywood

ing an original by Artie ("Mr. Kitzel") Auerbach entitled "Be Yourself," as a possible vehicle for Martin and Lewis. . . . KLAC disc jockey Bob McLaughlin turns television producer for KLAC-TV. He will produce the "Les 'Carrot-Top' Anderson Show" which will be directed by Don Forbes. . . . Mrs. Mabel Rappaport, a member of ABC's accounting department has been promoted to the position of Accounting Supervisor. . . . Jean Hersholt has returned from Bohemian Grove and resumes his "Dr. Christian" broadcasts. . . . Betty Hutton taping for ABC's "Fan Mail" program at Paramount. . . . Dennis Day to Honolulu for a three-week vacation following his record-breaking engagement at the Riverside Hotel in Reno. . . . Arranger-conductor Frank DeVol and composer Jimmy McHugh are conferring on plans for DeVol to conduct a "Symphonic Portrait of Jimmy McHugh" on the KTLA "Bandstand Revue" shortly. . . . NBC-TV interested in Anne Jeffreys and Bob Sterling for a national show. . . . Rebel Randall, glamour-girl disc jockey, has written words and music of "Gone From Me," ballad which Jack McElroy recorded for her. Number will be introduced on Rebel's AFRS "Jukebox, USA" show, which is released throughout the world to 90,000,000 people a day. . . . Jack Carson sails from New York August 4th for his London Palladium appearance. Prior to his Palladium engagement, he will do a one-week date in Manchester, England, and a series of U. S. Army shows in Germany. With him will be Marion Colby, Tommy Wells, the Honey Brothers. . . . Substituting for Louella Parsons on her ABC Sunday show while she takes a four-week vacation will be Dorothy Lamour, Joan Crawford and Jane Wyman. . . . Alexander Brothers, the singing team of Nick and George, currently at the Monte Carlo Club in Pittsburgh, are mulling offers to head a summer stock musical show on the straw hat circuit next month, beginning with an engagement at the Virginia Beach summer stock playhouse.

★ ★ ★ ★

● ● ● Jo Stafford recorded three 15-minute U. S. Marine Corps recruiting programs with Bob Crosby's orchestra the other day at Universal Recorders. . . . "Who Needs the Moon," song written by Jack Kenney and Irving Bibb, was introduced in San Juan, Puerto Rico, and recording has become No. 2 on the hit parade. Recording by Billy Day and Moncho Usero and his Rhythm Boys is being picked up by Al Kavelin of Roberts Music Company, who is going after it as a No. 1 plug song. . . . Joseph A. Moran, vice president and associate director of the radio-television department of Y&R, in Hollywood from New York for two weeks to vacation with Mrs. Moran and his children. Mrs. Moran is Thelma Ritter of movie fame.

★ ★ ★ ★

● ● ● CBS-Hollywood technician Vern Taschner, a lieutenant in the U.S.N.R., reports to Washington, D. C., for duty beginning August 15th. . . . KVOE (Santa Ana), only radio station in Orange County, is celebrating its 25th anniversary all this month. . . . Ted Pittenger, Y&R copywriter, has returned from a vacation in Mexico. . . . Dick Haymes has been set for more than 20 radio-TV appearances in Dallas in conjunction with his opening there on Aug. 6 in the starring role of Irving Berlin's "Miss Liberty." . . . KFWB ace on-the-spot Premier Announcer, Joe Yocam, will be in the forecourt of the Warner Bros. Hollywood Theater, August 9th, for the premiere broadcast of "Captain Horatio Hornblower." . . . Carlton E. Morse's "One Man's Family" TV show will have a New Look when it returns in the Fall. Doris Sanders, the show's fashion designer will spend the summer in Europe checking new styles.

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NEW BUSINESS

KNX, Los Angeles: Given Manufacturing Company, Los Angeles manufacturers of the Waste King Pulveriser, will extend their sponsorship of the Tuesday and Thursday "Frank Goss News" at 8:00-8:15 p.m., PDT, for an additional four weeks. The firm has sponsored Goss for four weeks. Hal Gardner and Associates is the agency. The Frito Company will renew sponsorship of three weekly spot announcements for 52 weeks beginning Aug. 13. Glenn Advertising, Dallas, Tex., is the agency. Miles California Company, for Nervine, will sponsor a 52 week series of three weekly spot announcements beginning Aug. 20. Geoffrey Wade Advertising is the agency.

Zenith Radio Reports On Outlook For TV Biz

Anticipating a normal seasonal movement of TV receivers to resume immediately after Labor Day, the Zenith Radio Corporation's TV sets were not considered "burdensome" by dealers and company distributors, although receiver inventories are higher now than at the same time a year ago, it was announced last Friday by E. F. McDonald, Jr., president of Zenith.

The seasonal movement, McDonald states, should be accelerated by the recent announcement of the possible lifting of the "freeze" on new broadcasting stations and the realization by the public of possible curtailment of TV and radio production due to limitations of materials in the final quarter of '51.

McDonald expects that a substantial number of new TV stations will be in the new ultra-high-frequency channels. It was this principal idea, he said, that Zenith receivers were equipped with built-in tuners than can accommodate new UHF channels similar to adjusting VHF channels. The accommodations are reportedly completed by the simple insertion of new tuning strips for any of the proposed new channels.

McDonald also announced that Zenith was proceeding to present its application to the FCC in connection with the establishment of Phonevision as a commercial service. McDonald claims that results of Zenith's 90-day Phonevision test are still in the process of being tabulated and recapitulated by the National Opinion Research Center at the University of Chicago.

Why buy 2 or more...

do 1 big sales job

on "RADIO BALTIMORE"

Contact
EDWARD
PETRY CO.

WBAL

EQUIPMENT
PRODUCTION
STUDIOS

RADIO TELEVISION DAILY

SPONSORS
BUSINESS
AGENCIES

VOL. 55, NO. 4

NEW YORK, THURSDAY, APRIL 5, 1951

TEN CENTS

CALLS ADVTG. VITAL TO U. S. ECONOMY

NRDGA Official Evaluates Radio As Medium

Abrahams Speaks Before REC In Boston

Boston — In an address before the Radio Executives Club, yesterday, Howard P. Abrahams, manager, sales promotion division, visual merchandising group of the NRDGA, told his audience that the reasons department stores have not used radio as extensively as the industry

(Continued on Page 6)

Censorship Bill On TV Introduced

Washington Bureau of RADIO DAILY

Washington—A bill providing for government censorship of television was introduced yesterday by Representative Thomas J. Lane, Democrat of Massachusetts.

The Lane bill would authorize the FCC to issue regulations to prevent "any language, sound, sign, image,

(Continued on Page 2)

Hope Accepts Chair Of Cerebral Palsy Drive

Bob Hope announced yesterday that he had accepted the Life Chairmanship of the United Cerebral Palsy's Campaign, which gets under way in May throughout the U. S. Hope's statement was made at a special luncheon given by the

(Continued on Page 6)

Starts 30th Year

The "dean of radio commentators," H. V. Kaltenborn, swung into his 30th year of news broadcasting last night, when he was heard on his 15-minute NBC program, "Kaltenborn Edits the News." Kaltenborn made his first broadcast April 4, 1922, from a small station located on Bedloe's Island, site of Statue of Liberty, in New York Harbor.

Bartlett Rescues Fishermen

Chicago—Tommy Bartlett, emcee of the NBC "Welcome Travelers," Sunday performed an aerial Good Samaritan deed. Returning from Grand Rapids, Mich., to Chicago, where his broadcast originates, in his land plane, Bartlett noticed an oil slick on Lake Michigan. Closer inspection revealed two men clinging to an overturned boat. Bartlett circled the spot for 40 minutes, meanwhile radioing the Civil Aeronautics Authority in Chicago to alert the Coast Guard. Later the rescue of the two fishermen was effected.

Station Asks Public Support On TV Issue

Aimed at bringing public pressure to bear on the Mayor's Office to grant permission to televise the public hearing on the New York City Sales Tax rise, an "all-out" saturation campaign was started yesterday on WOR and WOR-TV. Theodore C. Streibert, president of both stations, said that every available opening on the schedule of both would be used between now and the hearing set for tomorrow, April 6, to broadcast

(Continued on Page 7)

FCC Denies ARRL Plea To Revise 'Ham' Rulings

Washington Bureau of RADIO DAILY

Washington — Petition of the American Radio Relay League to reopen hearings in the recently promulgated revision of rules governing amateur operators was denied yesterday by the FCC. Commissioners

(Continued on Page 6)

WPEN-ACA-IBEW Dispute Settled By NLRB Decision

Washington Bureau of RADIO DAILY

Washington—In a decision involving WPEN, Philadelphia; the American Communications Assn. and IBEW, the National Labor Relations Board yesterday, by a 4-1 vote, held that the mere filing by a rival union of a representation petition with the NLRB does not automatically forbid an employer from continuing to deal with a union which is already the established bargaining representative of his employees.

The decision, said NLRB, was limited to situations in which the employer continues dealing with an "incumbent union" and the rival union's petition does not raise a "real question of representation."

The decision also made it clear, however, that an employer who elects to continue bargaining with an incumbent union, in the face of an NLRB petition from a rival union, may still be subject to unfair labor practice charges if the board finds later that there was in fact

(Continued on Page 5)

Expand AM-TV Staff Of Dept. Of Defense

Washington Bureau of RADIO DAILY

Washington—Charles Dillon, chief of the Radio-TV Branch, Office of Public Information, Department of Defense, yesterday announced the following new staff additions: Maj. Clarke Thornton, USA, former announcer and special events man on WMAL, Washington, as assistant chief, news and special events section; Capt. Hal Keith, USA, former director of the NBC-TV "Show of

(Continued on Page 2)

Majestic Cuts Prices On Two TV Receivers

Price cuts of \$30 and \$40 on two Majestic 17-inch television receivers were announced yesterday by Louis Silver, vice-president and general manager of the Majestic Radio and Television division of Wilcox-Gay Corporation. He said the price cuts

(Continued on Page 2)

Necessary In War Efforts, Brophy Tells House

Washington Bureau of RADIO DAILY

Washington — Need for sound advertising effort in a mobilized economy was presented yesterday to the House Committee on Post Office and Civil Service by Thomas D'A Brophy, chairman of the board of Kenyon and Eckhardt, appearing for the American Association of Ad-

(Continued on Page 5)

'Radio Chains' Policy Hit By Congressman

Washington Bureau of RADIO DAILY

Washington—In a speech on the House floor yesterday, Rep. Harry R. Sheppard (D-Calif.) called on the Department of Justice, Federal Trade Commission and FCC to "take immediate action" against "radio chains to protect the free radio of this country."

"It is high time that the practices of restraint of trade, the restriction

(Continued on Page 7)

Candy Manufacturer Sets New AM Campaign

One of the largest radio saturation campaigns ever sponsored by a candy manufacturer in a single market will start Monday, April 9, on WOR for Peter Paul Mounds;

(Continued on Page 2)

Snake Nips Producer

Chicago—Marlin Perkins, director of the Lincoln Park Zoo, was reported recovering yesterday from the effects of a rattlesnake bite received Sunday during a rehearsal for the NBC Zoo telecast. Perkins was hospitalized and an assistant took his place on the half hour zoo origination. He will return to TV on next Sunday.

RADIO DAILY TELEVISION DAILY

Established Feb. 9, 1937

Vol. 55, No. 4 Thu., April 5, 1951 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. Bann, Vice-Pres.; Charles A. Alicoate, Sec'y. Reentered as second class matter, September 15, 1950 at the Post Office at New York, N. Y., under the Act of March 3, 1879. (Originally entered as second class matter on April 5, 1937). Terms (Postage free) United States \$15.00 one year. Foreign, \$20.00. 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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Bill Balfey
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Telephone: Metropolitan 0823, 0824.
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Ethel Rosen
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CHICAGO BUREAU

Glenn Evans, Manager
Suite 3013, 333 No. Michigan Avenue
Phone: Franklin 2-3238

ROME BUREAU: John Perdicari, Ludovico 16.
PUERTO RICAN BUREAU: Antonio Alfonso, Edifilio Ochoa, San Juan, P. R.; P. O. Box 3368; Telephone: 2-2395.

FINANCIAL

(April 4)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	121 1/2	121 1/4	121 1/2	+ 1/4
Admiral Corp.	25 3/8	24 7/8	25 3/8	+ 1/2
Am. Tel. & Tel.	153 3/8	153 1/8	153 3/8	---
CBS A	29 3/4	29 1/2	29 3/4	+ 1/4
CBS B	29 3/8	29 3/8	29 3/8	- 3/8
Philco	23	22 3/8	23	+ 1/2
Philco pfd.	91 1/4	91 1/4	91 1/4	+ 3/8
RCA Common	19 3/8	19	19 3/8	+ 1/8
RCA 1st pfd.	77 3/4	77 1/8	77 3/4	+ 1/8
Stewart-Warner	17 1/2	17 1/2	17 1/2	+ 1/8
Westinghouse	38 1/2	38 1/2	38 1/2	+ 1/4
Zenith Radio	64 7/8	63	64 7/8	+ 1 3/8

NEW YORK CURB EXCHANGE

DuMont Lab.	17	16 3/4	17	---
Hazeltine Corp.	24	23 3/4	23 3/8	+ 1/4
Nat. Union Radio	4 5/8	4 1/2	4 5/8	+ 1/8

OVER THE COUNTER

	Bid	Asked
Stromberg-Carlson	12	13 1/2

Censorship Measure For TV Is Introduced

(Continued from Page 1)

picture or other matter or thing which is obscene, lewd, lascivious or otherwise offensive to public decency" in television programs.

Representative Lane charged that the video industry had "thrown all standards to the wind" and was "running wild."

WFIL

560 kc • PHILADELPHIA

Buy selling power,
Not power alone!

ABC Affiliate—Rep: The Katz Agency

★ COMING AND GOING ★

HAROLD E. FELLOWS, erstwhile manager of WEEI, Boston, but now president of the NARTB, is back in the Hub after having visited Washington on Monday to accept the presidency of the association.

JACK BENNY, back on the West Coast following his visit to New York, today will play a straight dramatic role in the "Suspense" thriller on CBS.

FRED RIPLEY, station manager of WARC, Rochester, N. Y., is in town for conferences with executives of the station's national representatives.

JACK PEGLER and F. G. BACK, of Television Zoomer Corp., have arrived in Miami after having attended the Inter-American Assn. of Broadcasters convention in Sao Paulo and the opening of CMQ in Havana. While in Brazil, they demonstrated the Zoomer, Balowstar and 40-inch reflector lenses. They'll be in New York next week.

Candy Manufacturer Sets New AM Campaign

(Continued from Page 1)

newscasts and such WOR audience shows as John B. Gambling's morning programs, Martha Deane, Luncheon At Sardi's, Barbara Welles, and Walter Preston will be used for Peter Paul advertisements, day and night, seven days a week. The contract was placed by Robert Ferry of Maxon, Inc., N. Y.

Majestic Cuts Prices On Two TV Receivers

(Continued from Page 1)

were a part of an effort to stimulate retail TV sales. Models affected are a plastic table model formerly priced at \$239.95 and a mahogany console that sold for \$299.95. The models will now sell at \$199.95 and \$269.95, respectively.

CBS Will Present More Color Demonstrations

CBS yesterday scheduled four days of additional color TV demonstrations of commercial products, starting today. The products will be presented just as they would be in a regular color television broadcast.

Congoleum Nairn, Wamsutta and Chesebrough Mfg. Co., Consolidated are the three companies whose products will be shown on color today. Sterling Drug, which showed some of its products on the earlier demonstrations, on Monday, will see how others of its products look on color television. The Friday and Tuesday schedules are incomplete.

Musical Series Will Feature School Children

The second program in the seven-week series of "Musical Talent In Our Schools" will be heard over WQXR on Sunday, April 8, from 1:30 to 2:00 p.m. The three students selected in this group represent the result of the talent search begun by the N. Y. Times and WQXR among school children in New York.

BOB HOPE has arrived from Hollywood for an appearance Sunday on the Colgate Comedy Hour over NBC-TV.

HAL NEAL, advertising and promotion manager of WXYZ, Detroit, who was in New York last week, has returned to the station.

JANE KALMUS, Jack Berch's representative, and HENRY HULL, producer of the Jack Berch Show on NBC, on Sunday will be in Pittsburgh to oversee Jack's appearances on KDKA in conjunction with his appointment as the principal speaker at the Salvation Army luncheon next Monday.

ED WESTON, program director of WCPO-TV, Cincinnati, is spending a few days in New York on business.

CREAN PATTERSON, announcer at WONS, Hartford, Conn., is sojourning at Miami Beach. He is accompanied by MRS. PATTERSON and their daughter.

All-Media Use Beneficial, Halpin Assures CARAD

Newspaper, radio and direct mail advertising all are important to successful television merchandising, it was pointed out by Dan D. Halpin, TV receiver sales manager of RCA Victor, speaking to 500 members of the Canadian Association of Radio and Appliance Dealers, which met in Toronto Monday night.

Experience has proven that consistent use of small space in newspapers, rather than an occasional large layout, will be the most effective, he stated.

Expand AM-TV Staff Of Dept. Of Defense

(Continued from Page 1)

Shows," as TV producer; First Lt. Alfred Lurie, USA, formerly of WBAP-TV, Fort Worth, as TV producer-writer; Lt. Frank Junell, USN, former commercial manager of KEYL-TV, San Antonio, as radio section producer-writer; Sgt. Michael J. Marlow, USAF, formerly of WWSW, Pittsburgh, as special assistant to the chief of TV; First Lt. Tom Paro, USA, former MBS promotion-publicity chief in Chicago, as chief, field liaison and promotion section; Sgt. Ed Case, USA, former program director of WFAX, Falls Church, Va., Washington suburb, as assistant to chief, field liaison and promotion.

Dillon said the radio-TV staff has been expanded to handle increased activities, including "Time for Defense" on ABC, 10 p.m. Tuesdays; "Air Force Hour," MBS, 9 p.m. Fridays; "Armed Forces Hour," DuMont TV Network, 8:30 p.m. Sundays, as well as special features.

Fitzmaurice Signed

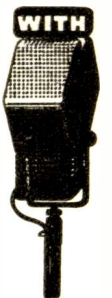
Michael Fitzmaurice has been signed by Franklin Bruck Ad Agency for the announcing chores on "The Flying Tigers," a new kid show. Powerhouse Candy bar will sponsor on DuMont starting Saturday nite.



You get a lot for a little*

*MORE LISTENERS-PER-DOLLAR than any TV or radio station in Baltimore

SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY



Advertising Agency News And Notes From Here And There

BRAND NAMES FOUNDATION, INC., announces that Price Stabilization Director Michael DiSalle will be principal speaker at its "Salute to the American Merchant" luncheon on April 11 at the Hotel Commodore, when the Foundation will make its third annual Brand Names Retailer of the Year awards to stores in 17 categories of retailing. Sen. James H. Duff of Pennsylvania and Bernard F. Gimbel, president of Gimbel Brothers, Inc., will be speakers at the Brand Names Day dinner, which will follow a series of afternoon working clinics led by outstanding executives in sales management, advertising, public and industrial relations.

Afternoon conference sessions of the Brand Names Day sixth annual event include: "Preserving the Brand-identity System and Advertising in a Defense Economy," with J. M. Hickerson, president of Albert Frank-Guenther Law, Inc., as chairman; "The Job of Advertising Management," chaired by Otto Kleppner, of Kleppner Company; "The Job of Sales Management," with R. H. Bishop, vice-president of Sylvania Electric Products, Inc., as chairman; "Job of Public Relations Management," Donald R. Cowell, public relations manager of the Quaker Oats Company, as chairman, and Ernest

de la Ossa, personnel director of NBC, as chairman of "The Job of Industrial Relations Management." George F. Smith, president of Johnson and Johnson, is chairman of the host committee of the event.

WAUHILLAU LA HAY spent the early part of the week in Chicago for the Monday premiere of NBC-TV's new five-day weekly program, "Hawkins Falls, Pop. 6,200." The 15-minute program, which is telecast at 5 p.m., EST, is sponsored by Lever Brothers for No Rinse Surf, with N. W. Ayer and Son the agency. Before returning to New York, Miss La Hay is spending a few days with her family in Oklahoma.

TOUROPA, a merger of West German travel bureaus, has named the Caples Company for advertising in the United States. Touropa has headquarters in Frankfort, and will include the former activities of the Deutsches Reisburo, Hapag-Lloyd Reusburo and Amstliches Bayerisches Reisburo.

HERBERT LINDAUER STUDIOS have moved to 420 Madison Ave.

MERVIN and **JESSE LEVINE ASSOCIATES** have been named by Barclay Knitwear Company.

JAMES J. McGUINN has joined the publicity department of Kenyon and Eckhardt, Inc. Previously he was managing editor of Television magazine.

BUCHANAN AND COMPANY has been appointed to handle all national advertising in newspapers, magazines and radio for the film, "Three Steps North," soon to be released through United Artists. Starring Lloyd Bridges, Lea Padovani and Aldo Fabrizi, the movie was filmed entirely in Italy, centering on the story of an ex-GI who returns there to recover a buried fortune in black market loot.

R. D. STEWART, vice-president of Kudner Agency, is retiring from the field to devote full time to auto dealership in Arlington, Va. where he has acquired the Buick franchise. Long identified with the advertising profession, Stewart started with the old Lord & Thomas and Logan agency in the mid-twenties. He later became associated with Erwin, Wasey and Company, and joined Arthur Kudner when he formed his own agency in 1935, and was made vice-president in 1943. According to James H. S. Ellis, Kudner president, there will be no changes within the agency.

FREE AND PETERS, radio representatives, have added Edwin T. Jameson and John B. Francis to the radio sales staff of its New York office. Mr. Jameson was formerly a senior account executive in the New York office of WLW, AM and TV, for five years. Prior to that, he held sales positions with WCBS and WNEW. Before joining Free and Peters, Francis was an account executive in the New York office of Look magazine, and previously was associated with Paul J. Fennell Company and with General Foods Corporation.

MILES SHEFFERMAN has been made vice-president of Moss Associates.

JESSE BICKMORE has joined the merchandising department of Sherman and Marquette. He was formerly assistant sales director of the Borden Company and with Dancer-Fitzgerald-Sample, Inc.

HAROLD A. JACOBS COMPANY has transferred its offices to 225 W. 57th St.

CLINTON COTTONS, selling agents, has named Weinberger-Myers Advertising. Miriam B. Rosen is account executive.

THE MERRY MAILMAN

is a salesman-extraordinary

on WOR-tv, channel 9



WHY?

1. He's a wizard at making children buy. Youngsters under 12 make up 62% of his audience on WOR-tv.
2. His rating has jumped from 1.4 in Nov., 1950 to 3.9 in Feb., 1951.
3. There is a woman watching "The Merry Mailman" in one of every 2 homes tuned to channel 9 between 6:00 to 6:30 P.M.
4. In the last 3-months "The Merry Mailman" has received more than 25,000 pieces of mail.

BIG QUESTION...

Cost per-1000 viewers reached?

59¢ per thousand viewers — or 17 people per-penny!

We could tell you more amazing facts about this great WOR-tv program. Ask us at

1440 Broadway, in New York

WOR-TV

CAPITAL ROUNDUP

By BILL BAILEY

Washington — WOL on April 8 starts a new Sunday series, "World Report," featuring talks by leaders in all fields. First speaker will be Dr. Raymond W. Miller, special consultant for the Food and Agricultural Organization of UN, just back from the Far East. The program will be aired at 10:45 p.m., EST, on WOL. If it clicks it will be fed to LBS.

"What is Being Done in the District of Columbia for the Control of Cancer?" will be discussed at 10 p.m. Sunday, April 8, on WWDC's "District Round Table."

Victor Borge, radio-TV star, was featured guest at the Washington Newspaper Guild's Fifth Annual Front Page Ball April 4. Borge presented his own concert April 5 in Constitution Hall after entertaining capital newsmen.

William Boyd, "Hopalong Cassidy" of TV and movies, will be grand marshal of the 15th annual School Safety Patrol parade, April 12, Lou E. Holland, president of the American Automobile Assn., sponsors of the parade, has announced.

Local radio and TV outlets will air what has become one of the biggest get-togethers of youngsters in the country. Cabinet officers, headed by Veep Barkley, will be in the reviewing stand.

Curt Schffeler, manager of the Raleigh Hotel, who has his own vocal program on WOL, will guest April 10 with the Philadelphia Symphony Orchestra at Walter Reed Hospital.

WHOM Plans Club Dance

The 5KW Club, a social organization composed of WHOM employees is conducting its annual Scholarship Dance in the Grand Ballroom of the Hotel Commodore, Friday evening, April 13. All proceeds raised at this affair go toward a scholarship fund at Columbia University. Three Columbia students are selected each year to receive these scholarships. The students are selected on the basis of financial need, scholarship, and general all-round ability, with final judgement being made by a special WHOM committee.

WFIL

560 kc PHILADELPHIA

Operating at 560 kilocycles, WFIL's 5,000 watts provide coverage equal to 100,000 watts at double the frequency...1120 kilocycles.

ABC Affiliate—Rep: THE KATZ AGENCY



By SID WHITE

Man About Manhattan. . . !

● ● ● **TRADE WINDS:** Toots Shor, the rotund restaurateur, has just about given in regarding emceeding a teevee show at his joint. Whatcha gonna call it, Toots—"Leave It To The Crumbums?" . . . They say that Cary Grant is still very unhappy with his radio show and would like to dump the whole thing. . . . Goodson & Todman excited about Leo Fuld and are whipping up an across-the-board package with Fuld and his songs and stories. . . . Earl Wilson in line for his own late evening interview stanza via WJZ. . . . Sidney Fields, the Daily Mirror "Only Human" columnist, who manages to grab the town's top personalities week after week for his Sunday p.m. WOR series, comes up this week with Oscar champs Judy Holliday and Jose Ferrer. . . . Toby Deane, a Philly fille, has been signed to sing the commercials on the "Kreiser Band Stand" series. . . . Albert Black Productions signed Hal Tunis and Marilyn Davies as the quizmasters for "Play Ball," preceding all Yank and Giant home games via WPIX. . . . Claire Wilson, public relations consultant and radio-TV director of the United States Lines, has also become public relations director of the Hotel Savoy Plaza. . . .

★ ★ ★ ★

● ● ● Have some irony. Former British actress Anna Lee, now an American citizen, was up for a starring role recently in a Gilbert Miller play. Since she has been over here, she's been concentrating on losing her British accent. The role called for someone with a real English accent—but Anna lost out because she now speaks flawless Americanese.

★ ★ ★ ★

● ● ● **AROUND TOWN:** Michael Hoffman, one of the pioneers in music scoring for motion pictures, is busy on a number of subjects at his Fifth ave. quarters here. Hoffman composed the first synchronized score for John Barrymore in "The Sea Beast" for Warners. He also received several granted U. S. Patents in the art of synchronously dubbing foreign language films. . . . Harry Wismer will be heard over ABC starting today through Sunday from Augusta, Ga. . . . where he'll report the 15th Annual Masters Golf Tournament. . . . 8-year-old comedy sensation Kenny Sharpe, of the Geo. Scheck WPIX Sunset Star Theatre, is framing three of his fan letters. They're from Milton Berle, Ed Wynn and Fred Allen, who all think that Scheck's young comedy find is the best boy comic since Huckleberry Finn. . . . Vilma Kurer, the very pretty Viennese radio-TV actress, scored again as the lead on WJZ's "My True Story" last week. Real shemoting. . . . Ben Gross, dean of the radio editors, collabbing with newspaperman Chas. Zerner on a play about the city desks, which'll hit the B'way boards this fall. . . . Peter Lind Hayes' platter, "Let's Put Out The Lights And Go To Sleep," has been banned by some of the webs. "Too suggestive."

★ ★ ★ ★

● ● ● **THE MORNING MAIL:** "Can't you just see the 'heads'?" writes Herb Landon, the Kenyon & Eckhardt dynamo. "We get Moss Hart to produce a show, then we get Franklin Schaffner of 'The Ford Theatre,' to direct and the show will star Groucho Marx. A real HART, SCHAFFNER & MARX combo!"

★ ★ ★ ★

● ● ● Harold E. Stassen, en route to a Martha Deane interview, paused for a moment at the B'way news stand by WOR entrance to buy a copy of the April Ladies Home Journal, which carries his world-trip report. During the interview, the pres. of the U. of Pennsylvania predicted that the stalemate with Russia will continue for 10 years and foresees Communism's collapse about that time. He urged removal of the Voice of America from the State Dep't and that it be expanded as a separate program.

NEW BUSINESS

WCCO, Minneapolis: DuPont Company (Grasselli Chemical Division) on May 13 will begin sponsorship of "The Business Side of Farming." Program will be aired Sundays, 10:00 to 10:15 a.m. Hubbard Milling Company of Mankato, Minn., has purchased "News With Stewart MacPherson," 4:45 to 5:00 p.m., Sundays, beginning April 8. The agency is Kinnard & Kinnard, Inc., Minneapolis. Twin City & Minneapolis Zone Chevrolet Dealers Association, through Bozell & Jacobs, Inc., Minneapolis, signed for sponsorship of the gala "Stairway to Stardom," northwest talent revue, emceed by Cedric Adams. Program, previously sponsored by Peters Meat Products, will be aired 8:00 to 8:30 p.m. Fridays. Curtis Circulation, for Ladies Home Journal, has purchased participation in Housewives Protective League—Sunrise Salute programs featuring Allen Gray, Monday thru Saturday. Placed through BBD&O, New York.

General Foods—La France, thru Radio Sales, renewed an extensive spot participation in Housewives Protective League—Sunrise Salute programs. Gamble Stores, thru BBD&O, Minneapolis, has renewed a 52-week station break schedule. Good Foods—Skippy Peanut Butter, thru Guild, Bascom & Bonfigli, has signed for a 39-week spot schedule to run thru December this year. Pillsbury, thru Leo Burnett Agency, Chicago, has signed for three ten-minute Jack Hunt Variety shows (transcribed) per week. Program runs Tuesday, Thursday and Saturday, 6:45-6:55 a.m. Contract is for 52 weeks.

Grand National On WTAG

Worcester, Mass. — By arrangement with BBC, WTAG is presenting the running of the famous English Grand National. The actual running of the race will be taped and included in the station's "Speaking of Sports" show aired April 7.

5000 WATTS

1330 K.C.

WEVD

ENGLISH JEWISH

has for many years been a most productive medium for a large group of national and local advertisers who recognize the vast potential represented by the more than 600,000 families comprising the Jewish market in the New York metropolitan area. Distinctive adult programming and a loyal, responsive audience are the WEVD combination which national advertisers have found so effective and economical in maintaining a consistent position of dominance in the Jewish field.

Send for a Copy of
"WHO'S WHO ON WEVD"

WEVD Henry Greenfield
Managing Director
117-119 West 46th St., New York 19

NLRB Edict Settles WPEN-Unions Row

(Continued from Page 1)

the real question of representation. In its decision the board reversed a ruling by an NLRB trial examiner, who found that the William Penn Broadcasting Co., licensee of WPEN, illegally interfered with its employees' free choice of a bargaining agent and illegally assisted ACA when it renewed a contract with ACA while a petition of IBEW seeking to represent the employees, was pending with NLRB.

The majority opinion, approved by Chairman Paul M. Herzog and Board members Paul L. Styles, James J. Reynolds, Jr., and Abe Mordock, said that the ruling would help to assure employees "the benefits of an uninterrupted bargaining relationship whenever a clearly un-supportable or specious rival union claim is made upon an employer."

John M. Houston dissented on the ground that an employer should be required to remain strictly neutral in such situations. He held that the employer's continued recognition of the incumbent union would constitute illegal interference with the employees' free choice of representative and also illegal assistance to the union accorded recognition.

IBEW had sought to establish a unit among 13 WPEN technicians and engineers who had been included in an overall unit of production and maintenance employees represented by ACA for 12 years. While the IBEW petition was pending before NLRB, WPEN renewed its contract with ACA, giving salary increases, and charges were filed against the station by the rival AFL union.

The IBEW complaint was dismissed yesterday "because it was not proven that the smaller unit of employees sought by the electrical workers' union was actually appropriate for collective bargaining," said the NLRB.

Stations Add Wrestling

Los Angeles—"Hollywood Wrestling," producer Jerry Fairbanks' hour-long program filmed at the American Legion Stadium here, has been booked by five more video stations. Outlets signed this week for the series by William Gernannt, vice-president in charge of sales, include WSB-TV, Atlanta; WAFM, Birmingham; KEYL, San Antonio; KPRC, Houston, and KOTV, Tulsa.

SALESMAN WANTED

For West Coast Metropolitan Market. Major Network. Good Salary. Liberal Commission. Strong producer can earn in five figure bracket. Give experience record, references, complete data. Our manager in East now for interviews. Get application in by wire to

Box No. 125, RADIO DAILY
1501 Broadway, New York 18, N. Y.

Importance Of Advertising Emphasized By Brophy

(Continued from Page 1)

vertising Agencies in opposition to the bill to readjust postal rates.

Importance of advertising in our expanding economy, both as a definite instrument of increasing production and distribution and as a public service was emphasized by Brophy who is president of the American Heritage Foundation, sponsors of the recent Freedom Train. He also advocates advertising to encourage more active participation in civic affairs, thereby strengthening civil defense and morale when most needed.

With the national output 50 per cent higher than 10 years ago, production of consumer goods is continuing at high level, and with recent decline in retail sales, advertising has the main responsibility for moving these goods and making possible an expanding economy, Mr. Brophy pointed out, stating that advertising is the counterpart in distribution of the machine in production.

Citing the case of companies with defense contracts, he showed how

advertising is a great aid in keeping the company's name well before the public, and hence to reconvert quickly when military contracts are ended. The need for such advertising is recognized in the government's Renegotiation Regulations, he affirmed.

Advertising also works to spread information and ideas in the public interest, Mr. Brophy further stated. He told the committee of advertising on war-related campaigns contributed during World War II through the Advertising Council, and how such contributions are continuing today.

The AAAA statement was based on testimony previously submitted by publishers that increases proposed in H. R. Bill 2982 would force publications to go out of business or reduce circulations, raise subscription rates or raise advertising rates.

In behalf of the association, he endorsed suggestions for the establishment of a joint commission, with technical staff, to give readjustment in rates "due and proper study."

KNX Staging Campaign To Hold Summer Sponsors

West Coast Bureau of RADIO DAILY

Hollywood, Cal.—Inspired by the fact that Southern California radio audiences are usually as large during the summer months as they are in the winter, KNX, a CBS affiliate in L.A., is kicking off a summer sales campaign on May 1, keyed by the slogan: "Are you walking out on your audience in Southern California?"

Edwin W. Buckalew, KNX general sales manager, is currently presenting the campaign to CBS clients and their agencies in New York and Chicago.

The campaign is combining two unusual features of the Southern California market. First, the presentation points out that the S. C. area retail sales figures for the summer months nearly matches each of the other quarters, accounting for 24.3 per cent of the annual retail sales figure. Second, audience factors stressed in the KNX presentation include the more than a million vacationists visiting the area during the summer period, spending more than \$146,911,000 for food, drug and automotive products alone.

Summer-Tastes Angle

To realize on this rich audience potential, KNX is planning a series of especially designed programs slanted towards summer radio tastes. Included in the lineup are musicals, audience participation, mystery-adventure shows and news broadcasts slated for time periods where network news programs are broadcast during the regular fall-winter season; thus maintaining a programming continuity during the summer.

Richards' KMPC Forms Coast Advisory Committee

West Coast Bureau of RADIO DAILY

Hollywood—The formation of an advisory board to the Goodwill Station, KMPC, has been announced by Robert O. Reynolds, vice-president and general manager of the station.

As stated by Reynolds, KMPC hopes with the establishment of the advisory board to develop closer liaison with civic activities. Each member of the board will be a personal representative of the station and will recognize how the station might better serve the interest in which the member is engaged.

Dignitaries on Board

Those who have accepted the invitation to serve on the board are: Fletcher Bowron, Mayor of Los Angeles; Mrs. Leiland Atherton Irish, director of the Olive Hill Foundation and executive vice-president of the Opera Guild of Southern California; William C. Mullendore, president of the Southern California Edison Co.; Eunice Deane, noted journalist and prominent women's leader; Rear Admiral Robert Berry, director of Civil Defense for the City of Los Angeles; Dr. William Lindsay Young, vice-president of the National Conference of Christians and Jews; Paul S. Armstrong, general manager of the California Fruit Growers Exchange; and Dr. Vierling Kersey, president of Valley College.

Along with Richards, who will serve as general chairman of the board, other staffers from KMPC include: Reynolds; Lloyd Sigmon, vice-president and assistant general manager; Mark Haas, vice-president in charge of broadcasting, and John Baird, director of public affairs.

*ET's

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A-1

Quality and Service

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Custom Record Sales



Radio Corporation of America RCA Victor Division

Omaha Broadcaster Drops BMB Figures

In a letter to the New York agencies and time buyers, Harry Burke, general manager of KFAB, Omaha, yesterday gave reasons why the station has discontinued use of the BMB audience measurement figures in releasing market data about the station. Burke's letter, in part, follows:

"We release facts and figures only when we have an authentic, up-to-date story to tell which is of value to the radio advertiser.

"That is the reason time-worn material such as BMB measurement, is no longer used by KFAB research as a basic instrument in determining overall audience or per listener cost. The last BMB measurement was made in March, 1949, two years ago and cannot be used as the yardstick in determining today's audience.

"A Lot Has Happened"

"One does not need a slide rule to determine why BMB does not portray a true picture of radio today. A lot has happened since March, 1949. There were few TV sets in the market at that time and plans were being made for the 1950 census. There were 39,281,000 radio families. As of January 1, 1951, there were 41,700,000. Radio set production jumped 50 per cent over 1949—over 14 million sets manufactured during 1950! President Truman had not declared a National Emergency and there were no American soldiers fighting in Korea.

"It has been the practice of some stations (in most cases those having lost audience since March, 1949) to use this stagnant material constantly and rehash periodically in an effort to make the two-year-old BMB take on the aspects and create the impression of a current measurement."

FCC Denies ARRL Plea To Revise 'Ham' Rulings

(Continued from Page 1)

Sterling and Hennock dissented, voting to grant the petition.

The Commission majority advised ARRL that its petition did not raise any question or supply material not already in the record and that "no useful purpose would be served by reopening proceedings."

Stork Wins

Montreal—Cabbie Alex Mitchell used his two-way radio to help him out in a losing race with the stork, last week. Called to drive Mrs. Joseph Shepell to Misericordia Hospital, it became evident that he was running a losing race. Cabbie Mitchell called on his radio and on arriving at the hospital was met by an interne and several nurses to take over. Mrs. Shepell had given birth to a seven-pound, three-ounce girl.

Value Of Radio As Medium Stressed By NRDGA Official

(Continued from Page 1)

would want is due to the fact that, 1—retailers don't know how to use radio; 2—radio people don't know how to sell radio to retailers and 3—retailers or radio people don't believe radio can bring results for them.

Text of Statement

Taking up the first point, Abrahams said: "When stores planned their radio advertising in the past, they approached radio in a different way. This bothered me because I am convinced that the same selling procedure of stressing merchandise information works for every retail advertising medium, radio included.

"Perhaps the different approach to radio existed because the average retailer knew very little about radio as a sales promotion tool. Printed advertising is the brand retailers know and understand. We were brought up on it, learned it in school, and as an old advertising manager, I can say that most of my planning and creating was along the lines of space. As a member of the faculty at NYU and at CCNY, I can verify that it is the type of advertising we stress in teaching."

Discusses Salesmanship

Turning to radio salesmanship, Abrahams took up point 2, saying: "The big trouble with radio is that radio salesmen are guilty of selling radio, to retailers, as a supplementary medium or as an institutional device. They didn't sell radio as a means of selling actual merchandise, through the typical retail procedure of giving merchandise information. But we have seen an awakening. Today, we have many retail case histories indicating successful results. There has been sufficient use for radio people and retailers to

study these successes and adapt them."

As for his third point, Abrahams said that while radio cannot train all station advertising people to be retail specialists, still, someone should be secured or trained to understand retail problems. He added that retailers would welcome such a radio man because he would be of help—not just a salesman.

One significant point brought out in Abraham's talk before the local executives group was that NRDGA's most recent statistics showed that stores gave 54 cents of every dollar for newspaper space and only three cents to radio. Even so, he said that the figure for newspapers had declined from 64 cents in 1938 for newspapers and yet the three cents figure for radio had remained constant.

Urges More Promotion

Abrahams urged radio to give constant thought to the promotion of department store business and asked the industry to make a thorough study of the problem of retail advertising. He concluded with ten rules of successful radio programming for local stations—most of importance were:

1—Radio produces best when stores promote their best items or strongest departments or their best known services.

2—Radio produces best when the beamed technique is used. (This is the method of concentrating on definite merchandise or departments to a definite audience.)

3—Radio produces best through sufficient repetition.

4—Radio produces best when it truly reflects the character of the store.

Hope Accepts Chair Of Cerebral Palsy Drive

(Continued from Page 1)

UCP's National Sports Committee at the 21 Club, New York, which was attended by more than 75 top sportscasters and columnists.

Hope also disclosed that he has secured the services of Bing Crosby, Jack Benny and Arthur Godfrey to assist him in this fund-raising appeal. Last year Hope worked as national chairman of the pioneer fund appeal and made countless personal appearances in many cities on behalf of the Cerebral Palsied. The first nation-wide campaign, in which Kate Smith served as co-chairman, raised a total of \$1,022,000, an unprecedented amount for the first year of a national health organization.

Sees "A Long Road"

"It's a long road ahead to win this battle, but I'm glad to take it on as a lifetime job, and I'm honored to have three great friends join me in this great work," Hope said in accepting the chairmanship.

Two Correspondents Added To ABC Staff

Two new correspondents overseas have been added to ABC's news staff and plans are being prepared to expand domestic news coverage, according to Thomas Velotta, ABC vice president in charge of news and special events.

Walter Weisbecker, veteran Rome newsman, will be ABC's staff correspondent in Rome and Allan Dreyfuss, former European soldier-correspondent for "Stars and Stripes" and former Western Germany News Chief for Reuters, has been named staff correspondent in Frankfurt. David Knode will be ABC's "Stringer" correspondent in Munich while David Shefrin will cover Oslo.

Changes here at home include, Chet Huntley being heard nightly five times a week from 5:30 to 5:45 P.M.; Tom A'Hearn becoming manager of ABC's Detroit news staff; Nick Allen transferring to New York from the Coast; Fred Sheehan, to New York from Chicago.

Winners Announced By Advertising Club

Winners, announced recently of the annual essay contest on the subject, "What I Got Out of the Advertising and Selling Course of the Advertising Club of New York," with Larry Austin, of Kiesewetter, Wetterau and Baker Agency, getting top honors and the gold medal. Awards were made at recent graduation program at which State Supreme Court Justice Charles E. Murphy, former president of the Advertising Club, was speaker. The 1950-51 course was the 27th class with 585 enrolled.

Dorothy A. May, of Point-of-Purchase Institute, won the silver medal, and the bronze medal was awarded to Beryl Lowther, of Esquire magazine. Twelve honorable mentions went as follows: Lois Rosenthal, Enger-Kress, Co.; John L. Corvaia, Lincoln Savings Bank; John J. Begley, Jr., Diesel Power Magazine; Thomas E. Stapleton, Irving Trust Co.; James DeFoe, Polychrome Corp.; James Neelan, Johnswansville Co.; Allan J. Hall, of J. C. Bull, Inc.; Richard Silverman, Mailograph Co., Inc.; Lois V. Barrington, Rockwell Mfg. Co.; James Dempsey, Lummus Company; Muriel Reicher, formerly with H. W. Fairfax Advertising Agency, and Dwight F. Davis, Grant Advertising Inc.

Frank M. Head, president of the Advertising Club, presented the medals to the winners, and Charles C. Green, managing director of the Club, announced the honorable mention students. Horace H. Nahm, chairman of the A & S course committee, presided.

Plans New TV Series

John E. Gibbs & Co. have completed negotiations for the production of a weekly television news feature, to be filmed, produced and directed under the supervision of Alfred Wagg, veteran news photographer, author and lecturer. Show will run 30 minutes and consist of interviews with personalities in the news overseas, supplemented with on-the-spot film background material which will be delivered to New York 72 hours after recording.

Ferrer To Appear

Academy Award-winner, Jose Ferrer, will join with Margaret Webster, distinguished Shakespearean producer, in recreating a great scene from "Richard III" on "Jose Ferrer Presents Shakespeare." Sunday, April 8, from 10 to 10:30 P.M. on WNEW. With Miss Webster, Ferrer will enact the powerful funeral scene from Act 1, Scene 2. On the same program Ferrer will also introduce chapter one of "Romeo And Juliet" as interpreted by the Margaret Webster Shakespeare Company.

Station Asks Public Support On TV Issue

(Continued from Page 1)

the stations' messages on the subject. Walter Hoving, chairman of the Anti-Sales Tax Committee, charged the Mayor with "trying to hide the Council hearing on Friday by refusal to give it the wide publicity it deserves for the public interest."

Emphasizing that eight million people in New York City are vitally interested in the sales tax fight, with the majority of them opposed to raising the tax, Hoving demanded that television of the hearing be granted.

"Mr. Mayor, this will cost the City of New York nothing, and I demand that the hearing be televised," Hoving declared. A request by WOR-TV to televise the hearing was denied by the City Council Finance Committee. Other lame duck and unrealistic reasons have been given by the Mayor's Office as a measure of by-passing the issue. Acting Council president Charles E. Keegan referred to the refusal on a 1942 Council resolution to suspend broadcasting of its meetings, which for a time were carried over WNYC, municipal broadcasting station.

The recent Kefauver investigations demonstrated the excellent use of TV as a publicity medium for the interest of all citizens. Text of the announcement being broadcast over WOR and WOR-TV reads as follows:

"Here is an announcement of vital importance to all New York citizens. WOR-TV is anxious to televise the public hearing on the Sales Tax issue to be conducted by the Finance Committee of the New York City Council, on Friday, April 6. The Finance Committee has ruled that the hearing, although a public one designed to give the citizens an opportunity to express fully their views on this vital tax matter, cannot be televised. WOR-TV believes that the public is entitled to see and hear this hearing and asks that you telephone, wire or write Councilman Charles E. Keegan at City Hall. The telephone number is COrtland 7-6770. You should be fully informed on the Sales Tax matter. Television can inform you. It is up to you. Telephone now to Councilman Charles E. Keegan, at City Hall, COrtland 7-6770."

Back Seat View

Chicago—William B. McDonald is the owner of a car with a 12½-inch TV set built into the rear floor. He bought the set and a 1951 Cadillac and had the set installed at a cost of \$1,000. The original cabinet was scrapped and a smaller one built around the tube, which then was placed at a 45-degree angle on the car's floor. Controls are installed inside one arm-rest, and other tubes and equipment inside the trunk.

★ ★ TELE TOPICS ★ ★

IT took an orchestra leader like Freddy Martin to show the true potentialities of a dance band on television, and the sax-playing maestro proved his worth on the WABD-DuMont "Cavalcade of Bands" Tuesday night. Martin, who is an excellent emcee as well as musician, rang the bell with a nostalgic musical review of the history of dance bands since the early twenties. Starting off with an interpretation of the original Paul Whiteman recording of "Whispering," Martin brought back memories with the themes of Vincent Lopez, the Lombardos, Red Nichols and the late Ben Bernie. Other musical highlights included the orchestra's interpretation of "Warsaw Concerto" with Murray Arnold at the piano; the delightful singing of attractive Ginny Simms and the piano solo of Jerry Libby, winner of the Boys Club of America contest. Jimmy Nelson, a youthful ventriloquist who holds much promise for TV and the stage, and the dancing of Loman and Fields were also featured. Buddy Rogers was the over-zealous emcee of the variety hour which was sponsored by Drugstore Television Productions through Product Advertising Company. Martin will make four weekly appearances on the program sponsored by the drug trade. Next week he will continue his musical review on DuMont introducing other name-band styles.

TODAY'S TV Personality:

ARTHUR J. DALY, radio and TV director for Peck Advertising Agency, Inc., entered the radio field in 1929 as a producer for NBC, after graduation from Villanova College. Over an eight-year period he produced the "Firestone Theater," "The Goldbergs," "Major Bowes Amateur Hour" and numerous other programs in varied classifications. In more recent years, Art has produced the "Pontiac Varsity Show," "The Telephone Hour," "The Cresta-Blanca Carnival," and



DALY

in a five-year stint on the West Coast such outstanding shows as the Rudy Vallee "Drene" program and the "Corliss Archer" show among others. Art's current responsibilities are concerned with spot announcements and program commitments for Howard Clothes, Old Dutch Coffee and Premier Foods, among others. He is also currently involved with the production of the "Johnny Olsen Rumpus Room" program over DuMont and, of course, with Jimmy Powers' "Powerhouse" via WPIX.

THE Wiere Brothers, radio and nightclub act; the Mellomen and Tom Howard have been added to the cast of the third CBS-TV "Edgar Bergen-Charlie McCarthy Show," Friday, April 27, at 9:30 p.m. Dorothy Kirsten makes her TV debut on the show, also. . . . Sammy Kaye will guest on WOR-TV's "Twenty Questions," tomorrow night at 8:00 p.m. . . . "Hollywood Curtain Time," a new series of half-hour teleplays is scheduled for filming, next month, by Jerry Fairbanks Productions. Twenty-six programs will make up the first series of dramas and comedies to be readied for Summer release. . . . Jack W. Brand has been appointed executive TV producer for ABC's Central Division and WENR-TV, Chicago. He replaces G. Phillip Patton, who was recently appointed executive producer of ABC-TV's "Super Circus" program. . . . Lilli Palmer will take her audience on a special trip through the art galleries of Spain on her telecast tonight at 7:15 p.m. on CBS-TV. Her guest will be the famous Spanish Artist, Xavier Gonzalez. . . . Legends and fairy-tales of ancient Korea will be the basis for a unique program, "Children's Korean Hour," starting Saturday, April 7, over WMAR-TV, Baltimore. Mrs. Mitchell E. Giblo, long-time Korean resident, will play the part of "Aunt Helen," storyteller extraordinary, and will be assisted by a specially organized group of Annapolis children in the dramatized Oriental fables. . . . A highly different cartoon style will be employed in the series of one minute and twenty second film commercials that Animation House is turning out for The Buffalo Savings Bank. Cartoons will employ a thin, clean ultrasimple line and will make for added interest, plus enhanced sponsor identification, says Edwin Rehberg, president of the company.

AS of April 1, there were 112,608 TV sets in the Fort Worth-Dallas area, Harold Hough, WBAP-TV director announced yesterday. Count is made by the station's research department and is based on requests from viewers for the WBAP-TV free program schedule and through totals constantly checked with area distributors and dealers. . . . "Going Places With Dick Joseph," a new thrice-weekly series, is now being aired over DuMont at 1:30 p.m., Mondays and Fridays and at 2:00 p.m. Wednesdays. Friendly Frost and Crosley Television sponsor. Writer-producer is Rick Fredericks with David Lowe directing. . . . Horace Stewart, outstanding Negro actor, known professionally as Nicodemus, has been signed by CBS to play the role of "Lightnin'" in the Amos 'n' Andy series, beginning Thursday, June 28, over CBS-TV at 8:30 p.m. . . . Barney Balaban, president of Paramount Pictures, Inc., will head the Motion Pictures Committee for the second annual Michael Awards Dinner of the Academy of Radio and Television Arts and Sciences. Dinner will be held at the Waldorf-Astoria Hotel, May 7, with proceeds donated to United Cerebral Palsy's May campaign. "Michaels" will be presented at the dinner for outstanding achievement in 27 categories of radio and TV. . . .

'Radio Chains' Policy Hit By Congressman

(Continued from Page 1)

of broadcasting and rebroadcasting of radio programs be stopped by these radio chains," declared Congressman Sheppard. He particularly assailed ABC-TV for not permitting WSAY, Rochester, N. Y., to carry the aural portion of the Kefauver Senate Crime Committee hearings from New York. The Californian charged that ABC "saw fit to prevent hundreds of thousands of listeners from hearing the most important public service broadcast in some time, that of the Kefauver Crime Committee Hearings."

He read to the House a copy of an announcement that WSAY had broadcast about its failure "to air the hearings and placed in the Congressional Record a transcript of telephone conversations between Gordon P. Brown, owner of WSAY, and ABC officials, as well as excerpts from phone conversations between Brown and Fred Ripley of WARC, Rochester, the AM outlet of ABC.

ABC's Don Shaw advised Brown that the network was not carrying the Kefauver hearings on AM, the transcript shows. A Mr. Weiley then got on the phone and advised Brown that ABC's own stations would have priority rights to the broadcasts and that "we might run into AT&T trouble over franchises."

Representative Sheppard also read into the record a petition filed with the FCC by WSAY, urging the Commission not to renew the ABC-owned station licenses "until such time as the ABC network realizes that blanket permission to rebroadcast must be given in instances where they do not own the property rights of the programs to be rebroadcast."

Lopert Denies Report

Reports from a New York TV station that Lopert Films is paying the stars of "Tales of Hoffmann" an additional month's salary to appear on television in the interest of the film were denied by officials of the movie company yesterday. RADIO-TELEVISION DAILY printed a story on Wednesday which indicated that Lopert Films was paying artists extra fees for TV promotion.

JOB OPPORTUNITY

I am looking for 3 young men and 1 young woman to hold down permanent responsible positions with ROSS REPORTS — 1 editorial, 1 business and promotion, 1 talent expert, 1 office manager; circulation, etc. Excellent financial incentive. But you must be well acquainted with ROSS REPORTS and you must know the Television programming field — cold!

Wallace A. Ross
551 Fifth Ave., New York 17, N. Y.
MU. 2-5910

PROMOTION

Philco TV Tieup

Philco Corporation is demonstrating its inherent belief in the special value of television in education through a novel plan carried on jointly with the American Stores Corporation, aimed at making it possible for any school to obtain a free TV receiver.

Widener Memorial School for Crippled Children this week became the first public school in Philadelphia to win a large-screen television set under the joint plan. Many schools have been aided with this plan which has its chief goal of furthering visual education throughout schools. Every public, private or parochial school can earn a free TV set through the unique program.

Based on votes represented by cash register receipts from all American Stores and Acme supermarkets, the project has engendered the wide interest in TV by the children themselves, who have shown apt readiness in soliciting votes from regular patrons of food stores in their area. Teams of students, Parent-Teacher Associations, alumni and friends of each school aid in receipt collections until the required total is reached.

Heartwarming story behind the recent TV award to Widener School is the prompt response on the part of the public in generously sending in receipts following a special appeal made by stores to patrons, as the crippled children were handicapped in soliciting votes.

Service to Shoppers

Culminating nearly 2½ years of her daytime TV programs in which major emphasis has been placed upon public service, Kathi Norris, star of WNBT's "Kathi Norris Show" (weekdays, noon to 1 p.m.), has just serviced her 100,000th viewer, Mrs. Josephine Pericles, of Sunnyside, L. I., New York. Mrs. Pericles is the 100,000th member of Kathi Norris' audience who has placed an order for a non-sponsored product through Miss Norris, which orders have been filled at no charge or fee whatsoever.

In the approximately 126 weeks that Miss Norris has been on the air with this TV program, an average of 800 viewers a week residing in the metropolitan area have benefited by this service.

The First Lady of New York City, Mrs. Vincent R. Impellitteri, wife of the Mayor, last week saluted Miss Norris at Gracie Mansion for her unselfish service to the women of this city.

Producing TV Commercials

Hollywood — New series of TV commercials has been set for filming at Jerry Fairbanks Productions for Bigelow-Sanford carpet company. Verne Smith, veteran radio announcer, has been signed to narrate and appear in the films. Series was set by Young and Rubicam.

COAST-TO-COAST

KARK Adds Barton

Little Rock — T. K. Barton has been appointed general manager of KARK, succeeding G. E. "Ed" Zimmerman, who resigned because of ill health.

KRNT Scores With Boxing Tourney

Des Moines—Sponsorship of the Central Iowa Golden Gloves Tournament was taken over this year by KRNT and doubled the attendance and box-office gross over any previous post-war year, according to sports director Al Coupee who managed the event. Coupee, who engineered building a gym for amateur prospects, plans to conduct other KRNT amateur bouts during the year. He will conduct another week-long KRNT-Cubs Baseball School in July for boys 8 through 21.

Sales Addition At WFPG

Atlantic City—Sam Aloytz and Lydia Hawksley are the new sales manager and sales representative, respectively, on Steel Pier station, WFPG.

Gloria Cohan Substitutes For Jane Lee

San Francisco—While Jane Lee is vacationing in Puerto Rico, the Virgin Islands, Haiti and Jamaica. Gloria Cohan substitutes for her during April on KNBC's "Woman's Magazine of the Air" program Monday through Friday at 9:30 a.m.

Troop Departures Featured By KDKA

Pittsburgh—For the 1951 Red Cross Fund Drive, KDKA sent announcer Paul Long and program director Bob White to Pittsburgh railroad stations to make tape recordings of troop train departures. The half-hour broadcast featured interviews with the departing men, their families, instructions by the captain in charge and descriptions by the announcer of happenings aboard the train itself. The show concluded with an appeal for the current Red Cross Fund Drive.

Radio's 'All-Around-Man'

Oklahoma City—Ewing Canaday's popularity as a WKY newscaster also extends into other fields. He was re-elected to the school board at Midwest City recently and received 1,238 votes to his opponent's 152. He also polled more votes than any other candidate, including the four others elected to the five-member board.

Old Time Dancing Party

St. Paul, Minn.—KSTP disc jockeys and Twin City RCA record dealers will conduct the 4th Annual Old Time Dancing Party as part of a public relations promotion on April 10. Featuring music by "The Six Fat Dutchmen," and KSTP disc jockeys as hosts, the party will be held at the Prom Ballroom. Admission is by free invitation—tickets available at Twin City RCA Victor record dealers.

"Record Hits" Adds 2 New Sponsors

Pittsburgh—Art Pallan's late-afternoon show "Record Hits" now has Quick Elastic Starch for 52 weeks of spot announcements, twice a week, and Jelke Good Luck Margarine for 39 weeks of one-minute announcements Monday through Friday.

Cupid Busy At WTMA

Charleston, S. C.—Louise Mosimann, bookkeeper at WTMA, and Edmund J. (Jack) Smith, chief studio engineer, were married March 27 in the Cathedral of St. John the Baptist.

Stamford Observes Boys' Club Week

Stamford, Conn.—A special 15-minute program bringing a message to boys and parents alike in this time of national emergency was aired recently over WSTC and WSTC-FM in cooperation with local Boys' Clubs.

Sandefur To WDVA

Danville, Va.—Bill Sandefur has joined the announcing staff of WDVA. A veteran of 15-years radio experience and holder of the Purple Heart, he was formerly associated with WBBB, Burlington, N. C. and WFRC, Reidsville, N. C. as sales representative.

Service Pins At WTAG

Worcester, Mass.—WTAG technician Jim Godfrey was awarded his 20-year service pin recently. At the same ceremony, newsman Jim Little noted his 15th year with the station.

Double Birthday At WTTM

Trenton, N. J.—All day Monday, April 2, WTTM listeners heard nine-year-old Joanne Scarantino saying "Hello everybody, this is Miss WTTM. What do you know, I'm nine years old today!" WTTM and Joanne both marked their ninth birthdays, and the time signals and chain breaks were all done by Joanne. She and the station personnel had a birthday party at the Hotel Hildebrecht in the afternoon which was partly broadcast on WTTM.

Sick Bay

Phoenix, Ariz. — Mary Johnson, KRIZ bookkeeper, is on the wrong side of the ledger: the flu. Maggie Scott replaces for the nonce.

... And West Palm Beach, Too

West Palm Beach—In an effort to aid the Community Chest, WJNO put on a two-and-a-half-hour program featuring Pat McGuinness, Dave Webster and Vernon Crawford. The staffers requested telephoned pledges which would be picked up by cars manned by Community Chest workers. Pledges emanating from regularly assigned zones were read over the air and a car assigned to pick them up. The drive is reported to have been extremely successful.

BEHIND THE MIKE

NEWLY - SPONSORED "Rocky King, Detective" on DuMont will now give Earl Hammond, the young sergeant, first featured billing.

TV songstress Dorothy Ann, whose Abby records are among the best-sellers coast-to-coast, will be the envy of every girl singer when she opens at the Cafe Society on April 12th, with a wardrobe designed for her by three of this country's top dress designers.

The 100th gold ring will be awarded to a service man on Art Henly's "Merry-Go-Round" on A. B. C. Saturday nite.

Nita Talbot signed for the Martin Kane show. . . . The FCC has served notice that it will think a long time before granting any radio or TV licenses to the motion picture industry. . . . Comedian Jack E. Leonard's click guest shot has resulted in CBS' building a TV show for him. . . . Is it true that Jerry Lester and Dagmar are feuding. . . . Alan Young's TV show has been renewed for another 52 weeks.

Mrs. Arthur Murray returns Jack Carter's visit this week. She'll teach him the Charleston.

Blanche Gaines handling the Virginia Sale TV show. Blanche also set two original stories—one on the Bigelow Theatre and the other on Lux Video Theatre.

Rex Marshall has completed a kine on a new kid show tagged "Between Us Kids" for CBS.

Rosalind Courtright readying her own teevee series.

Pete Donald back on "Can You Top This?" after a Havana jaunt.

Will Carry Churchill Talk

Winston Churchill's speech commemorating the 200th anniversary of the Pennsylvania Library in Philadelphia will be carried by the Mutual Network on Tuesday, May 8, from 9 to 9:30 p.m. This will be the second straight year that Mutual will carry a Churchill convocation speech. Last year Mutual picked up Winnie's commemoration speech at the M.I.T. convocation exercises.

Covering Eisenhower

To expand its on-the-spot coverage of world news, NBC has assigned William F. Frye, Jr., to cover General Eisenhower's European Headquarters (SHAPE) outside Paris. Frye has been appointed NBC's special European correspondent as of April 1, Henry C. Cassidy, director of news and special events, announced.

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do 1 big sales job

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RADIO DAILY

TELEVISION DAILY

SPONSORS
BUSINESS
AGENCIES

VOL. 57, NO. 1

NEW YORK, MONDAY, OCTOBER 1, 1951

TEN CENTS

METAL SAVINGS REPORTED BY RTMA

Plans For P. R. Radio Network Announced

Puerto Rico Gets Three Station Web Oct. 15

Plans for the first Puerto Rican network of radio stations were announced in New York Friday by Jose Ramon Quinones, president of WAPA, San Juan, and leader in the island's broadcasting activities. A three station web, linked together by FM relays and broadcasting on the AM

(Continued on Page 2)

Winchell Signs Life-time Pact

Topping all other contracts, Walter Winchell, late on Friday signed a life-time radio and TV contract with ABC in what is supposed to be the largest financial contract signed to date between a network and a radio personality. Formal release of details of the contract are expected to become public sometime early this week. Winchell's signing with ABC puts at rest printed reports that he would eventually be found in the stable of "another network." Winchell returned to the air-waves last month and is currently sponsored by Warner-Hudnut, Inc.

Jones Will Continue In Adv. Agency Field

Announcing plans to remain in the advertising agency field and threatening a "conspiracy suit" against some of his former associates and an unnamed client, Duane Jones held a press conference at his offices Friday in New York.

Jones, who took full page ads in two New York newspapers earlier in the week to reaffirm his intentions of continuing as an advertising agency, said he would announce his plans to remain in the advertising agency field and threatening a "conspiracy suit" against some of his former associates and an unnamed client, Duane Jones held a press conference at his offices Friday in New York.

(Continued on Page 5)

Patterson Becoming Official Of Air Music

Former Secretary of War Robert P. Patterson, has been made general counsel for Air Music, Inc., it was announced Friday by Linton Wells, president of the firm which continues at same rapid rate of growth maintained since it started operations in the metropolitan area 16 months ago. Patterson assumes his duties this week.

Air Music, which is associated with the radio and television industry, is associated with the radio and television industry.

(Continued on Page 5)

Du Mont's N. J. Plant One-Half For War Use

World's largest TV receiver plant, at East Paterson, N. J., is rapidly being converted for the production of the nation's military electronic needs, it was revealed over the week-end by Dr. Allen B. DuMont, president of the Allen B. DuMont Laboratories, Inc.

He disclosed that several transitional changes in the 480,000 square foot facility have been made which will enable DuMont to make fuller use of the plant.

(Continued on Page 7)

Station Relations Office Reestablished By CBS

Re-establishment of the CBS West Coast radio station relations office, effective today, was announced over the week-end by William A. Schudt, Jr., national director, station relations. Operation will be headed up by Ole G. Morby, at present assistant sales manager of the CBS Pacific Network and KNX.

As western division manager, station relations, Morby will report to the national office.

(Continued on Page 7)

Lower Production And New Designs Give Savings

Washington Bureau of RADIO DAILY

Washington—Material conservation and substitution of less critical metals in the production of radio and television receivers will result in a savings of more than 70 thousand tons of critical metals in 1951, the RTMA announced. The estimate is based on a production rate this year 20 per cent below 1946.

(Continued on Page 7)

NARTB Committees Named By Fellows

Washington Bureau of RADIO DAILY

Washington—President Harold E. Fellows of the NARTB announced Friday the personnel of the remaining standing committees which will serve during the current fiscal year as follows:

By-Laws—A. D. Willard, Jr., WGAC, Augusta, Ga., chairman; Leonard Kapner, WCAE, Pittsburgh, Pa., secretary.

(Continued on Page 6)

Liberty Web Switches Washington Operations

Washington Bureau of RADIO DAILY

Washington—In a shift of Liberty network executives, John Dunnagan, vice-president in charge of Washington operations moves to headquarters in Dallas to become general manager.

(Continued on Page 5)

Color TV Receivers Introduced In N. Y.

First CBS-Columbia Inc. color television receivers went on the market Friday, with the limited quantities of sets distributed on a quota system to dealers in cities from coast-to-coast. Six major department stores and Davega Stores Corp. in New York reported several inquiries about the color sets during the first day on the market, with

(Continued on Page 6)

Iowa Network To Carry University Football Sked

Iowa City, Ia.—For the fourth straight year, radio station KXIC in Iowa City will feed the play-by-play broadcasts of the University of Iowa football games to a network of radio stations.

(Continued on Page 5)

High Rating

Chicago — President Truman's San Francisco speech opening the Japanese Peace Treaty Conference on September 4th, which was broadcast as the first coast-to-coast television program in history, was viewed in 6,348,000, or 50.5 per cent, of the nation's TV homes, according to a special analysis from the Nielsen Television Index.

NARTB Voices Disapproval Of Truman Security Order

Washington Bureau of RADIO DAILY

Washington—Radio and television broadcasters of NARTB District 12, comprising Kansas and Oklahoma, at the conclusion Friday of their annual meeting in Wichita, Kan., unanimously passed a resolution expressing firm disapproval of President Truman's executive order extending security rights to all civil-

ian agencies of government as a "violation of the public interest."

Action was based on the possible danger that such power may be exercised unwisely to prevent free dissemination of information to the American public, NARTB headquarters said here. Jack Todd of KAKE, Wichita, District 12 director, said the order is a "violation of the public interest."

(Continued on Page 5)

TV Pic Test

Hollywood—At press conference held here Friday, Rosalind Russell and Frederick Brisson, revealed their plans to use television as a testing ground for their next motion picture, "Never Wave at a Wac." Film will be televised as a live show under the sponsorship of Schlitz beer on their "Playhouse of Stars" series, coast-to-coast, Oct. 19.



Established Feb. 9, 1937

Vol. 57, No. 1 Monday, October 1, 1951 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. Bahu, Vice-Pres.; Charles A. Alicoate, Sec'y. Reentered as second class matter, September 15, 1950 at the Post Office at New York, N. Y., under the Act of March 3, 1879. (Originally entered as second class matter on April 5, 1937). Terms (Postage free) United States, \$15.00 one year. Foreign, \$20.00. 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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PUERTO RICAN BUREAU: Antonio Alfonso, Edificio Ochoa, San Juan, P. R.; P. O. Box 3385; Telephone: 2-2305.

FINANCIAL

(September 28)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include ABC, Admiral Corp., Am. Tel. & Tel., CBS A, CBS B, Philco, Philco pfd., RCA Common, RCA first pfd., Stewart Warner, Westinghouse, Zenita Radio, NEW YORK CURB EXCHANGE, Du Mont Lab., Hazeltine Corp., Nat. Union Radio.

OVER THE COUNTER

Table with columns: Bid, Asked. Row: Stromberg-Carlson 12 1/4 13 1/2

Sprague Appoints

Washington—Robert C. Sprague, RTMA board chairman, Friday named W. L. Parkinson of General Electric as chairman of the organization's service committee, succeeding E. W. Merriam who resigned because of a change in his position with the Allen B. DuMont Laboratories. Parkinson headed the committee from 1946-48, serving two terms.

WFIL

560 kc • PHILADELPHIA

It's Not the Size... It's the Selling Power!

ABC Affiliate—Rep: The Katz Agency

Puerto Rico Radio Web Announced By Quinones

(Continued from Page 1)

band, will start operations around October 15th, Quinones said. The stations will be WAPA, San Juan; WPRP, Ponce, and WORA, Mayaguez, and for the first time the entire radio audience of the island can be reached through a network package.



QUINONES

dependent on radio for news, sports

Arnold Loewy

Arnold Loewy, founder of the Loewy Advertising Agency, one of the oldest agencies in New York, died last week of a heart ailment at his home, 42 Tennis Court, Brooklyn. He was 73 years old.

After serving as a printer and advertising solicitor, Loewy established the agency in 1902, remaining head of it until a few years ago when his son, Henry H. Loewy, acceded to the presidency. The elder Mr. Loewy continued as a consultant.

Surviving besides his son are his widow, Mrs. Bertha Kauffmann Loewy, and another son, Albert T. Loewy, and two grandsons.

Plan WC Radio Institutes

Hollywood—With purpose of improving relations between the various Protestant denominations and radio, a series of three radio institutes will be held in coast cities starting in October under sponsorship of the Broadcasting and Film Commission of the National Council of Churches of Christ in the U. S. A., Oren W. Evans, West Coast director, has announced. Participating will be leading radio executives and representatives of the local council of churches.

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OUR UNIQUE EXCESS POLICY
provides adequate protection
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COMING and GOING

BOB NEAL, station manager and sports director for Cleveland's WERE, is on the Coast to broadcast the Cleveland Browns games with the San Francisco '49ers and the Los Angeles Rams.

ED WYNN is back in Hollywood for his appearance on the NBC-TV "Colgate Comedy Hour" with DONALD O'CONNOR who took off from LaGuardia Field last Friday for the same destination.

JAN PEECE flew to San Francisco Sept. 28 via United Airlines.

EARL MORELAND, commercial manager of WMC, Memphis, Tenn. is in New York for the week, huddling with NBC execs and the Branham Co., his national reps. He is staying at the Roosevelt.

TED MACK taking off for Chicago the end of the week, flying United.

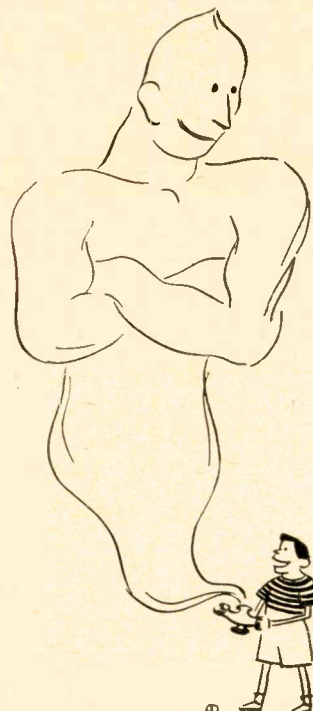
MITCHELL WOLFSON, president of WTVJ and co-owner of Wometco Theaters, Miami, left New York after attending the Theater Owners convention.

HAL KOPLIN, WTVJ art director, returned to Miami after a four-week vacation.

LLOYD GAYNES, producer at WTVJ, left for Lakeland Field, Tex., where he will enter the Air Force Officer Candidate School.

Takes Chicago ABC Post

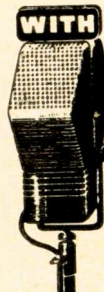
Chicago—The appointment of John A. Reilly as account executive for the sales department of ABC-TV's central division, was announced yesterday by John H. Norton, Jr., vice-president in charge of ABC's central division. Reilly was connected with the editorial staff of the Bozell & Jacobs advertising agency, Chicago.



You get a lot for a little*

*MORE LISTENERS-PER-DOLLAR than any TV or radio station in Baltimore

SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY





New portable radiotelephone, of less weight but longer range, designed and built by RCA engineers.

Longer range, but lighter weight for the "Take-along Radiophone"

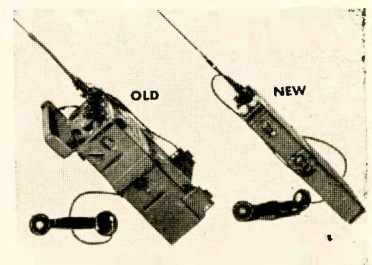
You've read how useful our Armed Forces found their portable radiotelephones. Now this indispensable instrument has become even more efficient.

At the Signal Corps' request, RCA engineers undertook to streamline the older, heavier model—which many a soldier of World War II called "the backie-breakie." Following principles of sub-miniaturization—pioneered at RCA Laboratories—every one of its hundreds of parts was redesigned. Models were built, tested, rebuilt, and finally RCA came up with an instrument

weighing only 29 pounds. Its range is double that of the World War II model.

Even more important, under present conditions, RCA was able to beat the most optimistic estimate of the time needed to design such an instrument *by nearly three months*. Signal Corps engineers have called this "A major engineering and production achievement."

See the latest wonders of radio, television, and electronics at RCA Exhibition Hall, 36 West 49th St., New York. Admission is free. Radio Corporation of America, RCA Building, Radio City, New York 20, N. Y.



Comparison with the older model portable radiotelephone shows how RCA engineers have reduced its size with their new instrument.



RADIO CORPORATION of AMERICA
World Leader in Radio — First in Television

CAPITAL ROUNDUP

By BILL BAILEY

Washington Bureau of RADIO DAILY

Washington—Bob Davis replaces Frank Blair on WOL's "Musical Bazaar," 9:30-11 a.m., daily, effective October 1. He was formerly with WBAL-TV, Baltimore, and has been with WOL since 1950.

Van Beuren W. de Vries has been named to the newly-created post of manager of TV production at WMAL-TV. In addition to his WMAL-TV work de Vries is the only professor of television and radio in the Department of Communications, American University, where he teaches TV and radio dramatic writing.

Pick Temple of WTOP-TV, named one of the "First All-American TV Team" by the new fan mag, TV Star Parade.

WWDC resumes the Father Patrick Peyton MBS program, "Family Theater," October 3, after an absence of nearly a year from Washington stations. Veep Ben Strouse said that a flood of mail from listeners prompted him to make room for the popular Mutual feature by the well-known radio priest. "Family Theater" was dropped two years ago by WEAM, when that station became the MBS affiliate but was restored following protests. Since Mutual returned to WWDC in March this year, Strouse has been endeavoring to clear time for "Family Theater."

WGAY, Silver Spring, Md., has sold its "Story Time" children's program to Harvey Dairy, Brentwood, Md., through James S. Beattie Agency.

Guilford S. Johnson, former president of the Federal Communications Bar Association, has joined William P. Smith, corporation, tax, and trade lawyer, in establishing the law firm of Smith & Jameson, in the Walker Bldg., 734 Fifteen St. N. W. Smith is a member of the FCBA Committee on Nominations. Jameson, who has practiced before the FCC for many years, is a former Commissioner of the U. S. Court of Claims and at one time was chairman of the Administrative Law Section, D. C., Bar Association.



By TED GREEN

● ● ● Radio has a new institutional theme song which had its debut on WJR's "Make Way For Youth" program on the CBS radio network on Saturday. The song titled, "Wherever You Go, There's Radio," is based on original lyrics by Pie Plante Pete and Bashful Joe, two WJR folk song artists, and was set to music by Don Large, station choral director. The tune is similar to "Goodbye My Love, Goodbye." Because this song is the theme of the radio campaign of the United Detroit Radio Committee and might be used in any radio promotional campaign the lyrics are reprinted. Here they are:

"Wherever you Go There's Radio
Throughout the land and sea
In cars and barns upon the farms
For the pleasure of you and me
We realize it keeps us wise
With news throughout the day
Wherever you Go There's Radio
While working or at play.

(Chorus)

Wherever You May Go
Remember There is Radio
It Drives Away Our Blues Each Day
And Helps Us Live The American Way

●
The Farmer says it really pays
He Gets more eggs right now
His chickens hear the radio
And so does the old brown cow
Her coat is silk, she gives more milk
And brings him in more dough
He gets the price of wheat and rice
It keeps him in the know

(Chorus)

When you drive along and want a song
To keep you company
A twist of the wrist is all you need
There's your song for free
For weather, sports and politics
Throughout your busy day
It's Radio That Fills Your Needs
In Every Kind of Way."

★ ★ ★ ★

● ● ● Looks like NBC-TV is preparing a TV show for Bob and Ray the new comedy sensations—It's about time. . . Marjorie Morrow is really a busy gal these days, Marjorie is busy casting for the "Anna May Wong" show on DuMont, "Crime With Father," and has signed John Sylvester and Col Norton on "Search For Tomorrow" and just signed John Craven and Sylvia Field for "The Egg and I" on CBS-TV.

★ ★ ★ ★

● ● ● A half-hour radio show written by Wyllis Cooper featuring Bing Crosby and his four sons on one of their rare appearances together was broadcast on NBC Friday, and repeated Saturday night over the same network. . . The Friday a.m. show has been especially piped into the school rooms of the country.

★ ★ ★ ★

● ● ● The movies have made another offer to lovely soprano Dorothy Warenskjold, leading lady on the James Melton "Ford Festival" TV Show, but she's nixing all Hollywood offers at present in favor of television and radio engagements. One of the busiest young performers on the video airwaves today, she also has a full schedule of concert and opera appearances.

CHICAGO

By FRANCES CLOW

Norm Gottschalk, outstanding actor in radio and television, becomes the TV counterpart of "John Mason," senior trust officer of the Chicago Title & Trust Company during the organization's sponsorship of the Chicago Symphony Chamber Orchestra on WENR-TV.

Pat Murphy, formerly of the Chez Show in Chicago, has joined Jewell Radio and Television Productions. Jewell Productions' program setup will keep him actively engaged in operations in Chicago and New York.

John Harrington began his fifteenth year of broadcasting the outstanding midwestern football game of the week on station WBBM, September 22, when he reported the Oregon State at Michigan State game. Harrington, who is the station's ace sports and newscaster, is the subject of a full-page feature story in the October issue of Radio-TV Mirror.

NOW AVAILABLE — FOR TV & RADIO GUSTI HUBER



Schauspielhaus, 5 yrs.
ZURICH

Deutschesfolkes Theater, 3 yrs.
Theater in Der Josefstadt, 2 yrs.
Academie Theater, 2 yrs.
Burgtheater, 3 yrs.

VIENNA

22 Leading Roles in Films

Vienna UFA
Prague Terra
Berlin Wien Film
Munich Majestic
Tobis

MT. KISCO 6-6012

WFIL

560 kc PHILADELPHIA

Operating at 560 kilocycles, WFIL's 5,000 watts provide coverage equal to 100,000 watts at double the frequency... 1120 kilocycles.

ABC Affiliate—Rep: THE KATZ AGENCY

NARTB Disapproves Truman's Order

(Continued from Page 1)

was instructed to transmit the resolution to President Truman.

As the 1951 series of district meetings approached the halfway mark with conclusion of the Wichita session, a comparison of 1950-51 attendance figures show that attendance this year is above last year. Total count for the seven meetings thus far is 642.

Last Year's Figures

For meetings in the same district last year the overall figure was 600. President Harold E. Fellows has sparked the district meetings by urging practical methods of employing radio to "sell" radio. His optimism has been contagious.

Patterson Becoming Official Of Air Music

(Continued from Page 1)

with Functional Music, Inc., Chicago, a Marshall Field enterprise, numbers hundreds of subscribers, including the National City Bank, Bankers Trust Company, J. Henry Schroder Banking Corporation, Bowery Savings Bank, Readers' Digest, American Cyanamid Company, Insurance Company of North America, Waldorf-Astoria Hotel, Liggett Drug Company, Sears and Roebuck, Gimbel's Store, Saks Fifth Avenue, Bulova Watch Company, Central Airlines Terminal, Loft Candy Company, Dun and Bradstreet and Roxy Theater.

NLRB Orders Election For Technical Personnel

Washington Bureau of RADIO DAILY

Washington—The National Labor Relations Board yesterday ordered an election among technical employees of all of San Diego's stations to determine whether NABET (CIO) or IBEW (AFL) will be their bargaining agent.

The decision grew out of a consolidated hearing on petition of NABET, involving KFMB and KFMB-TV, KCBQ, KBG, KSDO and KSON, with IBEW intervening in the KBG case because of a previous agreement with four Don Lee stations, including KBG.

The elections will determine whether NABET will represent the employees of KSON and whether NABET or IBEW or neither will be the bargaining agent for employees of the other stations.

PICTURE OF THE WEEK



Radio and TV executives, representing the five webs, are shown as they conferred Thursday with Department of Defense officials on the crucial crisis that has arisen with the Armed Forces Blood Program. In a discussion on how the broadcasting industry can best help speed up volunteer blood donors, the group shown includes l. to r.: Tom Velotta, vice-president, ABC; Gen. A. H. Schwichtenberg, (MC), USAF, Armed Forces Medical Policy Council; John Newhouse, Mutual; Clayton Fritchey, director of the Office of Public Information; Stuart Novins, CBS; John Stanley, NBC; and Gerald Lyons, DuMont.

Iowa Network To Carry University Football Sked

(Continued from Page 1)

of Iowa radio stations, according to general manager Gene Claussen.

Network stations are: WOC, Davenport, KROS, Clinton, KWWL, Waterloo, KCHA, Charles City, KSMN, Mason City, KVFD, Fort Dodge, KICD, Spencer, and KBOE, Oskaloosa.

Claussen again will handle the play-by-play reports of the nine-game schedule with KXIC program director Herb Olson reporting the color.

Iowa this fall plays Kansas State, Purdue, Pittsburgh, Michigan, Ohio State, Minnesota, Illinois, Wisconsin and Notre Dame.

Stork News

Bill Reilly, publicity director for WCKY, Cincinnati, Ohio, became the father of a six-pound, two-ounce baby boy. The event took place at the Good Samaritan Hospital. Mother and son doing fine.

Godofsky Heads Music Group

Elias I. Godofsky, president and general manager of radio station WHLI and WHLI-FM, Hempstead, L. I., has been elected president of the Long Island Peoples Symphony Orchestra Association.

Jones Will Continue In Adv. Agency Field

(Continued from Page 1)

nounce his new agency plans and clients in the near future.

The agency head was vitriolic in characterizing the action of some former associates in setting up a new agency and acquiring some of his old clients. He said that friends in the agency field and attorneys had advised him that he could take legal steps asking damages because of an alleged conspiracy to injure his trade name.

Kasper-Gordon Series Getting Acceptance

Boston—Kasper-Gordon, Inc. of this city, America's oldest producer of syndicated, transcribed programs, reports considerable interest in their new five-minute series entitled "Today's Song—Today's Thought." Series consists of 260 programs, each consisting of a hymn, a short inspirational poem and a closing prayer. Latest to sign is DeWitt Funeral Home, Walla Wash., on station KWVB. Series is also being signed by insurance companies, banks, opticians, jewelers, etc.

Kasper-Gordon, Inc. is also releasing two juvenile Christmas series entitled "Adventures in Christmastree Grove" and "Santa's Magic Christmas Tree." Each series consists of 15 quarter-hour transcribed programs and has been signed for by more than 400 sponsors.

Over 100 fur retailers have already signed for Kasper-Gordon's "Fur Fashion Parade" series.

Liberty Web Switches Washington Operations

(Continued from Page 1)

vice-president in charge of plant relations.

Continues Operating

The LBS newsroom, which has headquartered here at WOL, moves to New York, to headquarter at WMGM, although Joseph C. Harsch and Karl Bates, top commentators, will continue to originate in Washington.

Miss Frances Perkins, Dunnagan's secretary, will remain in Washington until November, then will transfer to Liberty's headquarters in Dallas.

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CONSISTENTLY SELLING THE NORTH COUNTRY'S RICHEST MARKET

JOSEPH HERSHEY MCGILLVRA, Nat. Rep.

NARTB Committees Named By Fellows

(Continued from Page 1)

burgh; W. D. Rogers, Jr., KEYL, San Antonio.

Convention—James D. Shouse, WLW, Cincinnati, chairman; Harold Wheelahan, WSMB, New Orleans; Merrill Lindsay, WSOY, Decatur, Ill.; George B. Storer, Fort Industry Co. One more to be appointed.

Membership—Radio, active and associate: Craig Lawrence, WCOP, Boston, chairman; Thad Holt, WAPI, Birmingham; Richard M. Fairbanks, WIBC, Indianapolis; Kenyon Brown, KWFT, Wichita Falls, Tex.; H. Quenton Cox, KGW, Portland, Ore.; Calvin J. Smith, Los Angeles; Jack Todd, KAKE, Wichita, Kans.

Television, Associate: Clair R. McCollough, WGAL-TV, Lancaster, Pa., chairman; Paul Raibourn, KTAL, Los Angeles; Eugene S. Thomas, WOR-TV, New York.

AM Radio—Glenn Shaw, KLX, Oakland, Calif., chairman; William C. Grove, KFBC, Cheyenne; Edgar Kobak, WTWA, Thomson, Ga.; H. W. Linder, KWLM, Willmar, Minn.; John Esau, KTUL, Tulsa; John F. Patt, WGAR, Cleveland; F. C. Sowell, WLAC, Nashville; Lee Little, KTUC, Tucson, Ariz.; G. Richard Shafto, WIS, Columbia, S. C.

Alternates—R. A. Borel, WBNS, Columbus; R. H. Mason, WPTF, Raleigh; John Elmer, WCBM, Baltimore; Simon Goldman, WJTN, Jamestown, N. Y., and one to be appointed.

Senate Hearing Tuesday On Hennock Nomination

Washington Bureau of RADIO DAILY
Washington — With still several witnesses to be heard the Senate Judiciary Committee Friday continued hearings into the nomination of the FCC Commissioner Frieda B. Hennock to be a Federal Judge in New York's Southern District to 9:30 a.m. Tuesday.

Although witnesses in behalf of Miss Hennock had been scheduled to be heard in executive session Friday, most of those giving testimony were opposed to her nomination, a committee spokesman said.

Developments yesterday indicated that the committee may not act on the nomination prior to adjournment of Congress now tentatively scheduled for late this month. In such event the nomination would be put over until January.

Taylor Nominated

Washington — President Truman Friday nominated Brig. Gen. Telford Taylor to be administrator of the Small Defense Plants Administration. Taylor gained fame as prosecutor of the Nazi war criminals. Before entering the service he was FCC General Counsel. General Taylor currently is practicing law in New York and is counsel for The Joint Committee on Educational Television.

California Commentary

By ETHEL ROSEN

● ● ● Gale Gordon has been handed a pact for another season as Mayor La Trivia on NBC's Fibber McGee and Molly show. Program resumes Oct. 2 for Pet Milk. Miss Gordon has already been set on Phil Harris-Alice Faye show, as well as "Our Miss Brooks" and "The Great Gildersleeve." . . . There will be eight new records released Oct. 1, on

Southern Music's "Be Mine Tonight." Dinah Shore, Tony Martin and Guy Lombardo have waxed tune. . . . Gene Autry and the Cass County Boys will tape four shows in advance of Autry's personal appearance tour which starts in Calgary Oct. 1. . . . Charles B. Brown, vice-president in charge of sales for Bing Crosby Enterprises' television productions, has returned following seven weeks in East, where he visited television station execs. Outfit, is currently producing the "Rebound" TV series on film. . . . A son was born to Mr. and Mrs. Bill Brennan, September 18, their third son, they also have one daughter. Bill is program director on KTSL. . . . Jack Benny was on hand to dedicate the Al Jolson Memorial Shrine in Hillside Memorial Park, Sunday (23rd). The Shrine encased with Black and Gold marble, is estimated to have cost \$80,000. . . . Allan Jones and Irene Hervey have completed final plans to star on their own husband-wife TV show in Chicago next month. . . . Gloria De Haven will move to New York, lock, stock and children, October 15 where, except for a two-picture per year commitment with 20th Century-Fox, will be appearing on TV and radio. . . . Benay Venuta, star of stage, screen and radio, has added television to her already fabulous career. She is emcee of KTTV's newest "The Wrestlers and the Lady." . . . Roger Carlin has returned to New York after conferring with Bernard Lubber and Robert Maxwell on plans for filming "Joe Palooka" for TV. In New York, Carlin will resume talks with Ham Fisher, creator of the cartoon character. . . . Murray Bolen set to direct "The Railroad Hour" starring Gordon McRae and "Father Knows Best" starring Robert Young, both for NBC. . . . Andy Potter, Calkins & Holden radio-TV head, signed Jack Crutcher, former writer for Ozzie and Harriet, Blondie and Jack Kirkwood, to write his package show, "Everybody's Favorite," starring Sue Taurog and featuring George Cates' 15-piece Coral Records band. MCA is selling the package.

★ ★ ★
● ● ● Armed Forces Radio Series has recorded a special program with Bob Hope which will be beamed by shortwave overseas. Program deals with contest on "My Favorite Spy," in which the lucky winner will have the premiere of the comedy in his or her home, with all the trappings.

CBS Radio Adds 3 Stations Network Now Totals 203

Bringing the total of AM affiliates to 203 for the CBS radio network, William A. Schudt, Jr., national director, station relations, CBS radio division, announced over the weekend the addition of three new affiliates.

Stations joining with CBS are KID, Idaho Falls, Idaho, and KEYY, Pocatello, Idaho, both of which became bonus stations to KSL, Salt Lake City, Utah, and KVMV, Twin Falls, Idaho, which becomes a bonus station to KDSH, Boise, Idaho. KID operates on 5,000 watts, while the other two stations operate with 250 watts.

Woman's Viewpoint

ABC woman commentator Pauline Frederick will discuss "A Woman's Place in the News" tomorrow at a luncheon-meeting of The Woman Pays Club, to be held at 1 p.m. at the L'Aiglon Restaurant.

UHF Engineering Symposium Held

The first engineering symposium on ultra high frequency TV techniques was held recently at the Franklin Institute, Philadelphia. The symposium, sponsored by the Institute of Radio Engineers professional group on broadcast transmission systems, will consider all UHF TV tests and developments.

Technique Developed
When the FCC recently announced that new TV channel allocations would be available for commercial TV in the new UHF bands, leading radio-TV engineers began to develop techniques for utilizing the new frequencies.

Results of recent company UHF TV tests, covering a wide range of engineering considerations, were presented by representatives of the Allen B. DuMont Labs., Inc.; RCA Laboratories; General Radio Co.; General Electric Co.; Sylvania Electric Products, Inc.; and NBC.

Color TV Receivers Introduced In N. Y.

(Continued from Page 1)

few sales recorded. Only orders for future delivery are accepted for the most part. Each store has a demonstration model and takes orders for future delivery.

Release of the first sets coincides with the inauguration of color telecasting of college football games, started on Saturday with the color-casting of Penn-California game from Philadelphia.

A console model, the CBS sets are combination black-and-white and color models, with special knob for tuning in color programs. Color programs can also be received in black-and-white. Set is priced at \$499.85, plus taxes and warranty charges.

Changes Name

Radio Sales, station representation service of the CBS Radio Division, will change its name to CBS Radio Spot Sales, effective today, it was announced over the weekend by J. Kelly Smith, administrative vice-president of the network. Smith said the name change was being made inasmuch as Radio Sales would devote its activities entirely to the sale of spot radio time and talent in the future.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, AND CIRCULATION REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, AND JULY 2, 1946, Title 39, U. S. Code Section 233.
OF "RADIO DAILY-TELEVISION DAILY" published daily except Saturdays, Sundays and Holidays at New York, N. Y., for October 1, 1951.

1. The names and addresses of the publisher, editor, managing editor and business manager are:

Publisher, John W. Alicoate, 300 Park Avenue, New York, 22, N. Y.; Editor, Frank Burke, 51 Choate Lane, Pleasantville, N. Y.; Managing Editor, None; Business Manager & Vice-president, Marvin Kirsch, 12 Locust Drive, Great Neck, L. I., N. Y.

2. The owner is: Radio Daily Corp., 1501 Broadway, New York 18, N. Y.; John W. Alicoate, 1501 Broadway, New York 18, N. Y.; Donald M. Mesereau, 1501 Broadway, New York 18, N. Y.; Marvin Kirsch, 1501 Broadway, New York 18, N. Y.; Chester B. Bahn, 1501 Broadway, New York 18, N. Y.; and Charles A. Alicoate, 1501 Broadway, New York 18, N. Y.

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

4. Paragraphs 2 and 3 include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the twelve months preceding the date shown above was: 7,306.

MARVIN KIRSCH,
Business Manager and Vice-President,
Sworn to and subscribed before me this 28th day of September, 1951.

(Seal) JEANETTE HANLIN
Notary Public, in the State of New York
No. 24-6754700

Qualified in Kings County, Certs. Filed with Kings Co. and New York Co. Clerk & Reg. Commission Expires March 30, 1952

DuMont's N. J. Plant One-Half For War Use

(Continued from Page 1)
use of its productive capabilities. Transition was made during the recent vacation period and additional changes are being planned.

With DuMont's anticipated receiver production set at 48 per cent of last year's total because of the needs of raw materials for the nation's defense effort, Dr. DuMont disclosed that two of the plant's four conveyorized production lines had been allocated to government production.

In line with the increased emphasis on defense activity, Dr. DuMont announced that Paul Eshleman, DuMont's production control manager during World War II, would head the manufacturing operation at East Paterson. Eshleman, since 1942, has been engaged with the firm's manufacturing efforts in receivers and electronic parts. Under his supervision the plant was developed into the largest manufacturing unit in the electronics industry.



DR. DU MONT

Station Relations Office Reestablished By CBS

(Continued from Page 1)

Schudt and will be responsible for field work in the Pacific Coast states as well as Idaho, Montana, Nevada, Utah, Arizona, New Mexico, Colorado and the western part of Texas.

Before joining the San Francisco office of CBS radio sales in 1942, Morby spent eight years with McCann-Erickson in San Francisco. He was appointed manager of the San Francisco CBS sales service office in 1947 and became assistant general sales manager of KNX and the Columbia Pacific Network in 1950.

World Adds Stations

The World Broadcasting System, Inc., announces it has signed new contracts to furnish an additional 39 radio stations throughout the U. S. and Canada with World's transcribed library programs and commercial features. In addition, the transcription service firm has signed renewal contracts with 77 already affiliated stations since its last report.

★ ★ TELE TOPICS ★ ★

IINTERESTING survey just released by Guide-Post Research, Pittsburgh, finds that TV set owners attend Drive-In Theaters in greater numbers than non-TV set families. Findings of this paradox indicate it is the result of: first, TV families have more automobiles than non-TV families and second, TV families, having more children than non-TV families, in most Drive-In Theaters children under 12 are admitted free. Lastly, as reported by C. F. Ackenheil, director of the survey, and most important, TV is changing the activities of many persons from participation activities to spectator entertainment. Ackenheil claims the entertainment and sport businesses owe the television industry a debt of gratitude for building a "spectacular entertainment complex" in the American mind.

TODAY'S TV PERSONALITY: NEAL VAN ELLS, WLW-D program manager, is the youngest program manager of the WLW-television stations, having recently been appointed to that post at the age of 26, after having served the station as sports and special events director. A graduate of Indiana State Teachers College, Neal majored in speech and radio. Excluding time out for service with Uncle Sam, his entire business career has been in radio and television. The early part of his experience was in his native state of Indiana, doing sports announcing at WAOV, Vincennes; WIRE, Indianapolis and WBOW, Terre Haute. Although now a busy program manager, he still performs one of his former tasks—that of commentator for WLW-Television Wrestling, which have originated in WLW-D studios since February, 1950. His name is synonymous with wrestling in the midwest. Tribute to his personality was the rousing cheer given him by some 7,000 people when he stepped into the ring at the WLW-television wrestling tournament finals one Saturday night in July. His welcoming speech had to be held up for several minutes until the tumultuous applause had subsided.



VAN ELLS

CBBS-TV's star, Maria Riva, is the subject of a profile in the October issue of the Ladies Home Journal. . . . TV sets in the Baltimore area reached 313,889 as of Sept. 1, according to the latest survey of the Baltimore Television Circulation Committee. Sales for the month of August totalled 6,274. . . . WOR-TV has been selected to originate the camera work for the 1951 world series, it was announced over the week-end by J. R. Poppele, vice-president in charge of engineering for the station. In New York the series will be presented over WOR-TV and WNBT, elsewhere on the coast-to-coast NBC-TV network. Camera work will be directed by Ralph Giffen, WOR-TV's field sports director. . . . Finals of the "Miss New York City—TV" talent and beauty contest will be held via Kermit Schafer's WNBT "Talent Search" program Sunday, Oct. 7. More than 5,000 girls have entered the "Miss New York City—TV" contest with eliminations being held over the past five weeks. Program is sponsored by Vim Stores and Crosley. . . . Charles Irving announced over the week-end the formation of TV Production Associates as an independent TV-radio package producing firm. Charley is currently producer-director of the CBS-TV daily soap opera, "Search For Tomorrow."

BRODERICK CRAWFORD will make his network TV debut on "We The People," Friday, Oct. 5 at 8:30 p.m. over NBC-TV. Also on the show will be Gil McDougald, sensational rookie third baseman of the New York Yankees. . . . WMAR-TV, Baltimore, last week, inaugurated a mid-day "First Edition" of the Sunpapers Television News, due to demand for the service from viewers. . . . Rudolph Halley, currently running for President of the City Council in New York, awarded a special plaque to Edward Landolph, "kid of the week" last Saturday over DuMont on the "Kids and Company" program, which was televised at 11:00 p.m. Edward was cited for jumping into a fast moving stream and rescuing his younger brother. . . . Michael J. Quill, president of the Transport Workers Union, will appear tonight at 9:00 p.m. over WPIX in a special program commemorating the union. . . . Twenty-six new western thrillers, starring Gene Autry and his horse Champion, plus Gene's sidekick Pat Buttram, will be presented on the "Gene Autry Show," beginning Sunday, Oct. 7 at 7:00 p.m. over CBS-TV. This is the second series of films made for the show by Flying-A-Pictures at Pioneertown, Calif. . . . Videodex ratings for the week Sept. 4-10, find "Your Show of Shows" on top in Boston with a rating of 48.4; in Washington, "Philco Playhouse" is the preferred program with a 35.5, while in Atlanta, "Big Town" gets the preference with a figure of 44.2. The Baltimore audience placed "Godfrey's Talent Scouts" on top with a rating of 53.5.

RTMA Announces Receiver Production

(Continued from Page 1)

lower than the 7.4 million TV sets and 14.5 million radios manufactured in 1950.

RTMA announced that production of radio receivers in the first eight months of 1951 decreased 3.5 per cent under the similar period last year while television set production in the same period dropped 13 per cent under 1950.

Radio receiver production totaled 8,977,232 units, compared with 9,303,000 sets in the first eight months last year. The total TV output to September 1 this year was 3,633,516, as compared with 4,184,400 in the corresponding period in 1951.

August production was estimated at 146,705 TV sets and 563,407 radios, compared with 720,600 TV receivers and 1,303,700 radios in August 1950. Radios with FM facilities were estimated at 48,323 in August.

Efficiency Increase

RTMA said the savings in critical materials has been effected through increased efficiency in design and production techniques and without any deterioration in the end product.

RTMA estimated that the radio-TV industry will use 70,353 tons less of aluminum, cadmium, cobalt, copper, lead, nickel, iron and steel, tin and zinc this year than last.

The report was prepared by the advisory council material bureaus of the RTMA engineering department under chairman L. M. Clement of the Crosley Division, Avco Manufacturing Co.

A copy of the RTMA report has been submitted to the electronics division of the National Production Authority. The Association noted that "the industry has made a great deal of progress in the conservation of material and the substitution of less critical material for critical materials."

Much work now being conducted by the parts, material and end product manufacturers in creating new designs, using new materials and establishing new mechanical arrangements will not be reflected into apparatus until 1952, the report stated.

The RTMA report estimates the following savings in tons and by percentage of the critical metals in 1951 as compared with 1950; aluminum, 13,240 tons or 21 per cent; cadmium, 66 tons or 23 per cent; cobalt, 229 tons or 36 per cent; copper, 9,687 tons or 24 per cent; lead, 239 tons or 21 per cent; nickel, 367 tons or 28 per cent; iron and steel, 54,058 tons or 24 per cent; tin 266 tons or 25 per cent; zinc 4,117 tons or 26 per cent.

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THE WEEK IN REVIEW

Radio-TV Highlights

By BILL NOBLE

HEADS of all government agencies in Washington in the executive branch, both military and civilian, were authorized by President Truman to withhold from radio and the press any information which they consider should be confidential. The President's message on the matter read in part: "There is no element of censorship, either direct or implied, in this order. The order applies only to officials and employees of the executive branch of the government. The public is requested to cooperate but is under no compulsion or threat of penalty to do so as a result of this order."

Highly controversial surveys of the Association of National Advertisers were not aimed at knocking down radio rates, Paul B. West, ANA president, said at the opening of the association's 42nd annual convention in New York. He reiterated the purpose of the series was designed as a comparative analysis of the two media, radio and TV, and to adjudge TV's impact on radio "in line with ANA's traditional practice of furnishing members information on significant trends in the audiences of their advertising messages."

William B. Lewis was elected president of Kenyon and Eckhardt Advertising Agency, succeeding Dwight M. Mills, who was named chairman of the firm's executive committee. Robert B. Hanna, manager of WGY and WRGB, Schenectady, became president of the Schenectady Chamber of Commerce. D. L. Provost, general manager of WBAL, Baltimore, was elected chairman of the newly organized Mutual Affiliates Advisory Committee. James Murray, general manager of KQV, Pittsburgh, was elected vice-president of the body. Basil Thornton was named North American representative of the British Broadcasting Corporation, succeeding Norman Luker, who is returning to England after two and a half years of service at BBC's New York headquarters. I. R. Lounsberry, president and general manager of WGR, Buffalo, was re-elected chairman of the CBS Affiliates Advisory Board. Arnold Schoen, general manager of WPRO, Providence, R. I., was replaced as secretary, by Richard Borel, general manager of WBNS, Columbus, Ohio.

KLIX is Klickin' in
Idaho's First Farm County
1st in Intermountain West
56th in the Nation
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TWIN FALLS, IDAHO

AGENCY NEWSCAST

... personnel, sponsors and notes

HERBERT K. HORTON has joined the radio-television department of Geyer, Newell and Ganger, Inc., as a TV producer. Horton was formerly TV production manager of Grey Advertising, and, prior to that was program director of WFIL-TV, Philadelphia. He started his career in television with WPTZ, Philadelphia, and has since directed and produced over 700 TV shows.

ROBERT OTTO AND COMPANY has released introductory advertising campaigns in export markets for Bactine, disinfectant.

WEXTON COMPANY has been appointed by Designs for Business, Inc., designers and decorators.

MELVIN E. BACH has resigned his partnership in the Tokar Agency to open his own advertising firm in Newark.

THOMAS W. LAPHAM has been appointed associate copy director of Young and Rubicam, Inc. He joined the agency in 1945.

MAXWELL A. RAPPORT has been named promotional sales director of Trimount Clothing Company, Inc., maker of Clipper Clothes.

YOUNG AND RUBICAM has readied an extensive campaign for Mission Bell Wines, using radio and television.

HAZARD ADVERTISING COMPANY will conduct a campaign in this country for Universal Escape-ment, Ltd., Switzerland, for Incabloc, shock-resistant unit used in wrist watches.

MISS SHIRLEY GREY has been appointed agency traffic manager for radio and television at W. Craig Chambers, Inc. She was formerly assistant sales service manager of WDTV, Pittsburgh.

ARTHUR F. DERMODY, media director of Kelly-Nason, Inc., will be the director of the research clinic of the advertising and selling course conducted by the Advertising Club of New York.

RICHARD-LEWIS ADVERTISING AGENCY has been named by the Vacuum Candy Machinery Company and Racine Confectioners' Machinery Company.

SCHEIDELER, BECK AND WERNER, INC. has been appointed by the Borden Company for Hemo and Borden's Instant Hot Chocolate, effective immediately.

DAVID MILLER, vice-president and general counsel of Young and Rubicam, has been named director of operations for the agency's radio-TV department. David Levy, vice-president, has been appointed executive assistant to Everard W. Meade, vice-president and director of the department, and Rodney W. Erickson has been made manager of contact service.

CECIL AND PRESBREY AGENCY is launching a special campaign for Kops Brothers, Inc. for its Nemo Circlet foundations.

JAMIAN ADVERTISING AGENCY has two new accounts: the Infants, Children's and Teenwear Buyers' Association and the Stelson Shirt Company. Ray Malagold is account executive.

NEEDHAM AND GROHMANN AGENCY is readying a new campaign for the New Braunfels Textile Mills, Inc., for promotion of Kilkarnie and Orelay ginghams.

MISS THERESA NOVAK has joined the New York office of Laughlin-Wilson-Baxter and Persons, Inc. She was previously in the media department of the William Esty Company.

MOSS ASSOCIATES will handle promotion on behalf of the Association of Manufacturers of Confectionery and Chocolate in the New York area for Sweetest Day on Oct. 20. Martin W. Jacobson is account executive.

MILTON WEINBERG ADVERTISING AGENCY, Los Angeles, is directing promotion of the BCA Butalite, new butane lighter.

NEW BUSINESS

WOR: Muriel Bell Cosmetics has purchased announcements on the John Gambling Show Saturdays from 8:15 to 9 a.m. The B. Manischewitz Company has bought a series of station breaks for its various food products, through the A. B. Landau Agency. Pinelawn Cemetery has begun its announcements on Sunrise Serenade Sundays. Contract was arranged through La Porte and Austine, Inc. Several new spots and participations were begun last week, including Delaware, Lackawanna and Western Railroad, through Joseph Katz Company; Holiday Coffee, Monday, Wednesday and Friday in "Breakfast with Dorothy and Dick," through Hoag-Provandie, Inc., Boston; Aborn Coffee, Monday through Friday, in "The McCanns at Home," through Donahue and Coe; Stuhmer's Bread, station breaks, through A. B. Landau, Inc.; Wheatena Corporation, participation in Martha Deane, Monday through Friday, through Brisacher, Wheeler and Staff, Inc.; Spratt's Dog Food, station breaks, through Paris and Peart; Bowery Savings Bank, participations, Monday through Friday, in Martha Deane, through Edwin Bird Wilson, Inc.; and Fanny Farmer Old Time Candies, Monday, Tuesday and Thursday, participations on "Breakfast with Dorothy and Dick," through J. Walter Thompson Agency; Chase National Bank, renewal of Fulton Lewis Jr.'s newscasts on Tuesday, starting Sept. 25, through Hewitt, Ogilvy, Benson and Mather Agency.

ABC Pacific Radio Network: MJB Company is expanding its sponsorship of "Chet Huntley and the News" from three times weekly over the ABC Pacific web to five times a week over the Pacific and Mountain webs, starting immediately. Contract, through BBD&O, is for 52 weeks.

Radio Stations Advertising Agencies

Approximately 125,000 families in the New York-New Jersey Metropolitan area and environs listen to this man . . . believe in what he tells them . . . buy what he sells. His is a household name.

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RADIO DAILY

TELEVISION DAILY

SPONSORS
BUSINESS
AGENCIES

VOL. 56, NO. 63

NEW YORK, FRIDAY, SEPTEMBER 28, 1951

TEN CENTS

HENNOCK HEARING GETS UNDERWAY

More Radio-TV Aid Needed In Blood Drive

Red Cross Reveals Aid Necessary In Korea

Serious situation confronting the Armed Forces Blood Program was amplified to members of the press, radio and television at a luncheon yesterday at the Hotel Pierre by the Department of Defense. Vital need for an even greater expanded campaign to build up the gravely depleted

(Continued on Page 3)

WOW Stations Sale Approved By FCC

Washington Bureau of RADIO DAILY

Washington—Sale of WOW and WOW-TV, Omaha, by Francis P. Matthews, ambassador to Ireland and former Navy secretary, and six others to Meredith Engineering Co. for \$2,525,000 was approved yesterday by the FCC.

The former transfer of control grant included, in addition to the

(Continued on Page 7)

Brotherhood Radio Series Slated For NBC Radio

"Operation Brotherhood" is a new series of 12 radio programs to be presented under the auspices of the National Conference of Christians and Jews, starting Saturday over the NBC national network, at 12:15

(Continued on Page 3)

Real Veteran

Chief engineer I. A. Martino of WDRC, Hartford, observes his 28th anniversary with the station in October. Martino is one of the radio pioneers in the United States and has taken part in many radio experiments and tests during his career with WDRC since 1923. He also participated in the founding of the station.

Special Football Showing

Washington—WTOP-TV will show the California-Pennsylvania football game tomorrow in color at the assembly room in the Washington Post Building. Since the room is too small to accommodate a large crowd, the station has invited the California and Pennsylvania alumni association to bring 40 people each. WTOP-TV will invite special groups to Saturday color telecasts of games.

Religious Awards Given To Churches

First awards for excellence in producing local religious broadcast programs have been awarded to three city councils and two state councils by the Broadcasting and Film Commission, it was announced yesterday by Rev. Charles Schmitz, director of education of the National Council of Churches of Christ in the U. S. A.

The annual awards, made by the commission for the sixth year, were judged by 28 ministers and lay religious leaders from all parts of the

(Continued on Page 3)

Haid Named Manager Of WSPD Operations

Toledo, O.—Allen Haid, manager of WSAI, Cincinnati, the past year, has been named general manager of WSPD, WSPD-FM, and WSPD-TV, Toledo, to succeed the late Edward Y. Flanagan, who died Aug. 25. The appointment will become effective Oct. 1, and was announced by Rich-

(Continued on Page 7)

Marks Criticizes TOA Unfairness

Washington Bureau of RADIO DAILY

Washington—In a statement here yesterday Jerome W. Marks, chairman of the Fair Practices Television Committee, lashed out at a retiring official of the Theater Owners of America and charged the TOA with a "public be damned" attitude toward "exclusive theater telecasts of major fights."

Referring to an AP story which quoted Samuel Pinanski, retiring TOA president, as saying "no one would deny that the (Robinson-

(Continued on Page 7)

New Atlanta TV Outlet Will Open On Sept. 30

Atlanta—Broadcasting, Inc., newly authorized licensee of TV channel 8 in Atlanta, Georgia, will begin broadcast operations on September 30th, using call letters WLTV.

Independently owned and operated WLTV will be directed by Wil-

(Continued on Page 7)

Sarnoff Lauds Scientists For Television Inventions

Declaring that the invention of the tri-color tube to be "the scientific marvel of the age," Brig. General David Sarnoff of RCA, yesterday lauded the scientists of the RCA Laboratories for their achievements and bid them to invent an electronic amplifier of light for television, a TV picture recorder and an electronic air-conditioner for the home. The occasion was a ceremony commemorating Gen.

Sarnoff's 45th anniversary in the field of radio and the dedication of the "David Sarnoff Research Center" at Princeton, N. J.

"Your research and inventive skills have produced the present system of all-electronic black and white television and the compatible color television system," Gen. Sarnoff said. The tri-color tube, which I consider to be the scientific mar-

(Continued on Page 5)

Senate Committee Delves Deep Into Hennock's Past

Washington Bureau of RADIO DAILY

Washington—A parade of witnesses, all but one in opposition, spent all of yesterday before the Senate Judiciary Committee testifying in the nomination of FCC Commissioner Frieda B. Hennock to be a federal judge in the southern district of New York. Late yesterday afternoon,

(Continued on Page 2)

Magnavox Co. Sales Hit Highest Peak

Highest sales and earnings in its 40-year history were reported by the Magnavox Company for the fiscal year ended June 30, with a simultaneous announcement of stepped-up civilian shipments during the final quarter of 1951. The company also announced a backlog of military orders exceeding \$35,000,000.

Net income for the year, after

(Continued on Page 5)

Seek Permit To Broadcast Liquor Advertising

Montreal—Permission to broadcast advertising of beer and liquor in Ontario is to be sought by the Central Canada Broadcasters Association.

The organization of private radio

(Continued on Page 3)

Saluting Press

Cincinnati—A week-long salute by WLW and WLW-Television to National Newspaper Week October 1 to 8 will take place through a variety of programs, with tieups between the Ohio Valley press and the Crosley outlets. Louis Seltzer of the Cleveland Press heads a list of newsmen to appear on the program.

RADIO DAILY
TELEVISION DAILY

Established Feb. 9, 1937

Vol. 56, No. 63 Friday, Sept. 28, 1951 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-Pres.; Charles A. Alicoate, Sec'y. Reentered as second class matter, September 15, 1950 at the Post Office at New York, N. Y., under the Act of March 3, 1879. (Originally entered as second class matter on April 5, 1937). Terms (Postage free) United States, \$15.00 one year. Foreign, \$20.00. 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.

WASHINGTON BUREAU

Bill Bailey
Office: 1142 National Press Building
Telephone: Metropolitan 0823, 0824.
Residence: 4315 Russell Ave., Mt. Rainier, Md.
Telephone: Warfield 4462

WEST COAST OFFICES

Ethel Rosen
6425 Hollywood Blvd. Phone: Gladstone 8436

CHICAGO BUREAU

Frances B. Clow
Suite 3013, 333 No. Michigan Avenue
Phone: Franklin 2-3238

ROME BUREAU: John Perdicari, Ludovisi 16.
PUERTO RICAN BUREAU: Antonio Alfonso, Edifilio Ochoa, San Juan, P. R.; P. O. Box 3385; Telephone: 2-2305.

FINANCIAL

(September 27)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	12 1/2	12 1/2	12 1/2	— 1/8
Admiral Corp.	25 1/8	24 1/4	24 5/8	— 1/2
Am. Tel. & Tel.	159 5/8	158 1/4	159	— 5/8
CBS A	28 1/4	27 3/8	28	— 1/8
CBS B	27 3/4	27 3/8	27 3/8	— 1/2
Philco	26 3/4	25 7/8	26 1/4	— 1/4
RCA Common	23 7/8	23 1/4	23 5/8	— 1/8
RCA 1st pfd.	77 1/4	77 1/4	77 1/4	— 1/8
Stewart-Warner	19 3/8	19 1/4	19 1/4	— 7/8
Westinghouse	39 3/4	39	39	— 5/8
Zenith Radio	69 7/8	66 7/8	69 5/8	— 5/8

NEW YORK CURB EXCHANGE

Du Mont Lab.	17 1/2	17	17 1/4	— 1/4
Hazeltine Corp.	41 1/4	41 1/4	41 1/4	— 1/8
Nat. Union Radio	4	4	4	— 1/8

OVER THE COUNTER

	Bid	Asked
Stromberg-Carlson	12	13 1/4

NABET-Nets Meet

First meeting between the National Association of Broadcast Engineers and Technicians, C. I. O. and ABC and NBC, yesterday, for the purpose of new contract negotiations, was described as purely a preliminary conference. Following adjournment after the morning meeting, it is expected that major issues will come before the groups, starting with today's meeting.

WSTC and WSTC-FM
STAMFORD, CONN.
"The Gateway to New England"
ABC Affiliate
Representative: EVERETT-McKINNEY, Inc.

Nomination Believed Likely Despite Heavy Opposition

(Continued from Page 1)

after the committee recessed until today, chairman Pat McCarran (D., Nev.) told newsmen that all witnesses heard yesterday were opposed to Miss Hennock except John T. Cahill, general counsel and board member, RCA. Cahill was permitted to testify in behalf of Miss Hennock because he could not be present today, McCarran said.

The chairman declined to go into detail other than to say, "We have gone back quite a few years into Miss Hennock's life."

Pro-Hennock Witnesses

Today a group of women lawyers is scheduled to testify in behalf of the Commissioner. These include Vesta Skehan of the Bronx County, N. Y., Women's Bar Assn.; Pauline Maltor of the Brooklyn Women's Bar Assn.; Mrs. Sadie Zurak of the Queen's Women's Bar Assn.; Mrs. Dolores Ambrose of the Women Lawyers of Suffolk County, and Municipal Judge Agnes Craig of New York.

Resolutions from the Nassau,

Westchester and New York County Women's Bar Association, endorsing Miss Hennock, also will be presented to the committee today.

The witnesses who testified in opposition to her included Howard F. Burns of Cleveland, chairman of the American Bar Assn. Judiciary Committee; Frank J. Wideman of Washington, member of the Committee; Whitney Seymour, Louis Loeb and Leo Fennelly of the Association of the Bar, City of New York; Henry Root Stern of the New York County Lawyers' Association and a representative of the New York State Bar.

Subpoena Used

McCarran told newspapers that all witnesses appeared under subpoena, a procedure seldom used by the Senate in considering Presidential nominations for government posts. He declined to comment on the reasons for holding the hearings behind closed doors, another unusual procedure.

Capitol gossip is that the Judiciary Committee, despite heavy opposition, will report Miss Hennock's nomination favorably. Since her nomination was sent to the Senate last June, efforts have been made, it is understood, to induce President Truman to withdraw the nomination, based on the ABA opposition.

Ronson, General Foods Pick Up ABC Radio Shows

Two new radio sales, network-wise, were announced yesterday by ABC, further pointing up the influx of new radio business for the coming season.

The Ronson Art Metal Works, Inc., will sponsor "Hollywood Stars On Stage," which will premiere on Sunday, Oct. 7 at 9:30 p.m. Grey Advertising Agency, Inc., placed the contract.

General Foods Corporation for Instant Maxwell House Coffee, will sponsor "When A Girl Marries" in the morning 11:15-11:30 slot, starting on Oct. 1. Program will be heard Mondays through Fridays. Benton & Bowles, Inc. is the agency handling the General Foods Corporation account.

TV Course At NYU

Ralph E. McKinnie, sales manager of the the Paul H. Raymer Company, radio and television station representatives, will conduct the "Business Side of Television" course of the professional program department at New York University's Division of General Education. Known as one of the industry's leading sales authorities, McKinnie formerly served as account executive at CBS-TV and the DuMont Television Network, and has contributed to the development of the business side of TV.

Wedding Bells

Anne C. Baldwin, publicity director for five years at WOV, New York bilingual independent, has resigned. She'll leave shortly for Massachusetts to marry Philip A. Perkins, Boston banker.

COMING and GOING

HUBBELL ROBINSON, JR., vice-president in charge of network programs, CBS-TV, returns October 1 from a two-weeks business trip to Hollywood.

FLORENCE CHADWICK, TV actress, is on the Coast this week.

DAVID A. LIPTON, vice-president in charge of advertising and publicity for Universal Pictures, is in New York conferring with home office executives.

LT. GEN. ALBERT WEDEMEYER, Avco head, has returned from San Francisco and Oakland via United Airlines.

CELESTE HOLM leaves New York for the West Coast this week-end for a vacation.

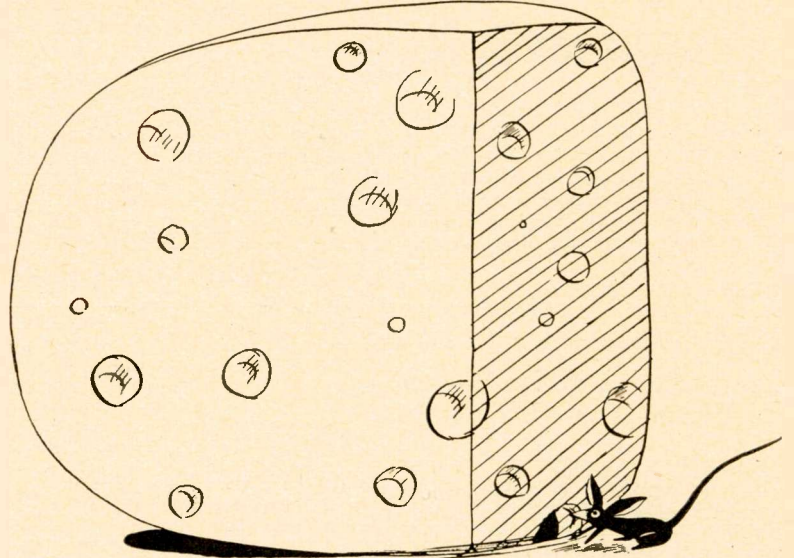
TONI ARDEN, radio, TV, and recording star, left Wednesday for Reno, Nevada, where she'll open an engagement at the Mapes Hotel (through October 10). While on the Coast, she'll make appearances on the "Bing Crosby Show."

DICK GERSH of the Buddy Basch office, left Friday for a business trip to Atlantic City. He'll be back in New York on Wednesday.

SPIKE JONES comes into New York for a few days rest on Monday. He's been on personal appearance tour of the East and New England. Recently, he appeared on the "Colgate Comedy Hour" from New York. His wife, vocalist **HELEN GRAYCO**, accompanies him here.

LEE DUBIN, executive producer of "Tuscon Kid" TV series, is in New York to negotiate a deal for the series. He is staying at the Hotel New Yorker.

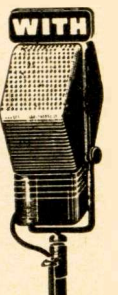
BOB KELLER, president of the firm bearing his name, has returned to New York after a visit to WCBT, Roanoke Rapids, N. C. Keller will handle the station's sales promotion.



You get a lot for a little*

*MORE LISTENERS-PER-DOLLAR than any TV or radio station in Baltimore

SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY



WLW-T 'Premieres' Gala Film Showing

Cincinnati — WLW-T's "Family Theater" will be off to a flying start Monday, October 1, with three sponsors already inked on a tandem basis for sponsorship of the series of first run TV films. Bonded Oil, Burger Brewing Company and the Pontiac Motor Dealers have already signed as sponsors for the six-night-a-week late evening film series.

The sponsors will have the benefit of the gala Hollywood style premiere being staged by WLW-T opening night October 1 as a kickoff for "Family Theater."

Burgess Meredith will be guest of honor for the showing of "The Story of GI Joe," in which he played Ernie Pyle. It is believed that this is the first time in television history that such a premiere has been staged. Television viewers at home will have ringside seats as the "Family Theater" premiere opens October 1 at 11:10 p.m. EST, with leading civic, industrial, newspaper and WLW-T personalities passing before the WLW-T cameras in the lobby at Crosley Square to be interviewed along with Meredith before the showing of the initial film.

Intermission interviews will replace the customary commercials on the opening evening of "Family Theater" as the cameras catch the noted guests for the audience at home during interviews. According to John T. Murphy, director of television operations for Crosley Broadcasting Corporation, "Family Theater" will continue to feature top stars in first-run TV movies of the "Story of GI Joe" caliber in the 11:10 p.m. EST spot. While Meredith is in town October 1 he will be a guest on many WLW-T shows.

Brotherhood Radio Series Slated For NBC Radio

(Continued from Page 1)
p.m. Twelve stars of stage, screen, radio and TV have joined the Conference for this special presentation to dramatize actual incidents revealing the day-to-day practice of brotherhood.

Initial program will star Celeste Holm in a narration of an incident entitled "Recipe for Brotherhood" and George Murphy in "Bachelor of Brotherhood." The Rev. Dr. Everett R. Clinchy, president of the National Conference, will comment on both incidents.

The nation-wide broadcasts will be followed by 12 weekly programs of 15 minutes' duration, part live and part recorded, which will be

Additional Radio-TV Aid Asked In Blood Donor Drive

(Continued from Page 1)

stores of whole blood and plasma was impressed by Defense and Red Cross officials, and representatives of the Advertising Council, co-ordinator of the drive.

Concerted all-out effort to build up stores of blood not only for the Korean war but also in the event of a national emergency here at home, is urgently needed at this time, was the plea of Paul Gaynor, spokesman for the Office of the Secretary of Defense, who expressed official gratitude for the tremendous aid already given this worthy cause by the communications field.

Other Speakers

Other speakers included Clayton Fritchey, director of the Office of Public Information; Theodore Reppner, president of the Advertising Council; Brig. Gen. A. H. Schwichtenberg (MC), USAF, Armed Forces Medical Policy Council; Gen. David N. W. Grant, medical director of the American Red Cross; Maj. Gen. G. E. Armstrong, Surgeon General, Department of the Army; Rear Admiral C. J. Brown, Deputy Surgeon General, Department of the Navy; and Captain Lewis G. Jordan, Navy Blood Donor Program.

Wide Support Urged

Wholehearted response to do all in their power to aid officials in this important life-giving job was the considered expression of the broadcasting industry, represented by all national radio and television network public affairs heads, with many special projects now being planned by them to give added im-

Knodel Co. KLIX Rep.

Appointment of Avery Knodel as exclusive national representative of KLIX, Twin Falls, Idaho, has been announced by Frank C. McIntyre, vice-president and general manager of the station. Shift of the ABC and Mutual outlet from the George P. Hollingbery firm was brought about by KLIX signing affiliation agreement with the Intermountain Network, represented by Knodel.

presented over local stations throughout the country. Stars who will narrate the incidents include Pat O'Brien, Edward Arnold, Loretta Young, Ronald Reagan, Celeste Holm, Jean Hersholt, Selena Royle, Jack Benny, Raymond Massey, George Murphy, Audrey Totter and Lionel Barrymore.

Joint Planning

The series was planned by the Commission on Community Organizations of the National Conference, in cooperation with local radio stations and men's and women's clubs, veteran, youth, labor, farm and industrial organizations. Final five minutes of each program will be devoted to a discussion by members of these organizations on what they are doing to promote harmony and co-operation among the racial and religious groups of America.

petus to the campaign which has taken on a near-emergency status.

Networks Represented

Network officials present included ABC—Jack Pacey, vice-president, Tom Velotta, vice-president, and John Maddigan, news director; CBS—Stuart Novins, head of public affairs for the radio division, and Sig Mickelson, head of public affairs for the TV web; NBC—John Stanley, director of public affairs for radio, and Davidson Taylor, public affairs director for TV; Mutual—Hal Wagner and John Newhouse; DuMont—Gerald Lyons, public relations director.

Spearheading the campaign now under way by the Ad Council is the Ted Bates Company, volunteer agency for the drive, with John Lyden, of the agency, and Helen Crabtree, Council executive, co-ordinators of the project. Gordon Kinney, director of radio and television for the Council, stated that the broadcasting field already doing a magnificent job in the campaign, has expressed full cooperation for even bigger and better all-out effort with special programs for putting the drive over successfully throughout the Fall and Winter.

Long-range program for a continuous successful campaign is the opinion of Red Cross and Defense officials to build and maintain the vast storehouse of blood supply necessary for a strong defense and successful outcome of the Korean war. Other officials attending the meeting were Louis C. Boochever, public relations director of the American Red Cross; Charles Sterritt, also of the Red Cross; Lt. Frank Junell, radio-TV branch, OPI; Lt. Col. F. C. Newlon, assistant for news division matters, OPI; and Lt. Col. Francis C. Nelson, public information officer, SGO, Army.

Religious Awards Given To Churches

(Continued from Page 1)

country and from five foreign countries, meeting at Butler University, Indianapolis, Ind., for a summer workshop in religious radio.

In the award group, the New Haven, Conn., Council of Churches won one first award and two honorable mentions. Other first awards went to the councils of Chicago, Fort Wayne, Ind., and to Maine and Rhode Island.

A second award and an honorable mention was given to the Ouachita Mountain Parish, Mena, Ark. Councils in Eastern Montana and Syracuse, N. Y., also won second awards.

Individual churches which won awards included the Lake Ave. Baptist Church, Rochester, N. Y., a second prize, and the First Presbyterian Church and St. John's Episcopal Church, Mason City, Iowa, which shared an honorable mention for a joint broadcast.

Seek Permit To Broadcast Liquor Advertising

(Continued from Page 1)

station operators decided at its first annual meeting, in Toronto, to petition provincial authorities to lift present restrictions on such advertising.

R. G. Lewis criticized radio men for letting advertisers dictate programming. He also said that in many cases the good work of private radio is going unnoticed because it is not publicized.

Stork News

Mr. and Mrs. Joseph Schackner happily announce the birth of their first child, Karen Ann, born last Tuesday at New York Hospital. Karen's father is the assistant sales traffic manager for the Mutual network.

50,000 WATTS
in the middle of the dial
800 kc.

Now Covering 17,000,000
Population Area in 5 States!

The (LOWEST RATE) of Any Major Station in the DETROIT Area

Adam J. Young Jr., Inc.
National Representative

★

Guardian Building
Detroit 26
Michigan

J. E. Campeau, President

AM TV EQUIPMENT FM FAX

Section of RADIO DAILY, Friday, September 28, 1951

GEN. SARNOFF LAUDS TV SCIENTISTS

Magnavox Co. Sales Hit Highest Peak

(Continued from Page 1)

\$3,325,000 in taxes were deducted, totalled \$2,233,237, equal to \$3.01 a share on 723,437 common shares outstanding. This compares with \$2,007,982, or \$2.81 each on 703,763 shares earned in the previous fiscal year, when \$1,200,000 was provided for taxes. Board chairman Richard A. O'Connor said that although income before taxes was \$2,350,255 more than the previous year, earnings after taxes were only \$225,255 higher.

President Frank Freimann, in reporting the record-making sales of \$44,177,645, which exceeded the previous high of \$31,716,630 by 39 per cent, said this was achieved in spite of the difficult supply situation that limited production the first nine months to a level considerably below sales demands.

Current monthly shipments running at the rate of about \$2,000,000 are to be stepped up to \$3 million per month during the next four months. President Freimann said that after the first of the year, material shortages and Government controls will probably cut civilian shipments.

The report stated that almost all of the company's Fort Wayne plant has been converted for military production with civilian production of TV receivers, TV-radio-phonographs and components diverted to its plants at Greeneville, Tenn.; Paducah, Ky.; and Jamestown, N. Y. Military orders range from communications and navigational equipment to radar.

New TV Sales Approach

Syracuse—The receiver department of the General Electric Company this week will introduce to its television dealers throughout the country a new series of TV film commercials on the full line of television receivers, according to S. M. Fassler, advertising and sales promotion manager.

Employing an unusual technique, the commercials actually bring the screens of the television receivers to life, Fassler said. This is accomplished by switching from rear projection on the screen to live actors actually performing inside the new receivers. The commercials, which will be available on 16 mm. film, have a running time of 40 seconds and 12 seconds and are used in conjunction with locally prepared slides and an announcer for the presentation of the dealer's own local story. All the commercials will highlight the performance features of G-E Black-Daylight television in fringe areas and other localities where reception is considered difficult.

Notes Inventions In Television Field

(Continued from Page 1)

vel of this age, has been created and developed by RCA.

"Television in itself," the general said, "is like a new book, and on each page you turn you will find new ideas and challenges just as all inventors have done in turning the pages of radio."

Continuing he said: "The wireless I knew 45 years ago is not the radio of today. The television you know as pioneers will not be the television of tomorrow. Indeed, we have only turned its page one, in Chapter 1 of the electronic age. So I bid you study well the past and to achieve in the present by creating for the future."

During the luncheon at Princeton, a bronze plaque was unveiled and presented to General Sarnoff by Gano Dunn, president of the J. C. White Engineering Corporation and director of RCA. It was inscribed as follows:

"Commemorating the 45th anniversary of David Sarnoff's entry into the field of radio on September 30, 1906, this plaque is dedicated by his associates in the Radio Corporation of America as a symbol of their esteem and admiration.

As a pioneer of wireless, he has contributed immeasurably to the development of radio, television and electronics as new services to the nation and to the American people.

"A creative crusader of progress endowed with a penetrating vision, David Sarnoff has continually led the way across new frontiers in science, art and industry to make the universe vibrant with international communications.

"These laboratories, the RCA Victor plants, the RCA world-wide radio circuits and the NBC radio-television networks, symbolize his faith in science, his constructive planning and enduring achievements.

"David Sarnoff's work, leadership and genius comprise radio's preeminent record of the past, television's brilliant performance of the present, and a rich legacy in communications for the future.

"This laboratory of RCA is named the David Sarnoff Research Center."



SARNOFF

Gillies Named V.-P. Of Philco Division

Joseph H. Gillies has been appointed vice-president and general manager of the government and industrial divisions of Philco Corporation, it was announced yesterday by William Balderston, president. Mr. Robert F. Herr, vice-president of the corporation, will continue to head all sales activities of the division, as a general staff executive.

At the same time, William J. Peltz, who has been manager of government and industrial operations, was appointed vice-president-operations of the television and radio division.

Mr. Gillies, who is one of the best nationally known electronics operations experts, joined the company in 1929, was named works manager in 1939 and vice-president in charge of radio production three years later. Since 1948 he has been vice-president-operations of the television and radio division and in April of this year also assumed the responsibilities of vice-president-operations of the newly established government and industrial division. He was a key production executive during World War II, responsible among many other activities for the output of over 500,000 advanced airborne radar equipments. He has been a director of Philco since 1947.

Sales Incentive

Designed to spur sales of television kinescope tubes, the RCA tube department has embarked on a dramatic promotion campaign in the form of a treasure chest to each dealer or serviceman who purchases 10 RCA kinescopes during the campaign, continuing until Nov. 16. Under the program, each dealer will receive from his distributor with each RCA kinescope purchased a special gold-colored treasure token, each stamped with the distributor's exclusive "gold mine" number.

Westinghouse Plans Extensive Expansion

Expansion program amounting to \$296,000,000 is announced by Westinghouse Electric Corporation to increase productive capacity by 50 per cent. Scheduled to start in the near future the program is aimed to carry beyond 1953.

Gwilym A. Price, president, stated that a stockholders' meeting in December in East Pittsburgh will determine the feasibility of increasing the company's authorized debt by \$350,000,000, i.e., from \$150,000,000 to \$500,000,000. Present plan calls for raising new capital through sale of debt securities, with amount, type and timing to be decided at the forthcoming meeting.

The proposed expansion program would mark the second since the end of World War II, with the first (1948-50) having chalked up a 500 per cent gain in sales and net income above the rate for 1938-39. Mr. Price remarked that a sizable portion of the sales increase since 1948 was due to increasing price levels, and to unprecedented demand for both industrial and household products brought on by a production stoppage of the same products during the war. Other factors were due to expansion of industrial, utility, transportation and other facilities, continued gain in military demand, population gains, greater per capita use of electric

New Development

The new products division of the Minnesota Mining and Manufacturing Company announces the newest method for making exact and permanent copies of original letters, forms, memos, invoices, charts, sketches or any other material which has been printed or written. The "method" is a new duplicating machine and paper, trade-marked Thermo-Fax.

ENGINEERS — CONSULTANTS

A. R. BITTER Consulting Radio Engineers

4125 MONROE STREET
TOLEDO 6, OHIO
Tel.: Kingswood 7631

L. W. ANDREWS, INC. RADIO CONSULTANTS

219 WHITAKER BLDG.
DAVENPORT, IOWA
Phone 2-7824

• PLUG TUNES •



WORDS & MUSIC



• PLUG TUNES •

By HAL PERSONS



BROADWAY MUSIC CORPORATION

Another BMI Pin-Up Hit!

(It's No) SIN

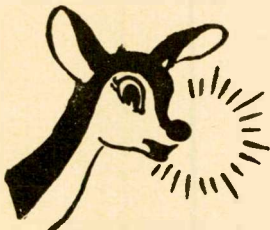
Published by Algonquin
Recorded by

FOUR ACES	(Decca)
ARTHUR PRYSOCK	(Victor)
SAVANNAH CHURCHILL	(Decca)
AL MORGAN	(Savoy)
FOUR BUDDIES	(Columbia)
SAMMY KAYE	(Capitol)
FOUR KNIGHTS	(Mercury)
EDDY HOWARD	(M-G-M)
BILLY WILLIAMS QUARTET	(M-G-M)

Licensed exclusively by

BROADCAST MUSIC, INC.

RIDE WITH!

25 TOP RECORDINGS
A TECHNICOLOR PICTURESt. Nicholas Music, Inc.
1619 Broadway New York City

"POWDER BLUE"

FRANKIE CARLE—VICTOR
DON CHERRY—DECCA
HARRY BABBITT—CORAL
MARTHA TILTONFORSTER MUSIC PUB., INC.
1619 B'way, N. Y. 216 S. Wab. Av. Chi.

"I'LL HOLD YOU IN MY HEART"

EDDIE FISHER—VICTOR
TONI ARDEN—COLUMBIA
EDDY HOWARD—MERCURY
EDDY ARNOLD—VICTORADAMS-VEE and ABBOTT, INC.
216 S. Wabash Ave. Chicago 4, Ill.

• • • MUSICVILLE GAZETTE—Bill Hill has resigned his position as regional sales manager of Capitol Records. . . . Toni Arden has been signed to do ten Bing Crosby shows from the coast. . . . The Mutual Network has selected Vaughn Monroe's recording of "Maria" as the theme song for the week of October 28th, during which they'll feature an all-out salute to their western fans. . . . Baritone Pat Terry, opens an engagement at the Hotel New Yorker on October 4. . . . We've been hearing nice things about "My Evening Prayer" a popular song with religious overtones, which is causing a stir up New England way. Written by a hospitalized veteran, Bob Grant Jr., the tune has the solid backing of the New England d.j.'s, according to Lennie Wolf, Decca record pusher. The song is performed by the Anita Kerr Singers (Decca of course). . . . As a promotional stunt in connection with its latest tune "Solitaire," Broadcast Music, is sending out decks of playing cards to all d.j.'s. The back of this deck is inscribed with the name of the song, and the individual platter jockey's name. . . . Walter Winchell's vocalist discovery, Gloria Warner, cut an audition record for Capitol yesterday. Lee Gillette and Dave Cavanaugh, Hollywood A&R men handled the date. . . . Looks like Leeds has a sleeper in "Woman Is A Five Letter Word." The Tennessee Ernie Capitol disc is breaking out and the Hoagy Carmichael version is showing up nicely in England. . . . Vini Williams now busy on TV, adds a disc jockey stint to his schedule starting the first of the month. . . . Morey Amsterdam is receiving bids from several recording companies on the basis of his Victor recording of "Sue Me." He's not under exclusive contract to anyone at present. . . . Jo Stafford, who is credited with having the biggest audience of any singer, is the author of "Easy Lessons in Singing," published last week by Carl Fischer. . . . Eandleader Elliott Lawrence will join comedian Jan Murray and Dagmar for a week at the Fox Theater in Detroit, starting today, Sept. 28.

★ ★ ★ RECORDS ON PARADE — Mercury Records has signed Richard Hayes to a new long term contract. The lad's new pressing of "Out In The Cold Again" is expected to be another in a series of hot records now owned by the company, namely: Vic Damone's "Calla Calla," Eddy Howard's "Sin" and Patti Page's "And So To Sleep Again." Also from Mercury comes the news that Bob Shad has been acquired as A&R for R&B. . . . Jimmy Hilliard, vice-president in charge of recording at Coral announces the signing of Teresa Brewer. . . . MGM Records soon will release an album titled "Judy Garland Sings," in honor of the day when Broadway welcomes home one of her pluckiest and popular youngsters, who will appear in person at the Palace early next month. . . . Les Howard, London Record's new vocal discovery, has a very nice voice, and should do very well. . . . In their October release RCA Thesaurus is including four tunes by Hank Snow and His Rainbow Ranch Boys including his hit tune "Closed For Repairs" and a hillbilly style arrangement of "Frankie and Johnny." . . . Wagner's "Die Meistersinger" recorded in its entirety at performances at the Bayreuth Festival Theater in August, will be released by Columbia Records in late October, according to Richard Gilbert, director of the company's masterworks division.

★ ★ ★ TRY THESE ON YOUR TURN TABLES—"More, More, More" and "Bill" Margaret Whiting (Capitol). Margaret Whiting as we like to hear her. . . . "By The Light Of The Silvery Moon" Al Morgan (London). A very novel arrangement. . . . "Too Young" Spike Jones vocal by Freddie Morgan (Victor). Spike Jones on a new kick. Funny! . . . "Deep Night" backed by "Please Be Kind" Duke Ellington and orch. (Columbia). The old master hand of the Duke. Darn good listening. . . . "Did I Hurtcha, Burnya, Cutcha Much" Carol Channing (Columbia). Here's a voice that defies description, but it will make interesting programming. . . . "Drifting And Dreaming" The Mulcays (Coral). Real dreamy arrangement played on "electric harmonicas."

World Reports Sale
Of School Jingle Series

A total of nine department stores have bought the "Back To School" jingles campaign, produced by the World Broadcasting System, Inc., from World's affiliated stations.

The jingles were designed for sponsorship by local advertisers selling merchandise usable by children returning to school after summer vacations.

It is believed that sponsors were frequently using the jingles for saturation campaigns anywhere from 10 to 25 times per day on the station. In some cases, sponsors are using the jingles to introduce a 15-minute program produced locally.

Gentlemen Prefer!

CAROL CHANNING'S

"DID I HURTCHA,
BURNYA, CUTCHA, MUCH!"

Mitch Miller and his Orch.

Columbia No. 39544

Ostrow Music Pub. Corp.
1650 B'way.—Pl. 7-5159

New Hit!

PERRY COMO'S

"WITH ALL MY HEART
AND SOUL"

VICTOR RECORD #20-4269

Spinlan Music Co.
1650 Broadway, N. Y. C.

On The Way!

THIRTY-TWO FEET
and
EIGHT LITTLE TAILS

MILLER MUSIC CORPORATION

WOW Stations Sale Approved By FCC

(Continued from Page 1)
AM station which operates on 590 kc with five kw power and the TV station on channel six, four remote pickup stations. The licensee corporation is WOW, Inc.

Other important actions by the Commission *en banc* included:

WOOK, Silver Spring, Md., change frequency from 1590 to 1600 kc, and move studio and transmitter sites from Silver Spring to Rockville, Md. KEPO, El Paso, Tex., authorized to increase power day and night to 10 kw. WKYB and WKYC (FM), Paducah, Ky., granted consent to assignment of license to WKYB, Inc. for \$17,400.19 cash and \$114,460.15 in bonds to be adjusted. Stockholders will continue to operate newspaper.

WREV and WREV-FM, Reidsville, N. C., granted consent to acquisition of control by William M. Oliver, Sr., present 47.13 per cent owner, for \$3,500.

WHLN, Harlan, Ky., and WNVA, Norton, Va., granted consent to acquisition of negative control by R. B. and Jack T. Helms, increasing their stock interest in Blaufox Radio Co., licensee corporation, to 50 per cent.

KBUC, Corona, Calif., granted consent to voluntary assignment of license from Elmer J. Bucknum and 15 limited partners to Bucknum and 12 limited partners for \$5,885.02.

Haid Named Manager Of WSPD Operations

(Continued from Page 1)
ard Jones, Detroit, vice-president of the northern district of the Fort Industry Co., which operates WSPD.

Haid, 44, was formerly manager of WHIZ, Zanesville, Ohio, and WMMN, Fairmont, W. Va., and has had 26 years' experience in the radio industry.

Glenn Jackson, program director for the WSPD stations for eight years, has been named vice-president and general manager of WMMN, Fairmont, W. Va.

Will Design TV Sets

Leo Kerz has been engaged to design the settings for "Top Secret, U.S.A.," the D.N.S. Television production series starring Robert Alda, which goes into production at the Fox-Movietone Studios in New York on October 5th under the direction of Hollywood motion picture producer-director Arthur Dreifuss.

★ ★ TELE TOPICS ★ ★

WHILE theater TV, in the sixth fight offered through the medium, did a bigger box-office with the presentation of the Sandy Saddler-Willie Pep feather-weight championship fight than the Polo Grounds with an announced paid attendance of 13,836, it would now seem proper to assess the results up to date. For the previous five fights shown exclusively over theater TV, Nathan Halpern, TNT president, has announced that a total of 142,616 seats were sold. On the other hand, big fights—and even some of the minor ones in recent weeks, consistently rate high in the TV ratings from all sources. Adding together the theater attendance, plus the unfilled sections of the ball parks as well as the arenas, as against the millions available on TV, it would seem that the present set-up is not the answer to the problem—and very possibly will send the TV audience off to other sporting events—leaving boxing for the home-town aficionados and those curious enough to see it in a theater.

TODAY'S TV PERSONALITY: **TONY PROVOST**, vice-president and member of the board of directors of Hearst Radio, Inc., as well as in charge of all Hearst television operations, supervises WBAL and WBAL-TV, Baltimore, and WISN, AM and FM, Milwaukee. Following graduation from William and Mary, Tony joined Doremus & Company where he soon became production manager, but later switched to writing advertising copy under Thorne Smith. In 1931 he became sales manager of the Miller Tape Recording Company, leaving there in 1939 to become sales manager of the Empire Broadcasting Company. In 1942, Tony joined NBC and in short order became program director of the network's principal station. From there he moved to his present position with Hearst Radio, Inc. Tony is married and lives in Baltimore, where he usually spends his hours of relaxation looking at TV shows. His one chief lament, however, is that his Kerry blue, appropriately named "Kerry" only likes wrestling, and while Tony has become an expert on airplane spins, half-nelsons and all the other tricks of that trade, he doesn't get as much time to watch other shows as he would like.



PROVOST

AMONG the first 20 drastic productions to be offered in "The Celanese Theater" series, which debuts over ABC-TV, Wednesday, Oct. 3, at 10:00 p.m. will be two plays by Eugene O'Neill, who has never before been represented on TV. First play in the series will be the famous dramatist's "Ah, Wilderness!" with "Anna Christie" to be seen on Jan. 23, 1952. For the second presentation on Wednesday, Oct. 17, Rachel Crothers' "Susan and God," will be presented. . . . The opening O'Neill opus will find Thomas Mitchell and Roddy McDowall in the starring roles. . . . Exhibits of actual planes and equipment will be displayed in the new WLW-D, Dayton, series "For Spacious Skies" when the program makes its debut on Sunday, Sept. 30. The program is designed to acquaint the public with the Air Force and its mission. . . . Commencing Oct. 1, WKY-TV, Oklahoma City, Okla., will move into morning programming with the station beginning telecasts at 9:30 a.m. Heretofore the Sooner outlet has signed on at 1:00 p.m., daily. In announcing the expanded Monday through Friday schedule, P. A. "Buddy" Sugg, said the morning schedule will be designed to appeal primarily to the housewife. Latest program expansion will bring the station's total telecast time to over 90 hours a week.

BEGINNING Monday, Oct. 8, with the Columbia-Harvard game, WPIX will bring weekly to football fans, leading games in the East on a weekly basis. Program, with Kevin Kennedy and Jack McCarthy explaining the play, will be presented at 8:30 p.m. and will feature the Columbia games of the season, in addition to one Penn-Navy fracas. . . . WTVJ, Miami, plans to have its proposed new 500-foot transmitter serve a dual purpose by having an "Electronics Museum" at its base. Lee Ruwitch, vice-president and general manager of the station, announced yesterday. Museum will be a showplace of glass and gadgets to give the general public some idea of how a transmitter system works. Museum will be built on the property of the Boulevard Drive-In Theater, WTVJ's parent company's showplace, which is visited by more than 20,000 persons weekly. . . . Gil Williams has been added to the staff of the Van Praag Productions in the capacity of production manager. . . . TV sets in the Cleveland area, as of Sept. 1 totalled 494,238, according to the Bureau of Business Research, Western Reserve University, and reported by WEWS. Of the total 477,127 sets are installed in private homes and 17,111 are commercial installations. August sales were 7,747. . . . Harold E. Stassen and Gov. Earl Warren of California will be guest speakers at CBS football colorcasts tomorrow.

Marks Criticizes TOA Unfairness

(Continued from Page 1)
Turpin) fight was a private venture, staged for private profit, and that radio, film and television rights are the private property of fight promoters," Marks declared:

"Such a statement by a high official of the TOA reflects a callous disregard of public interest, indifference to public opinion and established custom, as well as lack of knowledge of the nation's anti-trust laws.

"The public has for years enjoyed the benefits of radio and television under the established American system of broadcasting and telecasting," Marks continued. "It naturally resents boxing promoters and theater owners joining together to squeeze greater box-office returns through depriving both radio and television audience of any participation whatever in what are major public events."

Marks said that if State Athletic commissions cannot "effectively control this sport" it may be "a matter for Congress to decide whether wider controls are necessary."

Pinanski was quoted by the AP as saying he knew of "no legal requirement that private property be given to the public, nor do I know of any legal requirement that the fight promoters should sell the rights to any one class of purchaser as against another."

New Atlanta TV Outlet Will Open On Sept. 30

(Continued from Page 1)
liam T. Lane as vice-president and general manager. Lane is widely known in the newspaper and radio fields. Other key personnel include, Arch Ragan, general sales manager; Ann Hucheson, traffic manager; Winifred C. Brown, manager of accounting department, and Madeline Chace Maddox, director of promotion and public relations.

Primarily an affiliate of the ABC, WLTV will start a film network schedule, expanding to include live local productions before the end of the year.

WLTV's channel number 8 becomes available with WSB-TV moving from that channel to channel 2.

Wedding Bells

Jack Aistrop, radio and television officer, British Information Service, was married in Calvary Church, Friday, Sept. 21, to Miss Josephine Hunter, Television Division, Bulova Watch Company.

TOPS T.V.
in
FILMS!

WESTERN'S galore!

featuring ★ Ken Maynard ★ Bob Steele ★ Bill Cody ★ Fred Scott ★ Tim McCoy

Write for full listings today

★ UNITY ★
TELEVISION CORP.
1501 B'WAY., N.Y.C. 18
LONGACRE 4-8234

BEHIND THE MIKE

RADIO columnist Val Adams of the N. Y. Times, states that Richard Rodgers has agreed to compose a musical score especially for television. Betty Clark, the little blind lark of radio and TV should go a long way on video. Anybody think of calling Berle "Uncle MilTV", queries Jan Miner? Kudos to pretty Hollis Irving for her outstanding acting stunts on TV. According to TV's Nelson Case, a busy-body is a person who can't control his tamper.

Steve Gibson's "Red Caps" vocal-instrumental group have been signed for a number of appearances on Milt Berle's fall-winter TV show. Al Helfer, the Mutual sportscaster, has travelled over a million miles by air bringing on-the-spot commentaries to listeners of his sportscasts. Hedda Hopper reports that TV lovely, Julie Wilson, made a special trip to Hollywood in order to get new arrangements for her St. Regis stint. Hats off to Bill Stern's excellent NBC daily sports show, 6:15-6:30 p.m. According to WMGM's Barry Sisters, "B'dway Open House" does things in a big way—first Dagmar and then Jack E. Leonard.

Kermit Schafer, producer of WNBT's popular Vim-Crosley "Talent Search," will organize touring groups of winners based on the same pattern as the Major Bowes units. According to popular Broadway columnist, Danton Walker, Jackie Coogan will try for another comeback on the screen, this time with a series of color westerns being produced by Pmt. for video. Chick Vincent wonders when Hollywood is going to make a sequel to "The Thing" and call it "The Other Thing."

Fourteen-year-old Laura Weber, Susie on "Young Mr. Bobbin," is quite a domestic miss. A year ago, she learned to sew, and has become quite proficient at turning out dresses and skirts for herself. Her mother, a non-professional, is the stimulus for Laura's activity.

Although adults sometimes need a little encouragement to participate in maestro Sammy Kaye's "So You Want To Lead A Band" on his Saturday night CBS-TV show (7 p.m.) children are quite different. During the maestro's second all-kiddie show, every child in the studio audience wanted to wave a baton. An eight-year-old Long Island girl, Frances McNally, was the winning bandleader.

Television is playing an increasingly important role in our defense effort, according to engineers of Allen B. DuMont Laboratories, Inc. The DuMont experts cite the fact that federal civil defense workers are now taking civilian defense instruction en masse by means of TV programs telecast to several cities simultaneously. Civil defense heads expect the CD telecasts to eventually reach 50 cities, say the DuMont experts.

AGENCY NEWSCAST

... personnel, sponsors and notes

NORMAN GORT has been appointed by Cunningham and Walsh Agency to supervise the Sunday night NBC-TV show sponsored by its client, Liggett and Myers Tobacco Company. The show will alternate star Bob Hope, Fred Allen and Jerry Lester, starting Oct. 14 at 7:30 p.m.

ROGERS AND COWAN, INC. is expanding its New York office, and announces addition of two new members, Ken Solomon and Stanley Saplin. Solomon, former sales promotion manager for Peter Pan Foundations, Inc., will direct the firm's fashion division, while Saplin will act primarily as column and feature editor for the firm. Saplin was formerly with Allied Public Relations, and prior to that was publicity director of the New York Rangers at Madison Square Garden.

DONALD G. GILL has joined W. Earl Bothwell, Inc. as vice-president and accounts supervisor. He recently left Duane Jones Agency, where he had occupied a similar post.

DR. WILLIAM D. STEVENS, recently with the U. S. Government in Washington, has joined the research department of Young and Rubicam, Inc.

JULES MIREL ADVERTISING AGENCY has been named by the Emerson Sales Corporation.

WILLIAM C. PARKER has joined the press department of Ted Bates and Company. He formerly was with WPIX publicity department and before that, was on the editorial staff of RADIO-TELEVISION DAILY.

WALTER BENNET, formerly of WOR and WOR-TV publicity department, began his new duties this week with the New York publicity office of General Electric Company.

HANS TIESLER has joined Loucks and Norling Studios as associate producer. He previously was vice-president and general manager of Audio Pictures, Ltd., Toronto.

CLUETT, PEABODY AND COMPANY has set its annual budget, with \$2,000,000 allocated for media advertising in the year beginning October, representing largest outlay. Principal media will be national magazines and a new TV program featuring Herb Shriner. Young and Rubicam is the ad agency.

GETSCHAL AND RICHARD, INC. has been named to handle promotion for the Enlisted Reserve recruiting drive of the New York Military District. The campaign will include newspapers and radio throughout New York state.

SCHEIDELER, BECK AND WERNER, INC. has been named by C. F. Mueller Company, manufacturer of macaroni, spaghetti and egg noodle products.

CUNNINGHAM AND WALSH AGENCY announces it will move next Spring to new quarters at 260 Madison Ave.

DOHERTY, CLIFFORD AND SHENFIELD have been named by Pharmaco, Inc. to handle all advertising for Feen-a-Mint and Chooz, effective Oct. 1. Grey Advertising will continue to handle Pharmaco's Admiracion shampoos.

SCHILLIN ADVERTISING AGENCY is a new firm opened at 23 W. 73rd St., New York, by A. B. Schillin, former vice-president and sales director of WAAT and WATV, Newark.

R. T. O'CONNELL COMPANY has been appointed to handle advertising for Noble Pine Products, Newark drug manufacturers.

MICHAEL J. TURNER, a group account manager with G. M. Basford Company, has been elected a vice-president of the agency. He joined Basford in 1945, having previously been associated with the Newell-Emmett Agency.

KENYON AND ECKHARDT AGENCY announces election of Gerald Link, vice-president and art director, to the board of directors. The agency also announces appointment of Norris D. Konheim, formerly with the Grey Advertising Agency, to the copy department.

MARFREE ADVERTISING CORPORATION is moving to new, larger quarters Oct. 1 on the penthouse office floor of 105 W. 40th St. Enlarged quarters were made necessary by new billings of national accounts.

MACK LEBLANG COMPANY has been named by the Kurt Orban Company, Inc., importer, effective Oct. 1.

CORBIN ADVERTISING AGENCY will direct promotion for Universal Company, High Point, N. C., maker of television tables and bases. Harold Metzendorf is the account executive.

GEORGE FELDMAN ADVERTISING AGENCY has been appointed by Elvee Manufacturing Company, manufacturer of simulated pearls.

EDWARD N. MAYER, president of James Gray, Inc., will be the luncheon speaker today at the first Fall meeting of the New York Financial Advertisers in the Lawyers Club.

PROMOTION

Institutional

New campaign to build greater public awareness of the part radio plays in the daily living habits of the nation has been started this week by the Mutual Broadcasting System. Believed to be the first such drive undertaken by a major network, MBS has begun its campaign with the publication of a 20-page booklet, "Radio—It's Wonderful!" It offers a selection of 15 special air announcements for use by all MBS stations. Mutual has extended blanket permission for use of the material by all broadcasters, regardless of network affiliation, who are similarly interested in the furtherance of all radio.


Each of the messages, which require from 15 to 40 seconds of air time, employs a different approach to the main theme of radio's deep-rooted place in everyday life, pointing up some of radio's unique gifts and services. On a broad, institutional base, the messages confine themselves entirely to the positive benefits of radio and are non-competitive with other media.

New Production Firm Will Sell Radio Packages

The formation of Fidelity Productions, organized for the production and sale of transcribed radio programs, was announced yesterday.

The new company, headed by Richard Levy, will maintain offices in Philadelphia. The company's first radio series, available immediately, is "Court Is In Session," a 13-week half-hour series covering a variety of legal subjects, trial examples and experiments.

According to Levy, the series was written by prominent Philadelphia lawyers and "was designed to acquaint the public with the actual function of our court system."



UNITED offers 6 DC-6s daily to ALL the EAST

Including 6½-hr. nonstop service to Chicago and 9 hr. 50 min. onestop flights to New York on:

"the Hollywood" Scenic all-daylight flight leaving at 8 a.m.

"the New York" Time-saving overnight flight leaving at 11 p.m.

UNITED AIR LINES

EQUIPMENT
PRODUCTION
STUDIOS

RADIO DAILY

TELEVISION DAILY

SPONSORS
BUSINESS
AGENCIES

VOL. 56, NO. 47

NEW YORK, THURSDAY, SEPTEMBER 6, 1951

TEN CENTS

FCC GETS NORTHEAST'S TV REQUESTS

Webs Making Plans For Coast TV Originations

Several Shows Set For Hollywood Pickups

With the opening of coast-to-coast TV now a reality, and with the "co-ax" plus micro-relay system pronounced a success, networks, yesterday, were quick to come forward with preliminary plans as to what the future of network TV would look like. CBS-TV announced that the Burns and

(Continued on Page 7)

Senators Support Radio-TV Board Plan

Washington Bureau of RADIO DAILY

Washington—Creation of a national citizens advisory board on radio and television would tend to stimulate free enterprise and better programming and would encourage the FCC to clamp down on licensees in case of flagrant violations of Commission rules or program promises, Senator William Benton (D.,

(Continued on Page 5)

Benton & Bowles Picked By Mutual Life Insurance

Benton and Bowles Agency has been appointed to handle all advertising of the Mutual Life Insurance Company of New York, it was announced yesterday in Houston at a business conference of the

(Continued on Page 7)

Seek Identification

Montreal—Radio amateurs in Quebec Province have asked the Provincial Government to issue license plates bearing their individual call letters, it was learned last night. The request by about 180 amateurs who own automobiles is under consideration by the Treasury Department of Quebec. There are about 800 radio amateurs in Quebec.

New Global News Series Set

A new 30-minute global news program featuring direct pickups of CBS correspondents in foreign countries will be inaugurated over the CBS radio net this Sunday, 4:00 to 4:30 p.m., EDT. The Sunday afternoon series, "World News Roundup," will start with a 15-minute broadcast from New York by newsman Bill Shadel to be followed by the global pickups. The new Sunday afternoon news program, announced yesterday by Wells Church, editor-in-chief, CBS radio news, was termed as an effort to meet the needs for a thoroughgoing world report on last-minute events of the weekend.

Muniz Is Re-elected As Head Of PRBA

San Juan, P. R.—Re-election of Tomas Muniz as president of the Puerto Rican Broadcasters Association was announced here this week. Muniz, serving his third term as president of the association, has been general manager of WIAC which was recently sold by Mrs. Urania Abarca to Angel Ramos, Puerto Rican publisher of El Mundo. Since the sale of WIAC, Muniz in association with Ramon Pares

(Continued on Page 5)

New Football Series Released By Lang-Worth

The completion of a new football series, "Pigskin Salute," just released to member stations, was announced by Lang-Worth Feature Programs, Inc.

The gridiron package, written in book form instead of the usual

(Continued on Page 5)

ANA Not Conclusive In Radio-TV Report

Failing to conclusively establish that nighttime radio listening is declining in TV markets as indicated in two previous reports, the Association of National Advertisers, this week released their third report on radio and TV for the benefit of its membership.

The report titled, "Impact of Television on Radio Listening", carried a foreword which revealed that C. E. Hooper as a dollar a

(Continued on Page 7)

Coast Conference Games Set For NBC Radio

Hollywood—A 20-game schedule of Pacific Coast Conference football games to be carried over NBC's western network was announced yesterday by the Tide Water Associated Oil Co.

The oil company plans to sponsor the games over NBC in California,

(Continued on Page 5)

Westinghouse Sponsors 19 NCAA FB Games On NBC-TV

The first complete schedule of football games to be telecast under the National Collegiate Athletic Association experimental plan was released yesterday by the Westinghouse Electric Corp. and the N.C.A.A. TV committee.

The separate negotiations made by Westinghouse for the 19-game schedule which covers 29 colleges and universities was estimated to cost about \$1,250,000.

The telecasts, to be carried over

NBC's 52 stations and affiliates extending from coast-to-coast, is limited to seven on each station with two blackouts. A third blackout, for September 22, arose out of technical difficulties which prohibited any football telecasting for that date.

With every TV station carrying two network games, the full NBC network will carry three football games—Notre Dame-SMU, October 13; Illinois-Wisconsin, October 6;

(Continued on Page 2)

Allocations Views Submitted In 78 Statements

Washington Bureau of RADIO DAILY

Washington — Seventy-eight sworn statements involving proposed TV allocations in the northeast section of the country were filed with the FCC in groups A to F of the allocation proceedings. Areas involved included Maine, Vermont, New Hampshire, Massachusetts, Con-

(Continued on Page 5)

Agency Executives Discuss Legislation

Informative session to clarify all issues involved in pending legislation before the U. S. Senate was held yesterday morning in the Biltmore's Bowman Room by the Proprietary Association for members of the advertising and publishing professions, representing all media, who were given a clear and concise his-

(Continued on Page 4)

AAAA Sets Regional Fall Conventions

American Association of Advertising Agencies announces four Fall regional conventions, to include sessions of the Eastern, Central, Michigan and Pacific Councils. Regional

(Continued on Page 4)

West-East Rating

Special "TV-Home Hooperatings" taken in New York, Los Angeles and San Francisco, Tuesday night, on President Truman's address to the Japanese Peace Treaty Conference in San Francisco, showed a rating of 51.6 in San Francisco; 51.9 in Los Angeles and 44.6 in New York. Release of the figures was made yesterday by Hooper, Inc.



Established Feb. 9, 1937

Vol. 56, No. 47 Thursday, Sept. 6, 1951 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-Pres.; Charles A. Alicoate, Sec'y. Reentered as second class matter, September 15, 1950 at the Post Office at New York, N. Y., under the Act of March 3, 1879. (Originally entered as second class matter on April 5, 1937). Terms (Postage free) United States, \$15.00 one year. Foreign, \$20.00. 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.

WASHINGTON BUREAU

Bill Bailey
Office: 1142 National Press Building
Telephone: Metropolitan 0823, 0824.
Residence: 4315 Russell Ave., Mt. Rainier, Md.
Telephone: Warfield 4462

WEST COAST OFFICES

Ethel Rosen
6425 Hollywood Blvd. Phone: Gladstone 8436

CHICAGO BUREAU

Frances B. Clow
Suite 3013, 333 No. Michigan Avenue
Phone: Franklin 2-3238

ROME BUREAU: John Perdiciari, Ludovisi 16.
PUERTO RICAN BUREAU: Antonio Alfonso, Edifilio Ochoa, San Juan, P. R.: P. O. Box 3385; Telephone: 2-2305.

FINANCIAL

(September 5)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include ABC, Admiral Corp., Am. Tel. & Tel., CBS A, CBS B, Gen. Electric, Philco, RCA Common, RCA 1st pfd., Stewart-Warner, Westinghouse, Zenith Radio.

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Rows include Du Mont Lab., Hazeltine Corp., Nat. Union Radio.

OVER THE COUNTER

Table with columns: Bid, Asked. Row includes Stromberg-Carlson.

THOUSANDS THOUSANDS

Yes—THOUSANDS of families know THIS MAN! Disc jockey with ready-made audience available. A "Household Name" in New York metropolitan area seeks change. Willing sacrifice large "TAKE" to join New York Station with growth possibilities. Request interview. Write Box 154, RADIO DAILY, 1501 Broadway, New York City

Westinghouse Sponsors 19 NCAA FB Games On NBC-TV

(Continued from Page 1)

and Michigan-Ohio State, November 24.

Plans for regional telecasts have been set up for three Saturdays. Three contests will originate in the east for eastern audiences—Yale-Cornell, October 20; Harvard-Dartmouth, October 27; and Columbia-Navy, November 17.

The second phase of the regional telecasts calling for three midwestern games to be sent to western audiences are Ohio State-Indiana, October 20; Northwestern-Wisconsin, October 27; and Nebraska-Colorado, November 17.

Inter-regional telecasts, originating in the midwest to be seen only in the east while eastern games will be beamed for the west exclusively include Duke at Pittsburgh, September 29; Michigan at Illinois, November 3; and Notre Dame at Michigan State, November 10. The eastern games to be sent west are Columbia at Princeton, September 29; Southern California and Army in New York, November 3; and Maryland and Navy at Baltimore, November 10.

In conformity with the N.C.A.A. research requirements, only Washington, D. C., and southeastern outlets will carry the Maryland-North Carolina State game, November 17.

Three local contests—Iowa State-Missouri, October 20, for WOI-TV, Ames, Iowa, exclusively; Minnesota-Nebraska, October 20, for the Minneapolis-St. Paul area; and Franklin and Marshall-Washington & Jefferson, November 10, for WGAL-TV, Lancaster, Pa., exclusively—will round out the N.C.A.A. schedule.

According to James M. McCollum of Ketchum, MacLeod & Grove, Inc., the advertising agency for the Westinghouse sponsored football telecasts, the right of cancellation of any telecast is reserved by Westinghouse for any reason. It is be-

Seeks Petition Dismissal

Washington—Atlanta Newspapers, Inc. yesterday asked the FCC to deny and dismiss petitions of E. D. Rivers, Jr., licensee of WEAS, Decatur, Ga., and the Georgia Institute of Technology, licensee of WGST, which opposed sale of WSB-TV by Atlanta newspapers to Broadcasting, Inc. The FCC last week reversed itself, after approving the sale of WSB-TV, and stayed the effectiveness of its order after Rivers and WGST filed protests, charging among other things "hidden ownership."

Decca Declares Dividend

Directors of Decca Records, Inc., at a meeting yesterday declared a regular quarterly dividend of 17½ cents per share on the company's capital stock, payable September 28 to stockholders of record September 17.

lieved that the cancellation right will be used with discretion.

The amounts paid to the 19 "home" teams by Westinghouse varied proportionately with the number of TV stations carrying the game. Each home team received an amount equal to two and one-half times the NBC hourly station rate per station used. Rates for NBC-TV stations vary anywhere from \$4,000 per hour to \$300 per hour, depending on the station area.

CBS-color and DuMont are also expected to cover football telecasting with DuMont planning a 30-game schedule for the fall season. The DuMont telecasts will not cover any Saturday afternoon games—the only time for which the N.C.A.A. controlled plan is in effect.

Theater network television, cooperating with the N.C.A.A., will also schedule telecasts for motion picture houses.

High school and small college games will also be noted as part of the research plans laid down by the N. C. A. A. and the National Opinion Research Center of the University of Chicago. The Center, coordinating all research for the N.C.A.A., will use field interviews and attendance statistics in formulating their results.

COMING and GOING

JOSEPH H. McCONNELL, president of NBC, is sailing today aboard the Queen Mary, to attend European broadcasts of "The Big Show."

J. R. POPPELE, v-p in charge of WOR engineering, has returned from a short vacation.

JACK BANNER of Banner & Greif, returned Tuesday from a 10-day vacation in south Jersey.

CESAR ROMERO, Hollywood motion picture star, has arrived in Manhattan for a guest appearance on Sunday's Colgate Comedy Hour over NBC-TV, starring Eddie Cantor.

W. E. SIMLER, account executive at the Victor van der Linde Agency, sailed Tuesday on the Gripsholm, to consult with the Organizing Committee of the XVth Olympic Games, Helsinki, 1952. U. S. promotion for Fall and Spring will be discussed.

TAYLOR GRANT, ABC newscaster, is off to his home town of Philadelphia this Friday to act as narrator for the WFIL Telethon for United Cerebral Palsy on Saturday and Sunday.

A. R. CONNELL, WOR director of personnel, has returned from a two-week vacation at Cooperstown, N. Y.

DONALD HAMILTON, manager of WOR program operations, has returned from a one-month tour of Europe.

Stork News

Ruth Enders Tripp, wife and leading lady of Paul Tripp in his former CBS-TV short, "Mr. I Magination," gave birth to her second child at the New York Infirmary last Friday. Both mother and son, David Enders Tripp, are reported doing well.



You get a lot for a little*

*MORE LISTENERS-PER-DOLLAR than any TV or radio station in Baltimore

SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY





DANNY KAYE



ROSALIND RUSSELL



BETTE DAVIS



KIRK DOUGLAS



RAYMOND MASSEY



GINGER ROGERS



HELEN HAYES



JANE WYATT



JOAN BENNETT



RONALD REAGAN



LINDA DARNELL



KATHARINE CORNELL



JANE WYMAN

U.S. STEEL HOUR

Theatre Guild on the Air

On September 9, another outstanding season of the U. S. Steel Hour gets under way. Among the top shows already scheduled are *The Glass Menagerie*, *Twentieth Century*, *The Sea Wolf*, *Pygmalion*, *Oliver Twist, 1984*.

The best plays... the best stars... for the best dramatic entertainment on radio. That's been standard since *Theatre Guild on the Air* began in 1945. No wonder the U. S. Steel Hour has become radio's most-honored show.



IRENE DUNNE



GENE TIERNEY



REX HARRISON



DOROTHY MCGUIRE



HUMPHREY BOGART



BURGESS MEREDITH



CHARLES BOYER



JOSEPH COTTEN



VAN HEFLIN



DICK POWELL



LILLI PALMER



BASIL RATHBONE



DOUGLAS FAIRBANKS, JR.



FRANCHOT TONE



RAY MILLAND



TYRONE POWER

SUNDAYS 8:30 PM E.D.T.

NBC NETWORK

Agency Executives Discuss Legislation

(Continued from Page 1)

tory of the bill due next week for hearing. Emphasis was placed on how one particular aspect of the bill would not only encroach on the entire drug industry, but would also infringe on advertising and our whole system of free enterprise.

Original primary purpose of the bill was to clarify the problem confronting retail druggists in refilling prescriptions. Known as the Durham Bill (H.R. 3298), it was reported recently to the House of Representatives, which adopted several amendments to it before passage. The great majority of interested parties fully approve the bill in its amended form, which curbs a delegation of power sought by the Federal Security Administrator.

Bill Scheduled for Sept. 11

Identical is the Humphrey Bill, which is scheduled for Sept. 11 open hearing by the Health Subcommittee of the Senate's Committee on Labor and Public Welfare. The Humphrey Bill (Amendment S. 1186) covers adequately the prescription problem and further provides for elimination of a 'twilight zone' now existing in labeling certain drug and medicinal preparations, long a matter of grave concern to retail druggists. There is widespread acceptance of the bill reported from all parts of the country on these two scores.

However, this bill incorporates a paragraph, which in effect grants the Federal Security Administrator the right to determine which drugs may be sold, and, if permitted for sale, whether or not these drugs shall be sold "over the counter" or "upon prescription only." Virtually dictating the whole medication field, the drug manufacturers' group feel this would be an unwarranted and unjustifiable delegation of power to an administrative agency and is bound to set up an unwholesome precedent. The group feels that this "move toward socialization of pharmacy merits serious consideration by the committee members and the Senate generally." Senator James E. Murray, D-Montana, heads the Labor and Public Welfare Committee of the Senate which will consider the bill next week.

Wedding Bells

Cleveland — Edward H. (Bud) Hawkins of WGAR's business staff will be married to Miss Helen Paulus of Canton this month.

Selling: **SHOES!**
 WILBUR STREECH PRODUCTIONS
 TV FILM COMMERCIALS
 1697 BROADWAY, N. Y. • JUDSON 2-3816



● ● ● Jim Sauter, who handled the production for the State Department's appearance of President Truman on the coast-to-coast TV network, flew in from San Francisco yesterday with praise for the co-operation received from the television networks and A. T. & T. . . . Sauter predicts much use of transcontinental network TV during the Presidential election campaign of 1952. . . . ANA's third report on the decline of nighttime radio in TV markets fell short of being convincing, according to network spokesmen. . . . Charley Brown of the Bing Crosby TV Enterprises seen lunching with George Shupert of Paramount TV at Sardi's yesterday. . . . Howard Meighan's plan to sell CBS radio network one-time shots of the Red Skelton show already holds prospects of paying off. . . . Six prospective sponsors contacted CBS Radio yesterday as a result of the web's trade advertising on the Skelton sales innovation.



● ● ● Four national advertisers reported bidding for the TV program "I Want to Get Married," according to Walter White, president of Commodore Productions, Hollywood, who is in New York to negotiate the sale. White, stopping at the Waldorf Astoria, predicts that the coast TV package will go network with tremendous publicity and promotional value to the sponsor.



● ● ● Frank Sinatra has signed a new five-year contract with CBS for exclusive radio and TV services and will debut his new variety show on CBS-TV Tuesday, Oct. 2, from 8 to 9 p.m. The new Sinatra show will have basically the same format as his highly successful Saturday night CBS telecasts of last season. Also on the fire for Frankie is a new CBS radio show. Frankie's signing with CBS refuted persistent rumors that he would accept a lucrative TV and radio deal offered him by NBC.



● ● ● Judy Holliday, the "Dream Girl" of the Straw Hat Circuit, is set for 13 weeks of guest appearances on Tallulah's "Big Show" over NBC. . . . If you really want to get a laugh, don't miss Sammy Kaye's "Do You Want To Lead A Band" on CBS-TV Saturday at 7 p.m. . . . Don't miss seeing Mike Fitzmaurice doing a Wheaties commercial on ABC-TV, he's TERRIFF. . . . Burt Brazier signed for "Space Cadets."



● ● ● No matter what goes wrong during rehearsals for her video show, "Mohawk Showroom" (Mondays, Wednesdays and Fridays, 7:30 p.m.), TV star Roberta Quinlan never gets temperamental. She can't. Roberta is also the producer of the fifteen minute musical show, and it's her job to deal with the temperament of others. As producer, Roberta selects songs, decides on the type of orchestrations, lines up guests, supervises scripts and worries about sets.



● ● ● The "Who's Who" of radio-television industry was on hand for the gala cocktail party given by actress Jan Miner in honor of Mr. and Mrs. Thomas McCray, who are leaving this week for Hollywood, where Tom takes over as western program manager for NBC. Among those who joined in the festivities were Denise Darcel, Wendell Corey, Charles Denny, Jim Kovack, Louis Cowan, Les Harris, Mitch Benson, Ted Ashley, Moe Gale, Kenneth Banghardt, Robert Adams, Ted Cott, etc., etc., etc. And, incidentally, lovely Jan Miner made as pretty a host as we have ever seen!



Regional Confabs Set For Fall By AAAA

(Continued from Page 1)

and national authorities are scheduled at each meeting.

First on the AAAA calendar will be the annual meeting of the Pacific Council, scheduled for Thursday, Friday and Saturday, Oct. 18-20 at the Hotel del Coronado, Coronado, California. Program plans are being formulated by L. C. Cole, of the L. C. Cole Advertising Agency, San Francisco, chairman of the board of governors of the Council which includes all member agencies West of the Rocky Mountains.

Central Council will hold its annual sessions on Thursday and Friday, Oct. 25 and 26, at Chicago's Blackstone Hotel. John Willem, of the Leo Burnett Company, is the newly elected chairman of the board of governors in charge of arrangements. The Central Council includes all territory between Pittsburgh and the Rockies, with the exception of Michigan.

Annual Eastern conference which comprises AAAA New York, New England and Atlantic Councils, will be held in New York at the Hotel Roosevelt on Tuesday and Wednesday, Oct. 30 and 31. Fletcher D. Richards, head of the agency bearing his name, who is chairman of the New York Council, heads up the program committee. The three Councils cover the Eastern Seaboard states.

The Michigan Council annual meeting is scheduled for Tuesday, Nov. 13, at Detroit's Statler Hotel.

New Football Series Released By Lang-Worth

(Continued from Page 1)

mimeograph scripts, contains a special salute to 87 leading universities and colleges in the United States and outstanding football stories. All historic, academic, and sports information contained in the 13-week series was gathered through direct correspondence with major universities and colleges.

The decision to use the book approach was made in order to give each member station an opportunity of tailoring their "Pigskin Salute" broadcast to the greatest possible audience in the local community.

The program package also contains specially recorded sound effects records to assure maximum results in its production. The special football stories were taken from the book, "My Greatest Day in Football," published by A. S. Barnes and Company, and rewritten for radio.

HAVE YOU A PROBLEM?

If it's casting

call

MARJORIE MORROW

CHickering 4-0644

Senators Support Radio-TV Board Plan

(Continued from Page 1)

Conn.) declared in Washington yesterday.

He was the first of four witnesses to testify before the Senate Interstate and Foreign Commerce subcommittee on S. 1579 and S. J. Res. 76 introduced jointly by Senators Benton, Lester C. Hunt (D., Wyo.), John W. Bricker (R., Ohio) and Leverett Saltonstall (R., Mass.). Both measures are revisions of legislation introduced last May by Senator Benton.

Yesterday's hearing, the first of two days set aside for proponents of the legislation which would establish a National Citizens Advisory Board on Radio and Television, developed these points:

Senator Hunt called for a Congressional investigation of the Naval Academy's football television schedule which, he said, called for the televising of only two games and those exclusively by theater TV.

Senator Benton told the subcommittee, headed by Sen. E. W. McFarland (D. Ariz.), that S. 1579 provides for a study of programming trends as they are affected by various major problems as follows: (1) the manner in which broadcasters are serving community needs; (2) the extent to which broadcasters are carrying programs which "broaden the educational and cultural interests of the American people"; (3) new techniques in programming, or in the financing of broadcast operations, as these affect programming, and (4) study of "the nature and composition of the groups which exercise effective control of programming, e. g. station operators, networks, advertisers, educational institutions, etc."

Senator Hunt estimated that President Truman was "seen and heard by 100 times more people than those who will read his message." He referred to the first transcontinental telecast of the President's opening speech Tuesday night at the Japanese Peace Treaty Conference in San Francisco.

Senator Hunt said the FCC must carefully weigh the allocation of remaining TV channels between commercial and educational interests, adding it was his opinion that the FCC "is not in position to pass on all the important problems without prejudice."

Senator Hunt said the "time is long past due when the Commission should take note of the control" exercised by agencies and sponsors over radio and TV programming.

CRAIG KENNEDY CRIMINOLOGIST

Immediate Delivery

13 one-half hour TV FILMS

Starring

DONALD WOODS

LOUIS WEISS & CO.

655 N. Fairfax, Hollywood 46, Calif.
OL. 1913

Statements On Allocations Go To FCC From Northeast

(Continued from Page 1)

ticut, Rhode Island, New York, New Jersey, Delaware, Pennsylvania, Maryland and the District of Columbia.

In the first group of sworn statements filed with the FCC under the initial filings covering general allo-

"United Front"

Movie theater industry groups, at a meeting here next Monday, will make plans for a "united front" strategy to be followed by exhibitor interests in obtaining allocation of frequencies for theater television at a hearing before the FCC on Nov. 26, date arranged by the Commission to consider such requests.

Monday's meeting will be held in the board room of the MPAA. In attendance will be the association's TV committee and representatives of national Allied, the National Exhibitors Theater Television Committee and the Theater Owners Assn.

cations, educational institutions as a whole supported the Commission's proposals to reserve certain channels for non-commercial educational use. Some, however, requested facilities not tentatively allocated.

The Board of Regents, University of New York, supported the Commission's proposal in the main but asked that an additional UHF channel, either 19 or 31, be assigned to New York City for non-commercial educational use. The Regents also want Channel 20 assigned to Malone and 21 to Poughkeepsie. Malone is given one UHF commercial channel and Poughkeepsie one VHF and one UHF commercial channel under the Commission's proposal.

The City College of New York filed an affidavit supporting the Board of Regents.

List of Institutions

Educational institutions and school boards supporting FCC proposals in their respective areas included: College of Notre Dame of Maryland and Emerson College, both in Baltimore; Rochester Institute of Technology, Rochester Board of Education and University of Rochester (N. Y.); University of North Dakota; Evansville (Ind.) College; Greensboro (N. C.) Public Schools; Brown University, Providence; State College of Rhode Island; University of South Carolina; University of Vermont; State Agricultural College of Vermont; Wilmington (Del.) Board of Public Education; University of New Hampshire.

The Board of Estimates of Baltimore City; the Baltimore City Council and Citizens Planning and Housing Association of that city supported the FCC proposal to reserve a channel for non-commercial educational use.

Commercial operators supporting

the Commission's proposals included: WHEC, Rochester, N. Y.; WNLC, New London, Conn., and Mid-Hudson Broadcasters, Poughkeepsie, N. Y.

WNHC-TV, New Haven, is willing to shift from Channel 6 to 8 provided the FCC adopt as final its proposed allocation for all of Connecticut.

Kingston (N. Y.) Broadcasting Corp. requested that Channel 66 be assigned to Kingston.

Educational assignments other than those proposed by the FCC were requested as follows: John S. Herron, Superintendent of Newark (N. J.) Schools, requested a UHF channel for non-commercial educational use in Newark; Augustana College, Sioux Falls, S. D., requested that a VHF channel, in lieu of UHF Channel 44 as proposed by the FCC, be reserved for non-commercial educational use in Sioux Falls.

Others filing in the first group included: WPRO, Providence; WNBFTV, Binghamton, N. Y.; WWNY, Watertown, N. Y.; WMUR, Manchester, N. H.; WTIC, Hartford; Grandview, Inc., Manchester; WBET, Brockton, Mass.; WDEL, Wilmington; WMAL-TV, Washington; Niagara Falls Publishing Co., Niagara Falls, N. Y.; Regional Television Corp., Springfield-Holyoke, Mass.; Meredith Claplain TV Corp., Albany, N. Y.

Roster of Stations

Also WJZ-TV, New York; WAGE, Syracuse; Pennsylvania Broadcasting Co., Philadelphia; Lowell Institute Co-operative Broadcasting Council of Boston; WTAG, Worcester, Mass.; Daily News Television, Philadelphia; WGAL-TV, Lancaster; Chanticleer Broadcasting Co., New Brunswick, N. J.; Buffalo Courier-Express for WGR and WBKW, Buffalo; Eastern Radio Corp., Reading, Pa.; Franklin Institute, Philadelphia; CBS, WBen, Buffalo; WOR-TV, New York.

And Meredith Syracuse TV Corp., Syracuse; Corning Leader, Corning, N. Y.; Edward J. Lynett, Jr., Scranton, Pa.; Patriot-News Co., Harrisburg, Pa., and Bremer Broadcasting Corp., New York and Northeastern New Jersey.

Some of the respondents filed several statements in opposition to various counter proposals on file with the Commission.

Groups A through F must file oppositions to the original statements by September 25, with final pleadings and briefs in this group scheduled at the FCC no later than October 9.

Bernard Samuel, Mayor of the City of Philadelphia and the Chamber of Commerce of Greater Philadelphia yesterday entered the television allocations proceedings with sworn statements asking the FCC for four VHF channels instead of three as proposed.

Muniz Is Re-elected As Head Of PRBA

(Continued from Page 1)

has purchased WIBS, 10,000 watt station in Santurce.

The re-election of Muniz to head the broadcasters and several station deals highlighted radio activities on the island the past week. Through the acquisition of WIAC by Publisher Ramos the frequency of his other station, WKAQ, 620 on the dial, will go to a Dominican station and WKAQ will be on 580 and WIAC on 740. The call letters of WIBS, acquired by Muniz will disappear.

Through the realignment of station operations in San Juan five stations will be on the dial. They will be WKAQ-580; WAPA-680; WIAC-740; WNEL-860 and WITA-1400 kc. Other stations in the so-called metropolitan area are WRIO and WWWW in Rio Piedras and WEMA in Bayamon.



MUNIZ

Coast Conference Games Set For NBC Radio

(Continued from Page 1)

Oregon, Washington, Idaho, Utah, Nevada, Arizona and Hawaii. The web is expected to carry as many as three different games each Saturday, beginning Sept. 22.

The project, marking the 26th season the company has sponsored the broadcasts, will be supervised by Harold R. Deal, manager of advertising and sales promotion for Tide Water Associated. The broadcasts will end on December 1 with the traditional Southern California-Notre Dame football game.

WEVD

AM-5 KW 1330 KC
FM-20 KW 107.5 MEG.

PROGRAMS OF DISTINCTION
IN ENGLISH — JEWISH

has for many years been a most productive medium for a large group of national and local advertisers who recognize the vast potential represented by the more than 600,000 families comprising the Jewish market in the New York metropolitan area. Distinctive adult programming and a loyal, responsive audience are the WEVD combination which national advertisers have found so effective and economical in maintaining a consistent position of dominance in the Jewish field.

Send for a Copy of
"WHO'S WHO ON WEVD"

Henry Greenfield
WEVD Managing Director
117-119 West 46th St., New York 19

BEHIND THE MIKE

STARTING next Monday, viewers will be asked to vote for their favorites on Nancy Craig's Little Miss Tee Vee and Little Mr. Tee Vee baby picture contest on her WJZ-TV show, viewed daily at 4 p.m. and run for the benefit of the Fresh Air Fund. Winner in each division will receive a \$500 U. S. Defense Bond. Photographs will be screened by a panel of judges, including Constance Bannister, noted baby photographer. Joe Wurzel, Look Photo Editor, John Robert Powers and Clara Savage Littledale, editor of Parents Magazine, who will review pictures this week and select finalists.

The entire cast of the Jack Benny program has been signed for the coming year, it has been announced. Benny now prepares to tee off his record-breaking 20th consecutive year on radio, Sunday, September 16, over CBS. To the airplanes with Benny go Mary Livingstone, Phil Harris, Rochester, Dennis Day, Don Wilson and the Sportsmen Quartet, thus establishing a record for long association in a day when most radio programs are constantly changing cast and format. Mary Livingstone starts 20th year with husband-boss, Phil Harris starts 16th, Rochester is in midst of 14th, Dennis Day starts 12th, Don Wilson begins 18th year with Benny and the Sportsmen Quartet start 6th year.

A talent buyer on Robert Q. Lewis TV show rattled off his summer productions. "Bloomer Girl was followed by The Student Prince!" Which way did she go?

Bernie Mann's All-American Band signed to a five-year pact with King Records which includes a clause for paid radio time to plug the platters of the all-American Band.

Radio City Music Hall's popular screen hit, the first Technicolor production of "Show Boat," starring Kathryn Grayson, Ava Gardner and Howard Keel, began its seventh big week Thursday, August 30th.

Hank Sylvern, director of many radio and TV shows, will shortly begin a commentary on show business for a local radio outlet.

Carl King, whose widely syndicated film show "King's Crossroads" has gained plaudits will be seen and heard as well on Camel's "Show of Shows," "Man Against Crime," and "News Caravan" this forthcoming season. . . . Anthony Ross, featured in last season's B'way hit, "Season In The Sun," played the lead role in this week's "The Web".

AVAILABLE

12 Football Games
8 Army—4 Top Intersectional

With A play-by-play description
By **TED HUSING**

WHUC Hudson, N. Y.

(Rich market area)

Call **G. J. Kramer, VA 6-1818**
507 5th Ave., N. Y. C.

AGENCY NEWSCAST

... personnel, sponsors and notes

DONALD S. KELLEY, of the Polygraphic Company of America, will direct the sales promotion clinic of the Advertising and Selling Course conducted by the Advertising Club of New York, starting Oct. 15. Among those who will serve as leaders at various meetings are C. H. Shirley, advertising and sales promotion manager, U. S. Tire Division of U. S. Rubber Company; Walter B. Bruce, advertising manager of H. C. Bohack Company, Inc.; Jack Mohr, assistant to the president, Richard Hudnut Company; Alex P. Gudmand, sales promotion manager, Whelan Drug Stores; Alice Honore Drew, advertising consultant; and John W. Vogt, general appliance sales promotion manager, Westinghouse Electric Supply Co.

BATTEN, BARTON, DURSTINE AND OSBORN, INC. announces that effective Oct. 1, the agency will no longer handle advertising for Serval, Inc.

CONGOLEUM-NAIRN, INC. has launched its extensive advertising and sales promotion campaign.

W. H. DEPPERMAN has been named director of public information for Olin Industries, Inc., East Alton, Ill., and will supervise all advertising and publicity.

LEAGUE OF ADVERTISING AGENCIES starts the Fall season this evening with a meeting in the Advertising Club of New York, at which Ira Rubel, Chicago, will be the speaker.

SCHEIDELER, BECK AND WERNER AGENCY has been appointed by the Food Division of G. F. Heublein and Brother, Inc., Hartford, for A-1 Sauce and A-1 Mustard, effective Oct. 9.

SCOTT RADIO LABORATORIES has launched cooperative newspaper copy and layouts for its dealers in connection with its silver jubilee presentation of new radio, phonograph and TV models.

VAN SANT, DUGDALE AND COMPANY, INC., Baltimore, will open for business in new expanded quarters on Monday, Sept. 24. New modern features include a completely equipped radio and television control room and sound-proof construction for recording.

FACTOR-BREYER, INC. is the new name of the former Ted H. Factor Agency, Los Angeles.

KRICH-NEW JERSEY, INC. has prepared a large-scale advertising campaign for the new RCA-Victor television models.

MARK HUNTINGTON WISEMAN, consultant, announces courses in advertising for beginners opening Sept. 13 and for advanced students on Sept. 14.

FOOTE, CONE AND BELDING AGENCY, Chicago office, has readied largest campaign in the history of the Minneapolis-Honeywell Regulator Company.

LEWIS AND GILMAN AGENCY, Philadelphia, have prepared a wide campaign for the Ocean City Manufacturing Company and Montague Rod and Reel Company.

JOHN R. DENNISON has joined the copy staff of Gordon Best Company, Chicago. He formerly was vice-president in charge of copy at Klau-Van Pietersom-Dunlap, Inc., Milwaukee.

HENRI, HURST and McDONALD, INC. has been elected to membership in the American Association of Advertising Agencies.

Will Appear On WPAT

Turning his talents round to the disc jockey turntable, former newspaperman Sam Gyson, president of the Publicists Guild, will make his d.j. debut via WPAT on Sept. 7. He will be heard seven times weekly from 11:30 p.m. to 2:30 a.m. from Howie's Restaurant in New York, swapping opinions with show people and other notables currently in the limelight.

SONGS WITH THE LARGEST TV AUDIENCES

Survey Week Of August 24-30

The Top 5 Songs of the Week

Because Of You	Broadcast Music
Come On-A My House	Duchess
I Get Ideas	Hill & Range
Mister And Mississippi	Shapiro-Bernstein
Too Young	Jefferson

The 5 Favorite Standards of the Week

It's A Most Unusual Day	Robbins
Lover	Famous
Margie	Mills
On The Sunny Side Of The Street	Shapiro-Bernstein
Waitin' For The Robert E. Lee	Alfred-Harms

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PROMOTION

WTAM Launches Campaigns

One of the largest newspaper campaigns ever attempted by a Cleveland radio station is now under way, with WTAM not only streamlining bi-monthly ads and publicity copy into 60 Ohio newspapers, but also adding a network drive for daytime serials in Akron, Youngstown and Cleveland. The NBC radio outlet has also slated a Fall campaign which will saturate the press in Cleveland, Akron, Canton and Youngstown as well as 56 other weeklies and dailies. WTAM promotion manager Clem Soerback estimates placement of about 10,000 inches of space before the Fall-Winter campaign ends. The coordinated campaign also includes on-the-air promotion, circulars, schedules and other special devices.

Play Ball via TV

Timely extensive nationwide baseball promotion for DuMont television receivers tuned to the drama of the coming World Series was announced by Walter L. Stickel, national sales manager of the receiver sales division of the Allen B. DuMont Laboratories, Inc. Promotion is built around formation of dealer level DuMont World Series Clubs, whose members can watch the complete series on 19-inch receivers installed at the place of choice by DuMont TV dealers. Club members get the sets by registering in groups of five or more with a dealer and signifying their intention of watching the series in a group. Sets will be installed in time for the opening game and will remain for the duration of the series. The dealer campaign is being backed at the distributor and manufacturer level by intensive promotional and publicity efforts.

'Sparkie' Comic Series

Sparkie, irrepressible junior half of the broadcasting team of "Big Jon and Sparkie," will star in his own comic book magazine beginning this Fall. Plans are for a bi-monthly magazine to be published by Ziff-Davis, Inc. Beside the ABC five-times-weekly program, the popular youngster is also heard on the Saturday morning show, "No School Today," from WSAI.

Radio Script Library

FOR SALE

Can be run by one person.
Over 100 stations have used this service. Priced for quick sale. Write **RADIO DAILY**,
Box 155—1501 Broadway,
New York 18, N. Y.

Coast Origination Of TV Shows Planned

(Continued from Page 1)

Allen show, the Alan Young show and probably Jack Benny would originate from the West Coast in October. In addition, it was expected that Frank Sinatra would open in New York, with his show scheduled to go coast-wise following the premiere.

Hubbell Robinson, Jr., vice-president in charge of TV for CBS, forecast yesterday that the network expected at least 10 per cent of their shows to originate from the West Coast by Jan. 1, 1952. He also stated that in late Fall, 1952, when CBS-TV City opens in Hollywood, between 30 and 40 per cent of the network's programs can be expected to come from the West to the East.

NBC-TV revealed yesterday that Eddie Cantor as well as most of the rest of the Colgate Comedy Hour programs will be televised from the West Coast. In addition, some of the Saturday Night All Star Revues will also take to "micro and co-ax" for Eastern presentation. They include Martin and Lewis and the Ed Wynn show.

ABC-TV said that the network would wait on allocations decision before divulging their plans. The network expects the plans to be set up within a week, but said yesterday that it is definite many of their programs will originate in the West.

DuMont was quick to announce yesterday that the network would bring the East-West Shriners football game to East Coast viewers from San Francisco, Saturday, December 29, as a part of their coast-to-coast service. The network said that for the time being their plans were to use the cross-country facilities as the situation warrants, but that they would definitely have coast-to-coast telecasts.

Benton & Bowles Picked By Mutual Life Insurance

(Continued from Page 1)

company's top ranking field representatives, agency managers and home office officials.

Clifford B. Reeves, second vice-president of the firm, said the appointment of Benton and Bowles was promoted by a significant change in the company's program of merchandising life insurance.

Operating in all 48 states and Canada, Mutual Life has over a million policy-holders. Previous advertising constituted national magazines, insurance trade journals, daily newspapers, farm magazines and other trade periodicals.

★ ★ TELE TOPICS ★ ★

EARLY morning viewers on WOR-TV last Saturday saw television make an educational contribution which may set a pattern for classroom study of astronomy in the years ahead. The New York station, using all the technical equipment at its command and making use of the 80-inch Zoomar reflector lens, gave dramatic coverage to the eclipse of the sun. John Wingate, station commentator, and Dr. Shirley I. Gale, astronomer, went on the air from the North Bergen, N. J., transmitter site of WOR at 6:45 a.m. From then on television viewers were able to view a clear picture of the phenomenon of the moon passing over the rising sun as the eclipse progressed during the ensuing hour. The use of the 80-inch Zoomar lens revealed its potentialities for long range picture coverage. Program-wise WOR-TV gained stature through televising of the eclipse of the sun.

★ ★ ★ ★

TODAY'S TV PERSONALITY: LINDSAY MacHARRIE, radio-production manager of Calkins and Holden, Carlock McClinton and Smith, Inc., has been in broadcasting since 1928 when he joined the Don Lee Broadcasting System as announcer. Before going to Don Lee, he had investigated several other fields, but his choice of radio was a sound one, for within six months he was made production manager. After three years he started free-lancing as radio writer and director. He then joined the Radio Transcription Company of America, and in 1934 was appointed radio director. Five years later found him breaking into the New York area via Benton and Bowles, where he directed and supervised scripts for the radio department. Shortly after he was named a radio director of ABC in 1941, war broke out and the Red Cross called him to London to handle its broadcasting activities. After his return in 1944, he returned to ABC as a radio director, soon after to be named eastern production manager of the web. MacHarrie was with Young and Rubicam as director and producer, interrupted by a wartime stint as Pacific correspondent, but returning to Y&R as supervisor of daytime radio. In May, 1950, Calkins and Holden tagged him for his present post.



MacHARRIE

★ ★ ★ ★

FOLLOWING the successful inaugural of coast-to-coast television, Tuesday night, with President Truman's opening of the Japanese Peace Conference in San Francisco, the second day's drama was concerned mainly with proceedings on the agenda, but again coming through clearly to the East. The scenes were somewhat reminiscent of those at the UN meetings of last year and while of interest to many home-viewers, did not stop conversation in out-of-home places equipped with TV. Perhaps coaxial cable viewers, having seen the Kefauver hearings, could not engender the same enthusiasm for this type of program, which seemed slow-paced when compared to the presentation of persons whose names have been on the front pages of the country for years. In its over-all implications, of course, the drama before our eyes in San Francisco is TV's biggest show to date, and another indication of the tremendous possibilities of the medium.

★ ★ ★ ★

ANN HOELING, "Miss Color Television of Germany," made her U. S. debut on CBS-TV's "Mike and Buff" show yesterday. . . . Beth Holland has signed with Fama, Mexican film company, for TV films to be lensed in Acapulco. . . . "Juvenile Jury," beginning Sunday, Sept. 16, will move to the 3:30 p.m. time spot. Program has been seen since last June 19 in the second half-hour segment of the vacationing "Texaco Star Theater" program. Show will continue under the sponsorship of the Minnesota Mining and Manufacturing Co. . . . ABC and ABC-TV spent yesterday at the company's All Day Outing at the Wee Burn Country Club, Darien, Conn.—that's why no one answered the phones at the network yesterday. . . . Jack O'Brian, the Journal-American's erudite radio and TV editor, will have a part in Monday's "Studio One" program over CBS-TV. Show at 10:00 p.m. is one of Damon Runyon's entitled "Guinea Pigs." . . . Ray Middleton and the Skylarks each completed five Snader Telescriptions on the West Coast last week. . . . Joop Geesink, Dutch originator of a new approach to puppet creation, has arranged to design exclusive TV film properties for five U. S. advertisers through Transfilm, Inc., Walter Lowendahl, executive vice-president of the company, announced yesterday. Susan Adams, Maggie Johnson and Dennis James, DuMont, will be judges at the annual "Mrs. America" contest Sunday, Sept. 9, at Asbury Park, N. J.

★ ★ ★ ★

ANA Not Conclusive In Radio-TV Report

(Continued from Page 1)

year consultant had made available to ANA copyrighted data showing share of the audience trends in television cities. It also stated ANA did not have the benefit of the A. C. Nielsen company's up-to-date information in preparing the report because availability of the Nielsen information "was on a financial basis which precludes its acceptance."

By way of explanation the report states: "We wish to emphasize that the interpretations and conclusions drawn from figures furnished to us do not necessarily represent those of other persons or organizations who have co-operated with us."

Attempting to prove that television has cut such drastic inroads into the radio listening audience, ANA hints at future changes in the radio picture, with inconclusive supporting data. ANA makes a false premise of practically bugling radio's demise in stating that "the two previous reports in the series, using Nielsen data for December 1949 and November 1950, indicated that there was about 82 percent less radio listening in TV homes than in non-TV homes between 7 and 11 p.m. In the absence of a comparable figure for a more recent month, it is assumed in this report that radio listening in television homes continues to approach near-elimination during the evening hours."

Referring to decline in evening radio program ratings during the year March-April, 1949 to March-April, 1950, showing a 21 per cent decrease, as reported in ANA's second report, the current issue states that "without direct statistical evidence of what has occurred since October-November, 1950, it is not possible to say definitely that the decline in audience ratings of evening programs continues at the same rate through March-April, 1951. Since the rate of decline, however, is necessarily associated with the increase in the number of television sets owned, members will be interested to note that expansion in set ownership between October 1, 1950 and April 1, 1951 was much larger than in any previous six-month period."

Statistics issued in the report, while accurately showing the average number of sets in use during certain time periods and ratio of TV homes to radio homes covered by radio stations in TV cities, do not constitute sufficient proof of any vast dearth of radio audience as ANA is trying to make out.

TOPS T.V. in FILMS!

125 — CARTOONS FOR ALL KINDS OF PROGRAMS — 125
Aesop's Fables — Cubby Bears — Tom and Jerrys
Wonderful for Kiddie Shows — Time Fillers — Laff Movies

★ UNITY ★
TELEVISION CORP.
1501 B'WAY., N. Y. C. 18
LONGACRE 4-8234

COAST-TO-COAST

"Richards' Poor Almanac"

Hartford, Conn.—That's the title of a new show over WTIC, Mondays through Fridays, 9:30-9:55 a.m. starring Floyd Richards. Emcee of WTIC's "Cinderella Weekend," Richards' new show takes the format of a potpourri of philosophy, gags and various humorous departments three days a week and "talking it over with the girls" for the other two days.

Help Freddie Walk!

Pittsburgh, Pa.—WDTV has found a novel way of contributing to the "Help Freddie Walk Fund." Freddie is Freddie Thompson, son of a radio service technician from Arkansas, who has the misfortune of having been born without arms or legs. On his behalf, Radio-Electronics Magazine is sponsoring the campaign to help him. Now, whenever anyone wanders into WDTV's Accounting Department—for any reason whatsoever—he has to pay a toll to get out. Contributions, of course, go into the 'Fund.' The whole thing was started by Viola Bickart, head of the department, who got the idea of selling Christmas cards to help Freddie. The spirit proved to be contagious!

Miller-Reed Combo

Hollywood, Cal.—Sy Miller and Cal Reed join the Al Jarvis "Hollywood On Television" gang at KLAC-TV as producer and director. Miller formerly was with Warner Brothers as a film score writer and also spent time as scripter on the Eddie Cantor and Bob Crosby radio programs. Reed, who now directs the Jarvis extravaganza, worked his way up through the ranks at KLAC-TV. His latest move is from floor manager to the directorial spot.

Levittown's Opera Guild

Hempstead, N. Y.—Walter Lewis, formerly program director and chief announcer at Trenton, N. J.'s WTNJ, and now on the announcing and production staff at WHLI, has been appointed to the post of director of Levittown's recently formed Opera Guild. Lewis, a bass-baritone, also will teach voice and conduct a choral group at the Hewitt School in Rockville Center. Mrs. Lewis, incidentally, is Ilona Darvas, the Hungarian pianist who for many years conducted a Hungarian language program on WTNJ.

Local TV Award

Cincinnati, O.—"The Storm," dramatic series presented over WKRC-TV, received a plaque for "pioneering drama in local television." Presented by Morton Sherman, editor of TV Dial, television magazine covering the Ohio and Miami Valley areas, the award was received for the station by Hulbert Taft, Jr., executive vice-president of Radio Cincinnati, Inc.; Rod Mitchell, program manager, and Robert Huber, producer-director of the series.

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 August 24-30, 1951

TITLE	PUBLISHER
A Ghost Of A Chance	Mills
Because Of Rain	Maypole
Because Of You	Broadcast Music
Bonne Nuit	Burke-Van Heusen & Assoc.
Come On-A My House	Duchess
Everything I Have Is Yours	Miller
Go Go Go Go	Famous
Hello Young Lovers	Williamson
How D'Ya Like Your Eggs In The Morning	Feist
How Many Times (Can I Fall In Love)	Paxton
I Get Ideas	Hill & Range
I Wish You The Best	Life
I'm In Love Again	Crawford
I'm Late	Walt Disney
In The Cool Cool Cool Of The Evening	Burke-Van Heusen & Assoc.
It Never Entered My Mind	Chappell
Loveliest Night Of The Year	Robbins
Mad About Love	Life
Mary Rose	Shapiro-Bernstein
Maybe It's Because I Love You Too Much	Berlin
Mister And Mississippi	Shapiro-Bernstein
Morningside Of The Mountain	Remick
My Truly Truly Fair	Santly-Joy
On The Motor Boat	Life
Out O' Breath	Valando
Shanghai	Advanced
Too Young	Jefferson
We Kiss In A Shadow	Williamson
Wonder Why	Robbins
World Is Waiting For The Sunrise	Crawford
You'll Know	Chappell

Second Group

TITLE	PUBLISHER
Be My Love	Miller
Dark Is The Night	Feist
Deep Night	Advanced
Dimples And Cherry Cheeks	Leeds
Do You Really Love Me	Bregman-Voco-Conn
End Of A Love Affair	Duchess
Got Her Off My Hands	Remick
How High The Moon	Chappell
I Love The Sunshine Of Your Smile	Johnstone-Montei
It's All In The Game	Witmark
Jezebel	Broadcast Music
Make Believe Land	Bregman-Voco-Conn
Mixed Emotions	Roger
My Magic Heart	Simon House
Nobody Wants Me	Kirk
Sweet Violets	E. H. Morris
There's No Boat Like A Rowboat	Bourne
These Things I Offer You	Valando
Wang Wang Blues	Miller
While You Danced Danced Danced	Spitzer
You Belong To My Heart	Peer

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NEW BUSINESS

KDKA, Pittsburgh: New local and national accounts have contracted for participation in KDKA's Shopping Circle, conducted by Janet Ross Monday-through-Friday at 9:30 a.m. They include F. Schumacher and Company, for Waverly Fabrics, through Lawrence Kane, Inc.; General Foods Corp. for Swansdown Cake Flour, through Young and Rubicam; Rosenbaum Company for Alexander-Smith Carpets, through Wasser, Kay and Phillips, Inc.; and the Drackett Company, for Windex and Drano, through Young and Rubicam. Other new business at the station includes Ralston Purina Company, through Gardner Advertising, the Eddy Arnold Show, 5:30 p.m., Tuesday and Thursday, beginning Oct. 2; Durkee Famous Foods, one-minute announcements in Party Line; Best Foods, Inc., for Nucoa Margarine, through Benton and Bowles, station breaks Mondays and Fridays; and Hastings Manufacturing Company, for Casite, through Keeling and Company, station breaks Tuesdays and Thursdays.

KWVB, Walla Walla, Wash.: DeWitt Funeral Home is sponsoring the new five minute series, "Today's Song—Today's Thought".

KLAC-TV, Hollywood: Local Dodge-Plymouth dealer, Les White, has purchased 364 30-second spot announcements to plug daily his sales and service departments.

WBZ-TV, Boston: Pontiac Dealers of Greater Boston, through the William J. Small Advertising Agency, is sponsoring "Goin' Places with Gadabout Gaddis", a syndicated show produced on film by Beacon TV Features, Inc.

WJER, Dover, O.: Consolidated Distributing Company, Uhrichsville, O., exclusive distributor of Carlings Black Label Beer, will sponsor the Cleveland Browns professional football games.

WTAG, Worcester, Mass.: D. A. Howe Sons, Inc., Auburn, Mass., has bought the 1 p.m. news on Sundays for a full year to sell its bricks, metal storm windows and other building specialties. Other new business includes Demer Brothers Car Company's purchase four days weekly of the daily Weatherman at 7:10 a.m. and the John E. Rice Orchards' new contract calling for a weekly newscast Saturdays at 6 p.m. plus spots on the "Julie 'n' Johnny" chatter participator and the Lyda Flanders "Modern Kitchen."

WOV, New York: Roberts Technical and Trade Schools, signed for 13 weeks of participating sponsorship of the WOV 1280 Club, Monday through Saturday. William Warren, Jackson and Delaney is the agency.

EQUIPMENT
PRODUCTION
STUDIOS

RADIO TELEVISION DAILY

SPONSORS
BUSINESS
AGENCIES

VOL. 54, NO. 19

NEW YORK, FRIDAY, JANUARY 26, 1951

TEN CENTS

SPONSORS TAX POSITION CLARIFIED

FCC Authorizes Rebroadcast Of U.N. Shortwave

Domestic Stations Can Relay U. N. Programs

Nation-wide interest in current peace deliberations of the United Nations yesterday resulted in Chairman Wayne Coy of the FCC authorizing domestic radio stations to pick up the U.N. shortwave broadcasts of meetings for relay by their stations. The authorization for pickup of

(Continued on Page 3)

NAB Spokesman Opposes TV Grants

Washington Bureau of RADIO DAILY
Washington — Dr. Kenneth H. Baker, NAB director of research told the FCC late yesterday that the nation's broadcasters are opposed to the reservation of TV channels for non-commercial educational purposes because educators have failed to take full advantage of AM and FM facilities heretofore offered.

Baker said educators had made

(Continued on Page 7)

Sportscasters, At REC, Compare Radio And TV

"The Impact of Radio and Television on Sports Today" was the general theme presented to members of the Radio Executives Club yesterday at the bi-monthly meeting held

(Continued on Page 3)

Memory Man

John Wingate, WOR-TV newscaster, gave members of the Radio Executives Club of New York demonstration of his remarkable ability to memorize a 10-minute news summary and present it without notes, at yesterday's luncheon at the Waldorf. Wingate even used direct quotes of international personalities in his summation of the news.

Gen. Eisenhower To Be Heard

General Dwight D. Eisenhower will probably be heard on all major radio networks and televised by a network pool when he makes his report on his European military survey on Friday, February 2nd. Networks were alerted yesterday that General Eisenhower's address would be available for broadcasting. The time, 10:45 p.m.

Telecasts Start Mar. 1 At Empire State Bldg. Few Named Pres. Of Liggett & Myers

First telecasts from the new antenna atop the Empire State building in New York will begin March 1 when NBC inaugurates regular service from the co-op antenna installation. Other stations are expected to complete installations in the next few months and by mid-summer, WCBS-TV, WABD-Dumont, WJZ-TV, and WATV will be using the master antenna.

The tower, on which construction was begun in July, 1950, increases the height of the world's tallest building by 222 feet. Overall height of the structure is now 1,472 feet

(Continued on Page 5)

Station Ownership Changes Noted By FCC

Washington Bureau of RADIO DAILY
Washington—Applications for one new AM station, change in ownership of five now on the air and two for change in facilities have been filed with the FCC.

Wonston O. Ward, Clarksville,

(Continued on Page 7)

Benjamin F. Few, who as director and senior vice-president of Liggett & Myers Tobacco Company, has been responsible for much of the company's advertising and entertainment policies on radio and TV, has been named president of the company. He succeeds J. W. Andrews, who pursuant to the company's Employees' Retirement Plan, will retire as president at the end of this month.

In addition to naming Few president, the board elected Zach Toms to be vice-president effective February 1 and he will continue as secretary of the company. L. D.

(Continued on Page 6)

Puerto Rican Programs Get Soap Sponsors

San Juan, P. R.—Lever Bros. and Procter & Gamble have taken up options on two different Spanish programs. Lever Bros. took up their option on "Que Sirvienta" a Spanish sketch similar to the "Beulah

(Continued on Page 3)

Appeal To Supreme Court Granted RCA In TV Dispute

Chicago—RCA, joined by NBC and seven other intervenors, yesterday was granted permission to appeal to the U. S. Supreme Court the recent Chicago District Court decision which upheld the adoption of CBS standards for color television. The order was signed in response to a petition filed earlier requesting leave to appeal the District Court's decision on the color issue to the nation's highest judicial body.

Joined with RCA in the petition were the National Broadcasting Company, RCA Victor Distributing Corporation and seven intervenors, comprising Emerson Radio & Phonograph Corporation, Pilot Radio Corporation, The Radio Craftsmen, Inc., Wells-Gardner & Company, Sightmaster Corporation, Local 1031, International Brotherhood of Electrical Workers, A. F. L., and

(Continued on Page 7)

ANA Issues Report On The Status Of Advertisers

The present corporate tax situation as it affects advertising expenditures is the theme of a new review of Treasury policy on advertising from the tax standpoint, released yesterday by the ANA. The report was released only after intensive consultation with officials of

(Continued on Page 5)

Radio And B. B. Men Talking Box-Office

Des Moines, Ia.—Hugh M. P. Higgins, director of the NAB Broadcast Advertising Bureau, will represent the organization today in the first of a series of baseball promotion meetings here. Robert Dillon and Al Coupe of KRNT; Marvin Rosene, Jim Kelehan and Bob Elston, KIOA; BOB Webber and Al Triggs, of KWDM; Harry Bulow, KCBC;

(Continued on Page 2)

N. O. Station Will Cover Gambling Investigation

New Orleans—The entire proceedings of the Kefauver Senate investigating committee, which began here yesterday morning, is being broadcast by WNOE direct from the Federal Court Bldg., James E.

(Continued on Page 7)

Favors Radio And TV

Albany—A bill which would permit radio and TV coverage of state legislature sessions was introduced yesterday by Daniel M. Kelly, Democratic Assemblyman of Manhattan. Rep. Kelly predicted that broadcasts of Monday night sessions in particular would "create more interest among all citizens in governmental process."

RADIO DAILY

Established Feb. 9, 1937

Vol. 54, No. 19 Fri., Jan. 26, 1951 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-Pres.; Charles A. Alicoate, Sec'y.

Reentered as second class matter, September 15, 1950 at the Post Office at New York, N. Y., under the Act of March 3, 1879. (Originally entered as second class matter on April 5, 1937). Terms (Postage free) United States \$15.00 one year. Foreign, \$20.00. 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.

WASHINGTON BUREAU

Bill Bailey
Office: 1277 National Press Building
Telephone: Metropolitan 0823, 0824.
Residence: 4315 Russell Ave., Mt. Rainier, Md.
Telephone: Warfield 4462.

WEST COAST OFFICES

Herbert Berg Ethel Rosen
6425 Hollywood Blvd. Phone: Gladstone 8436

CHICAGO BUREAU

Ginny Evans, Manager
Suite 3013, 333 No. Michigan Avenue
Phone: Franklin 2-3238

ROME BUREAU: John Percicari, Ludovlat 16.
PUERTO RICAN BUREAU: Antonio Alfonso,
Edificio Ochoa, San Juan, P. R.; P. O. Box 3385;
Telephone: 2-2305.

FINANCIAL

(January 25)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	11	10 ⁵ / ₈	11	+
Admiral Corp.	27	26	27	+
Am. Tel. & Tel.	150 ¹ / ₄	150	150 ¹ / ₈	-
CBS A	30 ¹ / ₄	29 ³ / ₄	30	+
CBS B	29 ³ / ₄	29 ⁵ / ₈	29 ⁵ / ₈	+
Philco	24	22 ³ / ₄	24	+
RCA Common	18 ¹ / ₂	17 ⁷ / ₈	18 ³ / ₈	+
RCA 1st pfd.	79 ¹ / ₄	79 ¹ / ₈	79 ¹ / ₄	+
Stewart-Warner	17 ⁷ / ₈	17 ¹ / ₂	17 ³ / ₄	+
Westinghouse	37	36 ³ / ₈	36 ⁷ / ₈	+
Zenith Radio	60 ³ / ₄	57 ¹ / ₂	60 ³ / ₄	+

NEW YORK CURB EXCHANGE

DuMont Lab.	16 ⁷ / ₈	16 ¹ / ₂	16 ⁵ / ₈
Hazeltine Corp.	24 ¹ / ₂	24	24 ¹ / ₂	-
Nat. Union Radio	4 ⁷ / ₈	4 ³ / ₄	4 ³ / ₄

OVER THE COUNTER

Stromberg-Carlson	12 ³ / ₄	14 ¹ / ₄
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Wayne King Series Ready

A. B. Sambrook, manager of RCA Recorded Program Services Sales, announced this week's release of "The Wayne King Serenade" by RCA's Thesaurus. He pointed up the fact that "The Waltz King" has never before had a complete commercial show in a transcribed library service. The show features Wayne King, vocalists Harry Hall, Gloria Van and Jacqueline James, and the Wayne King Chorus.

MESSENGER SERVICE

FOR A QUARTER OF A CENTURY
EXPERIENCE—DEPENDABILITY
ALLIED MESSENGER SERVICE

9 Rockefeller Plaza
PLaza 7-8065

★ COMING AND GOING ★

JOHN F. PATT, president of the Goodwill Stations, is in Washington with his staff executives. They're down there to attend the dinner of the FCC Bar Assn. at the Mayflower Hotel.

DR. ALLEN B. DuMONT, president of the Allen B. DuMont Laboratories, Inc., is in Detroit, where today he will be guest speaker at the luncheon to be held by the Adcrafters Club.

JAMES R. CURTIS, president of KFRO, American network affiliate in Longview, Tex., is in town on business.

CLIFF GREENLAND and WALT BATES, of the station relations department at Associated Program Service, are visiting affiliates. Cliff is in Virginia and Bates in the Middle West.

MEADE BRUNET, a vice-president of RCA and managing director of its International Division, has left by plane for Australia on business. He'll be back in the United States in about seven weeks.

DR. FRANKLIN DUNHAM, radio chief in the office of the U. S. Commissioner of Education and formerly director of public service for NBC, will leave by plane March 5 for South America, where he will act as secretary of the Inter-parliamentary Union.

PHIL HANNA, leading man of the DuMont TV musical series, "Once Upon a Tune," on Monday will fly to Jamaica, B.W.I., where he will tour the island with the team of the U. S. Lawn Tennis Assn.

ROBERT MONTGOMERY is in Washington, D. C., for his ABC broadcasts.

JOHN NORTON, JR., vice-president in charge of ABC's central division; FRED KILIAN, central division director of television, and PHIL PATTON, producer of "Super Circus," are in New York on business.

M. K. VICKERY, field representative of SE-SAC, is in Columbia, S. C., attending the state broadcasters meeting being held today and tomorrow.

DOROTHY POPE, reporter on the Ogden (Utah) Standard-Examiner, will arrive in town Sunday. She is the subject of the NBC-TV newspaper documentary, "The Big Story," which will be aired Tuesday at 9:30 p.m.

David F. Driscoll

David F. Driscoll, 77, father of WOR's news director David E. Driscoll, died Wednesday at the Jersey City Medical Center. Mr. Driscoll was a former business manager of the Brooklyn Dodgers, and for many years served as a promoter of major sporting events. He is survived also by his wife, Mrs. Mary Driscoll.

The funeral will be held today at the Lawrence G. Quinn Funeral Hall, Jersey City. A solemn requiem mass will follow in St. Patrick's Roman Catholic Church in Jersey City, and a private burial will take place at the Holy Name Cemetery.

Tom Revere

Tom Revere, widely known advertising executive, died suddenly yesterday afternoon at his home, 570 Park Avenue, New York. His age was 48. Since 1947 he was radio and television manager for the Biow Company.

Surviving are his widow, Mrs. Althea Lepper Revere, professor of microscopy at Stevens Institute, Hoboken, N. J.; a daughter, Lee, age 12, and a son, Thomas Jonathan, age 11.

Services will be today at 2 p.m. at Campbell's Funeral Parlor, Madison Avenue and 81st Street.

HARRY ACKERMAN, executive head of production for CBS with headquarters in Hollywood, is expected in town today for conferences with officials of the web.

DONALD A. STEWART, general manager of WDTV, Pittsburgh, is back at the station after having attended the NAB television meetings in Chicago.

EARL SMITH, general manager of WLCS, American network outlet in Baton Rouge, La., is in New York on business.

HERB POLESIE, of WOR's "Twenty Questions," and his wife, are in Florida for some fishing off the keys.

BUD FARNELL, of KELO, Sioux Falls, S. D., stopped off in Chicago on his way to New York.

HENRY W. "HANK" LINDQUIST, production manager of WCOP, Boston, is on two-week leave for Navy training.

RALPH WEIL, manager of WOV, New York, and HERB SCHORR, sales manager of the station, are in Chicago to launch WOV's new film presentation, "Three Million People."

HENRY GROSSMAN, director of plant and construction for CBS, is back from Hollywood, where he spent a week on business.

MAY BELLE CALLOWAY, who is Lady Hamilton on the Hamilton Watch program, has returned to Memphis, Tenn., following a week in New York.

JOHNNY DESMOND and PATSY LEE are in Gotham to record two sides for MGM.

DAVE O'SHEA, national sales manager of WMIE, Miami, Fla., in town for confabs with the national representatives of the station.

ROBERT C. FEHLMAN, general manager of WHBC, outlet of ABC in Canton, Ohio, is spending a few days in New York.

Radio And B. B. Men Talking Box-Office

(Continued from Page 1)

Gene Shumate and Herb Holm, KSO, and Paul Loyet, Woody Woods and Jim Zabel of WHO also will meet with the baseball interests.

The joint sessions result from a recent conference between William B. Ryan, NAB general manager; Baseball Commissioner A. B. Chandler and George Trautman, president of the National Assn. of Professional Baseball Leagues. The purpose is to develop a pattern for broadcast promotion which will assist baseball in increasing gate attendance during 1951, the Golden Anniversary of the minor leagues.

Robert L. Finch, director of public relations, National Assn. of Professional Baseball Leagues, will be conference leader at sessions.

Other meetings will be: Portland, Ore., Feb. 1-2; New York, Feb. 4; Los Angeles, Feb. 4-5; Fort Worth, Feb. 7-8; Indianapolis, Feb. 8-9; Houston, Feb. 9-10; Atlanta, Feb. 13-14, and Winston-Salem, Feb. 16-17.

Poppele On 'Sparks' Board

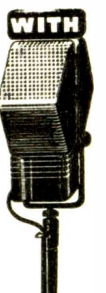
Jack R. Poppele, vice-president in charge of engineering at WOR and WOR-TV, New York, has been elected a director of the Veteran Wireless Operators Association for 1951.



You get a lot for a little*

*MORE LISTENERS-PER-DOLLAR than any TV or radio station in Baltimore

SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY



Offer Local Stations UN Via Shortwave

(Continued from Page 1)

the U. N. shortwave broadcasts came at the request of General Frank E. Stoner, Tele-Communications advisor of U. N., and yesterday was being sent to radio stations throughout the country.

In notifying the stations that the regular shortwave broadcasts are available for use on local stations, U. N., sent out a letter of instructions as to how to make use of this broadcasting service. The letter, in part, follows:

"Your station must notify U. N. radio by letter that you plan to relay the program from time to time. It is only necessary to advise us once at the beginning not on each specific occasion.

"These proceedings may not be commercialized as is the occasion with some other regularly scheduled U. N. programs in conformity with the U. N. code. Neither will commercials be permitted to interrupt the U. N. proceeding except on the hour and with due explanation.

"We attach copy for opening and closings.

"Meetings are occasionally broadcast in the morning and your engineer should monitor the relay station at 10:30 a.m., Eastern Standard Time. Actual broadcasts begin at 10:45 or 11:00 a.m.

"For afternoon sessions, which begin at 3 p.m., your engineer may monitor the relay station at 1:05 at 2:30 p.m., EST for information. There will be the usual cue at 3:00 p.m.

"These are the frequencies over which U. N. radio relays the meetings to Europe and the Middle East, and from which you may take a feed.

FREQUENCIES A M.

"WRCA, 21,610 kc. 13.88 meters.

"WABC, 15,130 kc. 19.83 meters.

P. M.

"WABC (until 6:45 p.m., EST only) 15,130 kc. 19.83 meters.

"WRCA 11,770 kc. 25.49 meters.

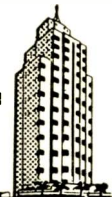
"WRCA (2-3:15 p.m., EST only) 9,610 kc. 31.20 meters."

Named Research Director

Benton & Bowles has announced the appointment of Alfred A. Whitaker as director of research, reporting to Charles A. Pooler, now vice-president in charge of research. John Churchill, formerly supervisor of Procter & Gamble media for the agency, joins the research department and becomes responsible for market and media research.

THERE'S ONLY ONE

Lord Tarleton
MIAMI BEACH
OCEAN FRONT - 40th to 41st Sts.
COMPLETELY AIR-CONDITIONED
Reservations - Walter Jacobs



California Commentary

By ETHEL ROSEN

● ● ● Louella Parsons makes her television debut February 21st as co-mistress of ceremonies of Don McNeill's TV Club hour-long ABC show. It will be done live in Hollywood on that date and Vitapix recorded for eastern release Feb. 28th. McNeill arrives here the 18th and will do his "Breakfast Club" from here for two weeks. . . . KTSL has joined Southern

Hollywood

California Broadcasters' Association as 53rd member. . . . Alan Courtney has been named to the Board of Directors of the Associated Services for the Armed Forces in Los Angeles County as representative of SCBA. . . . Irene Dunne and Jane Pickens have cut spots at NBC for the building fund drive for St. John's Hospital. . . . Eve Arden leaves for New York January 28th for TV commitments and will also huddle with producer Alexander Ince who has offered her a starring role in new Broadway play "Nina." . . . Carmen Miranda's two one-nighters in Hawaii to standing room, and is extending her stay another week in order to do two more shows on the Island. . . . Bob Wood joins KTTV sales staff. . . . Bob Hawk took his CBS quiz show to Point Mugu Naval Base (Oxnard, Calif.) the 23rd, and on Feb. 6 will make a p.a. at the Norton Air Base, San Bernardino. . . . George Carillon played host Tuesday (23) at a cocktail party and preview showing of "My Father's House," his latest commercial film. . . . Donal Joannes named new producer of "Jack Gregson Show." . . . Bill Boyd phoned Walter White, Jr., president of Commodore Productions, from Lima, Peru, the other day to tell him that upon his arrival in the capital he was greeted by 2,000 fans. White produces the "Hopalong Cassidy" show, starring Boyd. . . . Jan Stewart, featured singer with Harry James and his orchestra, has signed to appear nightly on Bill Anson's "Glancin' At Anson," television show on KTTV. She will continue to appear with Harry James on local dance engagements.

Sportscasters, At REC, Compare Radio And TV

(Continued from Page 1)

yesterday in the Waldorf-Astoria Hotel. Robert A. Saudek, president of the club, presided.

Mel Allen, of the Sportscasters Association, spoke briefly of the trials and tribulations of the sportscasters lot, and then turned the microphone over to the other scheduled speakers.

Jimmy Dolan, executive secretary of the sports organization, spoke of the troubles that sports, generally, and radio and TV have had this year. He commented on the results of numerous surveys which have been made and said that none yet have proved that TV, in particular, has hurt the gate at sporting events.

Dolan was followed by Al Helfer, Mutual broadcaster whose remarks substantiated those of his predecessor on the podium. Helfer went on to say that a good show, as always, will bring the public in to storm the doors, and that neither radio nor TV could be blamed for the falling off in attendance, during the past year.

He was succeeded by Don Dunphy who amused the "execs" with a number of anecdotes concerning the coverage of sporting events and fights, in particular.

Joe Hassel, ABC-TV commentator, spoke on the recent TV ban at the NCAA meeting in Dallas for football and then commented on the impending legislation in California, Ohio and Michigan which might

Puerto Rican Programs Get Soap Sponsors

(Continued from Page 1)

Show" in the U. S. It will be broadcast over WKAQ, San Juan; WPAB, Ponce; and WKJB, Mayaguez, Monday thru Friday beginning Jan. 29 at 7:45 p.m. Procter & Gamble, optioned a soap series called "Los 3 Villalobos" over stations WKAQ, San Juan; WPAB, Ponce; and WKJB, Mayaguez. This series began Jan. 22 and runs from Monday to Friday inclusive.

force the telecasting of football games, and which might bring pressure to force the national body to reconsider their action in banning football. He stated that colleges, today, are frankly commercial, and that the general public, in TV areas or not, will come out if offered a good attraction.

Curt Gowdy, former "Friday" to Mel Allen and now to be the "enemy," broadcasting the Boston Red Sox games, announced flatly that TV will increase interest in sporting events, just as radio did in the past. He stated that if no TV is available, the younger set will turn to other TV entertainment and, consequently, sports can easily lose that potential customer. He asked that 10 years be given to a study of TV's influence on sports, before a decision to ban it be considered.

Vince Scully, CBS, closed the meeting with another humorous interlude.

the
TOUR TEST
proves

**KGW THE ONLY
STATION WHICH GIVES
THE ADVERTISER COM-
PREHENSIVE COVER-
AGE... in the OREGON
MARKET**



More than a century of development and growth has brought Forest Grove to a leading place in Oregon's economic and cultural scheme. A recent Tour-Test, sponsored by KGW with cooperation of the Oregon State Motor Association, proves KGW's dominance of this market. The test was witnessed by Walter C. Giersbach, president of Forest Grove's Pacific University. He is pictured in front of the original campus building, a 100-year-old structure of enduring western wood, the oldest west of the Mississippi to remain in continuous use for educational purposes. Forest Grove, wealthy in economy and tradition, is yours through the Comprehensive Coverage of KGW.

BROADCAST MEASUREMENT BUREAU SURVEYS PROVE KGW'S LEADERSHIP

Actual engineering tests have proved that KGW's efficient 620 frequency provides a greater coverage area and reaches more radio families than any other Portland radio station regardless of power. BMB surveys bear out this fact. KGW is beamed to cover the population concentration of Oregon's Willamette Valley and Southwestern Washington.

TOTAL BMB FAMILIES (From 1949 BMB Survey)

DAYTIME	
KGW	350,030
Station B	337,330
Station C	295,470
Station D	192,630
NIGHTTIME	
KGW	367,370
Station B	350,820
Station C	307,970
Station D	205,440

KGW

PORTLAND, OREGON
ON THE EFFICIENT 620 FREQUENCY

REPRESENTED NATIONALLY
BY EDWARD PETRY & CO.

ANA Report Treats Advertising, Taxes

(Continued from Page 1)

the Bureau of Internal Revenue and is designed to assist ANA members and others during the current mobilization period in making accurate and sound appraisals of Treasury policies in the formulating and carrying out of their advertising plans.

In the light of mobilization and excess profits tax considerations, ANA has recently reconvened the situation with respect to treatment of advertising for tax purposes. The undertaking was carried out with the assistance of the ANA Government Relations Committee, George S. McMillan, Bristol-Myers Company, chairman, and with the Advertising Council and other organizations that had generously offered assistance and have been kept fully informed of ANA's activities in this respect.

Briefly, the ANA's review states that the policy arrived at in 1942 by the Treasury Department in conferences with ANA representatives, at the outset of World War II, is still—without change—the official policy of the government from a tax standpoint.

Paul West Wrote Letter

Discussions between the ANA and the Bureau of Internal Revenue, in 1942, resulted in a letter from Paul B. West, Jr., president of the ANA, on August 21, 1942, in which the ANA president confirmed the principal points, concerning advertising, which had been clarified by joint action of the Bureau and the ANA.

Principal point made in West's letter, as quoted, follows: "The test of whether expenditures for advertising are deductible is whether they are ordinary and necessary and bear a reasonable relation to the business activities in which the enterprise is engaged. This is not intended to exclude institutional advertising in reasonable amounts or good will advertising calculated to influence the buying habits of the public. If such expenditures are extravagant and out of proportion to the size of the company or to the amount of its advertising budget in the past, or if they are not directed to public patronage which might reasonably be expected in the future, such payments will be disallowed."

Other points in West's letter took up such points as increased advertising costs, increased need for advertising, new products, salvage campaigns, added lines, changes in buying habits, advertising to speed war production, new companies, advertising for the Government and "advertising." The latter category includes all forms of advertising recognized by the industry of which the individual company is a part, such as a newspaper, periodical, business paper, radio, car card, outdoor display, motion pictures, house organs, direct mail, etc.

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 12-18, 1951

TITLE	PUBLISHER
A Marshmallow World.....	Shapiro-Bernstein
All My Love.....	Mills
And You'll Be Home.....	Burke-Van Heusen & Assoc.
Be My Love.....	Mills
Best Thing For You.....	Berlin
Frosty The Snow Man.....	Hill & Range
Get Out Those Old Records.....	Lombardo
Harbor Lights.....	Chappell
If.....	Shapiro-Bernstein
If I Were A Bell.....	E. H. Morris
If You've Got The Money I've Got The Time.....	Peer
It Is No Secret.....	Duchess
It's A Lovely Day Today.....	Berlin
I've Never Been In Love Before.....	E. H. Morris
Jing-A-Ling Jing-A-Ling.....	Walt Disney
My Heart Cries For You.....	Massey
Nevertheless.....	Chappell
Night Is Young And You're So Beautiful.....	Words & Music
Nobody's Chasing Me.....	Chappell
One Finger Melody.....	Barton
Petite Waltz.....	Duchess
Roving Kind.....	Hollis
Sea Of The Moon.....	Robbins
Tennessee Waltz.....	Acuff-Rose
The Thing.....	Hollis
Thinking Of You.....	Remick
Use Your Imagination.....	Chappell
You Love Me.....	Witmark
You're Just In Love.....	Berlin
Zing Zing—Zoom Zoom.....	Robbins

Second Group

TITLE	PUBLISHER
A Bushel And A Peck.....	E. H. Morris
Always You.....	Dreyer-Marks
Be Good To Your Father And Mother.....	Beacon
Bonaparte's Retreat.....	Acuff-Rose
Dear Dear Dear.....	Goday
Goofus.....	Feist
I Am Loved.....	Chappell
I Don't Mind Being All Alone.....	Mills
I Remember The Cornfields.....	Leeds
I Wanna A Ring Around My Rosie's Finger.....	Beacon
In The Land Of Make Believe.....	Broadcast Music
Long Before I Knew You.....	Harms
May The Good Lord Bless And Keep You.....	Pickwick
Once You Find Your Guy.....	T. B. Harms
Super Song.....	Life Music
Teardrops From My Eyes.....	Simon House
To Think You've Chosen Me.....	Valando
Tonight Be Tender To Me.....	Life Music
Wait For Me.....	Algonquin
When Our Country Was Born.....	Life Music
You And Your Beautiful Eyes.....	Paramount

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Telecasts Start Mar. 1 At Empire State Bldg.

(Continued from Page 1)

above the street, of 1,522 feet above sea level. The new tower accommodates antennae for five local television stations as well as transmitters for three FM stations.

NBC pioneered TV transmission from the top of the Empire State Building in 1931, when an experimental antenna was installed. NBC's post-war 62-foot, 4½-ton antenna, erected in 1946, was removed to make way for the new tower. During construction NBC has operated from a temporary antenna jutting out from the top of the mooring mast. Although at a new height, the WNBT antenna will be of the familiar "super-turnstile" shape well known to tourists and skygazers.

The development of the electronic phases of the Empire State television antennas for the participating TV and FM stations was performed by the Radio Corporation of America, under the guidance of a "primary committee" consisting of O. B. Hanson, NBC vice-president for engineering, and Dr. Frank Kear, of the Washington, D. C., consulting engineering firm of Kear and Kennedy.

Send Birthday Greetings To—

- January 26
 Ed Ballantine Wyllis Cooper
 Charles E. Green Bill Baird
 Joseph Koehler Sophie Hinze
 Donald W. Thornburgh
- January 27
 Bernice Claire B. G. De Sylva
 Lee Hughes Benay Venuta
 C. T. Hughes Helen Whitwere
- January 28
 Irene Beasley Frank Healy
 Nelson Olmstead Beatrice Pons
 Arthur Gary Richard W. Davis
 Mort Silverman Ed. F. Loomis
- January 29
 Joy Hodges Florence Muzzy
 Joe Parker Alice Patton
 Eileen Palmer Ted Green
 Richard Hess
- January 30
 Ida Bailey Allen Dick Kelly
 Renwicke Cary Gene Norman
 Walter Damosch
 Lawrence W. Lawman
 Clarence Gilbert Cosby
 Reg. D. Marshall
 H. C. Carlborg
- January 31
 Eddie Cantor G. Bennett Larson
 Alton Cook T. A. M. Craven
 Cecil Hogan Larry Holcomb
 Herbert L. Krueger Bob Novak
 Norman Nesbitt Garry Moore
 Roy Porteous Robert Maxwell
- February 1
 John L. Anderson Frank Engle
 James P. Johnson Betty Lawford
 H. M. Overstreet Arch Morton

• PLUG TUNES •



WORDS & MUSIC



• PLUG TUNES •

BE MY LOVEFrom the M-G-M picture
"THE TOAST OF NEW ORLEANS"

recorded by

RAY ANTHONYCapitol
 LES BROWNColumbia
 BILLY ECKSTINEM-G-M
 MARIO LANZARCA Victor
 VICTOR YOUNGDecca

MILLER MUSIC CORPORATION

WHEN YOU RETURN**BOUTONNIERE**
(Boo-lon-yare)**THE VISION OF BERNADETTE**
(LADY OF LOURDES)**SANTLY-JOY, INC.**

1619 Broadway New York, N. Y.

100%
RECORDED1951
TOP NOVELTY**HULLABALOO****MILLS MUSIC, INC.**
1619 BROADWAY, NEW YORK 19, N. Y.*Proven Hits!***THE NIGHT IS YOUNG**
(And You're So Beautiful)**DREAM A LITTLE DREAM OF ME**
IT ISN'T FAIR
I STILL GET A THRILL**WORDS & MUSIC, Inc.**

1619 Broadway, New York 19, N. Y.

● ● ● **GAZETTE:** Robert J. Burton, vice-president of BMI in charge of publisher relations, and Bob Sour, in charge of writer relations, have just returned from a business trip to the coast where part of the routine was to dine some 18 BMI writers at Mike Lyman's. Enroute back, the duo stopped off at Nashville and signed Writers Pee Wee King and Redd Stewart. The writers were actually spoken for last November on the strength of "Bonaparte's Retreat" but the contract was made official this week. King and Stewart are the writers of the current "Tennessee Waltz." . . . Mindy Carson opens at the Versailles Jan. 31st. . . . Now stick with me a minute. Norman Foley, succeeds Harry Link as general professional manager of Leo Feist Music. He used to be with Miller Music Corp. On the other hand Lester Sims, who was Harry Link's assistant at Leo Feist Music, has been promoted to the position of general professional manager of Miller Music Corp. See? . . . There's a pretty explosive article on Howie Richman of Cromwell Music, called "Tin Pan Alley's Tin Ear" in the Feb. 3 issue of *Colliers* on the stands today. The piece was written by Murray Campbell. . . . CBS songstress Rosemary Clooney is slated for a Broadway musical next season. Plans are in the works for a musical version of John Dos Passos "U.S.A." with Tony Martin as her co-star. . . . Ezio Pinza will preview tunes from his forthcoming first motion picture when he appears as guest soloist on "The Telephone Hour" Monday, Jan. 29 at 9:00 p.m., EST, over NBC. The two songs from "Mr. Imperium," to be released this spring are "Let Me Look at You" and "Andiamo" by Harold Arlen. . . . Jack Perry from the Chicago office of Santley-Joy will take over as professional manager for that company's New York office starting a week from Mon., Feb. 5.

★ ★ ★ ★

● ● ● **MUSIC ON THE AIR**—Band Leader Lionel Hampton and George Shearing, the blind British pianist, will be the guests on "The Leonard Feather Show" broadcast over WOR Saturday, Jan. 27, at 3 p.m. Leonard, the program's emcee, discovered Shearing at a London jam session in 1937 and brought him to New York for his first engagement. . . . Bobby Colt of radio, TV and night clubs will be featured in his own musical show with Merle Pitt's Orchestra from 7:15 to 7:30 p.m. Saturdays over WMCA starting Jan. 27th. . . . Eddie Heywood, one of the better jazz concert pianists, will make his initial appearance on the NBC "Piano Playhouse" this Sunday, Jan. 28th. Incidentally, Eddie opens with his new band at Cafe Society Downtown on Feb. 1st.

★ ★ ★ ★

● ● ● We hear lots of nice things about "Lovesick Blues." Capitol grabbed it for Kay Starr, Bill Darnell waxed it for Coral and Decca. Columbia and Mercury have just signed to do pressings. . . . Victor Records has just made an instrumental version of Forster Music's "Powder Blue" featuring Frankie Carle. . . . Sigmund Romberg's first popular song "Zing Zing—Zoom Zoom" has already been selected for the music racks in the nation. . . . Capitol's Mary Mayo flies to Scranton, Pa., this weekend, Jan. 27th to launch the March of Dimes drive there. . . . "Peter Cottontail" slated for heavy plugging for the Easter season. It is hoped that it will be to that holiday what "Rudolph The Red-Nosed Reindeer" is to Christmas. . . . The *Aba Daba Honeymoon* is one of those tunes that puts hope in many a hanger-on in Tin Pan Alley. Written over 30 years ago, it is now featured in the M-G-M picture "Two Weeks With Love." The tune first struck the fancy of the folks around Boston and has become a nation-wide novelty favorite. M-G-M has just released it on record No. 30282, which features the singing of Carleton Carpenter and Debbie Reynolds.

Stork News

Chicago—Two WGN staff announcers became fathers this month. Bill Oliver and his wife had a daughter, Rebecca Lee, on January 2nd and on January 8th the Dick Coughlan's announced the birth of a little girl, Laurie.

Wedding Bells

Betty Tevis, assistant director of publicity and special events at WNEW, has announced that her marriage to Henry A. Balke, advertising copy writer, will take place in her home town, Richmond, Ky., February 24th.

**Few Named Pres.
Of Liggett & Myers**

(Continued from Page 1)

Thompson was made a director of the company at the same board meeting.

Liggett & Myers is the manufacturer of Chesterfield and Fatima cigarettes and other tobacco products including Granger and Velvet pipe tobacco.

Agency Head Retires

Hollywood — Philip J. Meany, founder and president of Philip J. Meany Co., Los Angeles Advertising Agency, has announced his retirement, and the acquisition of the agency by three associates long connected with the firm. Carl K. Tester is to be the new agency president, Jay Koupal, vice-president, and Ray Clinton, secretary-treasurer.

Another BMI Pin-Up Hit!
SENTIMENTAL MUSIC
 Published by Town & Country
 Recorded by

PATTI PAGE	(Mercury)
FRANKIE CARLE	(Victor)
ROSEMARY CLOONEY	(Columbia)
TONY PASTOR	(MGM)
TEX BENEKE	(London)
JACK PLEIS-EVE YOUNG	(Jubilee)
DICK BROWN	(Capitol)
PAUL NEIGHBORS	(Coral)
OWEN BRADLEY	(Coral)

Exclusively licensed by
BROADCAST MUSIC, INC.

Here's A Program Bet!
THE ROVING KIND**HOLLIS MUSIC, INC. — BMI**
129 W. 52nd St., New York 19, N. Y.**POWDER BLUE**

and

**TIE ME TO YOUR
APRON STRINGS****Forster Music Pub., Inc.**

1619 B'way, NY 19 216 S. Wab. Ave, Chic. 4

**I HURT INSIDE
FOR EV'RY KISS**RCA-Victor Records by **DOLPH HEWITT**
ADAMS, VEE & ABBOTT, Inc.
216 S. Wabash Ave. Chicago 4, Ill.

NAB Spokesman Opposes TV Grants

(Continued from Page 1)

little use of talking motion pictures in education, had failed to make use of radio facilities and "education, as a whole, has not shown that it will give what it promises nor 'compete with commercial use of radio.'"

Baker testified before the FCC in the closing session of use of TV frequencies for non-commercial educational purposes.

The burden of presenting educational programs by radio and TV should be placed equally on educational institutions and broadcasters, Dr. Charles M. Church, director of educational research for KMBC, Kansas City, declared in his testimony.

Appearing as a witness for NAB, Dr. Church declared, "The burden here is put on the broadcaster. I believe it should be shared equally by the educational institutions." He outlined KMBC's educational programs and explained how the station works in close co-operation with the universities and boards of public education to present a well-rounded schedule of educational broadcasts, both for in-school and in-home consumption.

N. O. Station Will Cover Gambling Investigation

(Continued from Page 1)

Gordon, station president, announced.

The Kefauver Committee, headed by Sen. Estes Kefauver, (D.-Tenn.), has been probing alleged interstate gambling and racketeering in the New Orleans area for the past several weeks.

Asst. Legal Consul Downey Rice, and ex-FBI investigator Alfred Kline has subpoenaed some of the state's leading political, business and gambling figures.

The station will cover the entire two-day court proceedings, and Gordon has assigned a staff of announcers and engineers to cover the hearings. WNOE has cancelled much of its commercial schedule and intends to cover the entire proceedings as a service to the public.

Interest in the Senate crime probe has built up to a high pitch here, and the expose is expected to blow the lid off the Crescent City's underworld activities.

WTAG Promotions Announced

Worcester, Mass.—Three executive promotions at WTAG were announced last week by general manager Robert W. Booth.

Herbert L. Krueger was appointed station manager. Robert J. Brown succeeded Krueger as commercial manager, and Richard L. Gravel, of the local sales staff, became local sales manager, replacing Brown.

All three executives have been with the station for several years.

★ ★ TELE TOPICS ★ ★

CBS-TV'S "Studio One" notched another one for high entertainment, last Monday, with the presentation of the story of John Peter Zenger. The story of the editor and printer of The New York Weekly Journal, who defied Gov. William Cosby by printing articles of the latter's corrupt regime, was further highlighted by the appearance of Edwin S. Friendly, vice-president of the World-Telegram & Sun and president of the ANPA. Producer Worthington Miner can take another bow for an excellently directed effort and for a program which again demonstrates that the possibilities of TV are limitless when put into capable hands. Frank Sundstrom was excellent as Zenger and Alfreda Wallace, as Anna Zenger, played her part most capably. Judson Laird made a superb Andrew Hamilton.

DUMONT will televise the forty-fourth annual Millrose Athletic Association invitation games tomorrow from 8:30 through 11:00 p.m. Highlight of the events is expected to be the mile duel between Don Gehrman, Fred Wilt, Sweden's Ingvar Bengisson and Len Truex of Ohio State. Curt Gowdy will describe. . . . Hollywood Candy Company has bought the 11:30-noon slot on CBS-TV for a new kids show, starting tomorrow. . . . Lisa Kirk and Harold Lang, singing and dancing stars of the original "Kiss Me Kate," join regulars Earl Wrightson and "Pops" Whiteman on the ABC-TV "Paul Whiteman Revue, Sunday, Jan. 28 at 7:00 p.m. . . . Senator Karl E. Mundt (R.-S.D.) and Rep. Emanuel Celler (D.-N.Y.) will debate the question, "Do We Have Adequate Domestic Security?" on Theodore Granik's radio-TV "American Forum of the Air" this Sunday, Jan. 28.

TODAY'S TV Personality:

DON FEDDERSON, executive vice-president and general manager of KLAC and KLAC-TV, Hollywood, Cal., entered radio from the newspaper field just eight years ago as sales manager of KYA, San Francisco. He became general manager of the latter station in 1943. When KMTR, Los Angeles, was acquired by Dorothy Schiff, owner of KYA, Don began commuting between the two Coast cities. In 1945 KMTR's call letters were changed to KLAC and all commercial contracts were cancelled so



FEDDERSON

that Don started his management of the station with a clean slate. In 1948, KLAC-TV went on the air just ninety days after groundbreaking ceremonies. Don is president of the newly formed Television Broadcasters of Southern California and active in Chamber of Commerce matters in Southern California. He was born in South Dakota and raised in Kansas City and now makes his home in Beverly Hills with his wife, the former Helen Minor, and their three children.

EDDIE CANTOR will receive double honors on Sunday's "The Colgate Comedy Hour" when Jack O'Brian, radio and TV editor of the New York Journal American, will present to Cantor, who will accept it in behalf of Colgate-Palmolive-Peet, an impressive plaque signifying the show as television's "Best Comedy Hour as voted by the radio and TV editors of the Hearst chain. Cantor will also be presented with a "March of Dimes" award by Basil O'Connor, president of the National Organization for Infantile Paralysis, for his unceasing efforts in behalf of that organization. . . . Geoffrey (Jeff) Jones has joined Roundtree Productions, Inc., and Press Productions, Inc. as associate producer in the company's recently expanded new programs department. . . . A two-hour swimming meet and water show at the New York A. C. will be televised by WOR-TV, Wednesday, Jan. 31 at 9:00 p.m. Stan Lomax will describe the event. Intermission feature will have "The Nacettes," Newark Athletic Club's girls' swimming ensemble in a water ballet. Keith Thomas has joined the production staff of WABD and will assist Duncan MacDonald, producer of "Your Television Shopper" and the station's women's programs department. Thomas was formerly with West Hooker Productions. . . . Laraine Day will star in Phyllis Duganne's "Crisis" on CBS-TV's "Nash Airlfite Theater" Thursday, Feb. 1 at 10:30 p.m.

DAYTIME Televiewing in New York showed a 34 per cent increase in December over the November level, Pulse reported yesterday. Sets-in-use, during the daytime, averaged 12.2 per quarter-hour in December compared with 9.1 in the previous month. Biggest jump took place in the afternoons. Pulse also pointed out that this TV advance did not take place at the expense of radio. Radio listening in the afternoon remained practically unchanged in December as compared with the November figure. . . . Shortstop Granny Hamner of the Phillies has been added to Ed Sullivan's "Toast of the Town," this Sunday via CBS-TV. . . . Final separation of the functions and personnel between radio and television sales of ABC's Central Division network sales department in Chicago was announced yesterday by James L. Stirton, ABC Central Division General Manager. . . . "Calling All Acts," new talent show, debuts over WABD Sunday, Jan. 28 at 2:00 p.m. Talent teams from leading high schools and colleges in the New York Metropolitan Area will compete in the series.

RCA Taking TV Row To Supreme Court

(Continued from Page 1)

the Television Installation Service Association.

As basis for appeal, the petitioners alleged that the District Court erred in its two-to-one decision of December 22, 1950, in upholding an order of the FCC approving incompatible color television standards and dismissing a complaint filed by RCA and the other plaintiffs. The petitioners contended that:

"The adoption of incompatible color television was contrary to the statutory standard of public interest which governs Commission action.

"The refusal to adopt compatible color television is arbitrary and contrary to the statutory standard of public interest.

"The adoption of incompatible color television to the exclusion of compatible color suppression of competition and beyond the Commission's jurisdiction."

Station Ownership Changes Noted By FCC

(Continued from Page 1)

Tex., has filed for a construction permit to operate a new station on 1350 kc, 500 watts, daytime only.

WHDF, Houghton, Mich., seeks consent to transfer control from A. L. Burgan to George L. Burgan through sale of 561 shares of stock.

KPBM, Carlsbad, N. M., asks voluntary assignment of license from McEvoy Brothers to Coronado Broadcasting Co., Inc.

WPAB, Ponce, P. R., has filed for voluntary acquisition of control by Rafael Gimenez Aguayo and Alfonso Gimenez Aguayo through purchases of 50 shares of stock by Rafael Gimenez Aguayo from Carlos C. Clavell.

WCOR, Lebanon, Tenn., asks permission to transfer 22 shares of stock from Roy E. Wood Jr. to Warren G. Gilpin.

KGLN, Glenwood Springs, Colo., filed for a CP to change frequency from 1340 kc, to 970 kc, increase power from 250 watts, unlimited, to 500 watts, nights, one kw, days, and change type of transmitter.

KVAL, Brownsville, Tex., asks a CP to change frequency from 1490 kc, to 1240 kc, contingent on a KGBS, Harlingen, change in facilities.

TV Stock Deal

Montreal—Transvision-Television Canada Limited has informed the Montreal Curb Market that Romaine Management, Limited, has agreed to purchase 200,000 shares firm at 20 cents a share and has been granted options on 200,000 shares at 25 cents payable within three months; 200,000 at 30 cents payable in six months; 200,000 at 35 cents in nine months; and 200,000 shares at 40 cents in 12 months.

COAST-TO-COAST**Named WBAP Farm Editor**

Ft. Worth, Tex.—W. A. "Doc" Ruhmann has been appointed new farm editor of WBAP and WBAP-TV, station manager George Cranston said this week. Ruhmann replaces Layne Beaty who resigned to accept a position with the U. S. Department of State. Doc is a member of the local Kiwanis Club, vice-president of the A & M Club, director of the Ft. Worth Farm and Ranch Club, assistant superintendent of the steer department of the Southwest Exposition and Fat Stock Show and a member of the American Legion and Organized Reserve. He will broadcast the "Farm Editor" program, a regular weekday feature of WBAP.

WSIX Presents The Future

Nashville, Tenn.—WSIX recently featured a 45-minute public service broadcast, "Looking Ahead to '51," with 12 prominent Tennesseans who expressed their views concerning the year ahead. Well-known Southern figures in the fields of finance, trade, commerce and education speaking on the program included E. C. Armistead, J. C. Bradford, Chancellor Harvie Branscomb, Bernard Evers, Sam M. Fleming, Fred Harvey, Maxey Jarman, E. W. McGovern, Paul Mountcastle, Albert Noble, Edward Potter, and E. C. Tompkins. "Looking Ahead to '51" was a production of appropriate music and comments, interspersed with the talks of these 12 eminent business men.

WCKY Signs Dick Williams

Cincinnati, O.—Dick Williams, a radio veteran of 13 years, has joined the WCKY staff as a newscaster. He comes to the Queen City from WKYW in Louisville, Kentucky. Dick has been assigned to handle WCKY's morning and early afternoon newscasts. No newcomer to Cincinnati, Dick was employed by stations in this area from 1942 to 1947.

Governor's Wife On WSTC

Stamford, Conn.—The First Lady of this state, Mrs. John Davis Lodge, was heard on WSTC and WSTC-FM, on January 9th, in a broadcast of the Silvermine School of Art dedication in Norwalk. This was Mrs. Lodge's first public appearance in Fairfield County since the inauguration of Governor Lodge.

Joins KECK Staffers

Odessa, Tex. — Catherine Alice Woodruff, a native of Pratt, Kansas, has just been appointed continuity director of KECK. Miss Woodruff is a graduate of Loyola University of the South in New Orleans. She has worked at WNOE and WWL in New Orleans, and is very much impressed with this city, where she has started a new women's program on KECK.

AGENCY NEWSCAST**... personnel, sponsors and notes**

STEPHEN GOERL ASSOCIATES, INC. of New York City has been elected to membership in the American Association of Advertising Agencies.

JOHN J. GUBELMAN has joined the copy department of Benton & Bowles, Inc. He was formerly with McCann-Erickson and Compton Advertising.

HENRY J. TAYLOR, ABC commentator, will speak before the Wednesday, Jan. 31st luncheon of the Advertising Club of New York.

ROBERT L. FOREMAN, vice-president of Batten, Barton, Durstine & Osborn, Inc., will address the Detroit Television Round Table at its January 30th luncheon in the Rackham Building.

SAUL KREIG ASSOCIATES, New York public relations, publicity and promotion firm, has moved to larger offices at 9 East 47th St. Richard Zeisler, formerly in charge of the publicity department, has been promoted to executive assistant to Kreig.

AILEEN BRENON AND HELEN MORGAN have formed the publicity firm of Brenon and Morgan Associates, with offices at 270 Park Ave., New York City. Anita Colby, fashion expert, is the consultant.

PAUL MERKLE has been named head of the Outdoor Department of the J. Walter Thompson Company. He has been with the agency since 1947.

PETER ELGAR PRODUCTIONS, INC. has opened offices at 270 Park Ave., New York City. The firm produces documentaries and pictures for TV, education and industry. Elgar is currently engaged on a film dealing with the refugee problem all over the world, produced in behalf of the Church World Service.

ALFRED PAUL BERGER COMPANY, INC. has been named advertising agency for J. L. Galef & Son, Inc., New York, distributors of guns and related items.

WARWICK & LEGLER, INC. has been appointed by the Los Angeles Brewing Co. of Los Angeles, to handle its \$1,300,000 advertising account for Eastside Beer.

BARBARA COLLYER, formerly with Macy's department store, has joined The Welch Grape Juice Company as associate advertising manager and publicity director.

DOHERTY, CLIFFORD & SHENFIELD, INC. has been appointed by the Borden Company to handle advertising for Borden's Instant Coffee.

R. T. O'CONNELL COMPANY has been appointed to handle the advertising of U. S. Oralizer Corporation, New York, manufacturers of the Oralizer — a combination tooth brush and tongue cleaner.

THE MIAMI FASHION COUNCIL, Southern fashion group comprising beach and resort wear manufacturers, has appointed Leonard Grossman their new executive director. He was formerly an account executive with Contempo Agency, Inc.

SIDNEY ASCHER ASSOCIATES has been appointed public relations and advertising director for Ruby Foo Products, Inc., makers of Chinese food products. Radio and TV will be used.

JULES KOPP, art director of Erwin, Wasey & Co., Los Angeles, has been elected a vice-president.

HERB JOSEPH has been named time buyer and national newspapers space buyer at Charles Schlaifer & Co., Inc.

WILLIAM SHERATON, formerly with Auerbach Associates, has been appointed an account executive at Nathan Fein Advertising.

MURRAY G. KUSHELL has been promoted to director of advertising, public relations and merchandising for Pal Blade Co., Inc. and Personna Blade Co., Inc. He was formerly advertising and sales promotion manager.

VIDEODEX television rating reports has signed three new clients, Doherty, Clifford & Shenfield, Inc., Ruthrauff & Ryan, Inc., and General Electric.

CLARENCE J. MCLEOD, JR. has joined the traffic department of Brooke, Smith, French & Dorrance, Inc.

CHARLES L. RUMRILL & CO., INC., Rochester, N. Y., has been appointed to handle the advertising for Rochester Laboratories, Inc., photo finishers.

BEHIND THE MIKE

THE reason Bill Stern's looking so pleased with himself these days is because he has just been selected as America's number-one sportscaster in a Liberty magazine poll.

CBS has sponsor interest in Jan Murray's "Songs for Sale"—about time!

Robert Stevens produces and directs his 100th CBS "Suspense" show on Jan. 23. Thus he joins the ranks of TV's veterans.

Fred Heider, member of the production dept. at ABC, has been upped to associate producer for ABC-TV.

Despite the wholesale exodus to New York, Masterson, Reddy and Nelson are maintaining a staff in Hollywood where they produce "Animal Fair" on KNBH and are starting a new daytime half-hour musical variety strip show on the same NBC station.

Sid Cassel has been signed for "Man Against Crime" Jan. 26 via CBS-TV. Sid will use his knowledge of Spanish in the character he will portray.

Lonny Starr—WNEW staffer—has been re-signed by Arnold Cohan Agency to do commentary and commercial blurbs on wrestling matches over WOR-TV, 9-11 p.m., Thursdays sponsored by Sunset Appliances.

Satisfiers (3 boys and a girl) have been signed for three shows on the John Conte Van Camps Little Show. Sue Bennett replaced Sandy Deel at a half hour's notice on the John Conte Little Show.

Patt Barnes and his "Barnes Table," emanating every Friday, 4:30 to 5 p.m. via WJZ from Cavanaugh's restaurant.

A scheme to do a TV show from the Colony is under way. Part of the format, according to rumor, is European nobility now in business in America.

Robert Q. Lewis was busier than the proverbial bee last Thurs. The humorist started his two-week tenure on Arthur Godfrey's 75-minute morning radio show, rushed to CBS' Studio 60 to conduct his daily 45-minute daytime TV show and scooted downtown to emcee the half-hour program, "The Show Goes On."

Don Cornell guesting on the Steve Allen show.

TV and RADIO PRODUCTIONS

and

PERSONAL MANAGEMENT

Representing: TOP TALENT ARTISTS and WRITERS **In preparation: TWO PACKAGE SHOWS (1 live, 1 film)**

SONNY KENDIS, INC.
1776 Broadway, New York 19
PLaza 7-2070-2071