



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 21

NEW YORK, TUESDAY, NOVEMBER 1, 1949

TEN CENTS

RECORD NAB ATTENDANCE AT BOSTON

Temporary Licenses Given Web Stations

Washington Bureau of RADIO DAILY
Washington—The FCC yesterday put 11 stations controlled by the three major nets on temporary licenses until March 1 of next year. Pending charges of network rule violations were explained by the Commission to be serious enough to merit such action, with specific reference to the wire of October 21, 1948, by NBC vice-president Sidney Strotz to KHQ, Spokane.

The Commission said the temporary licenses will be issued by the end of the month.
(Continued on Page 6)

New 'Voice' Director Takes Gov't AM Post

Foy D. Kohler, former minister-counselor at Moscow and also Charge D'Affairs from the departure of U. S. Ambassador W. Bedell Smith until the arrival of Ambassador Allan G. Kirk at the Russian capital, officially takes over the duties of Charles Thayer as director of the Voice of America today.

Thayer, whose new assignment has not yet been announced by the State Department, will sail today for Italy. He is scheduled to wed Miss Cynthia Dunn Cochrane, daughter of the late U. S. Ambassador to Italy.
(Continued on Page 2)

Radio Receiver Sales Increase In Canada

Montreal—Continuing the gains of previous months this year, number of radio receiving sets sold by Canadian producers showed a sharp rise in July. Sales in the month amounted to 42,800 units with a value of \$2,847,000 as compared with 20,300 units sold for \$1,290,600 in the same month last year, according to a report by the Canadian Radio Manufacturers Association.
(Continued on Page 2)

The Bomb

The significance of Russia's A-bomb activity will be discussed by Major Fielding Eliot, military affairs writer, in a series of three CBS broadcasts on Nov. 14, 15 and 16, 6:15-6:30 p.m. The broadcasts are titled "Your Safety," "Your Peace of Mind," and "Your Future. Major Eliot will analyze the recent news from Russia as it touches the average American.

Finale

Dr. Walter W. Van Kirk, NBC commentator on religious news for the last 14 years, ended his radio career on Saturday with the broadcast of a final "Religion in the News" program. Hereafter he will devote full time to his duties as executive secretary of the Department of International Justice and Good Will of the Federal Council of Churches of Christ in America

Three Killed As Plane Rams WCHV Tower

Charlottesville, Va. — Three persons were killed here on Saturday when their private plane rammed the transmitter tower of WCHV, Charlottesville, and crashed in flames. The victims were Circuit Court Judge Thomas H. S. Curd, of Welch, W. Va., his son, and the latter's secretary.

The only eye-witness, Mrs. R. G. Sketchley, wife of the WCHV program director, R. G. Sketchley Jr., said the plane struck the 391-foot tower.
(Continued on Page 2)

Says 'Polls' Not Vital To 'Transit' Decision

Washington Bureau of RADIO DAILY
Washington — How many people like, and how many dislike, transit radio is beside the point, Chairman James Flanagan of the District of Columbia Public Utilities Commission said yesterday. He tossed out several elaborate public acceptance polls.
(Continued on Page 2)

Jolson 3-Year Pact On CBS; He Starts As AM, TV Guest

The Columbus Broadcasting System yesterday announced that it has entered into an agreement with Al Jolson, through the William Morris Agency of New York under which the veteran entertainer will perform exclusively for both CBS network radio and television for the next three years.

In the beginning, Jolson will limit his performances to guest appearances on outstanding programs of

Over 200 Broadcasters In Attendance At 1st District NAB Meeting At Hotel Somerset

FCC Answers Webs On Giveaway Charge

The FCC, in its answer to the network's complaints on the "giveaway" edict of August filed in the U. S. District Court for the Southern District of New York, denied that the enforcement of the rules "will cause irreparable injury or any injury in law" to the webs and declared that the rules were "duly adopted as a reasonable exercise of the statutory authority of the FCC."
(Continued on Page 6)

Michelson Cuts Prices On Blackstone Series

Blackstone washing machine dealers participating on a local basis in sponsorship of the "Blackstone, Magic Detective" transcribed series will be charged 1/3 of the costs instead of, as heretofore, it was announced.
(Continued on Page 2)

FM Store-Radio Report In New Survey By NAB

Washington Bureau of RADIO DAILY
Washington—The NAB has reported that a test of store-broadcasting by the Acme chain of supermarkets, in Philadelphia, resulted in a 94.3 per cent boost in sales on the test.
(Continued on Page 6)

Boston — Breaking attendance records for an NAB district meeting this year, over 200 New England broadcasters gathered at the Hotel Somerset yesterday for the 1st District NAB meeting which was called by Harold E. Fellows, general manager of WEEL, and 1st District NAB president.
(Continued on Page 5)

Special Holiday Show Sold By NBC And CBS

Longines-Wittnauer Watch Co. has signed with CBS for a special hour-long Thanksgiving Day simulcast, and Elgin-American compacts has packed a 90-minute all-star holiday variety show on NBC.

The Longines show which marks the bankroller's TV debut, will be carried by 185 AM stations and all CBS stations.
(Continued on Page 7)

WFTW To Suspend At Fort Wayne In Nov.

WFTW, 1,000-watt daytime station at Fort Wayne, Ind., will suspend operations in November, Edward J. Thoms, president and general manager, advised RADIO DAILY yesterday. The station, owned and operated by Fort Wayne Broadcasting, Inc., went on the air in 1947 as an independent operation using the Associated and KBS transcription service.

Xmas Campaign

ABC commentator Nancy Craig, in cooperation with the Save The Children Federation, yesterday launched her second annual Christmas drive for dolls for underprivileged children. Her appeals for \$1 contributions and originally designed dolls last year netted 1,600 stocking dolls. Prizes to be awarded to contestants this year will total \$5,000.



Vol. 49, No. 21 Tues., Nov. 1, 1949 10 Cts.

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Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, (18), N. Y., by Radio Daily Corp., J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Postage free) United States (other than California) \$10.00 one year; California, \$15.00. Foreign, \$15.00. Address all communications to Radio Daily, 1501 Broadway, New York (18), N. Y. Phone WI 5-con 31, 7-6336, 7-6337, 7-6338. Cable address: Radaily, New York.

WEST COAST OFFICES
Allen Kushner, Manager
6425 Hollywood Blvd. Phone: Gladstone 8436

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

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

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

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

FINANCIAL

(October 31)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include ABC, Admiral Corp., Am. Tel. & Tel., CBS A, CBS B, Philco, RCA Common, Stewart-Warner, Westinghouse, Westinghouse pfd., Zenith Radio.

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

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

Three Killed As Plane Rams WCHV Tower

(Continued from Page 1)

tower, lost a wing, and plummeted into a nearby wooded area. The flames were extinguished by Robert C. Walker, WCHV commercial manager, and Walter W. Gray, chief engineer.

Radio Receiver Sales Increase In Canada

(Continued from Page 1)

port of the Bureau of Statistics. During the first seven months of this year, 347,000 units were sold for \$24,710,200 as against 225,700 for \$20,109,500 in the similar period of 1948.

Says 'Polls' Not Vital To 'Transit' Decision

(Continued from Page 1)

polls on musical trolleys and declared that "the decision of the Commission will not be based on the number of people who like it or the number who do not like it." The Commission today enters its fourth day of hearings to determine whether it should approve the installation of FM radio in street cars and busses. The contract here calls for programmings by WWDC-FM, with eventual installation of receiving equipment on some 1500 units of rolling stock. Over 200 are now equipped, and they have been bitterly attacked by a very vocal group maintaining that the imposition of the music and the commercials is a violation of personal liberty.

Called to the stand yesterday was Dr. Winfred Overholser, director of St. Elizabeth's Hospital. The eminent psychiatrist declared "there are certain persons who have violent dislikes. If they are constantly subjected to a particular influence it has a frustrating, annoying effect which may produce a nervous strain." He said he was not referring only to the radio.

Also heard were Norman Reed, WWDC program director; WWDC's general manager, Ben Strouse, and the consulting engineer, Frank H. McIntosh.

Reed told of the programming, with music from the Muzak library and up to 12 commercials per hour. In a typical 12-hour program day there were introduced 87 commercials and 31 public service announcements, with 199 musical numbers.

Strouse said there is great interest in the Defense Department in transit radio. Without going into the matter in detail on the stand, Strouse later told reporters the defense authorities had been interested in it as a means of getting word in emergency to drivers and passengers to abandon or re-route or to get to the nearest telephone for two-way communication. Use of radio-equipped busses as ambulances was also mentioned.

Strouse made no attempt to evade the fact that his primary interest in transit radio is commercial.

Michelson Cuts Prices On Blackstone Series

(Continued from Page 1)

nounced yesterday by Charles Michelson, Inc., which packages the show.

This move is expected to "bring into the fold the remaining Blackstone Washer dealers still not signed up," a Michelson spokesman said. The transcribed series is currently being carried on a total of 183 stations. The Michelson office also announced details of a sales promotion contest among its field representatives, in which prizes will be offered for the greatest number of new contracts in each sales territory.

New 'Voice' Director Takes Gov't AM Post

(Continued from Page 1)

of U. S. Ambassador and Mrs. James Clement Dunn, on Nov. 19 in Rome. After a honeymoon, the couple will return to Washington.

Kohler, a native of Oakwood, Ohio, and a graduate of the Ohio State University, was appointed to the U. S. Foreign Service of the State Department in 1931.

Kohler, whose status is similar to that of Thayer's in that both are career diplomats on rotating foreign service, has served for the State Department at Windsor, Canada; Bucharest, Rumania; Belgrade, Yugoslavia; Athens, Greece; Cairo, Egypt; London, England, and Moscow, U.S.S.R.

WNEW Renews Contract

Contracts were signed Friday by WNEW, New York indie, and the News whereby the station will continue its service of 24 five-minute daily newscasts for another 14 months, it was announced Friday by Bernice Judis, manager of the station, and F. M. Flynn, president of the News. News around the clock was first started on February 16, 1942. Since that date nearly 68,000 regular editions and approximately 60,000,000 words have been aired to WNEW listeners. William Fagan is director of news broadcasts for the paper.

COMING and GOING

EMILIO AZCARRAGA, president of XEW and director of Radio Programas de Mexico, returned by plane last night to Mexico City after having spent two weeks in New York.

MERLE JONES, general manager of KNX and the Columbia Pacific Network with offices in Los Angeles, has arrived in San Francisco on business.

CARL HAYERLIN, president of BMI, and ROY HARLOW, director of station relations for the organization, are in Boston for the NAB regional meeting.

JOSE RAMON QUINONES, president of WAPA, San Juan, P. R., yesterday left New York for Havana, from which point he will return to Puerto Rico next week. Senor Quinones has spent the past month in New York and Washington on business.

DR. PETER GOLDMARK, director of engineering and research development for CBS, yesterday arrived in London, England, where today he will address members of the radio section, Institution of Electrical Engineering, on the subject of the CBS color-television system.

ED REEVE, manager of research projects for CBS, today is in Boston to address the Advertising Club of that city at its meeting in the Hotel Statler on the subject, "Television Research."

JOE DI MAGGIO, Yankee outfielder who doubles in brass with a program on CBS, has left for a two-week vacation in Honolulu.

ARTHUR R. SELIGMAN, owner of the Tappan Hill Restaurant at Tarrytown, N. Y., who is now planning a radio program from that point, has returned from a business trip to Boston.

Home Menagerie



At first the cat was the only pet in this home. Then a stray dog was added. And finally a baby duck. They all became great friends.

W-I-T-H has a way of making great friends, too—by producing the lowest-cost sales of any station in Baltimore. W-I-T-H, you see, delivers more home listeners-per-dollar than any other station in town. And in addition to this biggest home audience, a recent survey, made under the supervision of the Johns Hopkins University, showed that of all radios playing in drug stores, 34.6% were tuned to W-I-T-H.

That means that even small investments on W-I-T-H produce big results. If you'd like the whole, exciting story about W-I-T-H, call in your Headley-Reed man.



BALTIMORE, MARYLAND

Tom Tinsley, President • Represented by Headley-Reed

more than
a million homes
in the **WWJ** market...



For over 8½ years, Detroit has had full employment, with over a million workers earning the highest factory wage rates of the five largest cities in the nation. It is this past, combined with present record-breaking automotive production figures, and a bright future, that makes Detroit a most fertile field for planting your advertising dollars. Top radio medium in this wealthy market has always been WWJ, NBC in Detroit, and most familiar letters of the alphabet to Detroit's vast radio audience. To give your product prestige plus selling impact of a ready-made audience, get your product story on WWJ-The Detroit News.

FIRST IN DETROIT . . . Owned and Operated by **THE DETROIT NEWS**
National Representatives: **THE GEORGE P. HOLLINGBERRY COMPANY**
Associate Television Station **WWJ-TV**



Basic NBC Affiliate

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

you can
do it better

with the
revolutionary

ALTEC 21 B MINIATURE MICROPHONE

It achieves uniformity of response... provides greater tonal fidelity... it is omnidirectional... it is blastproof, shockproof... there is no false bass build-up... more net acoustic gain before encountering feedback... tiny size contributes to remarkable versatility of positioning... extends the fidelity of sound transmission.

*Talent deserves
to be seen
as well as heard*

ALTEC

LANSING CORPORATION

161 Sixth Avenue
New York 13, N.Y.
1161 North Vine St.
Hollywood 38, Cal.



California Commentary. . . !

• • • NBC's fabulous giveaway program, "Hollywood Calling," will lose its sponsor in December, according to reliable sources here. . . . When Justin Miller, president of NAB, winds up the coast tour of

Hollywood

NAB district meeting he hopes to spend the Christmas holidays with his family here. . . . Harry Sherman, producer of the Hopalong Cassidy pictures for TV, is reported dickering with Emilio Aczarrage for the production of some of the pictures in Mexico City. . . . Ann Richardson, dynamic public relations executive who was long associated with the orchestra booking business in New York, is giving the Country Club hotel a hand in its publicity and promotion planning. . . . Paramount's coast TV station, KTLA, figures prominently in the movie company's plans to establish a nation-wide TV film network. . . . many programs produced on KTLA have been kinescoped for national distribution. . . . Jeanne Gray starts under her own banner as Jeanne Gray Prod.—to produce on film a series of TV programs for eastern TV outlets. . . . Steve Allen, disc jockey laugh master, and Frances Wayne, are earmarked for feature billing on ABC's "Let There Be Stars" program over KECA-TV. ☆ ☆ ☆ ☆

• • • Gloria Winters, actress who plays "Babs" on KNBH's "Life of Riley" has been signed to appear in Paramount pictures. Irving Brecher, producer on "Life of Riley" has given Miss Winters a two-week leave-of-absence so that she may go on location to northern California. "Life with Luigi," starring J. Carrol Nash, and featuring Alan Read on KNX-CBS, caused a tie-up on the switchboard at CBS. Program has terrific following among foreign language groups throughout the country. . . . Red Skelton will be the next comedian to "go straight" on the Auto-Lite "Suspense" airshow. He'll appear on Nov. 3rd, playing a tense, dramatic role in a chiller called, "The Search for Isabel." . . . Margaret Whiting and Jimmy Wakely will guest on "Grand Ole Opry" over NBC on Nov. 12th. Wakely recently signed a new five-year deal with Capitol and now is regularly recording with Miss Whiting. . . . Cy Howard, creator-producer-director of CBS' "My Friend Irma" is the subject of an interesting picture story in the Oct. 16 issue of Parade, the Sunday picture magazine. . . . Ben Gage is completing discussions to air a five-times-weekly half hour quiz show from his new restaurant-nitery, "The Trails," beginning in December over one of the local indie stations. ☆ ☆ ☆ ☆

• • • Jack Smith will transcribe his second U. S. Treasury "Guest Star" program this week and the ½ hour platter will be aired on 2750 radio stations beginning in December. . . . ABC's emcee of "Surprise Party," Jay Stewart, is expanding his air operations here to include a packaging set-up similar to that of John Guedel, producer of Groucho Marx and Art Linkletter shows. . . . Joe Graydon, ex-FBI agent whose recent Capitol records and photogenic features this week won him a five-a-week video show of his own on KLAC-TV and its Cinemascope "network" bears watching. . . . Mary and Harry Hickox, who do 12 TV and radio shows a week here, will have to budget their time the latter part of the month when they start a recording session on another album of their well-known "Jump Jump" children's stories. . . . Radio's "Fat Man" may move to Hollywood the first of the year for both broadcasts and telecasts. The radio cast will be used in the video version. . . . Multi-dialect comedienne Sara Berner takes on her third role on the CBS Beulah show. Sara takes on role of Aunt to Hattie McDaniel's "Beulah." Blanche Thebom, sensational Met Opera star who is in LA with the San Francisco Opera Company, was a guest star on "Queen for a Day" on Tuesday, Oct. 25th. . . . Smilin' Ed McConnell played a kindly ghost on his Saturday show over NBC. . . . Jovial Don Wilson, announcer, is celebrating his 25th anniversary in radio.

CHICAGO

By HAL TATE

ONE of Chicago's most famous disc jockeys, Ernie Simon, whose AM and TV shows are on WJJD and WBKB respectively, will marry Pat Lyons, non-pro, the last week in December. Ernie's "Curbstone Cut-Up" show on WBKB celebrates its 1st anniversary next month. It's reportedly the longest-running continuous five-a-week show in television. RCA-Victor is the sponsor.

The Muntz Television account has shifted from Robert Sawdon & Associates to the Irving Rocklin agency.

FM station WMOR has made a tie-up with the new near-north side Telenevs Theater which opened up Friday, to originate nearly all the station's night-time shows from the Telenevs lounge.

Lou ("Stop the Music") Cowan has sold another package show here in Chicago. It's called "The Pet Shop" and the sponsor is the Evangeler Kennel Food Company, producers of fresh frozen horse meat, of Wheeling, Illinois. Show will be telecast over WNBQ Tuesday evenings at 5:30 and stars "Proprietor" Gail Compton and his eight-year-old daughter, Gay.

WLS Notes: Donald E. Finlayson, sales promotion manager at the station for the past five years, is resigning to enter the resort business. His successor is John C. Drake, formerly Don's assistant. . . . Estel Freeman, former continuity editor at WIBC, Indianapolis, and also formerly in the publicity department of the State of Indiana, has joined the creative writing staff at WLS. . . . New to the copy department is LaVerne Jette.

Sports announcer Bob Elson is planning a disc jockey show to originate at Bill Burke's Cameo Restaurant.

CBS To Air Talk By Louis Johnson

Indianapolis, Ind.—Secretary of Defense Louis Johnson's address on "Men, Money and Munitions" at a meeting of the National Executive Committee of the American Legion will be broadcast over CBS from here Nov. 5, 11:15-11:30 p.m., EST.

The broadcast will be by transcription made earlier in the evening at the Legion meeting in the Indianapolis Athletic Club.

Lehman Luncheon

All branches of the entertainment industry, including radio and television, will be represented at a luncheon to be held at the Hotel Astor, New York, noon today in honor of Herbert H. Lehman, Democratic-Liberal candidate for U. S. Senator. Among those scheduled to attend are Eleanor Roosevelt, Geo. S. Kaufman, Tony Martin, Tallulah Bankhead, Moss Hart, and Robert E. Sherwood.

Record Attendance At NAB Regional

(Continued from Page 1) chairman. In calling the two-day session to order, Chairman Fellows complimented the broadcasters for their turnout and declared it was an excellent demonstration of the vitality of radio. He emphasized the importance of the session as a sales clinic and indicated that radio was a prosperous, growing business despite the expansion of TV.

Yesterday morning the broadcasters heard Kenneth Baker, NAB research director and acting president of Broadcast Measurement Bureau, report on the progress of the Second Study. Baker reiterated a previous announcement that the Second Study would be ready for distribution around December 1st.



Maurice B. Mitchell, director of Broadcast Advertising Bureau, was introduced by Herbert L. Kreuger, chairman of the First District Sales Managers, and then proceeded to present the BAB story. His subject was "Increasing Radio's Share of the Advertising Dollars." Mitchell's presentation took most of the afternoon with broadcasters interrupting from time to time to ask questions pertinent to their operations.

Later Carl Haverlin, president of BMI, reported on the industry's music organization. He indicated that it was a growing operation and urged the broadcaster subscribers to take an active interest in the popularizing of BMI tunes.

Lawrence to be Heard Craig Lawrence, general manager of WCOP, and Chairman of the employee-employer relations, will open this morning's session by introducing Charles H. Tower, assistant director of NAB Employee-Employer relations. The discussion will cover station operating labor costs, technical, programming and selling. Personnel costs will also come up for discussion.

Following the morning session the broadcasters will lunch with members of the Boston Ad Club at the Hotel Somerset and when the afternoon session is resumed Justin Miller, president of NAB, will speak on "Radio Broadcasting—NAB and You."

Dempsey To Guest On CBS

Former world's heavyweight boxing champion Jack Dempsey will be the guest of N. Y. Yankee star Joe DiMaggio on CBS' "Joe DiMaggio Show," Nov. 5, 10:00-10:30 a.m., EST. Big moments in Dempsey's long and brilliant ring career will be dramatized, and he will be interviewed by the Yankee Clipper.

Below is the advance registration for the two-day meeting of the First District, NAB, which opened yesterday at the Hotel Somerset in Boston. The list includes names of most of the NAB membership in the New England area as well as industry executives from New York and Washington. The names and affiliations follow:

- A
Amor, Addison... RCA Recording—N. Y. C.
Alaire, Leon... WACE—Chicopee, Mass.
Armstrong, A. N. Jr... WTOP—Boston, Mass.
Atwood, Jack S... WRDQ—Augusta, Me.
Ayer, Demeritt... WMUR—Manchester, N. H.
B
Baker, Dr. Kenneth B... NAB—Washington, D. C.
Bannan, Bertha... 855 Little Bldg.—Boston, Mass.
Barton, Charles Wm... WARE—Ware, Mass.
Bates, Harold S... WJOV—Burlington, Vt.
Batfielder, Ernest F... WKNE—Keene, N. H.
Beauvais, Jack A... WEEI—Boston, Mass.
Bingham, George W... WGNV-WKIP—Poughkeepsie, N. Y.
Bird, Lorelei... WEEI—Boston, Mass.
Bishop, Josephine E... WMAS—Springfield, Mass.
Blackburn, J. W... Blackburn-Hamilton Co.—Washington, D. C.
Booth, R. W... WTAG—Worcester, Mass.
Boucher, Louis A... WTAG—Worcester, Mass.
Blonberg, Haskell... WLLH—Lowell, Mass.
Borges, Arthur F... WERI—Westbury, N. Y.
Brackett, Quincy A... WSPR—Springfield, Mass.
Braine, T. B... WCAX—Burlington, Vt.
Brewster, Warren H... WLNH—Laconia, N. H.
Brissett, ... WTAG—Worcester, Mass.
Brown, Carlton D... WTVL—Waterville, Me.
Brush, Arthur T... WHDH—Boston, Mass.
Burlleigh, W... WSPR—Springfield, Mass.
C
Calhoun, Thomas... WEEI—Boston, Mass.
Carter, Hervey... WMUR—Manchester, N. H.
Caryl, Herbert... INS—Boston, Mass.
Cervone, Larry... Gates Radio Company—Washington, D. C.
Chalmers, J... WEIM—Fitchburg, Mass.
Chandler, V... WMUR—Manchester, N. H.
Clement, Earle G... WBET—Brookton, Mass.
Clove, Joseph K... WKNE—Keene, N. H.
Cotel, E... The Katz Agency, Inc.—N. Y. C.
Collins, Robert... WMUR—Manchester, N. H.
Coudgon, G. M... WRAM—Newport, R. I.
Cunningham, Guy... WEEI—Boston, Mass.
Curran, Charles F... WBKA-WBKA-FM—Brookton, Mass.
Curto, K. M... WPRO—Providence, R. I.
D
Davis, Jack... WJOY—Burlington, Vt.
DeLaney, C. G... WTIH—Hartford, Conn.
DeLude, Norman... WOTW—Nashua, N. H.
Deme, John... WICI—Norwich, Conn.
DeRose, C. N... WHYN—Holyoke, Mass.
Donahue, R... WMAS—Springfield, Mass.
Donato, N. V... C. P. MacGregor—N. Y. C.
Doolittle, F. M... WDRG—Hartford, Conn.
Dorschug... WEEI—Boston, Mass.
Duchaine, Joseph P... WBSM—New Bedford, Mass.
Dunn, Tom... WCOP—Boston, Mass.
E
Edwards, W. S... WEEI—Boston, Mass.
F
Feldman, Paul... WMAS—Springfield, Mass.
Feldman, R. W... WMAS—Springfield, Mass.
Fellows, Harold E... WEEI—Boston, Mass.
Finney, Deane... Fall River, Mass.
Fitzgerald, Dana W... WLLH—Lowell, Mass.
Fleuniken, James M... Capitol Records, Inc.—Hollywood, Calif.
Foster, Robert C... Paul H. Raymer Co., Inc.—Boston, Mass.
Friedheim, R... World Library—N. Y. C.
Fuller, A. C... WTAG—Worcester, Mass.
Fuller, C. A... WBET—Brookton, Mass.
G
Garrigus, Fred... WEEI—Boston, Mass.
Gatchell, C. E... WGAN—Portland, Maine.
Gibert, Janet... WIDE—Biddeford, Maine.
Gibert, Janet... WIDE—Biddeford, Maine.
Harold Cabot Company, Inc.—Boston, Mass.
Girardin, Ray... WEEI—Boston, Mass.

- Gravel, R. L... WTAG—Worcester, Mass.
Granel, Hugh M... World Broadcasting System—N. Y. C.
Greenwood, W... WHAV—Haverhill, Mass.
Goodman, W. H... WPRO—Providence, R. I.
Gridley, Ansel E... WARE—Ware, Mass.
Guernsey, E. E... WLBZ—Bangor, Me.
H
Hasse, W. B... WDRG—Hartford, Conn.
Hager, Kolin... SESAC—New York City
Haigs, John W, Jr... WHAI—Greenfield, Mass.
Harlow, Roy... Broadcast Music, Inc.—New York City
Harrison, G... WMAS—Springfield, Mass.
Husbrook, C. P... WGAN—Burlington, Vt.
Haverlin, Carl... BMI—New York City
Hayes, David... WACE—Chicopee, Mass.
Hill, J. E... RCA Broadcast Equip. Sales—N. Y. C.
Hewitt, W... WPCI—Providence, R. I.
Higgins, G. T... WLAM—Lewiston, Maine.
Hill, E. E... WTAG—Worcester, Mass.
Holbrook, C... WMOU—Berlin, N. H.
Hoy, F. S... WLAM—Lewiston, Maine.
Huber, Paul... WTVL—Waterville, Me.
Hubley, B. A... WMNE—North Adams, Mass.
Hyde, H. H... WPIB—Providence, R. I.
I
Ignacio, Louke... WEEI—Boston, Mass.
J
Jaspert, G. H... WCCM—Lawrence, Mass.
Johnson, W... WTIC—Hartford, Conn.
Jones, Arthur H... Gray Research & Development Co.—Hartford, Conn.
Jones, Ted... WCRB—Waltham, Mass.
K
Keyworth, J. Gordon... WMNB—North Adams, Mass.
Kenney, Peter B... WKNB—New Britain, Conn.
Kimmel, David M... WLAW—Lawrence, Mass.
King, Gene... WCOP—Boston, Mass.
Kingsley, Walter... WCOP—Boston, Mass.
Kirby, Gerald... WEEI—Boston, Mass.
Knight, Carter... WEIM—Fitchburg, Mass.
Kopka, Anne... WOTW—Nashua, N. H.
Koster, H. W... WPAF—Providence, R. I.
Kruetzer, H. L... WTAG—Worcester, Mass.
Krottschnitt, G. A... WMMW—Meriden, Conn.
Kuhner, Charles F... WMNB—North Adams, Mass.
L
Laffey, F. P... WLAW—Lawrence, Mass.
Lahr, Melvin... WSAR—Fall River, Mass.
Lathrop, A. E... WPRB—Providence, R. I.
Lawrence, Craig... WCOP—Boston, Mass.
Levis, Gordon J... WIDE—Biddeford, Me.
Lloyd, Edward... WEEI—Boston, Mass.
Lown, Bert... Associated Program Service—N. Y. C.
Lucey, W. F... WLAW—Lawrence, Mass.
M
Mack, B... WMUR—Manchester, N. H.
Malo, W. F... WDRG—Hartford, Conn.
Malo, W. Jr... WNHG—New Haven, Conn.
Maffie, Al... WLNH—Laconia, N. H.
Marcoux, Rudolph O... Maine Broadcasting System, Portland, Me.
Markham G. E... NAB—Washington, D. C.
Marks, H. Roy... WEEI—Boston, Mass.
Meyer, Harold H... WPRB—Portland, Me.
Miller, Justin... NAB—Washington, D. C.
Milne, J. T... WNHC—New Haven, Conn.
Mitchell, Florence... WEEI—Boston, Mass.
Mitchell, M... NAB—Washington, D. C.
Mollna, H. G... WEIM—Fitchburg, Mass.
Mollna H. G., Jr... WEIM—Fitchburg, Mass.

Emphasis on Radio Boston—Just how much emphasis NAB is putting on radio these days can be gained from the fact that Emerson Markham, director of NAB's video division, is present at the First District Meeting but is not scheduled to talk before the meeting. Markham is here in the role of a TV observer and whatever conversations he has on television are of an informal nature.

- Monson, Paul... WSPR—Springfield, Mass.
Montague, P. J... WHYN—Holyoke, Mass.
Moore, Gordon... WMUR—Manchester, N. H.
Morgan, Albert... WTVL—Waterville, Me.
Morley, B. S... WTAG—Worcester, Mass.
Morency, P. W... WTIC—Hartford, Conn.
Morrison Robert Z., Jr... World Broadcasting System New York City
Murray, J. J... WEEI—Boston, Mass.
MacNeil, Marlon... WERI—Westerly, R. I.
McElwain, D... WACE—Chicopee, Mass.
McGrath, William... WHDH—Boston, Mass.
McKeon, N. A... WTAG—Worcester, Mass.
McKernan... WTVN—St. Johnsbury, Vt.
N
Newell, Hal... WBKA-WBKA-FM—Brookton, Mass.
Newcomb, Arthur... WOTW—Nashua, N. H.
Norwood, D... WLAW—Lawrence, Mass.
O'Brien, Richard J... WMNB—North Adams, Mass.
O'Donnell, C... WRJM—Newport, R. I.
Oelring, Lewis E... WKNE—Keene, N. H.
Ozgen, Clifford E... Capitol Records, Inc.—Hollywood, Calif.
Olson, Harvey... WDRG—Hartford, Conn.
O'Malley, C... WACE—Chicopee, Mass.
Oury, W. P... WERI—Westerly, R. I.
P
Parrott, G. R... WALE—Fall River, Mass.
Parsons, J. T... WBRK—Pittsfield, Mass.
Patterson, L... BMI—New York City
Paul, S... Broadcasting Magazine—N. Y. C.
Peelers, G. M... WKNE—Keene, N. H.
Peters, R. J... WATZ—New Haven, Conn.
Pilla, Ed... WCOP—Boston, Mass.
Pine, Helen... WEEI—Boston, Mass.
Pinkham, Charles H... Erwin, Wassey & Co.—New York City
Phitt, Bernard... Sponsor—New York City
R
Reid, Robert... INS—New York City
Reinhart, Alan... Harry Goodman Radio Prod., N. Y. C.
Richman, D. M... WIOB—Gardner, Mass.
Rines, W. H... WOSH—Portland, Me.
Robinson, R. J... WACE—Chicopee, Mass.
Rogers, I. E... WLAW—Lawrence, Mass.
Rowles, Mary V... Broadcast Adv. Bureau—New York City
Ryder, J. M... WBRV—Waterbury, Conn.
Ryder, P. H... WBRV—Waterbury, Conn.
S
Schultz, Carl W... WMMW-WMMW-FM—Meriden, Conn.
Schoen, Arnold F., Jr... WPRO—Providence, R. I.
Shepard, Richard L... WBKA-WBKA-FM—Brookton, Mass.
Shute, E. H., Jr... WLAM—Lewiston, Maine.
Stimms, R... Erwin, Wassey & Co.—N. Y. C.
Sisson, G. L... WALE—Fall River, Mass.
Sisson, J. R... WALE—Fall River, Mass.
Spokes, A. E... WJOY—Burlington, Vt.
Stanton, M... WDRG—Worcester, Mass.
Steinhilber, Reinhold... WBET-WBET-FM—Brookton, Mass.
Stoughton, Milton W... WSPR—Springfield, Mass.
Stovin, H. N... Radiotime, Inc.—Chicago, Ill.
Stuhls, L. H... WGAN—Portland, Me.
Sullivan, C. M... NAB—Washington, D. C.
Swan, J. D... WCAX—Burlington, Vt.
T
Tiemer, P... Paul H. Raymer Co.—N. Y. C.
Tindal, Ann C... WSPR—Springfield, Mass.
V
Vail, Charles B. H... WEEI—Boston, Mass.
Vigue, Harold... WTVL—Waterville, Mass.
W
Walker, W. A... WPCI—Pawtucket, R. I.
Warner, W. W... WHDH—Boston, Mass.
Wax, J. Buz... WALE—Fall River, Mass.
Weed, J. L... Weed & Co.—New York City
Weis, Pierre... Lang-Worth Venture Programs—N. Y. C.
Whalen, Mary... WEEI—Boston, Mass.
Wheeler, Harry... WCOP—Boston, Mass.
Wildman, James... WEEI—Boston, Mass.
Wilhoff, John... WCOP—Boston, Mass.
Williams, David R... Standard Radio Trans. Serv.—N. Y. C.
Woodward, Charles W., Jr... WPRB—Providence, R. I.
Y
Young, William E... Lang-Worth Venture Prog., N. Y. C.
Youse, Clifford... WLAW—Lawrence, Mass.

Temporary Licenses Given Web Stations

(Continued from Page 1)

any extensions were agreed upon pending determination of the merit of the complaint of the National Association of Radio Station Representatives against network activities in the spot field. All three nets admit having represented some of their affiliates in spot sales, by-passing the reps.

Charge by NARSR is that the network spot sales activities violate the chain broadcast rules, or are at any rate not in the public interest.

In separate letters the Commission yesterday notified the nets of its action. The NARSR charges were the only causes mentioned in the letter to CBS, while additional complaints from WING, Dayton, WJW, Cleveland, and KPRO, Riverside, Calif., were also mentioned in the letter to ABC.

In the letter to NBC, the Commission refers also to the Don Lee hearing, and the spot sales proceeding. In addition, the Commission wrote:

Text of Letter

"During the course of this hearing, at which NBC was represented by counsel, testimony was received from the president of radio station KHQ, Spokane, Washington, an NBC affiliate, concerning a proposal in August, 1948, to continue the broadcast, on a national spot basis, of a six-day per week program of the Richland Oil Company, broadcast during station (non-option) time, after such program had been transferred from the NBC to the ABC. While these negotiations were in progress the station received the following telegram introduced into evidence at the hearing, from Sydney A. Strotz, vice-president of the NBC:

Western Union telegram October 21, 1948

'I am very much surprised at the horse trading which is going on in connection with the Richfield deal. You evidently forgot that you as an affiliate have at least some loyalty to NBC. There is no question that we will sell this time to a very substantial account which will not only take the eight stations involved but all the other stations throughout our network. If you don't like our affiliation we would like to know about it now. I will be delighted to discuss the matter over the phone if you care to call. Regards. Sydney A. Strotz.'

"This testimony would appear to present a substantial question as to whether the NBC has violated or attempted to induce or coerce its affiliates to violate certain of the Commission's chain broadcasting regulations."

Placed on temporary license until next March were WCBS, New York; WCCO, Minneapolis, WBBM, Chicago and KCBS, San Jose, all CBS stations; WENR, Chicago, WJZ, New York, and KGO, San Francisco, all ABC; and KOA, Denver, WMAQ, Chicago, WNBC, New York and KNBC, San Francisco, all NBC.

NETWORK SONG FAVORITES

The top 30 songs of the week (more in case of ties), based on the copyrighted Audience Coverage Index Survey of Popular Music Broadcast over Radio Networks. Published by the Office of Research, Inc., Dr. John Peatman, Director. Survey Week of October 21-27, 1949

TITLE	PUBLISHER
A Dreamer's Holiday.....	Shapiro-Bernstein
Ain't She Sweet.....	Advanced
Bali Ha'i.....	Chappell
Bye Bye Baby.....	J. J. Robbins
Dime A Dozen.....	E. H. Morris
Don't Cry Joe.....	Harms
Fiddle Dee Dee.....	Harms
Hop Scotch Polka.....	Cromwell
Huckle Buck.....	United
Hush Little Darlin'.....	Michael
I Can Dream Can't I.....	Chappell
Just For Fun.....	Paramount
Just One To Say I Love You.....	Berlin
Last Mile Home.....	Leeds
Let's Take An Old Fashioned Walk.....	Berlin
Maybe It's Because.....	Bregman-Vocco-Conn
Meadows Of Heaven.....	Laurel
My Own My Only My All.....	Paramount
Now That I Need You. (Where Are You).....	Famous
Room Full Of Roses.....	Hill & Range
Rudolph The Red-Nosed Reindeer.....	St. Nicholas
Slipping Around.....	Peer
Someday You'll Want Me To Want You.....	Duchess
Story Of Annie Laurie.....	Santly-Joy
That Lucky Old Sun.....	Robbins
There's Yes Yes In Your Eyes.....	Witmark
Toot Toot Tootsie Goodbye.....	Felst
Twenty-Four Hours Of Sunshine.....	Advanced
Younger Than Springtime.....	Chappell
You're Breaking My Heart.....	Mellin
You're So Understanding.....	Barron-Pemora

Second Group

TITLE	PUBLISHER
A Wonderful Guy.....	Chappell
Blue For A Boy Pink For A Girl.....	Gallico
Georgia On My Mind.....	Peer
Give Me A Song With A Beautiful Melody.....	Witmark
Homework.....	Berlin
I Never See Maggie Alone.....	Bourne
I'm Throwing Rice At The Girl I Love.....	Hill & Range
In Santiago By The Sea.....	Life Music
It's A Great Feeling.....	Remick
Jealous Heart.....	Acuff & Rose
Let's Harmonize.....	Santly-Joy
My Bolero.....	Shapiro-Bernstein
My Street.....	Campbell
Oh You Beautiful Doll.....	Remick
Over The Hillside.....	Dreyer
So In Love.....	T. B. Harms
Some Enchanted Evening.....	Chappell
Song Of Surrender.....	Paramount
Through A Long And Sleepless Night.....	Miller
Where Are You Blue Eyes.....	Knickerbocker
Why Fall In Love With A Stranger.....	Campbell
Wishing Star.....	Broadcast Music
You Told A Lie.....	Bourne
You're My Thrill.....	Sam Fox

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FCC Answers Webs On Giveaway Charge

(Continued from Page 1)

conferred upon it by Congress as a valid exercise of its power to regulate interstate commerce."

In the answer delivered to the American Broadcasting Company yesterday, the U. S. Government and the FCC requested the court to dismiss the complaint and that the plaintiffs, (ABC, CBS and NBC) be ordered to pay the court costs.

The FCC cited the allegations to the effect that "none of such programs constitutes a lottery, gift enterprise or similar scheme" in violation of the Criminal Code as being a "conclusion of law requiring no answer." The Government's answer also described as "a conclusion of law" the allegation of the web that the Commission will automatically deny the new applications or renewals of broadcast licenses of the plaintiffs if the rules are upheld by the court.

The FCC also denied the networks' charge that it did not present any arguments or adduce any evidence at the hearings held on Oct. 19, 1948, or at any other time in support of its proposed rules.

FM Store-Radio Report In New Survey By NAB

(Continued from Page 1)

items plugged. Of the 50 stores studied in the company's test, 25 were FM equipped and 25 had no store radio.

The story of the test is one of several in the new NAB study prepared by the FM director, Arthur Stringer, for distribution to the FM members of the association. The itemized list of stock in which FM-equipped stores jumped their sales over non-equipped stores included some with increases as high as 260 per cent, he said.

NEED RECORDING TAPE IN A HURRY?

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

CALL OR WRITE

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

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

TELEVISION DAILY

Section of RADIO DAILY, Tuesday, November 1, 1949 — TELEVISION DAILY is fully protected by register and copyright

CANADA TV 'WIDE OPEN'—DUNTON

TELE TOPICS

BECAUSE THEY OFFER week-to-week continuity through established characterizations and variety through changing situations, domestic comedy shows seem destined to occupy an increasing portion of TV's programming makeup. With good scripting—the major need of most stanzas—they may well continue indefinitely with little or no wear. One that must be ranked near the top in the category is "The Truex Family," a recent arrival on WPIX. The members of the Truex clan—there are more than we can count—from Ernest and Sylvia on down to granddaughter Penelope, age three, set out to show that actors are people, even as you and me, but a more talented and entertaining tribe would indeed be hard to find. . . . Last week a gentleman billed as George Spelvin appeared on the show as a stage-struck v-p of Gimbels, program's sponsor, and played the hambone role to the hilt with hilarious results. Although Spelvin is not a newcomer to acting, he is better known in the trade as Warren Wade, former NBC production chief and now program manager of WPIX. . . . Program also contains some of the best examples of commercial integration ever seen, but we wish they'd drop the super-imposed price tag as an article is described. It's disturbing and unnecessary. . . . Scripts, by Jim Truex and Searle Kramer, are well above average, and direction, by Clay Yurdin, is excellent.

THE DuMONT Teletranscription department made its 1,000th recording Saturday night when it canned "Cavalcade of Stars." Headed by Ed Carroll, the department records about 80 performances a week. . . . Charles Laughton, Eddie Albert and Allyn McClerie will guest on the debut of the new Paul Whiteman show on ABC Sunday. Scripted by George Faulkner, program is produced by Tony Stanford and directed by William H. Brown, with TV production by Ward Byron. . . . Frank Dahm has joined the staff of WOR-TV as editor of "Telefax News," daily three-hour newspaper scanned by the station from 2 to 5 p.m. . . . Vincent Price will narrate the Stokely and Ebert film production of "A Christmas Carol" which will be shot at the Jerry Fairbanks studios.

WAAM, Baltimore, marks its first anniversary tonite with a special "Birth-day Party" show to be produced and directed by Anthony Farrar. Mayor Thomas D'Alesandro will guest. . . . Giveaway offer mentioned only once on a WCAU-TV show last week drew 5,480 requests in four days. . . . The wives of three WPIX announcers, John Tillman, Joe Bolton and Jack McCarthy, are expecting heirs within 15 days of each other next spring, and all three have made reservations at Doctors Hospital.

Special Holiday Show Sold By NBC And CBS

(Continued from Page 1)
TV outlets that can clear the time, both live and by recording. Program will combine the sponsor's two AM shows featuring the Symphonette, conducted by Mishel Piastro, and the Choraliers, conducted by Eugene Lowell. Program will be aired 5-6 p.m., EST, Nov. 24. Agency is Victor A. Bennett Co.
Elgin-American, which last year sponsored a two-hour variety show on ABC-TV, is buying the entire NBC interconnected web as well as an unspecified number of non-interconnected outlets. Headlining the show, which will be produced by Max Liebman, will be Milton Berle, George Jessel and the Ritz Brothers, the latter making their initial video appearance. Program will be aired Thanksgiving night, 8:30-10 p.m. and will originate at the International Theater. Agency is Weiss & Geller.

WNAC-TV Sells Film Seg

Boston—Allen Furniture Co. has signed with WNAC-TV for sponsorship, through Oct., 1950, of a weekly quarter-hour film series, "Curiosities In The News," produced by Walter Fudder. Silton Brothers is the agency.

WAAM Names Carter

Baltimore — Kenneth L. Carter, formerly with WMAR-TV, has been named local sales manager of WAAM, it was announced yesterday

Tele Private Activity, Not Federal, Says Coy

Washington Bureau of RADIO DAILY
Washington — FCC Chairman Wayne Coy has notified several Virginia residents, through Congressman Burr P. Harrison, that it is up to private enterprise to provide them with television service. Although the FCC is sympathetic to their concern that it might not be made available in small towns, Coy rejected the idea that the Government could provide programming.

On the other hand, Coy pointed to the possibility that duplicate stations might be constructed to bring the program schedules of big city stations to small towns.

Want Wide Distribution
Harrison announced last night that Coy said in response to queries that the Commission is anxious that TV service be as widely available as possible, and that as many channels as can be will be made available.

Will Discuss Television

Hartford, Conn.—Television will be the topic of a talk to be given by chief announcer Russell Naughton of WDR, November 16th at the Windsor Locks, Rotary Club. WDR has a television application pending before the FCC.

by Armand Grant, recently promoted to director of sales. Grant is in charge of all station sales.

Wilson Quits As ABC Veepee As Web Slashes All Budgets

J. Donald Wilson, has resigned as vice-president and national director of network programs of ABC, it was learned yesterday.

His resignation coincides with a curtailment of the web's TV sustaining program schedule and a substantial budget cut involving virtually every department.

Wilson has been a vice-president of the web since January of this year, when he was transferred to New York from Hollywood where he was program manager.

The across-the-board budget reduction, the second this year, means reductions in service and/or personal in varying amounts for all departments. Heaviest cuts are expected in

TV production and engineering personnel as the result of the dropping of eight hours of sustaining shows a week, two- and a-half hours of which were film. Programs axed include Bowling Headliners, Actors Studio, A Couple Of Joes, Sleepy Joe and I Believe.

ABC officials prefer to call the cutback a readjustment and realignment of an unwieldy and unprofitable program schedule. Web is going all out to promote the new Paul Whiteman show for Goodyear that bows Sunday nite and should other new commercials be landed it would undoubtedly program sustainers around them to build block programming continuity.

CBC Chief Scores B'dcasters For TV Outlook

Victoria, B. C.—Television in Canada is "wide open" for private broadcasters to step in, but so far, no one has shown much interest. A. D. Dunton, chairman of the board of governors of the CBC, said here. He added "there has been a marked lack of interest on the part of private operators in establishing television transmitting stations in Canada."

He attributed this in part, to lack of understanding of the extent to which CBC has developed its TV policy. Application for a \$4,500,000 loan to CBC is now before Parliament, he said. If the loan is approved, CBC will set up video production centers and transmitters in Toronto and Montreal, to supply programs directly to surrounding areas. In addition, programs will be recorded for use by any other existing stations in Canada.

Only on 'Private' Application
But, he said, so far only one private operator has applied for permission to build a TV transmitter. He is Bill Rea, of C.K.N.W., at New Westminster, B. C., who "will be on the air with television in a year to a year and a half," Dunton said. "Of course, television is a tremendously expensive proposition, but we're authorized to subsidize private stations by supplying them with shows."

Earlier, Dunton had said that TV in Canada cannot be placed exclusively in the hands of private commercial interests, since such a move would result in Canada being swamped with U. S. programs to the exclusion of home production. "The tendency," he said, "would be for Canadian television to become a series of northward offshoots of U. S. TV instead of its forming east-west links across Canada."

"Cost" a Big Factor
This, he continued, was nothing more than the "result of commercial arithmetic." Canadian programs would cost more for production than those from the States. Therefore, an unregulated industry would tend to use only the cheaper U. S. productions.

Pointing out that TV in the U. S. is operating at heavy losses, he said two obstacles confront the establishment of video in Canada—the higher cost per capita because of this country's relatively small population, and the distance factor.

AGENCIES

WILLARD S. FRENCH, president of Brook, Smith, French & Dorrance, Inc., New York and Detroit, announces the appointment of the agency as advertising counsel for York Corp., York, Pa., manufacturers of refrigeration and air conditioning equipment. The appointment becomes effective November 15th.

SIMONS - MICHELSON COMPANY, of Detroit, announces the addition of Helen Anderson, formerly of WJBK-TV, to its radio and television staff.

THE ACE ART COMPANY of Reading, Mass., makers of NuAce mounting corners, have named James Thomas Chirurg Company, Boston and New York, as advertising agency and merchandising counsel effective January 1, 1950. The Chirurg Boston office will be in charge.

ARTHUR PINE ASSOCIATES have been appointed to handle all publicity-public relations for Gift-Pax, New York, the hospital merchandising and sampling service of baby products to mothers.

MARLBORO SHIRT COMPANY of Baltimore, Maryland, manufacturers of dress shirts, sport shirts and outerwear, have appointed Kaster, Farrell, Chesley & Clifford, Inc., as their advertising agents.

EXCELSIOR QUICK FROZEN MEAT PRODUCTS, New York City, have appointed Tracy, Kent & Co., Inc., to handle an extensive advertising campaign in newspapers and television for their new product, Quick Frozen Buttered Beef Steaks.

AFFILIATED RETAILERS, INC., cooperatively owned by 59 department stores, including the R. H. Macy, May Company, and City Stores Groups, has appointed Raymond Spector Company, Inc., as its advertising and merchandising counsel in connection with the promotion of its store-owned "AR" brands.

CBM Getting Power Boost

Montreal—Work has been started at the CBM transmitter, in Marieville, Quebec, on the St. Lawrence South Bend Shore, about 30 miles southeast of Montreal, to boost the station's power from 5 to 50 kilowatts. It is expected that conversion will be completed by next July.

ATTENTION: AGENCIES

Top Flight Radio Producer-director with 12 years' experience seeks staff affiliation with agency radio department. All details on request to:

RADIO DAILY, Box # 282
1501 Broadway New York City

COAST-TO-COAST

News Series Sched.

Amsterdam, N. Y.—WCSS presents as a new series, "Bill Scott—Forest Ranger," produced by the U. S. Department of Agriculture Forest Service. This show is designed for the younger set and stresses forest conservation.

WCOP Man Turns Author

Boston, Mass.—Tom Lesure, of the WCOP news department, has an article he had written about his Caribbean honeymoon used in the October 15th issue of the "Saturday Review of Literature." The article, titled "Caribbean Notebook," appeared in William Rose Benet's column "The Phoenix Nest."

Kampe Resigns

St. Louis, Mo.—Mel Kampe, promotion manager of WIL, resigned from the station effective November 20, 1949. Kampe has been associated with WIL for the past 11 years in programming, writing, publicity and promotion. He will sail from San Francisco aboard the SS Lurline November 30, for an indefinite stay in the Hawaiian Islands.

Eaton Rejoins WCCO

Minneapolis, Minn.—Gordon Eaton will join the announcing staff of WCCO, effective November 1. He will come to the Twin Cities station from WGST, Atlanta, Ga. Eaton previously was associated with WCCO before he worked at his Atlanta post.

Latest Addition On WSB

Atlanta, Ga.—Newest program on the WSB schedule is "Moonlight Moods" aired each Monday, Wednesday and Friday at 11:15 p.m. The program includes poetry read by Lee Jordan, and an organ musical background furnished by Bob Van Camp, station musician.

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

SOUTHWEST

WINS Sales Contest

Rochester, N. Y.—Abe Doris, of Katz sales force yesterday was declared winner of the WARC-Katz agency contest. Sam Townsend, owner and operator of the Rochester station, staged the sales test over the period of August and September. Abe's closest competitors were Mike Flynn and Martin Beck.

Givens Supervising Tour

Schenectady, N. Y.—Gill Givens, WGY's supervisor of farm programs, has been named director of the American Farmers tour of Europe under the sponsorship of the National Farmers Union and TWA Airlines. The tour is sanctioned by the U. S. Department of Agriculture, and is planned for Northeastern farmers who want to study French agricultural methods under the auspices of the French Department of Agriculture.

"Menjous" Bought By WSIX

New York—The Frederic W. Ziv Co. announces the purchase of their "Meet The Menjous" program by radio station WSIX, Nashville, Tenn. The show, starring actor Adolphe Menjou and his actress wife, Verree Teasdale, will be broadcast five times weekly over WSIX.

GENE DENNIS, general manager of KWHN, Fort Smith, Arkansas, has announced a further expansion in his local programming by the addition of the MGM transcription package which includes Lionel Barrymore at Home, Paula Stone, Hollywood USA, MGM Theater, Good News from Hollywood, Judge Hardy's Family, Maisie, and Doctor Kildare. All MGM programs are scheduled in the night periods to contrast with heavy daytime schedule of hillbilly and western music. Over 40 performers are on the KWHN roster of talent, probably more live hillbilly and western talent than on any other station. Star units include Delmore Brothers and Lonnie Glosson, whose original "Why Don't You Haul Off and Love Me" and "Blues Stay Away From Me" recording has now passed the million mark in sales and placed 1st and 8th respectively on the Hillbilly Hit Parade. Also starred on KWHN are the Hartford Quartette, Ozark Rangers and Harmony Belles. Pat Breene, femme disc jockey of KTUL, Tulsa, Oklahoma, put more than 150 male members of the deejay fraternity in the shade when she spun off with the honors in the regional contest conducted by Capitol Records. Pat was proclaimed winner by Lloyd O. Cook, branch manager for Capitol in Oklahoma.

RADIO EXECUTIVES CLUB OF NEW YORK

Luncheon-Meeting, Thursday, Nov. 3
Hotel Roosevelt

GUEST SPEAKER—General William H. Harrison, I.T.&T. President, speaking on "International Communications."

SPECIAL FEATURE—Presentation of Red Cross Certificates of Appreciation to Red Barber, CBS Sports Director, and Yankees sportscaster Mel Allen.

ADMISSION—Members, \$3, Non-Members, \$3.75.

For last minute reservations call Claude Barrere,
Mu 6-0238



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 22

NEW YORK, WEDNESDAY, NOVEMBER 2, 1949

TEN CENTS

EXPLOSION SUSPENDS FCC'S HEARINGS

Army-Navy Football On MBS And NBC-TV

The Army-Navy Football Game, Nov. 26, 1:15 p.m., EST, (15 minutes before the kickoff) will be carried exclusively on radio by MBS and on television by the NBC-TV network, under the sponsorship of Gillette Safety Razor Co., it was announced yesterday by Joseph P. Spang, Jr., president of Gillette.

Over 400 MBS stations are scheduled to carry the traditional classic. It also will be shortwaved by AFRS, sans commercial. The announcers will be named later this week.

Foote, Cone & Belding Expanding Below Border

Foote, Cone & Belding International Corp., New York, has announced the completion of working arrangements with seven Latin American advertising agencies, on an exclusive basis.

The deal was handled by Luis G. Dillon, executive v-p in charge of the firm's Latin American operations, who returned to New York this week from a three months' stay in Latin America. FCBI had previously announced the appointment of

(Continued on Page 3)

"Dr. I. Q." Moves To ABC As Sustaining Feature

"Dr. I. Q." formerly heard on NBC under sponsorship of Mars Candy Company, will become an ABC web feature on Wednesday, November 9, and will be heard at 8 p.m., EST. Lew Valentine will continue as emcee and the audience participation show will be offered for commercial sponsorship.

Sound Effects

A recording session of "Martin Kane, Private Eye" in the WOR studios the other day was interrupted by a strange rustling, as of mice in a haystack. The director called a halt, and asked who was 'mousing up' his show. Dead silence. Finally a hard-bitten actor stepped forward and confessed: he was wearing taffeta shorts.

Family Interest

Boston—When Rudolph O. Marcoux, sales promotion manager of WCSH, Portland, Maine, registered for the 1st District NAB meeting, he also registered for Mrs. Marcoux. Together they attended all sessions of the two-day meeting and took special interest in all the sales promotion clinic discussions. They were the only "Mr. and Mrs." team at the sessions.

Miller Prophecies Regarding Color TV

Boston—Justin Miller, president of NAB, told a press conference during the 1st District NAB meeting yesterday that "another ten years would be needed before perfect color television could be expected."

Judge Miller believes that the government will have to release some of the ultra high frequency channels controlled by government agencies, for private use before

(Continued on Page 8)

Philco Sales Rallying As Production Mounts

Sales and net income of the Philco Corp. for the third quarter of 1949 fell off sharply from last year's totals, due principally to "a two-week shutdown in midsummer for factory vacations in the television and radio division, and heavy starting costs involved in getting production under way on the new 1950 line," it was announced yesterday

(Continued on Page 3)

Radio Progress Highlighted As Nat. Radio TV Week Opens

Radio's remarkable progress during the last 29 years—"the most phenomenal growth ever recorded in a single industry"—was reviewed this week by the NAB in a report coinciding with the opening of National Radio and Television Week, Oct. 30-Nov. 5.

Gordon Gray, of WIP, Philadelphia, and W. B. McGill, of the Westinghouse Radio Stations, Inc., have been named co-chairmen of a joint

Blast And Fire In Post Office Building Destroys Commission's Files; Delays Hearing Plans

Says FCC Can't Rule On 'Transit' Legality

Washington—FCC observers were on hand yesterday for the fourth day of the local hearing on street-car radio, but Assistant Attorney General Harry Plotkin said the Commission could not attempt to comment on the legal questions involved. The matter has never actu-

(Continued on Page 6)

WTOP's Tape Recorder At Wash. Airplane Crash

Washington—WTOP, CBS' outlet in the nation's capital, claimed a tape recorder first yesterday in the coverage of the collision of a P-38 with an Eastern Airlines DC-4 at National Airport yesterday with the loss of 54 lives.

Stephen Laird, CBS commentator, (Continued on Page 6)

IT&T Prexy To Address New York REC Thursday

Gen. William H. Harrison, president of IT&T, will be the guest speaker at this week's luncheon meeting of the Radio Executives (Continued on Page 2)

Washington Bureau of RADIO DAILY
Washington — Indefinite postponement of all hearings scheduled for Washington as FCC members and employes prepared to try to find out just what documents and files have been completely lost and what may be recovered. In addition, a large part of the commis- (Continued on Page 8)

BBC's American Staff Cut In Economy Move

Staff of the North American office of the British Broadcasting Company in New York has been reduced from 29 to 14 members because of the recent devaluation of the pound. It was announced yesterday by Norman Luker, North American BBC director, who recently returned from a BBC conference in London.

Among the executives who will (Continued on Page 2)

NARND Agenda Set For Two-Day Confab

More than 200 newsmen are expected to attend the annual convention of the National Association of Radio News Directors at the Commodore Hotel, Nov. 11-13.

Allen Martin of WPIX, New York; (Continued on Page 2)

Presentation

Francis Cardinal Spellman was the recipient yesterday of a floral presentation from 13 year-old Betty Clark, ABC's blind singing star, in commemoration of National Flower Week. Betty, who was chosen as national "Flower Girl" by the Society of American Florists, is presenting many similar floral gifts to hospitals in the Cardinal's name.

(Continued on Page 6)



Vol. 49, No. 22 Wed., Nov. 2, 1949 10 Cts.

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FRANK BURKE : : : : Editor
MARVIN KIRSCH : Business Manager

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

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

FINANCIAL

(November 1)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Bid, A-asked. Rows include Nat. Union Radio, DuMont Lab., Stromberg-Carlson.

Radio Week In Ohio

Portsmouth, O.—Local activities in connection with the observance of National Radio Week include a special program by the Portsmouth Amateur Radio Club on Saturday night, and a speech by Hugh M. P. Higgins before the Kiwanis Club. Higgins is vice-president and general manager of WMOA, Marietta, O., and was formerly assistant director of broadcast advertising for the NAB.

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

★ COMING AND GOING ★

GORDON GRAY, vice-president of WIP, Philadelphia, yesterday was in New York on station business.

WAYNE STEFFNER, sales manager of KNX-Columbia Pacific Network, is on a business trip to San Francisco.

PETER DONALD has returned from a series of charity appearances in Connecticut and has resumed his daytime comedy series, "Talk Your Way Out of It," also his weekly comedy appearances on "Can You Top This" broadcast over WOR.

TED ABER, of Mohawk Carpet Co., sponsors of the Roberta Quinlan "Showroom" series on TV, is in Amsterdam, N. Y., planning the convention at which Roberta will sing.

WILLIE SHORE, comedy dancer, is due from Buffalo for his guest shot this Saturday night on the television program, "Cavalcade of Stars."

WILLIAM BRENNAN, manager of network sales in Hollywood for CBS, is spending a two-week vacation in San Francisco.

HAL HUDSON, manager of the CBS network television department in Hollywood, has arrived in Gotham on business. He'll be here for ten days.

CHET HUNTLEY, news analyst for KNX and the Columbia Pacific Network, left Monday for a six-week tour of Europe. BILL COSTELLO, chief of the CBS Far Eastern news bureau, who recently arrived in the U. S., is now on the West Coast to substitute while Huntley is abroad.

ARTHUR CHURCH, general manager of KMBC, Kansas City, Mo., a visitor this week at the headquarters of CBS, with which the station is affiliated.

G. RICHARD SWIFT, general manager of WCBS; DON MILLER, sales manager of the station, and DON BALL, program director, off for Asbury Park, N. J., to attend the meeting of District 2, NAB.

WILLIAM ADLER, radio-TV violinist, is in town for some personal appearances and to fill an engagement at La Vouvray.

JOHNNY O'CONNELL, account executive for Associated Program Service, will attend the NAB regional meeting in Asbury Park tomorrow, Thursday and Friday.

EDWIN PIERCE, president of the dancing schools bearing his name and who has appeared from time to time on television programs, has returned from a business trip to Washington, D. C.

NARND Agenda Set For Two-Day Confab

(Continued from Page 1)

John Madigan of ABC; Phil Newsom of the United Press Radio; John Cooper of INS, and Ad Schneider of NBC will participate in a special discussion panel on TV news problems. All radio and TV newsmen, members and non-members, will be welcomed at the various panels.

A special pre-convention tour of the United Nations has been scheduled for Nov. 10 at the invitation of UN officials headed by Benjamin Cohen, assistant secretary general of public information. The convention, itself, will be highlighted by talks by Gen. Omar Bradley, chairman of the Joint Chiefs of Staff, and CBS newscaster Edward R. Murrow. Discussion sessions will be devoted to profitability of news room operations, and coverage of disasters. In addition there will be a demonstration session on TV news and a debate between ABC news broadcaster Elmer Davis and New York advertising executive Charles Hull Wolfe, on the future of AM news in a period of TV ascendancy. Business sessions will feature the election of officers for 1950 and the possible adoption of a new and stiffer code of standards for news operations.

"Voice" To Shortwave Alex Dreier Newscasts

The Voice of America broadcast to European countries by the State Department, will carry portions of scripts prepared by Alex Dreier, NBC newscaster, for his daily program originating from Chicago, and heard at 8:00 a.m., EST.

Dreier recently returned from a five-week tour of nine European countries, and incorporated his on-the-spot observations into his daily commentary. His material currently is being translated into several languages for use on Voice of America.

BBC's American Staff Cut In Economy Move

(Continued from Page 1)

leave the BBC office next Monday is Alice Stamatis, publicity director who has been with the operation six years. Others include Heleyne Pauling, in charge of traffic and Harold Burns, head of administration.

Henry Stracker, assistant to Sam Slade, North American program director, has been recalled to BBC headquarters in London. No curtailment of program service to stations in the United States is contemplated at this time, it was said.

IT&T Prexy To Address New York REC Thursday

(Continued from Page 1)

Club of New York, to be held on Thursday at 12:30, at the Hotel Roosevelt. His topic will be "International Communications."

Other special guests will include Frank White, president of Mutual; James Seward, CBS vice-president in charge of operations; Oswald Buchanan, IT&T treasurer, and J. M. Mathes, president of J. M. Mathes, Inc.

Celebrated Anniversary

Hartford — WCCC, Connecticut's Good Neighbor station, owned by William and Max Savitt, celebrated its 2nd Anniversary on October 26th by holding open house in their studios at the Hotel Bond. Air time from 3:00-5:00 was devoted entirely to personal interviews with sponsors, public officials, officers and members of the staff of the station led by Syd Byrnes, program director. Douglas J. Bennet, executive secretary to Gov. Bowles led the air kick-off followed by Hartford's Mayor, Cyril Coleman. Both Hartford Newspapers were represented by top officials.



Great Protector

This little 2-pound Chihuahua feels safe on the paw of his 150-pound pal, the Great Dane. The big dog makes a great protector.

W-I-T-H is a great protector, too, for advertisers in the tough, competitive market of Baltimore. W-I-T-H protects your profits from advertising by providing real low-cost results.

It's easy to see why. W-I-T-H delivers more loyal home listeners-per-dollar than any other station in town. And in addition to this biggest home audience, a recent survey made under the supervision of the Johns Hopkins University showed that of all radios playing in barber shops, 49.3% were tuned to W-I-T-H! That means that a little money does big things on W-I-T-H.

Call in your Headley-Reed man today and get the whole W-I-T-H story.

AM W-I-T-H FM
Baltimore 3, Maryland
TOM TINSLEY, President
Represented by Headley-Reed

★ AGENCY NEWSCAST ★

KEN R. DYKE, vice-president in charge of publicity and public relations for Young and Rubicam, Inc., has announced that Peter McGovern, New York publicist and former newspaperman, will join the agency's radio-TV publicity department on November 1st.

JAMES J. DELANEY has been appointed advertising manager of the Sinclair Refining Company. He formerly was a vice-president of Morey, Humm & Johnstone, Inc., and prior to that was an account executive with McCann-Erickson, Inc.

WIREWAY CORPORATION OF AMERICA, manufacturers of Wireway magnetic wire recorders, and the Wireway "Secretary" dictation recorders, have appointed Chas. Dallas Reach Co., Inc., New York and Newark, N. J.

SPENCER HARE has been named to handle publicity, promotion and public relations for Peter Puppet Playthings, Inc., of Long Island City, creators and manufacturers of hand puppets and marionettes.

RUTHRAUFF & RYAN, INC., has been named by United Florist Trades, Inc., for a campaign in the New York area featuring "take-home specials" in bouquets and corsages. United Florist members include flower growers, retailers, and wholesalers.

HASKELL, BLOOMBERG, for 15 years exclusive local sales representative for the Merrimac Broadcasting Company, owners and operators of radio stations WLLH, Lowell; WLLH, Lawrence; and WLLH-FM, Andover, has, in addition, been named exclusive national sales representative for these stations.

BERMINGHAM, CASTLEMAN & PIERCE, INC. has been appointed by the Monarch Wine Co., Inc., Brooklyn.

ERWIN, WASEY & CO., has been named by the Le Blanc Corp., Lafayette, La., manufacturers of Hadacol.

JOHN D. FITZGERALD, formerly with CBS-TV, has joined the executive staff of Alley & Richards, Inc.

Foote, Cone & Belding Expanding Below Border

(Continued from Page 1)

other associates in Mexico, Cuba and Brazil, and some of the smaller Latin American countries.

The newly-added associates are: Pueyrredon Propaganda of Argentina; Puerredon, Rey Kelley, Behrens & CIA., S.R.L., of Uruguay; Publicitas of Chile; Publicidad Causa of Peru; Propaganda Epoca Limitada of Colombia; C. A. Publicidad Laif of Venezuela, and Publicidad Astra of Puerto Rico.

AFRS Officer Transferred

Major Klyde E. Kraft, officer in charge of the New York office of the Armed Forces Radio Service, has been transferred to a new assignment with the Army Medical Dept., Stuttgart, Germany. Kraft, who has been with the AFRS since the Spring of 1947, is scheduled to sail for Europe next week.

Major Ernest M. Magee, formerly with the U. S. Air Forces in Europe as a public relations officer, has replaced Kraft as officer in charge of AFRS in New York.

William Artzt

Funeral services were held Monday for William Artzt, musical director for the CBS radio series, "The Goldbergs," at Park West Memorial Chapel, New York.

Mr. Artzt died Saturday, Oct. 29, in his apartment at the Oliver Cromwell Hotel after a heart attack. He was 53.

The musical director also was associated for nine years with the "Blondie" radio series.

Philco Sales Rallying As Production Mounts

(Continued from Page 1)

by William Balderston, Philco's president.

Third quarter sales totaled \$46,776,000 this year, and net income amounted to \$508,000, as against third quarter sales of \$69,539,000 and earnings of \$2,416,000 in 1948. In September of this year, however, production of Philco's new television models increased rapidly, and earnings for that month were \$802,000, Balderston said. "The marked improvement in earnings which set in in September is continuing in October," he added.

WLIB Airs 2½-Hour Hospital Benefit Show

WLIB, New York, aired a 2½-hour benefit program in behalf of the United Hospital Fund, Oct. 30, 7-9:30 a.m., featuring speeches, music and variety entertainment.

Hal Jackson, a disc jockey on WINX, Washington; WOOK, Washington; WEAM, Arlington, Va.; and WSID, Baltimore, served as emcee on the program. Other participants included Dr. Cecil Marquez, president of the Mt. Morris Park Hospital; Dr. George Cannon, national secretary of the Physicians Forum; "Doc" Wheeler, mc of the Apollo Theater Amateur Hour; and the Syncopators, a singing group.

Wedding Bells

Robert Wood, sales service manager for KNX-CBS, Los Angeles, was married Oct. 29 to Nan Harwell at All Souls Episcopal Church.



Disciple of Free Enterprise Caught in the Act

He sings the praises of the "Free Enterprise that the Founding Fathers farsightedly bequeathed us" — and practices what he preaches. Whether he's getting down to cold snacks in a midnight raid on the refrigerator, or unfreezing a hot news story in Washington, his prodigious appetite for facts is working full time.

Said Herbert Hoover: "In these days when our precious liberties are being menaced by the machinations of treacherous and faithless men who masquerade as 'liberals' and 'champions of the people,' his (Lewis') lucid, fearless, and exhaustive examinations of the vital issues of our time are of profound importance to all good Americans."

His lively 5-nights-a-week broadcast—the Fulton Lewis, Jr. program—is currently sponsored on more than 300 stations. It offers local advertisers the prestige of a network feature, at local time cost with pro-rated talent cost.

Since there are more than 500 MBS stations, there may be an opening in your city. If you want a ready-made audience for a client (or yourself), investigate now. Check your local Mutual outlet — or the Co-operative Program Department, **Mutual Broadcasting System**, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

RADIO DAILY

SOUTHWEST

KFJZ, Fort Worth, and the Texas State Network joined to present the week's outstanding public service schedule in Texas. Programs, carried on full TSN net, were: live remote from "Wheel Chair Chapel" on grounds of Warm Springs Foundation, Gonzales, Texas, featuring Lions Club Orchestra from Midland; half-hour United Nations broadcast prepared by Radio House, University of Texas, and Goliad State Park program, with Gov. Allan Shivers and Brig. Ainsworth, from this shrine of Texas history. United Nations and Goliad programs were tape recorded.

KTFS, Texarkana, has renewed and extended its contract for use of the World Library, according to Dave Segal, owner of the Texarkana Mutual affiliate and WGVM, Greenville, Mississippi.

The WFAA, Dallas, "Early Birds," the oldest live talent breakfast variety show in radio, as far as this department knows, hung up a new record in contest mail pull with a total response of over 30,500 entries in only three weeks. Contest involved naming a pig that was a recent gift to the "Early Birds" comic character, "Little Willie" from Texas Swine Breeders Association.

First prize will be a new Chevrolet sedan with 175 other merchandise prizes going to aspiring pig namers.

Bill Ring, featured in "Bill Ring Time" programs for Taystee Bread, was guest on "Hoffman's Hayloft" popular television program from the studios of WBAP-TV, Fort Worth. Ring's regular AM stint is heard on WBAP regularly and he made a flying trip from Houston, where his program originates in the studios of KXYZ, to make the guest shot on WBAP-TV.

What was the most unusual merchandising display seen in these parts for many a moon, has just been dismantled by WFAA, Dallas, where it was on display at the Texas State Fair. Exhibit followed the new ultra-art form of "mobile sculpture" in which multiple shapes, planes and figures are suspended in motion. The WFAA "mobile" displayed a total of 130 products advertised on the Dallas NBC-ABC outlet, each product in motion but never touching its neighbor. Complicated machinery weighing 150 lbs and containing 487 moving parts—all suspended from a single point, was designed and executed by Ray Huffer of the WFAA promotion department.

ATTENTION: AGENCIES

Top Flight Radio Producer-director with 12 years' experience seeks staff affiliation with agency radio department. All details on request to:

RADIO DAILY, Box # 282
1501 Broadway New York City



Mainly About Manhattan. . . !

● ● ● Metropolitan station in a Sunday Times classified ad offered to "risk time, talent and facilities" and "for one year guarantee daily publicity to product or service that has merit." Station's call letters were omitted from the ad, with blind box number inserted. . . . With all the furor over color TV, postcards Alan Sands, one shade the nets would like to see go is red—right off their books. . . . Les Mitchell, producer-host of new CBS series, "Skippy H'wood Theater," off for London to record six programs for the series starring top British actors, including John Mills, Clive Brook, Margaret Lockwood and Jean Simmons. . . . Walt Framer, who started in this biz some 21 years ago as a quizmaster and sidewalk interviewer and has since gone on to producing and packaging his own shows, returns to his first love as emcee of a TV quizzer, "Flashbacks." . . . Jim Boles believes in supplying his own competition. At 9 p.m. tonight he'll be playing a killer on Kraft Television Theater. Opposite him at the same hour will be his bride, Athena Lorde, also playing a killer on DuMont's "Plainclothes Man." . . . Boris Karloff being set for a B'way musical—and Bill Bertolotti wonders if it'll be titled "Call Me Monster."

☆ ☆ ☆ ☆

● ● ● Harry Hershfield, the most beloved guy in show biz so far as we're concerned, knows a joke when he comes across one—especially if he originated it himself. Which is by way of saying that that wonderful crack attributed to Groucho Marx (about his resigning from the Friars Club because he wouldn't belong to any club that would accept him as a member) appeared in Harry's "Abe Kabibble" strip 28 years ago.

☆ ☆ ☆ ☆

● ● ● Zendon C. (Jess) Barnes, former veepee and sales manager at Mutual, will be associated with Calkins & Holden ad agency as of Jan. 1st. He joins the agency as a full partner along with J. Sherwood Smith, Rene Clarke and R. P. Clayberger. Prior to his service at Mutual, he was veepee of Gen'l Outdoor Advertising Co., and during his seven years at the network sales rose in an all-time peak. . . . Success of Mutual's Sunday afternoon operations can be largely attributed to him. Calkins & Holden, who number among their clients such firms as Gulf Oil, Oakite Products, etc., haven't centered their activities too widely on radio in the past, but it's fairly certain that with the acquisition of Jess Barnes, the radio and television dept will be swiftly expanded.

☆ ☆ ☆ ☆

● ● ● NBC simulcast series of Ted Granik's "American Forum of the Air" got off to a lively start with Sunday's preem. The debate between Sec'y of Labor Maurice J. Tobin and U. S. Chamber of Commerce prexy Herman W. Steinkraus on the steel strike broke the front pages all over the country as well as radio newscasts the following day.

☆ ☆ ☆ ☆

● ● ● THAWTS WHILE THINKING: One of the greatest little shows on big time radio is Maggy Fisher's delightful "Piano Playhouse" sessions. It's celebrating its 6th ann'y on ABC this month with its co-op line strongly on the up-curve. . . . Sid Shalit doing a terrific job of radio coverage with Ben Gross vacationing for a month. . . . Frank Gallop, Radio Row's best-dressed gent, no doubt eyeing Paul Douglas' fabulous screen success with a jaundiced eye, took a flyer on "H'wood Screen Test" the other night and emerged as a combination Herbert Marshall and Otto Kruger. Hollywood—open up those golden gates. Here comes the new Frankie.

☆ ☆ ☆ ☆

CHICAGO

By HAL TATE

SKELLY OIL COMPANY is considering using spot announcements in a limited number of markets. Account is handled by Henri, Hurst & McDonald, Chicago.

American Bakers Institute is mulling over the idea of starting a network show. The idea would be to promote the sale of bakery goods nationally. Foote, Cone & Belding, Chicago, handles the account.

Marty Hogan emceed a half-hour show at the opening of Chicago's newest theater—the Telenews at Rush and Oak Streets. Program went out over WCFL. Producing the show were Bob Platt, Frank McGivern and Lee Petrillo. Celebrities on the show included movie star James Dunn, here for the starring role in "The Golden Gloves Story" which is being made in Chicago by movie producer Carl Kreuger. Latter was also interviewed together with State Senator Abe Marovitz, Federal Judge Michael Igoe, Alderman Dorsey Crowe, Realty king Arthur Rubloff, Jim Thompson, prexy of the Chicago Hornets pro football team, and Telenews executives Herbert Sheftel, Alfred G. Burger and Sylvan Goldfinger.

Chicagoans are mourning the death of the former AFRA treasurer Al Stracke, who passed away last week in Seattle, Wash. His brother, Win Stracke, is well-known in local radio circles.

An original three-act play called "The Peanut Whistle" and dealing with life and experiences of the personnel of a 250-watt station will be presented by the nationally known little theater group, The Peoria Players next Monday night (Nov. 7). Charles E. Barnhart of the group's board of directors has invited trade papers and New York drama critics to view this satire of a small-station operation.

Out of the five national winners in the Army's contest to choose a theme song for that branch of service two were Chicagoans. They were Thomas J. Filas, who won 2nd prize with his song "It's the Army" and Mrs. Iola Nancy Warren who won 4th prize for her "Three Cheers for the Army." Band leader Vaughn Monroe copped top honors for his "Men of the Army."

1906 1949

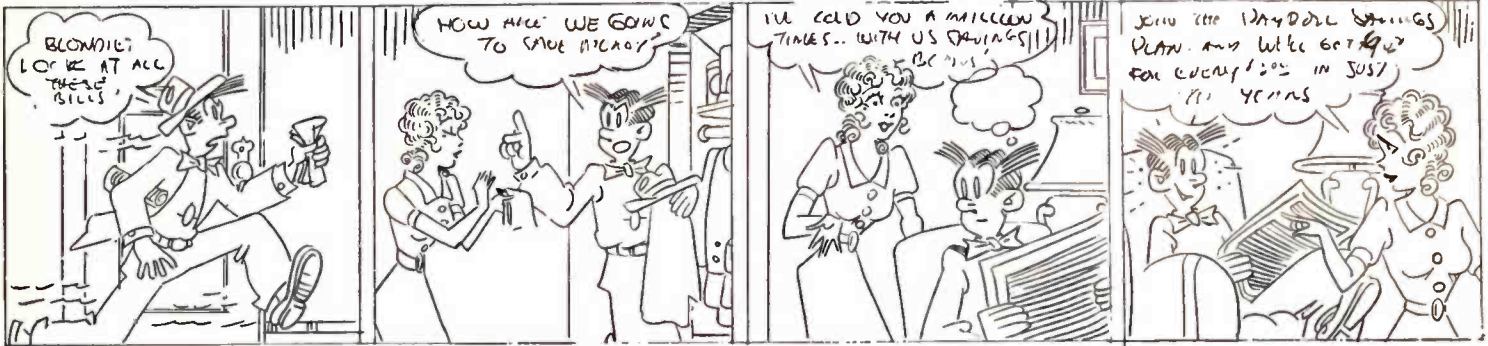
Henri
CONFISEUR

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

Famous French Candies
15 East 52nd St.
AIR CONDITIONED



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



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



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

STEP BY STEP . . .

that's the way it's done successfully!

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

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

Particularly, saving money.

One of the easiest and surest ways to set

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

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

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

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



THIS SPACE CONTRIBUTED BY RADIO DAILY

PROMOTION

KOMA Storm Warning

All grocers in the KOMA, Oklahoma City, trade area have received a promotion piece announcing a "storm warning." Piece stated that, like most storms, this one would come from the air but would be a storm of demand for Nash Coffee because of the 12 o'clock news on KOMA sponsored across-the-board by the Nash-Finch Company of Oklahoma City. To garner even greater audience, grocers were told that KOMA would use billboards, transit ads, newspaper space and plug announcements on the air. Promotion urged grocers to make special displays of Nash Coffee and gather entire personnel for free photographs that would be made and presented to all who were in the picture. "Storm Warning" was just one of many stunts planned by the 50 kw, CBS affiliate to accent promotion and merchandising aids to advertisers using the station.

Says FCC Can't Rule On 'Transit' Legality

(Continued from Page 1)

ally come before the Commission, he said.

Ross H. Beville, chief engineer of Washington Transit Radio, Inc., told the local public utilities commission yesterday that the audio quality of the installations in 215 Washington buses and trolleys is the best possible. There has been some "tempering," he said, but large sums have been spent to insure the best receiving equipment for the FM signal.

Consideration For Driver

Beville explained that sound has been kept low in the front of the vehicles in order not to interfere with the drivers.

Dr. Clifford Stanley of the Virginia Theological Seminary appeared yesterday to tell the PUC transit radio "is an affront to human dignity."

Page To Plug Radio At Camping Group Meet

Thomas J. Page, WNBC's farm program director, will be the guest of honor and the principal speaker at a meeting of the public relations directors of the American Camping Association, November 3 at Bear Mountain, N. Y.

His speech will be titled "Radio As A Public Service Medium."

"Cisco" In Canada

The Frederic W. Ziv Co., announces that the Wm. Wrigley of Canada Ltd., Toronto, has started a three times weekly, thirteen week test campaign for popular "Cisco Kid" western thriller. Program is being heard via CKEY, Toronto. Agency is J. Walter Thompson Co., Ltd., Toronto.

Radio Progress Highlighted As Nat. Radio TV Week Opens

(Continued from Page 1)

1,025 full-page advertising mats for joint dealer sponsorship. Special sections are being used by a number of newspapers.

Broadcasters are planning special programs, spots and transcribed talks to call public attention to national radio and television week and the "Voice of Democracy" contest for high school students.

Surveying radio's role in U. S. life as the medium begins its 30th year, the NAB notes that more than 39,000,000 families, or 94 per cent of all U. S. families, listen regularly to programs aired by the nation's 2,800-odd stations. An estimated 34,000,000 additional radio sets are in use in stores, institutions, hotels, and offices, plus 10,000,000 automobile radios.

Music Popular

As for programming, the NAB reports that 41 per cent of all broadcast time is devoted to music and variety programs; 16 per cent to drama; 13 per cent to news, including spot news, commentary, and features; 6 per cent to educational material; 4 per cent to talks and forum discussions. The remaining air time is devoted to farm programs, business and financial information, household programs, and miscellaneous material.

Set sales have kept pace with broadcasting's growth, the NAB points out, totaling more than 2,000,000 annually. The number of sets in use has more than doubled in the last decade—from 40,000,000 in 1939

to an estimated 83,000,000 in 1949.

Television, judging by its beginnings, "is engaged in matching that growth," the NAB says. "About 1,350,000 television sets have been made in 1949. Over 2,500,000 have been made since the end of the war, and about 2,225,000 of these are in use in homes."

All of the networks and many stations have scheduled special announcements and programs in support of Radio Week's observance. As a special feature of the celebration, this year as before, high school students throughout the nation will compete for four college scholarships to be awarded for the best radio scripts on the subject, "I Speak for Democracy," to be voiced by the contestants. National finals will be held during the week of Dec. 15. The four national winners will be chosen from among 48 state finalists by the following judges: Associate Justice Tom C. Clark, of the Supreme Court; James Stewart, the film star; J. Edgar Hoover, director of the FBI; Douglas Southall Freeman, editor and historian; Edward R. Murrow, CBS news analyst; Andrew Holt, president, National Education Assn., and George V. Allen, newly-appointed ambassador to Yugoslavia and former assistant Secretary of State for Public Affairs.

The winners will get their awards at a luncheon in Washington on Feb. 22, and later will meet the President and participate in a worldwide Voice of America broadcast.

WTOP's Tape Recorder At Wash. Airplane Crash

(Continued from Page 1)

rushed to the scene of the crash shortly after noon with a tape recorder. Laird claimed he was first on the scene with any recording equipment and at 3:30 p.m., WTOP fed a special news broadcast of the crash to the CBS network, direct from the Gulf Oil docks, near the airport. Laird's recordings of eyewitness interviews, and reports by Charles Collingwood and Allan Jackson were included in the broadcast. Bill Shadel read the casualty list of persons killed in the crash.

New Kaye Series

"Sammy Kaye's Sunday Serenade," will be heard over the CBS network as a Sunday afternoon feature starting Nov. 13, 1:30-2:00 p.m. Program will be presented in cooperation with the U. S. Treasury Department.

Wedding Bells

Geraldine (Gerry) Simpson, assistant to Bob Jennings, producer of ABC's Sunday evening "Chance Of A Lifetime" program, will wed ABC staff producer Bob Steen in Hancock, Pa., on Saturday, Nov. 5.

Chesapeake AP Unit Elects Sartain As Head

Baltimore — Denis Sartain, news editor of WWDC, Washington, was elected chairman of the Chesapeake Associated Press Radio Association at its annual meeting here, Oct. 19.

Other officers chosen were: First vice-chairman, Matthew Warren, program director of WEAM, Arlington, Va.; and second vice-chairman, Edwin Hinkle, program director of WTBO, Cumberland, Maryland.

Max Fullerton, AP chief of bureau in Baltimore and head of the cooperative's news service in Maryland and West Virginia, was renamed secretary.

News Problems Discussed

News personnel from AP member stations in Maryland, Virginia and the District of Columbia participated in a discussion of mutual news problems. Leading the informal discussion was William Conhurst, of WCAO, Baltimore, chairman of the Association's news committee.

The group heard a report of U. S. Weather Bureau services by George Brancato, director of the Baltimore weather office, and directed that a study be made of the cost of obtaining and transcribing detailed weather reports to all parts of the Chesapeake Bay area. By resolution, the

NEW BUSINESS

WEWS, Cleveland: Esquire Theater, participating spots on "Dinner Platter," five times, thru Ohio Advertising Agency. Electric Consumers Service Company (De-Frost Automatic Unit), participations on "Distaff," two a week. Direct Contract. Dodge, one-minute spots, Monday through Saturday, thru Ruthrauff & Ryan, Inc. Reeve's Cleaners, one-minute spot, once weekly, November 13 through February 5, 1950. Agency: Marcus Advertising. Cleveland-Sandusky Brewing Company, 10-second spots, once weekly, 13 weeks. Agency: Carpenter Advertising Agency. Hamilton Watches, five-minute program, three times weekly. Agency: Batten, Barton, Durstine & Osborn.

KDKA, Pittsburgh: Contract for "Sunday Serenade," transcribed musical show with Ed Schaughency, has been renewed by Clearfield Furs, Inc., Clearfield, Pa., through the James A. Stewart Co. A half-hour program, it is heard each Sunday afternoon at 1. Station break schedule for Pictsweet Frozen Foods has been signed through Brisacher, Wheeler & Staff of San Francisco. One-minute announcements in Mid-nights' Club has been taken by L. & M. Company of St. Louis, through Shaffer-Brennan-Margulis Adv., St. Louis.

WCBS, New York: Standard Brands, for Chase & Sanborn Regular and Instant Coffee, has contracted for 52-weeks participations in "Hits and Misses" and the Phil Cook Show. Chase & Sanborn announcements in the "Hits and Misses" program starring Harry Marble will be aired Monday through Friday effective immediately. Program is broadcast across-the-board at 5:30-6 p.m. Participations in the Phil Cook Show have been purchased for Tuesday through Saturday effective immediately. Program is aired Monday through Saturday, 8:15-8:30. Agency for Standard Brands is Compton Advertising, Inc.

Association also directed that the possibility of increasing the volume of regional news be studied.

Prior to the business session, the Chesapeake delegates attended a luncheon of the Baltimore Advertising Club, at which Jake Embry, vice-president and commercial manager of WITH, Baltimore, presided.

Among those present were: Charles Truitt, WBOC, Salisbury, Md.; William F. Hardy, WFMD, Frederick, Md., retiring chairman of the Association; Dave Stickle, WMAR, Baltimore; Martin Edwards, WITH, Baltimore; Walton Rock, T. Stanley Smith, John Mine and Fullerton, AP, Baltimore; Howard L. Kany, AP radio representative, Washington; Brancato, Sartain, Warren, Hinkle, and Conhurst, and two guests, Greg Halpin of WCBM, Baltimore, and John Alderson of WFBR, Baltimore.

TELEVISION DAILY

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

DuM. AGAINST 'DELAYING' COLOR

TELE TOPICS

ALL IS NOT WELL in the Department of Defense, the public prints tell us in reporting the current and recent inter-service feuding, but you'd never know it from watching "The Armed Forces Hour," which bowed on NBC Sunday. Perhaps the series was undertaken to counteract the effects of the news from Washington, or perhaps it merely demonstrates that unification can work and that a happy wedding has occurred in the Radio-Television Branch, Office of Public Information, which produces the program. These weighty questions we'll leave to the seers and pundits; what we're interested in is the show itself. . . . The kickoff program was titled "Your Defense Dollar," and explained where the money used by the Department comes from and how it is used. Following brief intros by top Department officials, the exposition was accomplished through films and charts. Similar treatment for the Army-Navy and Air Force became a bit repetitious, but on the whole the visual material was so well selected and presented that the show was a most interesting and informative documentary.

PRODUCTION WAS EXCELLENT all down the line. Film opening, accompanied by stirring background music, commanded one's attention immediately. Timing was perfect, with nary a fluff in the many switches from live to film all the way through. As good as the opener was, future installments should be even better, if production remains on the same high level, because the subject matter will allow more dramatic impact. . . . Series is produced by Maj. Robert Keim, USAF, and Lt. Benjamin Greenberg, USNR. Director is Charles Christensen, of NBC, and Charles Colledge, chief engineer of WNBW, is technical supervisor. Lt. Cass Bielski, USAF, and Ensign Jack Siegal, USN, are the announcers.

THE RUMOR MILL keeps grinding out reports about Lucky Strike's program plans, one of the latest being a dramatic series with Robert Montgomery. What is definite is that the firm has looked at just about every available show and apparently has not yet made a decision. . . . CBS is readying a weekly half-hour show to star Red Barber for debut around the first of the year. . . . Ted Steele, of CBS, and Morey Amsterdam, of DuMont, will be among this month's guests on NBC's Roberta Quinlan show. . . . DuMont prepping a network shopping show for Kathi Norris similar to her local WABD stanza. . . . Harold Barry, who guested on Versatile Varieties last week, has been signed as permanent emcee of the show. He just finished a four-month run at the Hotel Biltmore.

AGVA In Peace Move Withdraws AFM Suit

The suit of the American Guild of Variety Artists against the AFM was withdrawn yesterday by the former organization in a move to bring a peaceful settlement to the dispute between the two unions. Announcement of the withdrawal was made last night in a joint statement issued by officers of the two unions.

AGVA had brought its action against the AFM in an effort to stop the musicians union from forcing its members to quit the variety performers union. Last night's statement revealed that AGVA has refunded the \$50 initiation fee collected from Lee Norman, musician, some months ago. It was the payment of the Norman fee that brought the dispute between the two unions to a head.

In a statement issued from his Chicago offices, James C. Petrillo, head of the AFM, hailed the action taken by AGVA as creating "an atmosphere in which I hope and believe this labor dispute can be settled."

CBS Ups Schimmel

Clarence de Bruyn Schimmel, associate director at CBS for the past year, has been promoted to director. He has been with the web since 1937 and was in the shortwave division until his transfer to TV in September, 1948.

Zenith Dampens Color Claims, Says No System Acceptable

Kansas City, Mo.—There is not in existence today a color TV system with which "both the public and the industry could live" and there is no answer to the question of when commercial color will be available, H. C. Bonfig, vice-president of Zenith, said here yesterday in an address before the Co-op Club of Kansas City.

Long a storm center in the manufacturing field, Zenith had been generally considered to be in the CBS color camp because it has cooperated with the web in building equipment for polychrome demonstrations.

The impression was forcibly dispelled by Bonfig yesterday when he revealed that Zenith "had suffered a net loss of \$15,400" on the CBS order for 22 color sets at a contract price of \$1,000 each. He added that

Film Council Names Committee Chairmen

Appointment of chairmen and vice-chairmen for seven National Television Film Council committees was announced yesterday by Melvin L. Gold, president of the group. In addition, William S. Roach, NTFC vice-president, was placed in overall supervision of the activities of the various committees.

Committee Heads Named

Gold named the following committee heads: Distribution, chairman, John Mitchell, United Artists Television; vice-chairman, W. W. Black, Official Television, Inc. Production, chairman, Henry Morley, Dynamic Film, Inc.; vice chairman, Jules Bricken, Screen Gems, Inc. Station, Robert Paskow, WATV, Newark; vice chairman, Helen Buck, WCAU, Philadelphia. Membership, chairman, Jerry Albert, United World Films; vice chairman, William Holland, Hyperion Films, Inc. Film Clearance Bureau, chairman, Paul White, International Trans-Video Inc. Film Production Clinic, chairman, J. A. Maurer, J. A. Maurer Inc. Program, chairman, Irwin Shane, Televiser Magazine; vice chairman, Helen Buck.

Sally Perle, recently elected NTFC secretary and formerly chairman of the press relations committee, was named press representative for the council.

Goldsmith Queried Re Laboratory Advances

Washington Bureau of RADIO DAILY

Washington—There may be radio manufacturers who would like to see color TV delayed. Dr. T. T. Goldsmith, DuMont research director, said yesterday — but DuMont is definitely not among them. Goldsmith was on the stand all day yesterday as the homeless FCC peppered him with questions concerning the possibility of early color findings in DuMont laboratories.

The hearing got under way in the Commerce Department auditorium shortly after the fire and explosion at the Post Office Building occupied by the Commission two blocks away.

Dr. Goldsmith said he could conceive of expenditure by manufacturers to buy up the color tube under development by Dr. Charles Willard Geer, for instance, or to buy up the Color Television, Inc., process. Then, in discussion with Commissioner Frieda B. Henneck, he allowed that a purpose of buying control of these developments might be to shelve them.

The DuMont research chief stressed that he was making no charge that this was in the mind of any competitors—simply that it was a possibility.

Goldsmith refused to commit himself to any time schedule as Miss Henneck and Commissioner Robert F. Jones sought to get an estimate from him when DuMont's experiments with color might go beyond the laboratory stages. He said his company has been working on a direct-view tube since 1945, then under questioning by Jones admitted that for the most part the developmental work has been by a single engineer.

DuMont attorney, William Roberts, interrupted the questioning during this period to protest that some of the matters Goldsmith was quizzed on could not properly be discussed publicly in view of delicate patent problems. He said his company did not mind discussion of things already patented—but that a certain secrecy concerning other laboratory matters not yet patentable had to be maintained.

Goldsmith said Roberts was referring especially to matters now being worked out between DuMont and the Polaroid Company.

The committee on comparative demonstrations met last night to work out details regarding the comparative showing of CBS and RCA color and DuMont black and white. The tests are slated to begin Nov. 14.

Operations Of FCC Suspended By Fire

(Continued from Page 1)

sion's law department and other employees must seek temporary quarters as the result of yesterday's explosion and fire which threatens to keep them out of their offices for from six to eight months.

Fire broke out yesterday in a dynamo near the docket section and spread rapidly. When firemen trained water on the burning dynamo, several explosions followed and the building sprinkler system was thrown out of control.

Top Three Floors Hard Hit

The result is that the top three floors of the seven story building—almost entirely occupied by FCC offices—is a shambles. It was impossible to determine yesterday what the story is on the files, but it was assumed that original and duplicate copies of many documents might be completely destroyed. Nearly all original notarized copies of applications and other documents were probably damaged, if not destroyed, by the fire or water.

The entire law department was forced to vacate, and the Washington fire chief estimated yesterday afternoon that it might be as long as eight months before the offices can be reoccupied. These offices, flooded by tons of water, were jammed with files on pending cases—the crowding was so serious that the corridors were filled with filing cabinets dealing with active cases.

William Massing, head of the FCC license section, said last night the damage to Commission files might not be as extensive as had at first appeared. Some engineering records were doubtless lost, he said, but chances that there are duplicates elsewhere are good.

Massing Not Pessimistic

Massing's statement appeared to mean that actual loss of papers was comparatively small—although observers claim that a substantial quantity of paper flew out windows or floated around Commission corridors. The extent of the damage to the Commission files themselves—to what extent water damage will make papers illegible was still undetermined.

One probable result of yesterday's conflagration will probably be a strong move to require the micro-filming of government documents.

Correction

Through a typographical error, a story in yesterday's RADIO DAILY gave the erroneous impression that the price of the Charles Michelson transcribed package, "Blackstone Magic Detective," has been reduced. The facts are these: instead of the customary 50-50 cooperative split all Blackstone washing machine dealers will henceforth be charged 1/3 of the costs. The factory will share with the wholesale distributors the remaining 2/3 of the costs.

COAST-TO-COAST

WISN Program Changes

Milwaukee, Wis.—New afternoon and evening programs added to WISN's schedule have re-arranged the line-up and brought important changes. "Ma Perkins" has been moved to 3:30 p.m. so that "Rosemary," new daytime serial, may be heard at 3:15 p.m. Starting Nov. 1st, "Escape," is now heard every Tuesday at 8:00 p.m. On November 5th, "Broadway Is My Beat," will return each Saturday at 8:30 p.m.

WSM Artists Go To Europe

Nashville, Tenn.—Headline acts of the WSM Grand Ole Opry, as well as NBC and WSM shows, are now going to Europe. A twenty-day tour of installations in England, France and Germany will be made by the shows beginning November 13th. The Opry group will be flown overseas and be quartered by the USAF for a number of gratis performances before military personnel and civilians employed by the U. S.

Fall Program Aired

Milwaukee, Wis.—With the first broadcast last week, WISN's program "Your Common Council" opened the fall season. The program is heard each Saturday at 5:30 p.m. Municipal problems of current interest will be discussed each week. The program is produced by the Radio Committee of the City of Milwaukee Common Council.

Air Dramas Mark Record

Philadelphia, Pa. — "Within Our Gates," the dramatic story of man's contribution to all mankind, presented each week by the Philadelphia Fellowship Commission on WFIL, has established new record in the city's radio career in reaching its 250th consecutive broadcast. The drama series heard each Sunday morning at 11:30 a.m., marked the record Sunday, October 30.

WDRG Interviews Politician

Hartford, Conn.—When Republican National Chairman Guy G. Gabrielson of N. J. came here for a major speech to GOP women, he was interviewed over WDRG on party conditions and prospects. Gabrielson said GOP prospects look "very good" in 1950 around the country. Jack Zaiman, political writer for the Hartford Courant, was the interviewer.

Hollace Shaw Visits WRNL

Richmond, Va. — Hollace Shaw, soprano songstress who is known as "the golden voice of Vivien" on "The Hour of Charm" will make her debut today as guest artist for the month on "The Sauer Show," musical variety program. The program is aired from 7:30 to 8:00 p.m., Tuesday through Friday, from the stage of WRNL Radio Center Theater.

No Germs

St. Louis, Mo.—WIL's Sunday afternoon "Dancing Party" show claims to be first audience-participation program in U. S. to broadcast from a germ-free origination point. Vern King, program director, arranged to have Glycol ceresal vaporizers scattered throughout Melbourne Hotel's Colonial Room to filter and purify the air.

Direct From Rome

Hartford, Conn.—A description of an audience with Pope Pius was broadcast direct from Rome over WDRG by U. S. Representative A. A. Ribicoff. Ribicoff's talk was by telephone, and it was recorded in the WDRG studios. During his six-week's tour of Europe, Ribicoff is calling in to WDRG from various capitals.

WRBL Adds Staff Members

Columbus, Ga.—George P. Murray and James W. Biggers, Jr., both Columbus men, have joined the sales staff of WRBL, CBS affiliate. Ed Johnson, WRBL sales manager, stated that the addition of Biggers and Murray to the staff was necessary to provide full coverage of the expanding Columbus metropolitan area.

Miller Prophecies Regarding Color TV

(Continued from Page 1)

color television will receive full development. In the meantime, he added, black and white TV is making great advances and rendering a satisfactory commercial service.

Discussing propaganda broadcasting, Judge Miller told reporters that America must spend "much more money" on radio propaganda to keep up with the Russians' propaganda in foreign lands. He said that Russia had almost 200 transmitters that "hopped all over the spectrum" and that Russians were effectively jamming Voice of America programs.

Stresses Propaganda Value

Elaborating, Miller declared that United States technicians are becoming increasingly alert to radio as propaganda medium and that they have developed a technique called "cuddling" which he defined as "getting a program on a frequency immediately adjacent to a frequency domestically used in Russia."

Judge Miller was the guest of honor at a small private dinner last night at which the heads of key Boston industries heard him discuss the advantages of radio advertising. Guests included bankers, heads of industries and members of the legal profession.

29 today!

29 years ago today.. November 2, 1920.. the world's first regularly-scheduled radio program was broadcast over KDKA.

Big things have happened since then.. to KDKA and to Pittsburgh. Even bigger things are on the way! Today, throughout the rich Pittsburgh market-area, you'll hear the riveter and see the steel skeletons of new plants and skyscrapers. Huge civic and industrial projects and great housing developments are rolling ahead. It's really a happy birthday for KDKA. And every sign points to "many prosperous returns" for advertisers who use KDKA's 50,000-watt voice to reach this vast and growing market!

PITTSBURGH
50,000 WATTS
NBC AFFILIATE

KDKA



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RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 23

NEW YORK, THURSDAY, NOVEMBER 3, 1949

TEN CENTS

PLANS COMPLETE FOR ELECTION COVER

FCC Fire Damage Appraised By Coy

Washington Bureau of RADIO DAILY

Washington—Fire damage to FCC files appears to be less severe than was at first believed, Chairman Wayne Coy said yesterday. Commission schedules are certain to be thrown out of whack somewhat, he allowed, but the overall realignment of work schedules will probably not be great.

Water damage to files is believed to be severe, but probably not as destructive as had been believed.

One top staff official said yesterday that while the law department will have to find temporary quarters for a period of several months, the worst result of the fire and blast Tuesday is that "we've got to put in a rush order for a lot of new red tape."

BMB's Subscriber-Data May Go To Non-Members

Future demand for BMB data by agencies and advertisers may convince broadcasters that the reports should be made available to non-subscribers, it was predicted by BMB's acting president, Dr. Kenneth H. Baker, in his progress report presented to an AMA luncheon yesterday.

"We have sharpened the measure-

(Continued on Page 2)

Radio License Fee To Continue In Canada

Montreal—Revenue Minister McCann, whose responsibilities include the CBC, indicated yesterday there is no foundation for reports that the

(Continued on Page 8)

While It's Hot

Cleveland — WNBK yesterday televised a spectacular downtown blaze while firemen were still struggling to bring it under control. A WNBK crew mounted a camera with a 28-inch telephoto lens atop the NBC building and picked up the action several blocks away, as flames gutted a manufacturing plant turning out lampshades.

Explanation

Washington—While there was no agreement on an official explanation for the blast which leveled FCC offices and led to the firehose drenching of office equipment and files Tuesday, wags came up yesterday with one possible answer. It was suggested that Chairman Wayne Coy had called Senate Interstate Commerce Committee Chairman Edwin C. Johnson and told him the Commission had reached a decision on the clear channel issue.

When Johnson reached the Commission, according to the dreamed-up explanation, Coy told him the Commission was sending out notices to all clear channel stations that they could at once raise their power to 750 kilowatts. And Johnson raised the roof.

CBS Gross Income Up; Net Decreases

The gross income of CBS for the first nine months of this year increased to \$74,607,071 from the \$70,904,806 of last year while net income decreased to \$2,003,812 from last year's \$3,010,446, it was announced yesterday at the close of the meeting of the web's board of directors.

A cash dividend of 35 cents per share was declared on the company's class A and class B stock, payable Dec. 2, 1949, to stockholders of record at the close of business, Nov. 18, 1949. Earnings per share in 1949 was \$1.17 compared to \$1.75 per share in 1948.

2nd District Broadcasters Meeting In New Jersey

By FRANK BURKE
Editor, RADIO DAILY

Asbury Park, N. J.—The highly competitive business of commercial broadcasting in many cities and towns of the New York and New Jersey areas has brought a turnout of 150 broadcasters to annual Second District NAB meeting which gets under way today at the Berkeley-Carteret Hotel.

Highlighting the two-day meeting

Networks And Outlets In Eastern Area Giving Full Coverage To Returns; Video To Offer See-And-Hear

Scientific Freedom Urged By Sarnoff

A plea to let the world's scientists pursue their quests into nature's mysteries "unshackled" by "false concepts of state or ideology" was voiced last night by Brig. Gen. David Sarnoff, RCA board chairman, as he accepted the Peter Cooper Medal for the Advancement of Science.

Speaking in New York at ceremonies marking the 90th anniversary

(Continued on Page 2)

NARBA Resolution Adopted In Boston

Boston—A resolution opposing any change in the station power limitations contained in the last NARBA agreement as being "inimicable to the interest of the U. S. broadcasters" was adopted at the 1st District

(Continued on Page 6)

Industry Is Applauded For Helping Chest Drive

William M. Ramsey, chairman of the national radio committee for the Community Chests of America, yesterday announced completion of the October campaign, and voiced

(Continued on Page 6)

Radio and television coverage plans for next Tuesday's elections are being made by the networks on a local level, since the outcome will be of state and regional importance primarily, rather than of national interest. In the case of the major networks, election arrangements will be han-

(Continued on Page 8)

Two Yankee Stations Leased To Baybutt

WAAB, 5,000 watt station in Worcester, Mass., and WMTW, 250 watt outlet in Portland, Maine, owned by the Yankee Network in those cities, have been leased to John A. Baybutt, of Boston, it has been announced by Linus Travers, executive vice-president and general manager of the Yankee Network. Purpose is to

(Continued on Page 2)

Richards To Address Coming NARND Meeting

The chairman of the committee sponsoring the third Annual Voice of Democracy contest, Robert K. Richards of NAB, will discuss the contest in a speech before the National Association of Radio News Directors in New York next week.

Mr. Richards will be one of sev-

(Continued on Page 2)

Quiz Kids Contest

"The Quiz Kids" will launch their fifth annual "Best Teacher" letter-writing contest on their NBC show Sunday, 3:30 p.m. Prizes include \$2,000 in cash and a trip to Chicago for the "Best Teacher of 1950," and \$2,000 for the "Most Promising Teacher." Students who write the prize-winning letters will be awarded United States security bonds.

will be a report on the status of BMB's Second Study and the Sales Session which will consume most of the time of today's session. The broadcasters of the 2nd District are greatly interested in both topics and have many questions to present to Kenneth Baker, acting president of BMB, and Maurice Mitchell, director of Broadcast Advertising Bureau. They want to know how the Second

(Continued on Page 8)



Vol. 49, No. 23 Thur., Nov. 3, 1949 10 Cts.

JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, (18), N. Y., by Radio Daily Corp., J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Postage free) United States (other than California) \$10.00 one year; California, \$15.00. Foreign, \$15.00. Address all communications to Radio Daily, 1501 Broadway, New York (18), N. Y. Phone WI 5-con 7-6336, 7-6337, 7-6338. Cable address: Radaily, New York.

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SOUTHWEST BUREAU

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

FINANCIAL

(November 2)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	73 3/4	71 1/2	73 3/8	+ 1/8
Admiral Corp.	27 3/4	27 1/2	27 3/4	+ 1/8
Am. Tel. & Tel.	145 1/8	144 3/8	145 1/8	+ 1/8
CBS A	24 1/8	24 1/8	24 1/8	+ 1/8
Philco	29 3/4	28 5/8	29 3/4	+ 1/8
RCA Common	12 3/8	12 1/8	12 1/4	+ 1/8
RCA 1st pfd.	72 5/8	72	72 3/8	+ 1/8
Stewart-Warner	12 1/2	12 1/2	12 1/2	+ 1/8
Westinghouse	29	28 3/8	28 3/4	+ 1/8
Westinghouse pfd.	102 1/8	101 3/8	101 7/8	+ 1/8
Zenith Radio	28 3/8	28 1/4	28 3/8	+ 1/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	14 1/4	14 1/4	14 1/4	- 1/8
Nat. Union Radio	2 3/4	2 5/8	2 3/4	- 1/8

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	14	15
Stromberg-Carlson	13 1/2	14 3/4
U. S. Television	5 3/8	5 3/8
WCAO (Baltimore)	16	16
WJR (Detroit)	7 1/4	8 1/4

Stork News

Ralph Austrian, television consultant, became a grand-father the past week-end when a son was born to his daughter, Gail and her husband, Harry Ingram, at Lenox Hills Hospital on Saturday, Oct. 29.



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Richards To Address Coming NARND Meeting

(Continued from Page 1)

eral outstanding speakers on the opening day of NARND's third annual convention November 11th. The convention at the Hotel Commodore continues through Sunday, Nov. 13. The Voice of Democracy Contest is for high school students. It is sponsored by the NAB, National Junior Chamber of Commerce and Radio Manufacturers Association in cooperation with the United States Office of Education. The contest is now under way and continues through Saturday.

Exhibitors Invited

Leading tape and wire recording manufacturers have been invited to display their newest devices to the NARND convention. And a number have signified that representatives will be on hand.

The chairman of the NARND convention committee, Jack Shelly, news manager of radio station WHO, Des Moines, Iowa, points out that the convention is not restricted to NARND members. Anyone interested may attend.

BMB's Subscriber-Data May Go To Non-Members

(Continued from Page 1)

ment this year and will make available non-subscriber data to BMB members," Baker declared in describing the improvements incorporated in Study No. 2 over the original study of 1946. The stations' report is expected to be ready next month with the networks' data to follow later, date as yet unknown.

Baker pointed out that in the 1949 measurement, "we have only about 600 subscribers out of a potential of 1,800," while in the 1946 study, there were about 700 subscribers out of a potential of 900 subscribers. The present year's non-subscriber data will be available only to subscribers upon request. "Until the broadcasters are convinced that BMB data are in demand," Baker said, "the reports will not be available to non-subscribers." The cost of the non-subscriber data will be determined by the area affected.

WKBW Stages Party

Buffalo—Halloween was ushered into Buffalo in great style by WKBW with a radio Halloween celebration. The weekly broadcast of Junior Jamboree was transformed into a Halloween Party with 1,000 youngsters appearing in costume at the Colvin Theater in Buffalo. The regular line of prizes were given away during the broadcast after which movies were shown and a parade was featured with prizes going to the best costumes of the guests.

Highlight of the party was the giving of a cocker spaniel puppy by a drawing which was a complete surprise. Prizes ranged from bicycles to candy. Max Robinson was master of ceremonies at the party.

Two Yankee Stations Leased To Baybutt

(Continued from Page 1)

provide more individualized and thus improved operation for the stations.

As first steps in the expansion program, Ray Brown, formerly manager of WEAM, Washington, D. C., was recently placed in charge of WAAB, while Abbott Smith takes over management of WMTW. RA-TEL representatives, Inc. will be the national spot representatives for both stations.

WAAB and WMTW continue as Yankee and Mutual affiliates and, in addition to their newly inaugurated local programs, will participate in the recent Yankee Network purchase of six hours weekly of M-G-M transcribed programs.

Scientific Freedom Vital, Says Sarnoff

(Continued from Page 1)

sary of Cooper Union, Sarnoff foresaw the day "when every part of the world will become a television vista. We shall look across the hemispheres from nation to nation and see as clearly as we are now accustomed to hear by radio." And he added: "Perhaps this added sense of neighborliness will help us better to understand each other."

COMING and GOING

JOHN H. NORTON, JR., vice-president of the American network in charge of the central division, in New York on a short business trip.

GERTRUDE GROVER, women's editor of WHCU, Columbia network outlet in Ithaca, N. Y., is expected in town today to attend the meeting of District 2, Association of Women Broadcasters. She will remain here over the week-end.

FORD BILLINGS, commercial manager of WWCO, Waterbury, Conn., and BOB CRAGER, program manager, are back at the station following business trips, the former to the NAB regional in Boston, the latter to the BMI meeting in New York.

WALTER WINCHELL left Tuesday for Florida. His American network broadcasts, starting this Sunday, will emanate from Miami.

KEN SPARNON, field representative of BMI, is off again for an NAB regional, this time to Asbury Park for the meeting now being held by District 1.

JOHNNY DEEGAN, disc-spinning emcee of the "Mid-day Revue" heard on KYW, Philadelphia, is in Pottstown, Pa., where tonight he will be the principal speaker at the Rotary Club's Ladies Night.

KEITH BYERLY, general sales manager for WBT and WBTV, Charlotte, N. C., will be in New York all next week for conferences with agency officials and with executives of CBS Radio Sales.

DON DUNPHY, American network broadcaster, tomorrow will be in Chicago to broadcast the Jones-Campbell boxing bout.

Jocko the Jockey



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

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

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

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



WITH

BALTIMORE, MARYLAND

Tom Tinsley, President • Represented by Hoodley-Reed



**The FIRST Open-End "NAME" STAR DRAMATIC
TV ½-HOUR SHOW—BUILT ESPECIALLY FOR TV!**

Regional and national advertisers will find "THEATRE TIME" the perfect vehicle for use in selected markets. Now, for the first time, local advertisers may sponsor a big-time TV dramatic show at a cost within their budgets!

Available on 16mm Kinescope film (new improved Paramount process) at sensation-ally low cost through syndication—starting at \$135.00 including 15% agency discount!

Time allowed for opening identification, two commercials, closing signature.

"THEATRE TIME" includes such stars as LUISE RAINER (twice Academy Award Winner) in "THE LOST CHILD," original story by Alfred Bester; CHESTER MORRIS (Boston Blackie on the screen) in "GARCYS GIRL," original story by Carl Bixby; and other names.

Nationally known writers, direction by Carl Eastman. Series will include mystery, comedy, melodrama, suspense, etcetera.

ARRANGE FOR YOUR SCREENING NOW!—RESERVE THE MARKETS YOU WISH!

"THEATRE TIME" is a Melco Production, produced by Chick Vincent and Gerry Law

Distributed Exclusively By

KASPER-GORDON, Inc.
140 BOYLSTON STREET, BOSTON 16, MASS.
Devonshire 8-7357



**ARE YOU DELIVERING
WHERE IT COUNTS
ON THE PACIFIC COAST?**

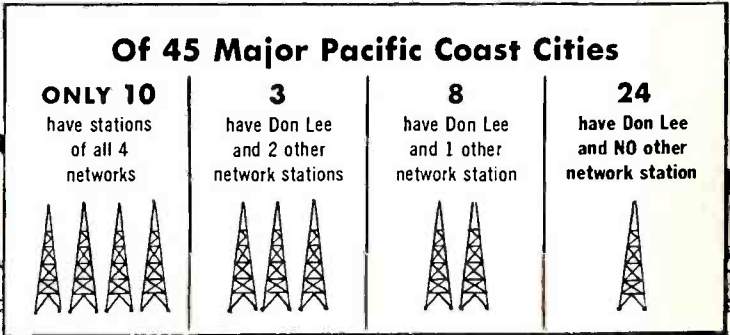
WHEREVER YOUR IMPORTANT MARKETS ARE on the Pacific Coast, Don Lee can be depended upon to deliver the goods . . . because Don Lee, and only Don Lee, has a local network station in all of 45 important markets. Only Don Lee can sell your product to these 14 million people where they live and spend their 15½ billion dollars a year.

Pacific Coast radio is different because of the Coast's rugged terrain. Mountains (many over 14,000 feet high) surround nearly every important market and make long-range broadcasting difficult and unreliable. A great many local network stations are necessary to reach the people where they live and where they spend their money. This is Don Lee coverage!

Only Don Lee has enough stations (45) to broadcast your message *from within* the Coast's 45 important sales markets. No other Pacific Coast network has even half as many stations as Don Lee.

Advertisers who know the Pacific Coast know that long-range broadcasting is not reliable in many

LEWIS ALLEN WEISS, *Chairman of the Board* · WILLET H. BROWN, *President* · WARD D. INGRIM, *Vice-President in Charge of Sales*
1313 NORTH VINE STREET, HOLLYWOOD 28, CALIFORNIA · Represented Nationally by JOHN BLAIR & COMPANY





of the important markets. That's why Don Lee regularly broadcasts as many (often more) regionally-sponsored programs as the other three networks combined.

When you want to sell all of the important markets on the Pacific Coast, use the only network especially designed for the Pacific Coast: DON LEE.

Don Lee Stations on Parade: KXOA—SACRAMENTO, CALIFORNIA

Sacramento County alone has a population of 256,400. Its natural trading area (45 mile radius) has an estimated population of 500,000. Comprehensive surveys show that throughout this area, radio listening is confined almost entirely to Sacramento's local stations. KXOA's clear signal on 1,000 watts gives you positive assurance of merchandising coverage "from within" this important market, whose metropolitan county area ranks 9th highest in retail sales on the Pacific Coast—67th in the nation. When you buy Don Lee, you dominate the whole Pacific Coast through local coverage from within 45 important markets—where the people live, where they spend their money.

The Nation's Greatest Regional Network

Mutual
DON LEE
BROADCASTING SYSTEM

NARBA Resolution Adopted In Boston

(Continued from Page 1)

NAB meeting which concluded here on Tuesday.

The conferees also adopted resolutions of commendation for the following: NAB President Justin Miller, for his continued efforts to secure the rights of free speech for all broadcasters; Maurice Mitchell, for his work with BAB; Carl Haverlin, president of BMI; Kenneth Baker, acting president of BMB, and Harold Fellows, general manager of WEEL, Boston, for his contributions toward making the district meeting just concluded "one of the most outstanding and successful ever held."

Text Of Resolution

The text of the resolution on NARBA follows:

"Whereas the NARBA conference is now meeting in Montreal for the purpose of perpetuating a new treaty to replace the one recently expired, and whereas several proposals have been made formally and informally, the effect of which would be to change the power limitations now applicable to the several classes of stations as defined by the former treaty, and whereas the adoption of the proposed changes would be inimicable to the interest of the United States broadcasters, now therefore, be it resolved that the Government of the United States, through its official delegation to the conference, reject any proposals which result in changing the power limitations of the several classes of broadcasting stations, and be it further resolved that copies of this resolution be transmitted to the President of the United States, the Secretary of State, the Chairman of the FCC, and to the members of the Senate and House Foreign Relations Committee, and be it further resolved that the NAB take positive action to insure the continued operations of those regulations respecting existing facilities as well as to insure the future requirements of the broadcasters of the United States."

Members of the resolutions committee were Carlton D. Brown, WTVL, Waterville, Maine, chairman, C. Glover Delaney, WTHH, Hartford, Conn., and Gerald Harrison, WMAS, Springfield, Mass.

Joins WHLI Staff

Walter S. Bates has joined the sales department of WHLI and WHLI-FM, Hempstead, Long Island, as an account executive. He was formerly sales manager for the R. H. Donnelley Corp. of Brooklyn.

AC - DC Transcription Players
Tape, Wire, Disc Recorders
Soles-Rentals-Service
MILLS RECORDING CO.
161 N. Michigan Ave.
Chicago, Ill. De 2-4117



Windy City Wordage. . . !

● ● ● Al Morgan is moving to New York and will fly back here weekly to originate his DuMont TV show from Helsing's Vodvil Lounge. Al turned down a St. Louis hotel booking at \$750 a week because he said it's "peanuts." . . . He's already received \$10,000 in record royalties for his "Jealous Heart." . . . Larry

Chicago

Kurtze's TV Service firm has moved from the Mather Tower to the 20th floor at 630 N. Michigan Ave. His early morning TV show on WBKB starring Linn Burton may soon expand to an across-the-board deal. . . . Jules Herbeveaux, Bill Ray and Jack Ryan, NBC threesome, recently let their hair down when discussing "Inside Television" before the Chicago Chapter of Sigma Delta Chi. They castigated those agencies and advertisers who are bewitched by the so-called glamor of Broadway and Hollywood and move their shows to the coast when it could be done better—and cheaper—right here. Bravo!

★ ★ ★ ★

● ● ● Merritt R. Schoenfeld of Schoenfeld, Huber & Green is back from his New York jaunt where he discussed promotion plans with Prentice-Hall regarding Frank Leahy's book on football titled "Notre Dame Football." The "Leahy of Notre Dame" show is having its biggest year to date—and if Michigan State doesn't upset Notre Dame Saturday it looks like "The Fighting Irish" can say the same. . . . Gene Dyer, owner of W-A-I-T, has hired Babe Didrickson Zaharias as golf pro at his Sky Crest Country Club. First time a woman golfer has been given that post at a major golf club. The Babe will fly all over the country representing the WAIT owner's club at major golf tournaments. . . . Donald McGibeny, one of Chicago's ace newscasters, has resigned from W-A-I-T to finish work on his novel and to free-lance. Several TV stations are dickering for Don's services.

★ ★ ★ ★

● ● ● Si Stern, free-lance publicity man, has nabbed the Harmonicats as his latest account. The Murad-men have just finished their first Mercury cutting. It's "Gallop of the Comedians" and "At Dawn." All their old Universal masters will be released by London. All their new stuff will come out on Mercury. . . . You can now buy a used car on television—that is, you can bid for it. That's the "gimmick" cooked up by the local W. B. Doner agency for their Ruby Chevrolet account. Their show is televised on WGN-TV. Ruby's transcribed spots so successful they're continuing them indefinitely. . . . Chicagoland FM stations will probably elect a new president when they meet here next week. Ralph Wood, present prexy, who was also formerly president of WMOR, may resign. . . . Lowell Jackson and "Stu" Dawson aren't talking but Michigan Boulevard gossip says they have a hot network show which is on the verge of being signed by a major sponsor. Meanwhile, the "son" duo are making their temporary offices on the 9th floor of the London Life & Guaranty Building.

★ ★ ★ ★

● ● ● If WJJD's Ernie Simon does a TV network show it will go on CBS. That's what his WBKB contract stipulates. Ernie is one of the hardest working comics in town—and definitely the highest paid. . . . Erv Victor, WGN's new all-night disc jockey is doing a bang-up job on the Tribune station. He's received mail from every state of the union—and from Panama! Erv is also transcribing "spots" for Harold Kaye's "Mail Order Network" for use on some 30-odd stations throughout the country.

Industry Applauded For Aiding Campaign

(Continued from Page 1)

his thanks to all branches of the industry for their "outstanding support."

The 1949 Radio Committee includes the following members: Joseph Allen, Bristol Myers; Robert Ballin, Foote, Cone & Belding (Hollywood); Robert W. Buckley, Benton & Bowles; Walter Bunker Young & Rubicam (Hollywood); Ted Cott, Radio Station WNEW; Ben R. Donaldson, Ford Motor Co.; Sterling W. Fisher, National Broadcasting Company; A. E. Foster, Lever Brothers; Anthony V. B. Geoghegan, Young & Rubicam; Cornwell Jackson, J. Walter Thompson (Hollywood); John J. Louis, Needham, Louis & Brorby (Hollywood); Gerald Maulsby, CBS.

Also Harold McClinton, N. W. Ayer & Son; Arthur Pryor, Jr., Batten, Barton, Durstine & Osborn; Tom Revere, Biow Company; Wilfred Roberts, Pedlar & Ryan, M. J. Roche, Lever Brothers; Adrian Samish, Dancer-Fitzgerald-Sample; Robert Saudek, ABC; A. S. Schechter, MBS; Edward G. Smith, General Mills; Donovan Stetler, Standard Brands; Wayne Tiss, Batten, Barton, Durstine & Osborn (Hollywood); Lewis Titterton, Compton; J. J. Van Nostrand, Sullivan, Stauffer, Colwell & Bayles (Hollywood); Lewis Allen Weiss, Don Lee Network; Marvin Young, Ruthrauff & Ryan (Hollywood).

WRC Covers Crash

Washington—WRC, the NBC outlet here, broadcast what the web claims to have been a "first" on the bulletin news establishing the identity of the EAL airliner and the Bolivian P-38 that collided at National Airport, Nov. 1, 11:58 a.m., six minutes after the crash, "several minutes before the wire services had full information on the story."

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

TELEVISION DAILY

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COLOR-TEST DIFFICULTIES CITED

TELE TOPICS

COMPETITION, we are told almost daily, is the magical substance that turns the wheels of industry. In TV, everyone has espoused the principle of a nationwide, competitive allocation plan. Competition between agencies, networks, stations, performers is as keen in tele as it is in any other business in the country. With these thoughts in mind, we turned the dial at random Tuesday nite to see what was being offered in way of competition to Milton Berle, who presides over the highest rated show on the air. What we found may explain, in part, why Berle's Hooper remains in the stratosphere (73.7 on the last report) while the next rated show (Arthur Godfrey, 39.8) is so far below. It seems that there is absolutely nothing on the air in New York between 8 and 9 on Tuesdays that stands a chance of attracting a sizeable segment of the audience. Our random tuning uncovered an old cowboy film on WPIX; a film on European DP's on WATV; boxing from Westchester on WOR-TV; film of a week-old football game on WJZ-TV; pickup from the six-day bike race on WCBS-TV, and "Court of Current Issues" on WABD. Latter is perhaps the finest discussion show on the air, but its appeal is limited. It's been said many times that Berle's antics are beginning to wear. This may or may not be true, but the best way to find out is to put on a good show at the same time. Only hitch is that no one seems willing to stand up and swap punches.

"CITY AT MIDNIGHT," dramatic show aired as a remote from the streets of Manhattan, which drew raves following its debut last week, went into a nosedive in its second installment. Except for a few lighting bugs, production this week was much smoother than the preem, but the script, about a bop musician working in a 52nd street club, was banal and boring, while the acting, especially by the lead players, was amateurish. We still think the idea behind the show is sound, but the producers will need more than pictures of wet streets to turn it into entertainment. . . . Bond Stores have taken a new tack in men's clothing advertising. Their new spots plug the advantages of the chain, rather than show individual models, with great effect. Cayton is the agency.

ELGIN-AMERICAN is shelling out a cool \$150,000 for time, talent and merchandising on its special hour and a half Thanksgiving Day show. . . . Jack LaRue will be regular narrator on "Lights Out," which returns to NBC Monday, 9 p.m., with Admiral picking up the tab. . . . Recommended reading: the report on commercials in the new issue of Ross Reports. It's the most complete job yet done on the subject.

RCA Points To Different Studio Requirements Of Various Systems; RMA Asks 3 Extra Days; DuM. Wants Comparison By All In February

Washington Bureau of RADIO DAILY
Washington—Possibility of a delay in the comparative demonstrations of rival TV systems slated for Nov. 14 was seen here yesterday as two of the three participants pointed to serious problems. The third, CBS, was expected to insist upon going through with the showings.

While DuMont asked outright for cancellation, RCA threw a block in the path of the demonstrations as it notified the Commission that because of technical difficulties, "we could not be ready by the week of Nov. 14 if other parties also work in the same studio room. We propose that each party operate separately."

Planning for the comparative testing has been with the idea that the same scenes would be aired by CBS, RCA and DuMont, presumably from the same studio. Dr. George H. Brown, for RCA, maintained however that different lighting methods are required for the different systems and said other technical considerations would also make it impossible to put on the entire three-way demonstration from the NBC studios at Wardman Park Hotel.

Dr. Brown said "we do not believe that this imposes handicaps on the comparative tests . . . much of the suggested program material, such as test patterns, slides, film, maps, pictures, fabrics and commercial products may be duplicated. Thus identical objects may be used before the cameras and also made available at the receiver location for comparison with the pictures produced on the various receivers.

"Other of the suggested program material, such as wrestling and groups of people, can be transmitted in sequence by the parties partici-

pating in the demonstration, or the content of these programs can be specified and each party can broadcast simultaneously its own version of the program item."

At no time in its letter did RCA ask for delay in the comparative demonstrations. DuMont, however, asked for the abandonment of the Nov. 14 demonstrations, with the full-scale comparison of the three color systems and DuMont black and white slated for Feb. 6 to stand as the only scheduled comparative showing.

DuMont referred also to the fact that CTI cannot participate in demonstrations this month, and concluded that intelligent comparison of the various systems will not be possible on the basis of demonstrations this month.

RMA yesterday asked for a delay of at least three days, because of its own committee meetings at the mid-year conference of RMA in New York Nov. 14-16.

DuMont said that "what is left would be a scattered and inadequate demonstration of the optimum merits of the Columbia and DuMont systems, and an expensive and unconvincing repetition of the comparative demonstrations upon which the Commission acted more than two years ago."

Best bet, said DuMont, would be to hold off until all parties can participate in February, when it will be possible "to program adequate tests, fair to each of the proponents, and fully related to existing black and white television without limitation of equipment or reasonable cause for complaint by any of the parties as to the fullness of the opportunity for hearings."

Profit Motive Not Paramount Among TV Mfrs.—Goldsmith

Washington Bureau of RADIO DAILY
Washington—Commissioner Robert F. Jones of the FCC hurled the charge yesterday that the interest of radio manufacturers in the development of color video "is in inverse ratio to their profits from black and white."

DuMont's research director, Dr. T. T. Goldsmith, promptly took issue with him, declaring that industry research in color has been expanding during the same period when black and white has been beginning to pay. As Dr. Allan B. DuMont

awaited his turn to appear, Goldsmith was kept busy all day turning aside barbed questions from the Commissioners. He stuck to his pitch for immediate lifting of the freeze on TV, with a later decision on standards for color, although he said that were he on the FCC he would like to lift the freeze and set color standards at the same time, if it could be done.

But color "is not ready at this time" he said "and the public is clamoring for more television service."

ABC To Syndicate 'Crusade In Europe'

"Crusade In Europe," 26-week film series based on the book by Gen. Dwight Eisenhower, will be syndicated by ABC to affiliates for local sponsorship beginning the second week in January. Series recently completed a cycle on the web under sponsorship of Time, Inc.

Programs Re-Edited
Programs have been re-edited to provide for insertion of local commercials, Murray Grabhorn, ABC veepee said. Main reason for the local release, he added, is the increased audience since the series began on the web on May 5. Many new stations have gone on the air since then and rate of receiver sales has increased sharply, he added.

Series was produced by the March of Time through arrangements with 20th Century-Fox, from which ABC obtained exclusive video rights.

Commissioners Attend WAAM Anniversary Show

Baltimore.—FCC Commissioners George Sterling, Edward Webster and Frieda Hennock and general counsel Benedict Cottone were guests of WAAM Tuesday as the station celebrated its first anniversary. Mayor Thomas D'Alesandro, of Baltimore, also was present.

History of the station and excerpts of several locally produced shows were included in a special program, "WAAM Birthday Party," produced and directed by Anthony Farrar.

CBS Names Wood, Fates To New Program Posts

CBS producer Barry Wood has been named production supervisor of the web's musical shows, effective immediately, it was announced yesterday. He will coordinate musical programming and will be responsible for budget and production administration of all music shows.

At the same time, the web announced the promotion of producer Gil Fates to the new post of supervising producer of daytime programs.

WNBK Sells Wrestling

Cleveland—Duquesne Brewing Co. has signed with WNBK for sponsorship of weekly wrestling pickups from Cleveland Arena for 22 weeks. Monday night matches will be described by Bob Shelley.

Election-Cover Plans Include AM And Tele

(Continued from Page 1)

dled by the respective New York flagship stations, with top web news commentators and analysts augmenting the work of the local news staffs in covering and interpreting the balloting.

Analysts Listed

WCBS has assigned Don Hollenbeck, Ned Calmer, Douglas Edwards, Bill Leonard, Larry Leseur, and Jack Walters to Election Night chores, with Margaret Arlen covering the event from the women's viewpoint. WCBS-TV plans pickups from the CBS newsroom in New York, and also from the headquarters of the major candidates. Movies will also be made at those locations to be shown later in the evening. WCBS will air its first election broadcast at 6:15 p.m., and will remain on the air broadcasting returns until the contests for Mayor of New York and U. S. Senator from New York State have been decided.

NBC has assigned Kenneth Banghart to handle a running election commentary on WNBC, and John Cameron Swayze to do the same on WNBT. In addition, reporters will be stationed at strategic points in the New York metropolitan area for direct cut-ins on "Metropolitan News Roundup," which will serve as a clearinghouse for election news and returns.

Special TV Newsroom

NBC's Studio 3-H in Radio City will be converted into a special television newsroom. Starting at 8:30 p.m., all WNBT station breaks will originate there, together with 30-second reports on late balloting. A special half-hour program of last-minute returns and filmed interviews with the winning candidates is scheduled for midnight. WNBT will also send a crew and two cameras to WNYC, to make use of the city-owned station's special election coverage facilities.

ABC, as previously announced, will center both radio and television coverage of the election in its big new TV-1 studio in its Television Center. ABC commentators and pundits who will be seen and heard on WJZ and WJZ-TV Tuesday night include Walter Kiernan, Ted Malone, George Sokolsky, Pauline Frederick, Taylor Grant, Gordon Fraser, Don Gardiner, John Edwards, and Julian Anthony. The usual remote pickups from the various campaign headquarters are also planned.

WOR Assigns Reporters

WOR will plant reporters at the seven campaign headquarters and also in the Times Square area for color fill-ins and interviews with candidates. Lyle Van, Fred Vandeventer, Henry Gladstone, and Prescott Robinson will broadcast the returns from the WOR newsroom starting at 8 p.m. and continuing until final returns are in. Harvey

NAB Registration

The advance registration for the Second District NAB meeting which opens at the Hotel Berkely-Carteret, Asbury Park, N. J., today follows:

- Alden, Jerry WSNJ—Bridgeton, N. J.
- Alford, W. R. Jr. WSYR—Syracuse, N. Y.
- Alger, Paul WSNJ—Bridgeton, N. J.
- Arens, J. E. WFAS—White Plains, N. Y.
- Ball, Don WCBS—New York, N. Y.
- Bell, Robert WCTC—New Brunswick, N. J.
- Bengtson, C. A. WJNR—Binghamton, N. Y.
- Brinkley, F. H. WENE—Endicott, N. Y.
- Brown, T. L. WGVA—Geneva, N. Y.
- Burns, L. P. WDHN—New Brunswick, N. J.
- Cassill, Harold W. WVEK—Poughkeepsie, N. Y.
- Churchill, Dr. C. H. WKBW—Buffalo, N. Y.
- Clotter, Howard WBER—Buffalo, N. Y.
- Cottrell, I. E. WLNA—Peekskill, N. Y.
- Doerr, W. Jr. WEBR—Buffalo, N. Y.
- Gaines, James M. NBC—New York, N. Y.
- Gervan, R. B. RRR—Ithaca, New York
- Goldman, Harry L. WROW—Albany, N. Y.
- Goldman, Simon WJTN—Jamestown, N. Y.
- Goodman, Harry B. WJNR—Newark, N. J.
- Hanna, M. R. WHCC—Ithaca, N. Y.
- Hanna, R. B. WGY—Schenectady, N. Y.
- Hoffman, K. B. WGR—Buffalo, N. Y.
- Kesee, F. L. WMBO—Amburn, N. Y.
- Kennedy, J. W., Jr. WJAM—Rochester, N. Y.
- Kelly, E. R. WVNY—Watertown, N. Y.
- King, Cy WEBR—Buffalo, N. Y.
- Martin, Paul WKBW—Buffalo, N. Y.
- McFadden, T. B. WNBC—New York, N. Y.
- McHugh, Thomas WWSA—Massena, N. Y.
- Miller, Don WCBS—New York, N. Y.
- Moore, W. L. WBXN—New York, N. Y.
- Rintoul, S. R. WNKW—Albany, N. Y.
- Riple, W. A. WTRY—Troy, N. Y.
- Rosenhaus, I. R. WAAT—Newark, N. J.
- Rowan, B. J. WGY—Schenectady, N. Y.
- Ryder, S. W. WENE—Endicott, N. Y.
- Seitz, F. A. WFAS—White Plains, N. Y.
- Silver, R. S., Jr. WLNA—Peekskill, N. Y.
- Snyder, C. R., Jr. WELM—Elmira, N. Y.
- Stewart, E. WJBN—Utica, N. Y.
- Swift, G. R. WCBS—New York, N. Y.
- Wiig, G. O. WHEC—Rochester, N. Y.
- Wilde, R. B. WABY—Albany, N. Y.
- Woodland, C. WCSS—Amsterdam, N. Y.
- Valerius, W. A. WELM—Elmira, N. Y.
- Amor, Addison RCA—New York, N. Y.
- Batson, Charles BAB—New York, N. Y.
- Cervone, L. Gates Radio—Quincy, Illinois
- Hartz, R. W. NAB—Washington, D. C.
- Harrison, A. F. U.P.—New York, N. Y.
- Hart, Lee (Miss) BAB—New York, N. Y.
- Hererer, Miles N. Y. State Radio Bureau—Albany, N. Y.
- Kaye, S. M. BMI—New York, N. Y.
- Markham, G. E. NAB—Washington, D. C.
- McGredy, R. BAB—New York, N. Y.
- Mitchell, M. B. BAB—New York, N. Y.
- Miller, Judge J. NAB—Washington, D. C.
- Morrison, R. WBS—New York, N. Y.
- Sparron, K. BMI—New York, N. Y.
- Tower, C. H. NAB—Washington, D. C.
- Williams, D. R. SRTS—New York, N. Y.

Call, New York Sun political reporter, will analyze voting trends for the station's listeners.

WNYC to Feed Indies

Election coverage by New York's independent stations will be strengthened by use of the special facilities of WNYC, New York's city-owned station. Unable to get FCC permission to remain on the air beyond its usual 10 p.m. signoff time Tuesday night, WNYC has offered the other local stations use of its lines to Police Headquarters and other key locations. WNEW has accepted the WNYC offer, and other New York stations may follow suit. WNEW's own coverage will be bolstered further by the city staff of the New York Daily News, which compiles the station's regular half-hourly newscasts. To speed the airing of election bulletins, WNEW will put lines and microphones into the News Building to replace the teletype circuit normally linking the newspaper and the station. In the WNEW studios Quentin Reynolds and J. Murray Davis, political reporter for the New York World-Telegram, will wrap up the returns with a running commentary. Another Daily News political expert, Lowell Limpus, will contribute to the election coverage of the paper's video station, WPIX.

Times City Room On Air

The New York Times' station, WQXR, will broadcast election news and returns directly from the Times' city room. William R. Conklin, of the Times staff, will handle the commentary. WQXR's hourly newscasts from the Times probably will be lengthened to insure fullest election coverage. WABD, key DuMont video station, plans pickups from campaign headquarters at intervals during the evening of Nov. 3, but beyond that has made no extensive coverage plans.

- Martin, Paul WKBW—Buffalo, N. Y.
- McFadden, T. B. WNBC—New York, N. Y.
- McHugh, Thomas WWSA—Massena, N. Y.
- Miller, Don WCBS—New York, N. Y.
- Moore, W. L. WBXN—New York, N. Y.
- Rintoul, S. R. WNKW—Albany, N. Y.
- Riple, W. A. WTRY—Troy, N. Y.
- Rosenhaus, I. R. WAAT—Newark, N. J.
- Rowan, B. J. WGY—Schenectady, N. Y.
- Ryder, S. W. WENE—Endicott, N. Y.
- Seitz, F. A. WFAS—White Plains, N. Y.
- Silver, R. S., Jr. WLNA—Peekskill, N. Y.
- Snyder, C. R., Jr. WELM—Elmira, N. Y.
- Stewart, E. WJBN—Utica, N. Y.
- Swift, G. R. WCBS—New York, N. Y.
- Wiig, G. O. WHEC—Rochester, N. Y.
- Wilde, R. B. WABY—Albany, N. Y.
- Woodland, C. WCSS—Amsterdam, N. Y.
- Valerius, W. A. WELM—Elmira, N. Y.
- Amor, Addison RCA—New York, N. Y.
- Batson, Charles BAB—New York, N. Y.
- Cervone, L. Gates Radio—Quincy, Illinois
- Hartz, R. W. NAB—Washington, D. C.
- Harrison, A. F. U.P.—New York, N. Y.
- Hart, Lee (Miss) BAB—New York, N. Y.
- Hererer, Miles N. Y. State Radio Bureau—Albany, N. Y.
- Kaye, S. M. BMI—New York, N. Y.
- Markham, G. E. NAB—Washington, D. C.
- McGredy, R. BAB—New York, N. Y.
- Mitchell, M. B. BAB—New York, N. Y.
- Miller, Judge J. NAB—Washington, D. C.
- Morrison, R. WBS—New York, N. Y.
- Sparron, K. BMI—New York, N. Y.
- Tower, C. H. NAB—Washington, D. C.
- Williams, D. R. SRTS—New York, N. Y.

Radio License Fee To Continue In Canada

(Continued from Page 1)

\$2.50 radio license fee would be abolished next year.

Mr. McCann was replying in the Canadian House of Commons to a question asked by John Dienfabaker (PC—Lake Centre). He wanted to know if there was any basis for the statement made by a private Liberal member that the fee would be eliminated.

"I have no knowledge of it," Mr. McCann said. "People who make statements of that kind do so on their own responsibility."

Scholarships Awarded By WHOM's '5 Kw. Club'

Three Columbia students from the New York area will receive financial aid from a scholarship fund endowed by members of the 5 KW Club, made up of members of the staff of WHOM, New York, the university disclosed yesterday.

The club was organized as a social group during the summer of 1948, when WHOM's power was upped to 5 KW. The scholarship fund of \$1,000 represents the proceeds of a benefit performance staged earlier in the year by WHOM talent at the Brooklyn Academy of Music. Members of the 5 KW Club hope to make the scholarship awards an annual event.

Coast Show Expands

San Francisco—"Palace Personalities," half-hour weekly variety show aired from the Palace Hotel here over KFCR since May, will also be carried by KHJ, Los Angeles, starting Saturday, Nov. 5. The show is sponsored by I. Magnin's, is packaged and produced by Pavia Agency.

BMB High On Agenda At NAB 2nd Dist. Meet

(Continued from Page 1)

BMB audience measurement will aid them in radio sales and how they may improve their radio sales techniques through the medium of BAB.

Hanna to Report

Michael Hanna, general manager of WHCU, Ithaca, and director of the 1st District will open today's meeting with a report on district activities. He will then turn the meeting over to the BMB discussion and sales session. Charles Phillips, WFBL, 2nd District Sales manager chairman, will preside at the sales session which will feature the presentation by Mitchell of BAB.

Later today Carl Haverlin, president of Broadcast Music, Inc., will give a report on the industry music organization's status.

Hosts at Cocktail Party

At 5:30 p.m., the New Jersey Broadcasters Association will be hosts at a cocktail party at the Berkeley-Carteret. A special meeting on "Small Markets" has been called for 8 p.m., at which time broadcasters in the smaller communities will discuss their problems of operation.

Employee-employer relations will be the topic of the session tomorrow morning beginning at 10 a.m. Gunnar Wiig, WHEC, Rochester, 2nd District Employee-Employer Relations chairman, will preside at the meeting which will feature Charles H. Tower of NAB as discussion leader. Station operating labor costs, technical programming and selling are among the topics which will come up for discussion.

In the afternoon beginning at 1:30 p.m., the broadcasters will hear from Justin Miller, president of NAB. Judge Miller will speak on "NAB and You" and will discuss frankly some of the problems faced by the radio industry. Judge Miller's address will be followed by a forum discussion.

RWG Negotiators Given Power To Call Strike

The negotiating committee of the Radio Writers Guild, which has been attempting to reach agreement with ABC, NBC, and CBS on a contract covering staff news and continuity writers, has been authorized to take strike action if and when it deems such a step necessary.

Meeting Held Tuesday

The authorization was voted unanimously at a meeting in New York on Tuesday of the network writers involved. At the same time, the Guild's negotiating committee reaffirmed its intention of withholding any strike order while Commissioner J. R. Mandelbaum of the Federal Mediation Service continues his efforts to bring about a peaceful settlement of the issues being disputed. Foremost of these, according to a Guild spokesman, is job security.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 24

NEW YORK, FRIDAY, NOVEMBER 4, 1949

TEN CENTS

SMALL-MARKET SPOT BIZ SEEN GAINING

FCC Again Functions; Relay Hearing Nov. 28

Washington Bureau of RADIO DAILY
Washington—The FCC is "back in business," with hearing schedules again activated, but it still looks as if it will be many months before law department offices are reopened. It was announced yesterday that oral argument in the controversial Commission proposal to permit interconnection of TV relay systems, private and common carrier, will be held Nov. 28. The whole question of eventual relay by private wire will be explored in this proceeding, with TV leaders to be heard along with A.T.&T. and Western Union.

IBS Cites Campus Stations As Valuable Pro Training

The 1949 programming report of the Intercollegiate Broadcasting System, released this week, disclosed that the 73 campus stations which are members carry some 3,000 persons on their student staffs, "several hundred" of whom enter commercial radio each year.

The report, prepared by Prof. Howard C. Hansen, IBS program director and MacMurray College, (Continued on Page 6)

WLIP Remains On Air As 12 Staffers Strike

Chicago — Twelve employees of WLIP, Kenosha, Wis., represented by two AFL unions, AFRA and the IBEW, went out on strike Wednesday afternoon after what the unions described as the unjustified firing of an announcer and an engineer.

WLIP, a 250-watt daytime—only (Continued on Page 2)

International Santa
Writer-producer-director Carlton E. Morse, in cooperation with the Foster Parents' Plan for War Children, has launched a campaign for nation-wide support of an International Santa Claus project to provide clothes, toys and other Christmas cheer for children throughout the world on his weekday "I Love A Mystery" program over Mutual.

Electronic Stork
The following telegram was received by MBS, New York, from Al Godwin, general manager of KFPW, Fort Smith, Ark.: "New Ft. Smith outlet requests Mutual affiliation operate 24 hours a day on plenty of lung power. Soiled Conductivity, constant wet bottom assures good reception. Made debut Wednesday morning. Call letters KSEG. 'Kute' Susan Elizabeth Godwin. Had fullback and halfback. Now have cheer leader."

Eleven Stations Join 'Pennies' Campaign

Eleven stations across the country have joined the "Parade of Pennies" campaign, in cooperation with CARE and the American Foundation for Overseas Blind, for the collection of contributions to purchase food and supplies as Christmas packages for the ill-clothed, ill-fed and sightless children of other lands. The ten stations which have joined (Continued on Page 6)

KWHK's Minor Elected By Kansas AP Members

Lawrence, Kans. — Vern Minor, manager of KWHK, Hutchinson, was elected chairman of the Kansas Assn. of Associated Press Broadcasters at a meeting here marking the group's first anniversary. R. M. Seaton, manager of KGGF, Coffeyville, was named vice-chair. (Continued on Page 6)

Web Program Switches Show Slight Change In Ratings

Of the four programs which switched from NBC to CBS during the past year and made both the "First Fifteen" evening Hooperatings of Oct. 31, 1949 and of Oct. 30, 1948, three improved in their positions but two dropped slightly in their ratings. Jack Benny moved from fourth to second place, but dropped from 21.9 to 21.0 in program rating. Similarly, in the 1948 Hooper report, the

Expect Orders In 1949 To Exceed '48, Says Goldman At NAB Regional; Hanna Heard; Miller Today

IT&T Chief Outlines Inf'l TV Development

Those who have contributed to "the postwar industrial miracle" of television were hailed for their coverage and adventurous spirit by Gen. William H. Harrison, president of IT&T, guest speaker at yesterday's luncheon meeting of the Radio Executives Club of New York, held at the Hotel Roosevelt. Harrison, whose topic was "International Communications," touched (Continued on Page 7)

Top Programs Unchanged In Latest Nielsen List

National Nielsen-Ratings for the week ending Oct. 1, just reported, were at "generally higher" levels for leading evening programs than in the previous report. The "Top Six" maintained their positions un- (Continued on Page 2)

Ad Council To Conduct Census Bureau Campaign

The Advertising Council will conduct an advertising campaign for the Bureau of the Census, U. S. Department of Commerce, prior to April, 1950, to pave the way for the Decen- (Continued on Page 2)

By FRANK BURKE
Editor, RADIO DAILY
Asbury Park, N. J. — National spot business for the small market station is on the upgrade and the orders for this year will probably exceed the total business placed during the past year, broadcasters attending the small market meeting of the 2nd District, NAB, revealed (Continued on Page 3)

WKAQ, San Juan, Sold By IT&T To Publisher

Sale of WKAQ, San Juan, Puerto Rico, to Angel Ramos for \$325,000 was announced yesterday by IT&T. The station has been operated since 1922 by the Radio Corp. of Puerto Rico, an IT&T subsidiary. Ramos is a prominent Puerto Rican businessman, and publisher of "El Mundo," the island's largest (Continued on Page 2)

Facsimile Transmissions Resume Today At WFIL

Philadelphia—WFIL will resume facsimile operations today with the transmission of a special fax edition of the Temple University News from 2:30 to 3 p.m. Similar transmissions will be made each Wednesday (Continued on Page 2)

Thanks From Abroad
Washington—The German Society for Education has cabled its thanks, on behalf of Germany's school children and teachers, to the American public for contributions which went to buy radio sets for schoolrooms in Western Germany. The funds were raised through spot announcements on U. S. stations, arranged by the NAB.

(Continued on Page 6)



Vol. 49, No. 24 Friday, Nov. 4, 1949 10 Cts.

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

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

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Dallas, Texas
Phone: Riverside 3518-9

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

FINANCIAL (November 3)

Table with columns: High, Low, Close, Net Chg. Lists various stocks like ABC, Admiral Corp., Am. Tel. & Tel., CBS A, CBS B, Philco, RCA Common, RCA 1st pfd., Westinghouse, Westinghouse pfd., Zenith Radio, and Nat. Union Radio.

Top Programs Unchanged In Latest Nielsen List

(Continued from Page 1) changed—Lux, Godfrey, Mr. Keen, Irma, FBI, and Suspense. The following programs shifted position markedly: Fibber McGee & Molly, from 12th place to 7th place; Bob Hope, from 19th to 12th; Mr. D. A., from 24th to 13th; Mr. Chameleon, from 25th to 14th; Mr. and Mrs. North, from 11th to 15th; The Fat Man, from 13th to 18th.

Stork News

Norman Ober, promotion writer for WCBS, is the father of a girl born Wednesday to Mrs. Ober at the New York Women's Infirmary. New-comer, weighing six pounds, eight ounces, will be named Doris Wendy.

For Posterity
Hempstead, N. Y.—Copies of two newscasts on WHLI describing the dedication of a new seven-million-dollar public building have been sealed for posterity in the building's cornerstone. The newscasts were written by Jerome J. Karpl, Jr., WHLI news director. The building is a sewage disposal plant.

WKAQ, San Juan, Sold By IT&T To Publisher

(Continued from Page 1) newspaper. The deal covers WKAQ's three-story studio building in San Juan, a 5-kw transmitter and an antenna tower. The transmitter and tower are located at Sabana Llana, seven miles east of San Juan. The property occupied by the latter equipment will be leased to the new owner as part of the contract. The studio building houses two main studios, four smaller studios, and a theater seating 150. According to IT&T, WKAQ is "the fifth oldest station in the world and the second oldest in Latin America." Although out of the broadcasting field, the Radio Corp. of Puerto Rico will continue to operate its worldwide radio-telephone network and direct radio-telephone service between Puerto Rico and her Caribbean neighbors, IT&T said.

WLIP Remains On Air As 12 Staffers Strike

(Continued from Page 1) independent, has continued to operate with a skeleton staff of seven. According to WLIP's owner and general manager, William L. Lipman, an NLRB hearing was to have been held in Kenosha on Nov. 10, at which time the certification of AFRA and IBEW as bargaining agents for WLIP employees was to have been discussed. The contingent on strike is composed of three engineers and nine free-lance "performers" and staff men.

WFDR Planning Analysis Of Pre-Election Status

WFDR, New York, FM station owned by the ILGWU, will air a statewide analysis of the New York political outlook on Sunday, 6:30-7 p.m. The program was produced by WFDR's special events department in cooperation with the news editors of seven New York stations in localities regarded as "crucial" politically. Each cooperating station contributed a taped or recorded segment. These were consolidated by WFDR, and each of the seven stations was sent a copy of the completed program for broadcast. The stations are WJTN, Jamestown; WGR, Buffalo; WIBX, Utica; WHCU, Ithaca; WSYR, Syracuse; WPTR, Albany; WHLI, Hempstead, L. I.

Ad Council To Conduct Census Bureau Campaign

(Continued from Page 1) nial Census, described as the "most comprehensive and important population, housing and agricultural survey ever conducted in the United States." Robert R. Mathews, vice-president of the American Express Company, has been named volunteer coordinator for the campaign. Benton & Bowles, Inc. will serve as the volunteer advertising agency. "The purpose of this public service campaign, as I see it now," Mr. Mathews stated, "will be to explain to the public the significance and objectives of the census and to encourage every citizen to answer the required questions willingly and accurately." Henry C. Wehde, Jr., is the Council's campaign executive on this public service project. Representatives of the Bureau of the Census working with the Council on the campaign are: Frank R. Wilson, information assistant to the director; and Earl A. Nash, information specialist.

Facsimile Transmissions Resume Today At WFIL

(Continued from Page 1) day and Friday of the current school year. The Phila. Inquirer stations, of which WFIL is the parent, transferred their facsimile equipment to Temple University last May 4. However, WFIL supervises the fax operations and lends personnel to the University for training and advisory purposes.

WLIB Sets Negro Show 3 Hrs., Across The Board

WLIB has completed its first step in plans calling for block programming aimed at New York's 1,000,000 Negro listeners with the signing of Hal Jackson, a Negro disc jockey from Washington and Baltimore for three hours of music, sports and human interest stories, Mondays through Sundays, 7-10 a.m. The show, titled "The House That Jack Built," previously was aired by four stations: WNIX and WOOK, both in Washington, and WEAM, Arlington, Virginia, and WSID, Baltimore. WLIB will start broadcasting the program on Nov. 6.

Gilbert Named Director

Richard Gilbert, recording director of Columbia Records' Masterworks Department, has been named director of the department, effective Nov. 1. Gilbert was recording director of RCA-Victor Red Seal Records before joining Columbia in October, 1948.

Wedding Bells

George Bell, announcer for WHLI, Hempstead, Long Island, was married to Edith Podel last Sunday.



"Hey, is this all?"

Mommy, the leopard, is complaining, and woe be unto anyone who gets near enough to listen to her! She isn't fussy about her food as long as she gets more!

The radio advertiser also wants more. He wants more results at lower cost. And in Baltimore, that's where W-I-T-H comes in. W-I-T-H delivers more home listeners-per-dollar than any other station in town. But that's not all! A recent survey made under the supervision of the Johns Hopkins University showed that of all radios playing in taverns, 67.3% were tuned to W-I-T-H!

So if you want low-cost results in Baltimore, just call in your Headley-Reed man and get the whole W-I-T-H story. And do it today!

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

AGENCIES

LAVERNE WALTMAN, news director of WLPO, LaSalle, Ill., is the new chairman of the Illinois Association of Associated Press Broadcasters. He was elected at the Association's second annual meeting held in Allerton Park, and succeeds Harold Safford of WLS, Chicago, who has been acting chairman. The two new vice-chairmen of the AP group are Charles Harrison of WHBF, Rock Island, Ill., and Robert La Mere, WLBH, Mattoon, Ill.

ARTHUR S. CADY has rejoined Geyer, Newell & Ganger, Inc., as an associate art director, H. W. Newell, executive vice-president, has announced. Cady, who was associated with GN&G 10 years ago, formerly was art director with Hewitt, Ogilvy, Benson & Mather, Inc.

ROBERT PASCH has joined the copy department of Kenyon & Eckhardt, Inc. An engineering graduate of the University of Michigan, he formerly was with Buchanan.

WILLIAM DIX has joined Allied Syndicates, Inc., New York, public relations organization. Formerly TV account executive with ABC, he has been appointed assistant to the president at Allied.

FLINT ADVERTISING ASSOCIATES has been named by the Steel Sash Service & Sales Co., Inc.

ARISTA ADVERTISING CO., New York, has been appointed by Morris Hessel, Inc., furrier.

EDWARD J. ROHN has joined the New York AM sales staff of the Edward Petry Company. He had been in radio with Warwick & Legler for seven years and prior to that was with the Maxon agency in Detroit.

Missouri Broadcasters Elect Wayne W. Cribb

Kansas City — **Wayne W. Cribb**, general manager of KHMO, Hannibal, Mo., was elected president of the Missouri Broadcasting Assn. at the group's annual business meeting here Oct. 31.

Other officers elected were: Mahlon R. Aldridge, Jr., KFRU, Columbia, vice-president; Harry Renfro, KXOK, St. Louis, secretary-treasurer. Newly-elected directors are: E. K. Hartenbower, KCMO, Kansas City; Mahlon R. Aldridge, Jr., KFRU, Wayne W. Cribb, KHMO; G. Pearson Ward, KTTS, Springfield; Harry Renfro, KXOK, St. Louis, and Glenn G. Griswold, KFEQ, St. Joseph.

The association includes the following member stations: KDMO, KFRU, KHMO, KSWM, KCMO, WHB, KIRX, KWOC, KTTR, KSD, KXLW, KXOK, KWK, WIL, KSTL, WEW, KDRO, KWPM, NFEQ, KMBC, KICK, KTTS, KXEO, and KWRE.

National 'Spot' On Upgrade, Goldman Tells NAB Regional

(Continued from Page 1)

here last night. Sponsors and time buyers have found that stations in the smaller communities are an effective medium in penetrating the local market and many new users of spots have channeled business to the suburban and rural areas, Simon Goldman, general manager of WJTN, Jamestown, N. Y., and chairman of the Small Markets Division of the 2nd District, NAB, declared at the Berkeley-Carteret Hotel session. He added that stations in his area reported an increase in spot business this year and that the year's return in this field will probably surpass 1948's business.

New York Area Busy

Many new accounts are using spot radio time this year in the New York area it was revealed. Among them are Pfeiffer Beer of Detroit; Fort Pitt Beer of Pittsburgh; Virginia Dare Wines and Ex-Lax. In addition, the automobile industry has been buying spots through dealer co-op managements. The automobile manufacturers include Hudson, Dodge, Kaiser-Frazer, Chevrolet and Ford.

Michael Hanna, general manager of WHCU, Ithaca, chairman of the 2nd District, confirmed the reports of increased national spots and spoke enthusiastically about sales clinic aspects of the NAB meeting. He said that every one of the 100 broadcasters present are here for business and hope through interchange of ideas to better their sales picture back home.

Hanna Likes Regionals

Speaking of the functions of NAB, Hanna told the 2nd District broadcasters that he feels NAB's first duty is to help the broadcaster association members improve their sales and, secondly, to give them good representation in Washington. He said that he feels the regional meetings are far more effective in aiding the broadcasters than the national NAB conventions.

The Small Market session last night was conducted by a panel

Japan Book Will Honor Tour Of 'Town Meeting'

Word has been received from Tokyo of the intention of the Japanese press association, Radiopress, Inc., to publish in book form the entire series of broadcasts originating from the 12 world capitals visited by "America's Town Meeting of the Air" on its recent global junket.

The book, according to Masao Ekimoto, Radiopress's director, will be in Japanese and will consist of approximately 250 pages. Photographs will also be used to illustrate the various Town Meetings which were held in London, Paris, Berlin, Vienna, Rome, Ankara, Tel Aviv, Cairo, Karachi, New Delhi, Manila and Tokyo.

composed of Dutch Cassill of WEOK, Poughkeepsie, N. Y.; Bob Bell, WCTC, New Brunswick, N. J., and Bud Alger of WSNJ, Bridgeton, N. J. This session, presided over by chairman Goldman, discussed requirements for good salesmanship, programming, production and the creation of program packages which are saleable.

Most broadcasters indicated that news programs still top the list of commercial sales and that while local giveaways were proven audience getters, they are on the decline in local popularity.

Yesterday's session was devoted to Maurice Mitchell's presentation in the interest of Broadcast Advertising Bureau and Kenneth Baker's report on the progress of BMB's second audience measurement study.

Judge Miller To Speak Today

Today the broadcasters will hear an address by Justin Miller, president of NAB, and will participate in a discussion of employee-employer relations which will be conducted by Gunnar Wiig of WHEC, Rochester, chairman, and Charles H. Tower, assistant director of NAB Employee-Employer Relations.

COMING and GOING

PAUL SCHEFFELS, assistant to Thomas Velotta, vice-president of the American network in charge of news and special events, has left for Florida, where he will remain during the period when Walter Winchell broadcasts from the Sunshine State.

MARIAM SPOTT, assistant to the public relations and promotion director of WHCU, Columbia network outlet in Ithaca, N. Y., is visiting this week at the New York headquarters of the web.

HORACE HEIDT and the members of his program company are in New Orleans. He will broadcast this Sunday's show from the Municipal Auditorium.

JOHNNY LONG and the members of his band were in New York momentarily yesterday before leaving for Hartford, where today they open at the State Theater.

BILL POLGLASE and **CHIP CIPOLLA** fill their Number One assignment of the year tomorrow when they go up to West Point to broadcast the titanic battle between the Army and Fordham, which will be played at Michie Stadium.

MILES HERBERER, of the New York State Radio Bureau, is attending the meeting of the 2nd District, NAB, at the Berkeley-Carteret Hotel in Asbury Park, N. J.


ROLAND TRENCHARD, public relations director for WAAT and WATV, Newark, next Thursday and Friday will be in Washington to attend the meetings of the National Conference of Christians and Jews.

ARTHUR SMITH and his Crackerjacks, vocal group heard on WBT, Charlotte, N. C., are in Raleigh, capital city of the state, for an engagement of the Pall Mall Room of the Hotel Raleigh.

• faces • facts • figures • wins •

faces • facts • figures • wins •

ALLEN BROWN'S CORNER



Allen Brown is new to New York listeners. A folksy, natural personality he has an enviable record in selling advertisers' products. For complete details on ALLEN BROWN'S CORNER call the nearest WINS-CROSLLEY sales office.

ALLEN BROWN'S CORNER
8:30-9:00 a.m. daily.

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WINS
50KW NEW YORK

CROSLLEY BROADCASTING CORPORATION

SAN FRANCISCO

By NOEL CORBETT

"JOLLY BILL" STEINKE was host to seventy-five blind children from the Bay Area at KNBC's Halloween party. The event is part of the year-round program of Recreation for the Blind. Kids were taken on studio tours and entertained in the "fun house," created by the engineering and sound effects staffs of the station.

Alan Cormack, KCBS chief engineer and Roy Jensen of his department are working out their own designs for some of the equipment to be installed between now and the first of the year in KCBS's all-over replacement program. Present consoles and bulky audio racks are being replaced with Standard RCA Consolettes, latest 76 series, and BCS 1-A switching systems.

Here 'N' There . . . Foote, Cone and Belding's new copy chief is Innis Bromfield . . . William Martin has been named director of the art department of KRON-TV (which opens November 15). He was formerly faculty instructor of set design with the Art League of California . . . Jack Washburn and Joan Transgrud of the KNBC guest relations staff are now a singing duet on "Light and Mellow."

The Pacific Telephone and Telegraph Company is installing two antennae atop its New Montgomery Street skyscraper in the center of the city. These antennae will be the San Francisco terminus of the microwave relay system now under construction to carry television programs between here and Hollywood. Other relay terminals will be constructed at vantage points between here and Los Angeles. The system will be in operation by next Summer.

Myron Elges, vice-president of Louis H. Caine Ad Company, tore a ligament in his leg which has kept him off his Palomino. Despite rain or highwater he'll ride the prize-winning beastie at the big rodeo roundup at the Cow Palace the end of this month.

When Bing Crosby was in town he cut a guest spot with Bill Weaver for "Waitin' for Weaver" and another with Jim Grady for "This is San Francisco." Cutting was done in the afternoon for next day's release. When El Bingo heard the release would be at 6:15 and 8:00 ayem, he said he guessed he'd miss hearing himself.

WBAL
means business
in Baltimore



Mainly About Manhattan. . . !

● ● ● AROUND TOWN: Dom DiMaggio has been offered a radio show in Boston similar to Joe's here. . . . Oxydol interested in getting Dinah Shore for a video series. Dinah's none too keen on the new medium yet, but the reception to her stint on Ed Wynn's show may change her mind. . . . Harry Babbitt won't be with Kay Kyser on his TV series here. He'll be replaced by Mike Douglas. . . . Jane Pickens set for "We the People" tonight on their first show on NBC-WNBT. She'll sing two numbers from her current show, "Regina." . . . Fran Warren joins Henry Morgan tonight as a regular. . . . CBS may drop its televising of the Bklyn games, with WOR-TV stepping in. . . . Mark Goodson and Bill Todman have come out with their new "Winner Take All" home quiz book published by Crown and retailing for a buck. . . . Have the NBC talks with Slapsie Maxie regarding a nightly show from a 52nd St. bistro gone bye-bye? . . . Harvey Stone sez he turned down a radio program under joint sponsorship. He said the joint wasn't reliable. . . . Al Capp has selected Bill Gernann's "County Fair" aircer as the official radio send-off of Sadie Hawkins' Day Nov. 19th. . . . Upton Sinclair's "Lanny Budd" novels to wind up as an air series. . . . Morey Amsterdam sez he enjoyed the Indian summer—has no squaw coming.



● ● ● THEY SAY: If radio couldn't kill radio, television can't either.—Bill Vaughan of the Kansas City Star. . . . When a chorine marries a millionaire, you can tell exactly how long it'll last. As long as the million.—Jack Gilford. . . . A psychologist is a man, who, when a beautiful girl enters the room, watches everybody else.—Bruce Patterson. . . . TV merely stands for Tired Vaudeville.—Fred Allen.



● ● ● TELLING ON TELEVISION (or views on video): Somehow wrestling matches from Chicago have more comedy than those emanating from N'Yawk. . . . Rex Marshall's nifty commercials on "Suspense" are adult sales fodder, well digested and tastefully served. . . . That card reading on "We the People" slows down an otherwise excellent human screen newspaper. . . . You must go along with the attempt made by "City at Midnight." It shows TV is getting OK. . . . "The Clock" on your screen shapes up as 'tick top' drama. . . . We don't suggest casting usually, but somebody should tell wonderful Gertrude Berg that "Rosie" and "Sammy" on "The Goldbergs" aren't quite as believable as past performers who have played the roles. . . . Ed Wynn is the best reason kinescope should be tolerated. . . . "Yesterday's Newsreels" give the viewer the nostalgia brought on by a shaving mug, slicker raincoats, Irene Castle and dance marathons. . . . Funny how often those Friday night "Greatest Fights" following the live Madison Sq. Garden bouts are better scraps than the ones you've just witnessed.



● ● ● OUR HAT'S OFF DEPT': The genial platter-tudes of WVNJ's disc jock, Hal Tunis. . . . Jeff Clark's vocalizing on the Hit Parade. . . . Ralph Young's show-stopping in the Strand's "Make Mine Manhattan." . . . Jack (a la) Carter's clowning on "Cavalcade of Stars."



● ● ● SMALL TALK: Astrologer Carroll Righter guests on "Leave It To The Girls" Sunday with his lovely client, Mrs. Tyrone Power (Linda Christian). . . . Thyra Samter Winslow readying a video show tagged "Ugly Duckling," which will try and prove how clothes and makeup make the gal. . . . Miklos Gafni did his recent Carnegie Hall concert with a 104 fever and his medico backstage. . . . If you're interested in firearms, see and hear newsmen Edward R. Murrow, an expert, guest on Sheriff Bob Dixon's "Chuck Wagon" Wednesday.

SOUTHWEST

"EASY DOES IT," KTUL, Tulsa team, is so much in demand for civic club appearances that they spend almost as much time in this activity as they do on the air with their regular program across-the-board at 3:05 p.m. Marjean Fox is the sultry songstress who acts as lyrical hostess in each session and she is backed with a four piece unit with electric guitar, standard guitar, violin and piano. Rotarian John Esau, veepee and general manager, of KTUL recently took the group to Sapulpa Oklahoma Rotary luncheon, and the next appearance will be at the Tulsa Optimists Club.

A 7-day-per-week television news program, "News Final," on WBAP-TV, Fort Worth, has been signed by David Kittrell, account executive with Crook Advertising Agency for Linz Jewelers, leading Dallas jewelry retailer. "News Final" will close the day of televising on the Fort Worth television station and will feature Lillard Hill, ace WBAP newscaster with a last minute roundup of the day's news using, where practical, film strips from earlier news programs, and showing Hill in the studio reading news and showing films and stills.

Green Spot Signs 2 Contracts With ABC

West Coast Bureau of RADIO DAILY

Hollywood—Green Spot, Inc., on behalf of its "Green Spot Orangeade," has purchased the five-minute Wednesday (8:25-8:30 p.m., PST.) "Detective of the Week" and a twice-weekly 15-minute segment of "Surprise Package," Tuesdays and Thursdays, 2-2:15 p.m., PST., over a West Coast network of 14 ABC stations.

The deal for "Detective of the Week" runs for nine weeks. The contract for "Surprise Package" is for a 13-week period. Phillip J. Meany Co. is the agency.

Montgomery Will Move To Earlier Time Spot

"Robert Montgomery Speaking," the weekly quarter-hour commentary series on ABC currently aired Thursdays, 10:10 p.m., EST, will move to a new time period on the same night, 9:45 p.m., EST, beginning Nov. 10.

"Montgomery is sponsored by the Frank H. Lee Co. Grey Advertising Agency represents Lee.

WWRL & 'Voice' To Air Dewey Speech Tomorrow

Governor Thomas E. Dewey's address before the Lithuanian-American Congress, Nov. 5, 2:30-3 p.m., at the Hotel New Yorker will be broadcast exclusively by WWRL. The program also will be shortwaved by the Voice of America.

AM-TV EQUIPMENT FM FAX

Section of RADIO DAILY, Friday, November 4, 1949

Urges TV Industry Reduce Tube Glare

Syracuse, N. Y.—Studies and tests which point the way towards simplification of television sets and marked improvement in the picture contrast of video tubes were revealed here this week to members of the engineering department of the RMA and IRE held at the Hotel Syracuse.

W. B. Whalley of the Physics Laboratories of Sylvania Electric Products, Inc., Bayside, N. Y. told the engineers that the study of TV receiver simplification "commenced with an analysis of basic television receiver requirements capable of yielding high-quality performance."

A. E. Martin of Sylvania's Physics Laboratories speaking on "An Evaluation of Television Viewing Tubes," co-authored by Dr. R. M. Bowie, manager of Sylvania Physics Labs said tint or color in filters is of questionable value. The illumination industry would have removed undesirable portions of the visible spectrum long ago, if they existed. The only real advantage of viewing filters is their ability to alleviate the loss of contrast caused by ambient light in the room, halation, reflection from the back of the safety window and 'hot-spots' due to reflections from curved face of viewing tube.

Martin stated that a Committee of the Joint Electron Tube Council has adopted an industry recommendation for glass tubes which recognizes the apparent desirability of reducing the light transmission of television picture-tube faces.

Manufacturer's TV Show Aids Dealers

A TV manufacturer, who sponsors his own video show to help dealers merchandise their sets, found in a survey that 38.5 per cent of the dealers with sets on were showing patrons his program. John Meck, president of John Meck Industries, Inc., Plymouth, Ind., sponsors "Meck Tele-Newscasts" four afternoons a week over Chicago TV station WNBQ. A special telephone survey conducted by the station revealed that the Meck program rated higher than three others, telecast at the same time, by dealers viewing TV programming at that time. Meck has urged other TV manufacturers to sponsor their own programs, saying that "it is necessary that all of us express our confidence in the industry in this concrete manner."

Col. Records Ups Gilbert

Richard Gilbert, recording director of Columbia Records' Masterworks Department for the past year, has been appointed director of the Masterworks Department, according to an announcement by Goddard Lieberman, executive vice-president of the company. Gilbert assumed his new duties November 1. Before joining Columbia in October, 1948, he was recording director of RCA-Victor Red Seal Records.

Record Changer Sales Up

Sales of RCA Victor's 45-rpm record changer now exceed 50,000 a month, according to J. B. Elliott, vice-president in charge of consumer products. Elliott revealed that the 45-rpm instruments are being sold at the rate of 20,000,000 annually.

Reduction in the price of RCA changer from \$24.95 to \$12.95 has been responsible for the boost in sales, Elliott said.

PRODUCTION PARADE

Emerson Promotes Vassar

William Vassar, for the past five years engineering assistant to Dorman D. Israel, executive vice-president of Emerson Radio and Phonograph Corporation, has been promoted to the post of chief engineer. Vassar is chairman of the Safety Committee of the Receiver Section of RMA; a member of the Receiver Executive Committee of RMA and a member of the Underwriters' Laboratories Industry Advisory Conference.

Tele-tone Radios In Film

A commercial film being prepared for the industry, depicting the power of radio as a medium of advertising, will show Tele-tone radio sets, both portable and table models, in the action of the firm. A group of the major networks, and the NAB, are producing the film, "Lightning that Talks" for the All Radio Industry. Film will be shown to advertising agencies throughout the country and to a large number of men's and women's clubs.

GE Equipment Distributor

Automatic Electric Company of Chicago has been appointed a distributor for General Electric radio communications equipment, it has been announced by A. A. Brandt, general sales manager for the Electronics Department. Officials of the distributor recently made a tour of Electronics Park and inspected manufacturing and engineering facilities. New developments in narrow and wide-band equipment and multi-channel microwave relay apparatus were revealed.

Altec Promotions & Additions

Altec Service Corporation has promoted Ralph Kautzky from Broadway service inspector to N. Y. suburban field manager, taking in N. J. and upstate N. Y. J. I. Mather, formerly field manager in Detroit, becomes field manager in the Wash., Md., and Va. area with a special assignment under a new Altec contract with the U. S. Navy Bureau of Ships. Altec's enlarged responsibilities under the Navy contract has resulted in the addition to the service staff of R. W. Fuller in Boston; L. G. Schock, in Providence; W. J. Sirms in Philadelphia; N. Markanich, temporarily in Newport News; Ernest Theiss in Washington, D. C. and Adolph H. Baus, Jr., in Brooklyn.

Air King Consolette

A new low priced 12½-inch television receiver with a built-in antenna has been announced by R. D. Payne, manager of sales, Air King Products Co., Inc., Brooklyn, N. Y. Known as Model A-2012, the new receiver will list at \$239.95 in walnut and \$249.95 in mahogany. Payne further stated that this is the advanced model of a group of new promotional models with new features.

Marker Generator

The Model A-450 Marker Generator is a new development of Approved Electronic Instrument Corp., New York, N. Y. The company claims it is a precision-built tunable oscillator providing a marker, modulated or unmodulated, for indicating frequencies on a displayed frequency response of a TV or any wide band IF amplifier, when used with a sweep generator and an oscilloscope.

Eyes Canada TV Field, Names Exclusive Rep.

In a forward looking move toward the potentialities of a new and wide television market, the Allen B. DuMont Laboratories, Inc. have appointed the Canadian Marconi Company of Montreal, exclusive representatives in Canada for the sale of DuMont television broadcasting equipment.

Joint announcement of this exclusive distributorship setup was made by H. E. Taylor, Jr., manager of the Television Transmitter Division of DuMont and by S. M. Finlayson, general manager of Canadian Marconi.

The association of Canadian Marconi with DuMont will allow the Canadian company to place its combined facilities at the disposal of Canadian station operators interested in surveying potential TV territories, pending development of a Canadian operated television network.

A. D. Dunton, chairman of the Canadian Broadcasting Corporation, recently revealed that eight private concerns in the Dominion have applied for TV licenses. Four were from Toronto, two from Montreal, and one each from New Westminster, B. C., and Hamilton. An application for a \$4,500,000 loan for setting up video production centers and transmitters in Toronto and Montreal has been applied for to Parliament by the CBC.

ENGINEERS—CONSULTANTS

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Eleven Stations Join 'Pennies' Campaign

(Continued from Page 1)

WDAY, Fargo, N. D., whose public service director, Ernie Brevik, instituted the annual appeals three years ago, are: WDAE, Tampa, Florida; WBNF, Binghamton, N. Y.; WMRI, Marion, Indiana; WRAK, Williamsport, Pa.; KELO, Sioux Falls, S. D.; WCNB, Connersville, Indiana; KSTP, St. Paul, Minnesota; KLPR, Oklahoma City, Okla.; WHFB, Benton Harbor, Michigan; KDIX, Dickinson, N. D.

The "Parade of Pennies" will begin on the stations on Nov. 7 and will continue through Nov. 24. CARE and the American Foundation for Overseas Blind will again handle the distribution.

In June of this year, Brevik outlined his "Parade of Pennies" campaign to the program directors attending the NAB's PD Clinic in Chicago.

Vidcraft Signs Tunis For 2 WOR Music Shows

Hal Tunis, WVNJ, Newark, N. J. disc jockey, has been signed by the Vidcraft Television Corp. of America to conduct two Sunday evening record programs over WOR: "Memories in Music," 10:45-11 p.m. and 11:30-12 midnight.

The contract, which will run for 13 weeks, was handled through Levy Advertising, Newark. Vidcraft will continue to sponsor "The Hal Tunis Show" on WVNJ.

Send Birthday Greetings To—

November 4

Joan Britton Helen Dumas
Al Witte George Barclay
Samuel Stewart Hayes

November 5

Evelyn Ames Tom Fitzsimmons
Forrest Lewis Henry M. Neely

November 6

W. I. Hamilton Martin L. Anglin
Elizabeth Jones Ole Olsen
Frank Reading Selena Royle
Gene Sullivan Paul H. Raymer

November 7

Jerry Belcher Thomas A Hanlon
Jack Milster Richard Stark

Peter de Lima

November 8

Dave Murphy James S. Seward
Scott Wiseman Bill Taylor

Gregory Williamson

November 9

Joan Lane Rourke Bill Harding
Betty Lawson Paul Rittenhouse
Ed Wynn Stoney McLinn
Nyles Barry Courtney

November 10

S. Hogan Bayles Charles Carroll
Jane Froman Ray McDermott

PICTURE OF THE WEEK



Paul Raibourn (left), president of Paramount Television Productions, Inc., and J. Leonard Reinsch, managing director of TV stations WSB-TV, Atlanta, Ga., and WHIO-TV, Dayton, Ohio, sign a network affiliation agreement under which the Reinsch-managed stations will be regularly supplied with transcribed Hollywood TV programs.

IBS Cites Campus Stations As Valuable Pro Training

(Continued from Page 1)

Jacksonville, Ill., faculty member, adds: "In addition to providing a training ground for the broadcasting industry, IBS stations represent a powerful medium to local and national advertisers wanting to reach the rich college market."

Program-wise, the college stations devote about 73 per cent of their air time to music, as against a 52 per cent average for all U. S. stations. "This is probably due to the fact that students enjoy listening to the radio while studying and find musical programs the only type that lend themselves to concentration," the report notes.

Combs, Lang To Cover Elections For WMGM

George Hamilton Combs and William Lang will carry the main burden of election coverage for WMGM, New York, on the night of November 8.

Between 8 and 8:30 p.m. WMGM will air pickups from Democratic headquarters in the Hotel Commodore and GOP headquarters in the Roosevelt, with Combs at the remote end and Lang in the studio. Later both Combs and Lang will be at the WMGM studio microphones, reporting incoming returns and analyzing voting trends.

KWHK's Minor Elected By Kansas AP Members

(Continued from Page 1)

The conferees adopted a resolution pledging themselves "collectively and individually to supply news of our territories" to all AP members. George Gow, news editor of KANS, Wichita, declared: "We in radio have an equal responsibility with newspapers in reporting the news of our area."

Other Kansas broadcasters present at the meeting were: Tex Wither- spoon, KPRS, Olathe; Bob Wells and Max Bicknell, KIUL, Garden City; Dan Bellus, Claude Hughes and Hank Dais, KNEX, McPherson; Steve Madden, KPRS, Olathe; Earl McDaniel, KWBW, Hutchinson; Olaf Soward, WIBW, Topeka and KCKN, Kansas City; George Alden, KIMV, Hutchinson; Paul F. Kelly, KAYS, Hays, and Thad M. Sandstrom, KSEK, Pittsburgh.

'Martha Dean' Aids Polio Drive

Marian Young, who is WOR's women's commentator "Martha Deane," has been named chairman of the Appeal Committee of the March of Dimes drive in Greater New York. Miss Young was invited to chair the committee by Emil Schram, president of the New York Stock Exchange and executive of the March of Dimes campaign.

The "Martha Deane" program is heard over WOR Monday-through-Friday from 10:15 to 11 a.m.

Hoopers Show Little Change In Web Shifts

(Continued from Page 1)

actively little: "Amos 'n' Andy" from 11.7 to 14.1; and Horace Heidt from 12.1 to 13.8.

On the other side of NBC-to-CBS ledger, "Burns & Allen" held 16th position in the Hooper report of Oct. 30 of last year with a 14.5 rating. But, the show, now on CBS, dropped far below the "First Fifteen" of the latest Hooper report of 1949.

Two programs which did not change networks during the period, Walter Winchell on ABC and "Duffy's Tavern," on NBC dropped from their former positions in the Hooper listings. Winchell, who last year was a consistent leader in the Hoopers, dropped to eighth place this year with a rating of 15.2. His rating at this time last year was 23.1. "Duffy's Tavern," which NBC broadcast "live" last year, dropped below the "First Fifteen" of this year from its seventh position, with a rating of 17.6, of last year.

Other shows listed among Hooper's "First Fifteen" of Oct. 31, 1949, were as follows: "Radio Theater" in first place with 21.1; Arthur Godfrey's "Talent Scouts," 3rd place with 18.2; "Fibber McGee & Molly," 4th with 17.1; "My Friend Irma," 5th with 16.9; Bob Hope, 6th with 15.4; "Mystery Theater," 7th with 15.3; "Mr. Keen," 9th with 14.7; "Suspense," 10th with 14.5; "People Are Funny," 11th with 14.4; and "Mr. Chameleon," 13th with 13.9.

Other shows which made last year's Hoopers but did not show in the "First Fifteen" of this year were as follows: Phil Harris-Alice Faye, Crime Photographer, Bob Hawk and "Mr. District Attorney." Fred Allen, who took ninth place last year, did not return to the air this year.

What's The Television Story?

Who will profit most from television? The set manufacturers? The broadcasting systems? The parts makers? Read our new Television Study, packed with facts and figures and a list of selected companies. Ask Dept. RD-21.

BACIE & CO.

Members New York Stock Exchange and other
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Offices in Most Principal Cities

TELEVISION DAILY

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COLOR 15 YEARS AWAY—DuMONT

TELE TOPICS

A STRANGE THING occurred in our home Wednesday nite. For some reason still unknown to us—pure cussedness, perhaps—we turned off at an early hour the voracious electronic monster that has consumed so much of our time and devoted our attention to the radio, which undoubtedly had become broken-hearted with neglect. The results were surprisingly satisfying. For one thing, we were able to enjoy complete relaxation, a state that is all but impossible to achieve while watching TV. Secondly, we heard two very fine programs. Our renewed acquaintance with Groucho Marx reaffirmed our conviction that he is the funniest man in show business. While the comedy of Bing Crosby and guest Bob Hope which followed was rather strained, the program as a whole was fine entertainment. The laughter of the studio audience, however, indicated that there was considerable by-play between the two stars that sound only could not bring to home listeners. Hope especially should be an asset to TV programming if and when he makes a stab at it. But the act that we would like to see on video above all others is comprised of Messrs. Adolph, Leonard and Julius Marx. Groucho is wonderful on AM; can you imagine the results if he, along with his brothers, could also be seen? On a bi-weekly, or even monthly schedule they'd lift TV comedy to new heights.

BALTIMORE WILL AGAIN be represented by a network program beginning Nov. 18 when "Reward," a WBAL-TV detective series, bows on NBC in the Friday, 9:30 p.m. spot, alternating with bi-weekly "The Big Story." Packaged by Leon S. Golnick, program recently completed a 26-week commercial run on the Baltimore outlet. . . . Robert Mann will produce and Alex Leftwich will direct the Herb Shriner show which goes on CBS for Philip Morris in place of "Ruthie" Monday. Shriner will script with Norman Barash and Carroll Moore. . . . Dick Pack and Jo Ranson are working on a new text book, "Opportunities In Television," to be published early next year by Vocational Guidance Manuals. An earlier tome, "Opportunities In Radio," is in use in schools throughout the country.

MELVILLE BURKE, legit and movie director, has taken over direction of "Colgate Theater." His first play for the show, this Sunday, will be "Remember The Day," which he directed on Broadway 14 years ago. Play ran for 122 performances with a cast which included Keenan Wynn, Frank Thomas, Sr., and Jr., Joe Brown, Jr., John Drew Devereaux and Russell Hardie.

See Cost And 'Doubt' Hurting TV-Set Sales

Washington Bureau of RADIO DAILY

Washington — The two important reasons for resistance to sales advertising of TV receivers in the Washington area are cost and "belief that the new medium is still in a developmental stage," the American Research Bureau reported this week. On the basis of one thousand personal interviews in the area, the bureau reported that "many prospective buyers hesitated to shell out the considerable amount of money required for a set because they feel a lot of refinement is still necessary to give them better reception, eliminate flicker and interference and reduce eye strain."

In addition, a sizeable part of those awaiting improvement mentioned color as something they are waiting for. In regard to the color issue and others, there is a widespread fear that sets bought today may be outmoded soon.

Navy Signs For 13 Weeks To Get Recruits Via TV

Washington Bureau of RADIO DAILY

Washington—Contract for a new recruiting series to run 13 weeks on TV stations throughout the country was let by the Navy yesterday to Graphic Reports, Washington video production outfit headed by Michael Fooner. Eliminating the need for film, Fooner will design special art for each show with "built-in animation," accompanied by a script for local narration by Navy or station production people.

CBS Denies Morris Charges Of Political Favoritism

Cancellation by CBS of a scheduled telecast featuring the major candidates in the upcoming New York election was termed by Newbold Morris, Republican-Liberal-Fusion candidate for Mayor, yesterday as "an accession by CBS to the will of one candidate to the unfair advantage of the others and the public as well."

Contained in a wire to CBS prexy Frank Stanton, the charge was immediately denied by Joseph H. Ream, web's executive v-p, who acted in Stanton's absence from the city.

In his return wire, Ream said,

On File

Calgary — Eight private concerns in Canada have applied for TV licenses, A. D. Dunton, chairman of the CBC board of governors, revealed yesterday. Four were from Toronto, two from Montreal, and one each from New Westminster, B. C., and Hamilton. Earlier this week, Dunton had scored private to broadcasters for "a marked lack of interest. . . . in establishing television transmitting stations in Canada."

IT&T Chief Outlines Int'l TV Development

(Continued from Page 1)

briefly on the status of television in various European countries, and disclosed that a new video project now in the engineering stage in France embodies a system of 819 lines, as against 441 lines in the present French system.

He disclosed also that the Big Three of international communications carriers—RCA, Western Union, and American Cable and Radio, are attempting to work out among themselves a method of "commonsense consolidation of facilities" to improve existing service.

A special feature of yesterday's REC meeting, before Harrison's talk, was the presentation of Red Cross Certificates of Merit to Red Barber, CBS sports director, and Mel Allen, Yankees sportscaster. The awards were in recognition of their support on the air of the Red Cross' blood bank campaign.

"There is nothing invidious to you and your candidacy in cancellation of this program and all candidates are equally deprived of proffered opportunity so none is being discriminated against."

A spokesman for Morris said that the candidate was first invited to appear on the show, scheduled for this Sunday night, on Oct. 19, and accepted immediately. This week, the spokesman said, after Mayor William O'Dwyer, who is seeking re-election on the Democratic ticket, had declined to appear on the show, Morris was notified the program had been cancelled.

Doubts Mfrs. Feel Polychrome Is Ready Now

Washington—Dr. Allan B. DuMont told the FCC that stories about color TV being just around the corner are "just fooling the public." As a commercial service comparable to black and white, he said, color video is probably 15 years away.

Pointing out that the hearing was called by the FCC and not by the industry, Dr. DuMont said he doubts that any manufacturers "think that color television has been sufficiently developed, nor have they asked for a hearing, nor do I believe that any of the television broadcasters believe that color television is ready, nor have they requested a hearing."

"For the first time, the Commission is asking the industry to do something it is not ready to do. The manufacturers and broadcasters who have developed television to its present state of public acceptance, are being accused of holding back color television for their own selfish interest."

"I do not believe this is so. If we can agree that allocation may take place on six-megacycle channels without obstacle to the later use of color equipment as an improvement of an established television system, then there is no reason why color cannot come when it is really ready and when standards of quality and performance can be adopted."

Questioned Closely

Questioning of Dr. DuMont by Commissioners Hennock and Jones got quite hot at two or three points, although the session ended quietly enough. DuMont stressed that he did not mean color need wait 15 years to come out of the laboratory, but rather that it would take that long before it was ready for the public. He finally shaved his estimate to 10 years. He indignantly rejected the idea that manufacturers were "holding back on color for their own selfish ends." Jones suggested that DuMont warn purchasers of its home receivers that there is a possibility the sets will become obsolete, or undertake to bring all its outstanding sets in to its factory to convert them for color reception. It is not necessary to do anything of the sort, Dr. DuMont said, "because color isn't that close. We are not representing our sets as anything but black and white receivers, which is a fixed service that will continue."

He scored both the CBS and RCA systems as completely inadequate, stressing the small picture in the CBS system and the non-uniformity of color in the various receivers used in the RCA demonstration.

PLUG TUNES

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

"HUSH LITTLE DARLIN"

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

You'll LUV this novelty!
IT MUST BE L U V
MANOR MUSIC COMPANY
 1619 Broadway New York City

Nothing Can Stop This!
"FOREVER WITH YOU"
 by the writer of "My Happiness"
FORSTER MUSIC PUB., INC.
 1619 Broadway, New York 19, N. Y.
 216 S. Wabash Avenue, Chicago 4, Ill.

A HIT Is Born!
**"BLUE FOR A BOY—
 PINK FOR A GIRL"**
 Vaughn Monroe an RCA-Victor
Al Gallico Music Co. Inc.
 501 Madison Ave., New York, N. Y.

Ride with Gene Autry & Eddy Howard!
**Rudolph the Red-Nosed
 Reindeer**
 St. Nicholas Music Co. 1619 B'way, NYC.

THAT LUCKY OLD SUN

recorded and featured by

BOB HOUSTON	M-G-M
FRANKIE LAINE	Mercury
DEAN MARTIN	Capitol
VAUGHN MONROE	Victor
FRANK SINATRA	Columbia
SARAH VAUGHAN	Columbia

ROBBINS MUSIC CORPORATION

WORDS AND MUSIC

By PINKY HERMAN

● ● ● **AL Miller**, just named to head the standard dep'ts. of Leeds Music and its affiliated firms, is the son of Bernard Miller, of the law firm of Miller & Miller. . . . Bernard spent his entire life in show business and is currently recognized as one of the best-informed and ablest attorneys in the music industry. . . . thus **AL**, who at 22, was a lieutenant in the U. S. Army, and who learned the music business from his dad and Lou Levy, is one who has an appointment with destiny and some day will be a top music executive. . . . Incidentally, **AL** will wed his childhood sweetheart Dec. 4.

★ ★ ★ ★

● ● ● **Doc Berger**, just back from a national tour contacting disk jockeys and ork pilots, will go to work on the Duchess ditty, "Have I Told You Lately That I Love You" penned by Scotty Wiseman. . . . the number, originally published in 1945, was given a shot in the arm by the fine Columbia platter, made by Gene Autry. . . . ● **Lon (Nick Carter) Clark** who writes, narrates and also is the 'voice' of about 25 different characters in the Mildred Fenton Children series, "The Comic Weekly Man," is a natural for kidisks. . . . ● **Les freres Kenny**, Nick and Charlie have another "Little Man You've Had A Busy Day," in their latest brainchild, "Scattered Toys," published by Goldmine Music. . . . ● **Rex Burrows**, one of England's finest composers, flies home tonite. . . . while here he placed "Hills of County Clare" with Chappell & Co. . . . ● **Bill Darnell** and Rosemary Clooney open at Dailey's Meadowbrook, Nov. 11. . . . ● **WXYZ** DeeJay **Bill Silbert** is conducting a contest to find an appropriate set of Lyrics about Detroit. . . . winning poem will be set to music by Ted Mossman, writer of "Full Moon and Empty Arms." . . .

● **Sunset Music** has a new rhythm ballad, "I'm Somebody's Sweetheart Now," clefted by Jack Ward, Joe Schuster and Johnny Tucker which sounds like it can go places. . . . ● **Tin Pan Alleyites** getting a bang out of Lyle Stuart's tome, "God Wears A Bow Tie," a novel about the music industry. . . . ● **Margo** replaces **Luise Rainer** in Monday's NBTelecast of "His Name Is Jason." . . . ● **Dana Music** has a fine novelty in "Pigtail Polka," written by Mickey Stoner, Lou Shelley and Ben Jaffe. . . .

● **Beryl Richards**, songstress heard on "Eddie Albert" series, starts her twice weekly show, Tuesdays and Thursdays via NBC.

★ ★ ★ ★

● ● ● The old bromide, 'nothing succeeds like success is truer in show business than in any other field of endeavor we know. . . . let a singer, actor, or comedian, who'd been around for years seeking a break, turn in a fine performance and overnight bill collectors, congregated around the struggling artist's door, find themselves in danger of being trampled upon by producers, agents and managers, all of whom had advised (via a secretary or receptionist) "and don't call us—we'll call you." . . . we just received a package of music from Southern Music including a number "Georgia On My Mind," written years ago by Stuard Gorell and Hoagy Carmichael. . . . number was published in 1930 but didn't get the plug it's getting now because since then, Hoagy wrote "Stardust" and many other fine compositions so the publisher (20 years later) suddenly discovers that the song rates exploitation.

★ ★ ★ ★

● ● ● **ON AND OFF THE RECORD**:—The newest duet is **Tony Martin** and **Fran Warren** whose initial Victor 'teamwork' is a platter of "Speak A Word of Love" reversed with Berlin's standard "Remember." . . . latter side will get most of the attention. . . . ● **Deejays** will have a cinch of it for the next few weeks because they can select any one of the "Mule Train" platters and relax in the knowledge that their listeners will be pleased. . . . **Victor** has **Vaughn Monroe** in the 'driver's seat' of the tune he sings in his forthcoming Republic Picture "Singin' Guns." . . . **Mercury** has a fine rendition by **Frankie Laine** while **Decca** has rushed thru a great platter by **Bing Crosby**.

PLUG TUNES

**Wedding Bells Will
 Soon Be Ringin'**

LAUREL MUSIC CO.
 1619 Broadway New York City

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

Making Our Debut With A Hit!
"A NEW SHADE OF BLUES"
MAYPOLE MUSIC CO.
 22 E. 67th St. New York City
 Phone: REgent 7-4477

I WISH I KNEW
 Should step right out in front—
 Just recorded for RCA-VICTOR
 by DOLPH HEWITT
ADAMS, VEE & ABBOTT, Inc.
 216 S. Wabash Ave. Chicago 4, Ill.

My Heart Goes With You

by Thomas G. Meehan

— ◆ ◆ —
JAMES MUSIC, Inc.

1650 Broadway Room 709 N. Y. C.

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

TONY PASTOR'S
 Sensational COLUMBIA Record
 #38577

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



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 25

NEW YORK, MONDAY, NOVEMBER 7, 1949

TEN CENTS

"SERIES," 7 YEARS, TO MBS-GILLETTE

Say 'Language' Radio Slows Americanizing

Washington Bureau of RADIO DAILY
Washington—An FCC examiner challenged foreign language broadcasting Friday as a force to slow the Americanization of foreign-born groups. Primarily because all 22 of its directors are Boston natives and residents of the Boston area, the FCC examiner, Hugh B. Hutchinson, recommended in an initial decision that the Pilgrim Broadcasting Company be granted a new AM station in Boston to operate with five kilowatts, daytime only, on the 950
(Continued on Page 6)

Webs' Proposal To RWG Given Com. Mandelbaum

Following a week of discussions, ABC, CBS and NBC on Friday wrote Commissioner J. R. Mandelbaum of the Federal Mediation Service a package proposal for the settlement of their dispute with the Radio Writers Guild over the New York staff news and continuity writers.

At the Commissioner's request, both sides have agreed to continue discussions through this week and meet at the call of Commissioner Mandelbaum.

WCBS Lands Sponsors For AM-TV Election Cover

Local coverage of the New York City and State and the New Jersey election returns, tomorrow, will be sponsored on WCBS radio by the F. M. Schaefer Brewing Co., and on WCBS-TV by the United Fruit Co., it has been announced by Edmund Chester, director of CBS News.

National election returns were
(Continued on Page 6)

Makes The Grade

Bob Hope, California distributor for DuMont television distributors, who does some radio work on the side, has accepted the honorary presidency of the National Television Dealers Assn., Inc. Edwin A. Dempsey, the group's executive director, said Hope was named "because he is the most popular and widely-known television merchant in the country."

No Paper Tomorrow

Tomorrow is Election Day, recognized throughout the Union as a legal holiday. In observance, RADIO DAILY will not be published.

Earle McGill Is Dead; Was RTDG President

A requiem mass will be held at St. Ignacius Church in New York this morning at 10 a.m. for Earle Lewis McGill, local and international president of the Radio and Television Directors Guild, who died Thursday night in New York at the age of 52.

McGill, regarded as the dean of radio directors, entered the broadcasting field from the legitimate theater and motion pictures. As a producer and director for CBS, he was credited with having developed many of the techniques now regarded as basic in the field. Among the many shows he directed for CBS
(Continued on Page 6)

'Kate Smith Calls' Cuts Air Time In New Format

"Kate Smith Calls," ABC's Monday night show, will take on a new format and reduce its present broadcast time of 1 1/4 hours to one hour, beginning tonight.

The show, which will henceforth be aired 9 to 10 p.m., EST, will include radio, stage and screen stars as guests. Miss Smith and her radio partner, Ted Collins, will launch the new format by interviewing Charles Buddy Rogers, another ABC star.

Commission Sales Preferred By Local-Station Managers

Asbury Park, N. J.—Sixty-four per cent of the small-market stations covered in a recent survey pay their time salesmen commissions from 15 to 20 per cent and this practice is regarded as the most effective way of getting sales results by most of the stations, it was revealed in a survey which was released to small market stations at the 2nd District, NAB, meeting at the Berkeley-Carteret Hotel Friday. The survey

Contract With Commissioner Chandler Includes All-Star Baseball Games; TV Options For 1950 Granted

WITH Owners Acquire Balti. Home News

Baltimore—Purchase of the Baltimore Home News, a weekly newspaper, has been announced by Thomas Tinsley, president of the Maryland Broadcasting Co., which operates WITH, Baltimore, and WLEE, Richmond, Va.

Present operations and personnel of the Home News will continue unchanged, Tinsley said. The paper's business, advertising, and editorial
(Continued on Page 8)

RCA Victor to Sponsor 'Screen Directors' Show

The RCA Victor Division will sponsor "Screen Directors' Playhouse" on NBC's full network starting Jan. 6, 1950, from 10:00 to 10:30 p.m., EST. Thomas McCray, NBC national program manager, has announced
(Continued on Page 2)

'Opry' Cast To Entertain U. S. Troops In Europe

The cast of NBC's hillbilly program, "Grand Ole Opry," selected by Air Force personnel overseas as "the show we would like most to see," will leave on Nov. 13 for a 20-

(Continued on Page 2)

A seven-year contract, involving more than \$1,000,000, for the radio broadcasting of the World Series and All Star Baseball games (through 1956), has been signed between Mutual Broadcasting System, Baseball Commissioner Albert B. Chandler and Gillette Safety Razor Company.

Under the seven-year deal, Mutual will serve during the Series more than 520 MBS stations, plus an auxiliary list of some 200 stations in the
(Continued on Page 4)

WNEW Denies Charge Of Unfair Firings

The American Communications Assn. (CIO) released hundreds of helium-filled balloons in mid-Manhattan on Friday carrying pamphlets aimed, in the union's words, "at calling public attention to the recent unfair firing of two broadcast engineers by Station WNEW." A WNEW spokesman, meanwhile, declared that the station is an innocent bystander in a jurisdictional
(Continued on Page 4)

KYW Ad For Girl D. J. Brings 1300 Replies

Philadelphia—For overwhelming evidence that radio has lost none of its magic appeal, check with any staffer at KYW—but wait until he's had a few days' rest. A total of 1,300 girls responded to the station's
(Continued on Page 2)

Cancer Benefit

Details of a \$200,000 contest were announced on Walter Winchell's broadcast for Kaiser-Frazer on ABC last night. A total of 1023 cash prizes ranging from \$10,000 downward will be awarded for the best names submitted for the firm's new low-priced car. Kaiser-Frazer will match each prize with an equal amount for the Damon Runyon Cancer Fund.

(Continued on Page 8)



Vol. 49, No. 25 Monday, Nov. 7, 1949 10 Cts.

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

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (18), N. Y., by Radio Daily Corp., J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Postage free) United States (other than California) \$10.00 one year; California, \$15.00. Foreign, \$15.00. Address all communications to Radio Daily, 1501 Broadway, New York (18), N. Y. Phone W1-5331, 7-6336, 7-6337, 7-6338. Cable address: Radaily, New York.

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Dallas, Texas

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

FINANCIAL

(November 4)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	8	7 3/4	8	+ 3/8
Admiral Corp.	28 1/4	27 1/2	28 1/2	+ 3/8
Am. Tel. & Tel.	145 1/4	145 1/8	145 1/2	+ 1/8
CBS A	24 1/2	24	24 1/2	+ 1/8
CBS B	24 1/2	23 3/4	24 1/2	+ 1/8
Philco	30 1/2	29 3/4	29 3/4	+ 1/4
Philco pfd.	79 1/2	79 1/4	79 1/4	- 1/4
RCA Common	12 1/4	12 1/8	12 1/2	+ 1/8
RCA 1st pfd.	73	73	73
Stewart-Warner	12 1/2	12 3/8	12 3/8	- 1/8
Westinghouse	28 1/2	28	28 1/4	+ 1/4
Westinghouse pfd.	100 3/8	100 1/4	100 1/4	- 1/8
Zenith Radio	28 3/8	28 1/2	28 1/2	+ 1/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	14 1/2	14 1/2	14 1/2
Nat. Union Radio	2 3/4	2 3/4	2 3/4	- 1/8

OVER THE COUNTER

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

Decca Earnings Down

Consolidated net earnings of Decca Records, Inc. for the nine months ended September 30, 1949, amounted to \$427,601 after provision of \$262,078 for income taxes. This equals 55 cents per share on 776,650 shares of capital stock outstanding at September 30, 1949, and compares with net earnings of \$550,877 or 71 cents per share in the corresponding period of 1948.

WEAV

PLATTSBURG, N. Y.

AMERICAN BROADCASTING CO.

CONSISTENTLY SELLING THE NORTH COUNTRY'S RICHEST MARKET

JOSEPH HERSHEY MCGILLVRA, Nat. Rep.

★ COMING AND GOING ★

FRANK STANTON, president of the Columbia network; HERBERT AKERBERG, vice-president and manager of station relations; HUBBELL ROBINSON, JR., vice-president and director of programs, and JOHN KAROL, sales manager of the web, spent Friday and Saturday in Houston, Tex., attending a meeting of the 6th District, Columbia Affiliates Advisory Board.

DON DUNPHY, American network sports-caster, on Nov. 14 will go up to Buffalo, where he will be roastermaster at the Sports Night dinner of the Buffalo Athletic Club.

R. C. ALEXANDER, radio and television director of the Ward-Wheelock advertising agency, this week is in Milwaukee with NBC's "Double or Nothing" show, which is being broadcast from that point.

JACK MANGAN, master of ceremonies for "Ship's Reporter" on WJZ-TV, is back in town following a trip to three eastern seaboard cities, where he appeared at Navy hospitals.

DR. JOHN E. BARKLEY, supervisor of physical chemistry research at the Armour Industry Research Foundation of the Illinois Institute of Technology, has left for London, England, where he will confer with British scientists on the latest developments in the field of infra-red photocell research.

IRA MARION, American network script-writer, and his wife, EDITH, left last Friday on a three-week vacation. They'll make their first stop in Washington, D. C., where they'll spend three or four days.

RICHARD S. TESTUT, vice-president and general manager of Associated Program Service, is vacationing. He'll be back at his desk Nov. 14.

CARL MARK, executive vice-president and general manager of WTTM, affiliate of NBC in Trenton, N. J., and FRED BERNSTEIN, sales manager of the station, returning from Asbury Park, where they attended the meeting of District 2 of the NAB.

KYW Ad For Girl D. J. Brings 1300 Replies

(Continued from Page 1)

broadcast advertisement for a lady disc jockey, and more than 900 turned up at KYW for auditions.

This group was narrowed down to 12 finalists, from among whom the ultimate winner was chosen. She is Marjorie Wieting, 26-year-old Collingswood. N. J. housewife, and mother of two. A newcomer to radio, Mrs. Wieting will start a Monday-Saturday, 12 midnight-1 a.m. disc jockey stint on Nov. 14.

RCA Victor to Sponsor 'Screen Directors' Show

(Continued from Page 1)

nounced. J. Walter Thompson is the agency.

The program, which features Hollywood stars in adaptations of films, has been presented on Mondays heretofore. Effective Nov. 11, the program will be broadcast on Fridays at 10:00 p.m., EST, continuing on a sustaining basis until Jan. 6.

This is the third NBC house package to be sold in a month. The others are "Dragnet" and "Baby Snooks."

'Opry' Cast To Entertain U. S. Troops In Europe

(Continued from Page 1)

day entertainment tour of U. S. air bases in Europe.

The "Opry" programs for Nov. 19 and Nov. 26 will be broadcast from Europe via shortwave. Twenty-five members of the cast, headed by mc Red Foley and comedians Rod Brasfield and Minnie Pearl, will make the trip by plane as guests of the Air Force.

Minute Maid Renews

Minute Maid Corp. (orange juice) has renewed its sponsorship of "This Is Bing Crosby," quarter-hour transcribed heard Monday-Friday, 10-10:15 a.m. on WCBS, New York, for an additional 52 weeks, effective Nov. 18. Doherty, Clifford & Shenfield handles the account.

Stork News

Andrew Wiswell, vice-president of Muzak in charge of recording and recording director of Associated Program Service, is the father of a son born to Mrs. Wiswell Nov. 3. Baby will be named Andrew M.



Teddy Bear growing up

This baby bear weighed only 11 ounces at birth and was bottled-fed. Now he's eating ice cream out of a container. And soon he'll be so grown-up that he'll be yelling for big chunks of meat.

We've watched a lot of advertising campaigns grow up on W-I-T-H. You can do such big things on W-I-T-H with a little bit of money!

You see, W-I-T-H delivers more home listeners-per-dollar than any other station in town. And in addition, a recent survey made under the supervision of the Johns Hopkins University showed that of all radios playing in drug stores, 34.6% were tuned to W-I-T-H!

So if you want low-cost results in Baltimore, just call in your Headley-Reed man and get the whole W-I-T-H story. And do it today!

WVNI

"NEW JERSEY'S MOST POWERFUL RADIO STATION"

Announces the Appointment

Of

Walter Kaner Associates

NEW YORK

TO DIRECT

PUBLICITY AND PROMOTION

IVON B. NEWMAN

VICE-PRESIDENT



AM WITH FM

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

IT'S ABOUT TIME THAT RADIO COUNTED THE ENTIRE HOUSE

Radio ratings until now have measured *only* the use of radio sets in the home. Everyone knows that there is considerable listening to the radio out of the home—in automobiles, at work, in bars and restaurants, and many other places.

For the first time *all* out-of-home listening in a community has been measured—*PULSE has done it for New York!*

For the first time PULSE has done it, using a common base so that out-of-home listening can be combined with at-home listening to obtain the **TOTAL MEASURE OF THE RADIO AUDIENCE!**

The size of the out-of-home audience ranges hourly from 3 percent to 58 percent of the at-home audience. Advertisers are going to find exciting, *additional* value in *certain* times, programs and stations.

On an over-all average, out-of-home listening adds 19 percent to the at-home audience each quarter-hour on weekdays, and 24 percent on Sundays. In effect, the radio stations in New York have been giving their advertisers a huge bonus.

Radio has always been fabulously low in cost in number of people reached at-home. The PULSE study of out-of-home listening reveals that radio's actual audience is considerably larger and, therefore, its cost is considerably lower. It is high time for radio to claim *full* credit for its total audience—*out-of-home* as well as at-home.

Write for your copy of the detailed findings of the *first* comprehensive measurement of the radio audience—"Report No. 1 **TOTAL RADIO LISTENING IN THE NEW YORK AREA.**"

WNEW

1130
ON YOUR
DIAL

WNEW, 565 FIFTH AVENUE, NEW YORK 17, N. Y.

Mutual, Gillette Sign World Series, 7 Years

(Continued from Page 1)

United States, Hawaii, Alaska, Canada, Cuba and Latin American countries. These games will also be made available to the U. S. Armed Forces Radio for shortwaving to Army posts and ships at sea throughout the world.

Mutual and Gillette also have been granted the right to meet any offer for television rights for next year, which the Commissioner may receive.

Sponsored Series 11 Years

Gillette has sponsored the World Series in cooperation with Mutual for the past eleven years, the All-Star Games for three years, and tele for the past three years.

Chandler said that his negotiations with radio since he became Commissioner will benefit baseball upwards of two and a half million dollars. The baseball players Annuity and Insurance Plan, adopted in 1947 by the baseball club owners and the Commissioner's office, will be specially benefitted.

Washington Bureau of RADIO DAILY

Washington—NAB this week will send members special reports on the new baseball broadcast rules and on TV progress.

The baseball supplement, including the new amendments in the broadcast rules, along with a memorandum from Commissioner A. B. Chandler and excerpts from the Department of Justice release on the subject, is prefaced by a note from the NAB legal department. It points out that the amendment of the rules "has gone far toward the opening to broadcasters of a source of program material formerly severely restricted."

Five Maps Included

The television supplement contains five maps showing interconnecting facilities between TV stations throughout the United States and the cities with operating stations, as well as those under construction.

WLAW, Lawrence, Plans In-School Pgm. Series

Lawrence, Mass. — "Pan-American," a new series of 15-minute weekly broadcasts designed for in-school listening by fifth and sixth grade pupils, will be launched on WLAW, Lawrence, on Tuesday at 10:45 a.m.

Bulletins announced the programs have been mailed by the Massachusetts State Dept. of Education to libraries, educators, parent-teacher groups, social agencies and other organizations in the area. The programs will consist of dramatic sketches highlighting the traditions of New England and those of the Latin American republics. They will be written and directed by Eleanor Hall, executive secretary of the Pan-American Society of New England.



Mainly About Manhattan. . . !

● ● ● WEEK-END CUFF NOTES: Several of the big time colleges following in the footsteps of pro football in barring TV. (They still insist it fractures the gate). . . Big complication in the rhubarb between CBS-TV and the Bklyn Dodger ball games next season is that the web wants full night-time rates for the arc light games . . . Torchlight Productions, Inc., establishing an annual award to be presented each year to "the person, or organization, who has done the most to promote the betterment of race relations within the field of American theater." . . . Ed Gardner has to import U. S. musicians when he does those Puerto Rico-based programs. Thus ruled Caesar. . . Jerry Colonna has a video series but he's having trouble peddling it. The price ain't right. . . One of the big talent outfits planning to cut scripters of TV shows in on the package instead of just the usual salary arrangement. . . Now that Berle's flicker is being previewed at Lindy's, Geo. Wright wonders who directed it—Preston Sturgeon? . . . Xaxier Cugat turning over half of his royalties on his latest Columbia disc, "Thrill Me," to Buddy Clark's widow. Buddy did the vocal on it. . . Incidentally, Metronome's 65th ann'y issue, out today, will include a tribute to the late singer by his pal, Geo. Simon.

★ ★ ★ ★

● ● ● Several months ago, Dan Seymour yielded to the pleas of his three youngsters and bought a television set just for them, making everybody happy with the arrangement. Dan and his wife watched the shows of their choice on one set, while the kids were busy with the Westerns, etc., on theirs. Yesterday, however, he got a new demand. It seems the three kids can't agree on what to watch and they're holding out now for separate sets.

★ ★ ★ ★

● ● ● THEY SAY: "Post-war TV is the engineering botch of the century. To jockey TV back into a position where it could realize its stunning potential would render obsolete almost a billion dollars worth of equipment."—Lawrence P. Lessing, in Fortune mag. . . "Watch for a new deal regarding the broadcast and telecast of future World Series. The revenue from the pact will almost equal the amount brought in by ticket sales."—Dorothy Kilgallen. [See lead story, this issue] . . . "Hollywood is not as bad as people think, but the pictures are."—Orson Welles.

★ ★ ★ ★

● ● ● PUN-LINES BY TIM MARKS-MAN: A lot of TV ideas are being nipped in the budget. . . Experiments prove that cannibals don't care for TV. They prefer their actors in the flesh. . . A certain actor dreamed all night about bicycles. Now he's having himself cyclo-analyzed.

★ ★ ★ ★

● ● ● SMALL TALK: Say what you will about those rootin', tootin', shootin' Westerns on video, songstress Nancy Kenyon sez you can't deny that televiewers get a bang out of them. . . Ted Granik arranging to fly one of the speakers for next week's "American Forum of the Air" session to Washington from Sweden. . . Romolo De Spirito, new tenor sensation, opening tonight at Place Elegante. . . Thanksgiv-ing is still a few weeks off, sez Al Nevins, of the 3 Suns, but he's already spotted several turkeys on video. . . Publicist Walter Kaner's "E'way to H'wood" column, now appearing in 17 papers, has added two Queens dailies. . . Jeff Clark, the Hit Parader, being wooed by two record companies. . . Add thumbnails: Jack Carter, on "Cavalcade of Stars"—comedy a la Carter.

★ ★ ★ ★

● ● ● Sportscaster Guy Lebow handed Lisa Kirk a box of chocolates the other p.m. "No, thanks," sighed Lisa, "I've got to watch my figure." "You mean," retorted Guy, "that you get a kick out of watching it, too?"

WNEW Denies Charge Of Unfair Firings

(Continued from Page 1)

dispute between the ACA and the IBEW, each of which claims to represent a majority of WNEW's engineers.

According to William Bender, vice-president of the ACA's broadcast department, his union took to the air via the balloon route after WNEW declined to sell the ACA time to tell its story. The ACA has held contracts with WNEW for 12 years, but the station refused to negotiate a new contract when the last pact expired on Sept. 30, Bender said. "Despite the solemn pledges of WNEW officials that the working conditions and jobs of the engineers would be secure, two of the men were summarily fired without cause two weeks ago," he said. The men who were discharged are Sol Pfeffer and Kenneth Haile, the union said; the ACA is demanding their reinstatement.

The text of WNEW's statement on the matter follows:

"This is a jurisdictional dispute between unions. IBEW, an AF of L union, claiming to represent a majority of our engineers, filed a petition with the National Labor Relations Board which has called a formal hearing. ACA, a CIO union also claims majority representation. Under the law, there is nothing we can do but remain neutral and wait for the National Labor Relations Board to determine which union is the proper collective bargaining agent. In the meantime, we cannot negotiate with either union on any subject. As soon as any union is certified by the National Labor Relations Board, we will negotiate for a contract with that union. It would be illegal for us to take sides with either union and, therefore, we can make no additional comment."

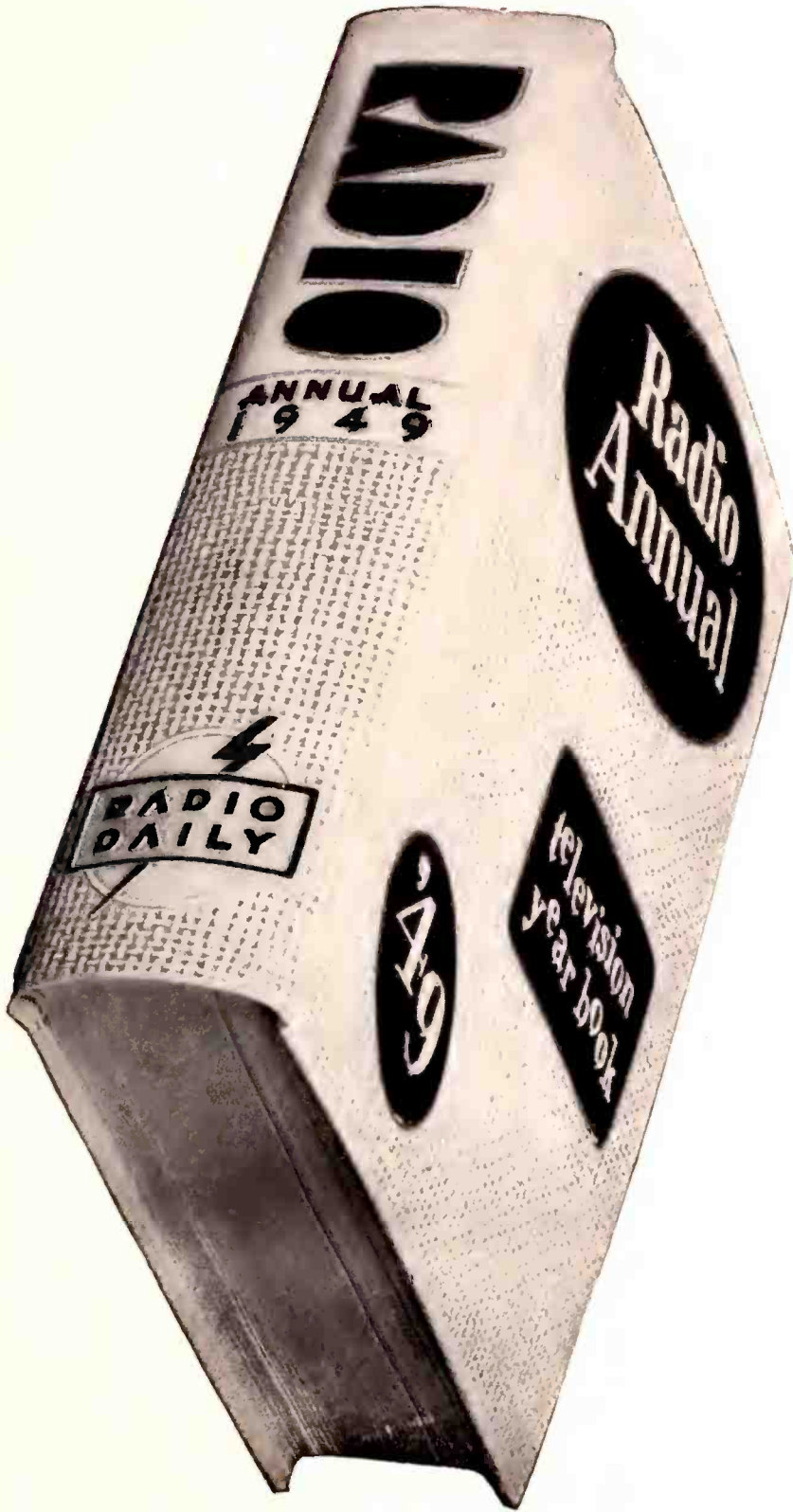
Religious Radio Leaders Meet Tonight In Albany

Albany, N. Y.—The Rev. Edward C. Parker, program director of the Protestant Radio Commission, and the Rev. Charles H. Schmitz, radio chairman of the Syracuse Council of Churches, will speak here on Tuesday at the fourth annual Capital District Institute of Religious Radio, to be held in Cavalry Methodist Church.

Radio executives, clergymen, and laymen from Albany, Schenectady, and Troy will attend the Institute, which opens tonight. It is sponsored jointly by the State Council of Churches, the Albany Federation of Churches, and the Troy and Schenectady Councils of Churches.

Grauer For Swayze

Ben Grauer will handle the election night commentary on WNBT, New York, instead of John Cameron Swayze, as previously announced. NBC said on Friday.



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FOR A COMPLETE
CATEGORY
ON

MUSIC

GIVING
PERFORMING
RIGHTS
SOCIETIES
&
OTHER
USEFUL
INFORMATION



ONE OF 1001
SUBJECTS COVERED
IN THE

**RADIO ANNUAL &
TELEVISION
YEAR BOOK
for 1949**

Say 'Language' Radio Slows Americanizing

(Continued from Page 1)
band. He called for the rejection of bids from Beacon Broadcasting Company, Boston Radio Company, Bunker Hill Broadcasting Company and Joseph Solimene.

Major stockholders of the Pilgrim Company are Frederick W. Roche and Richard Maguire, legal partners in Boston, each of whom holds 10 per cent of the stock. The other 80 per cent is divided among 20 individuals, including Arthur Haley, time salesman of WBMS, who would be general manager.

Among the directors of other applicant companies was James E. Markham, formerly Alien Property Custodian here and general counsel to the FDIC. Markham is now in private law practice and for several years was a stockholder in WEMP, Milwaukee. Markham owns 51 2/3 of the stock in Boston Radio Company, with John H. McNeil, former manager of WJZ, New York, and now manager of commercial operations for the DuMont TV net holding one third the stock of the company.

Applicant Naturalized Italian
Solimene, a naturalized Italian who has for some years run foreign-language shows on WCOB and WMEX, Boston, had proposed a substantial foreign language schedule for his station. Examiner Hutchison observed that Solimene's plans seemed primarily commercial in intent, with little intent to "familiarize (foreign-language groups) with the history, traditions and cultural development of this country." He found "of dubious merit" the proposal "to use their native languages as a medium to encourage such groups to learn English.

"English is recognized as the official language of the United States," he said, "and is spoken predominantly in all sections of this country including the city of Boston. Ample opportunity, therefore, exists for persons of all ages and stations in life in this area to become familiar with English through their daily personal, business and social intercourse with native American inhabitants."

Sees "No Real Necessity"

He said he sees "no real necessity" for radio appeals to foreign language groups. Moreover, it appears to be fallacious reasoning to assume that such groups which have not already been assimilated into the political and social life of this country would be aided in that direction through the broadcasting of foreign language programs for their entertainment, information and convenience. On the contrary, he said, "we be-

WANTED

Gentleman in radio needs a room in midtown or village two nights a week. Will not use it week-ends. Write Box 283.

RADIO DAILY

1501 Broadway New York, N. Y.

★ THE WEEK IN RADIO ★

Small-Market Nat'l Spot Biz Gaining

By AL JAEGBIN

NATIONAL spot business for small-market stations in 1949 is expected to exceed that of last year, according to the opinions of broadcasters who attended the NAB's 2nd District meeting at Asbury Park, N. J. Frank Burke, editor of RADIO DAILY, who personally attended the various sessions, pointed out that an awareness of "the highly competitive business of commercial broadcasting in many cities of New York and New Jersey" brought a turnout of about 150 broadcasters.

About 200 other broadcasters broke all attendance records at the NAB's 1st District meeting at Boston. At the opening session there, district chairman Harold E. Fellows described the turnout as "an excellent demonstration of the vitality of radio." He pointed out that "radio is a prosperous, growing business despite the expansion of TV."

Radio's progress during the past 29 years was described as "the most phenomenal growth ever recorded in a single industry" by the NAB report issued last week to coincide with the opening of National Radio and Television Week. . . . Concrete evidence of this continued growth was contained in the financial report released by the board of directors of CBS. That report disclosed that the web's gross income increased from \$70,904,806 for the first nine months of last year to \$74,607,071 for the same period of 1949. The network's net income, however, decreased from \$3,010,446 to \$2,003,812 for the two comparable nine-month periods.

Another chunk of network business was chalked up by MBS when Gillette Safety Razor Co. signed on

lieve that, in general, such programs may tend to destroy all incentive to learn English, to anchor these groups to the traditions, customs and institutions of the countries from which they are derived and to foster in them a consciousness of racial separatism which is not conducive to assimilation into our national life or indeed consistent with the American ideal of nationwide unity of all groups and classes of citizens on an equal basis.

"For the benefit of those groups of foreign extraction who possess any knowledge of English, it would appear therefore to be far more desirable to use this language as the medium for broadcasting educational and other public service programs, as well as those which are commercial in character, in order to improve their proficiency therein, rather than resort to their native tongues for such broadcasts. For the relatively small number of persons residing in Boston who may not have yet shown sufficient initiative to learn the established language of this nation, there is no argument so persuasive as the whip of necessity to compel these inhabitants to familiarize themselves with that language."

the dotted line for the sponsorship of the Army-Navy Football game, Nov. 26, over the full web. Gillette also picked up the tab on gridiron classic over the NBC-TV network. . . . Longines-Wittnauer Watch Co. signed with CBS for a special hour-long simulcast for Thanksgiving Day. . . . Elgin-American compacts signed a 90-minute all-star Thanksgiving variety show on NBC. . . . Ford Motor Co. signed with CBS for two daily pickups of the United Nations General Assembly sessions, beginning today. . . . Radio receiver sales in Canada during July totalled 42,800 units with a value of \$2,847,000 compared to the comparatively low 20,300 units sold for \$1,290,600 during the same month of last year. . . . Although the sales and net income of the Philco Corp. for the third quarter of 1949 fell off sharply because of Summer vacation shutdowns, the president of the firm, William Balderston, said that the "marked improvement" which started in September continued through October. . . . Foote, Cone & Belding International Corp. has started to expand in South America, following the completion of "working arrangements" with seven Latin American advertising agencies.

IT&T sold WKAQ, San Juan, P.R., to Angel Ramos for \$325,000. Ramos is the publisher of "El Mundo," the island's largest newspaper. . . . The Yankee Network leased two of its stations, WAAB at Worcester, Mass., and WMTW at Portland, Me., to John A. Baybutt of Boston. . . . Eleven stations controlled by three major networks were put on temporary licenses until March 1, 1950, by the FCC until the complaints against the webs acting as station representatives can be decided. . . . The National Assn. of Radio Station Representatives issued, free of charge, to agencies and advertisers the first comprehensive analysis of comparative time costs on 1,874 stations in 1,160 places throughout the country. The book, known as "The Spot Radio Estimator," was compiled under the direction of NARSR managing director, T. F. Flanagan.

FCC Chairman Wayne Coy reported that the blast and resultant fire in Washington's Post Office building caused less severe damage to FCC files than at first believed. The Commission went "back into business," with hearing schedules re-activated on Thursday. However, the announcement said that it looks as if the FCC law department offices will not be re-opened for many months. . . . Earlier in the week, the FCC filed its answer to the networks' complaints on the "giveaway" edict. The Commission's answer denied that the ruling would "cause irreparable injury or any injury in law" to the webs. It declared that the rules were "duly adopted as a reasonable exercise of the statutory authority of the FCC, conferred upon it by Congress."

Earle McGill Is Dead; Was RTDG President

(Continued from Page 1)

were "Columbia Workshop," "American School of the Air," "Report to the Nation," "Town Crier," and "Reader's Digest."

During the recent war he directed many programs for the Army, and visited the European and Pacific war theaters, in addition to directing the Stage Door Canteen programs for the American Theater Wing. The last two programs he directed were "Smithsonian Institution," and "Journey at Sunrise," both for the Voice of America.

A Founder Of RTDG

McGill was one of the six founders of the Radio and Television Directors Guild. He was a graduate of Yale University, and a member of the Yale Club, the Executive Council of the American Theater Wing, and the American National Theater Academy.

He leaves a son, Douglas, a student at Yale, a sister, Elsa McGill, and a brother, William. Interment will be at New Haven, Conn., his birthplace.

WCBS Lands Sponsors For AM-TV Election Cover

(Continued from Page 1)

sponsored on the CBS radio and television networks in 1948, but this is the first time a local campaign has been sponsored on both communication mediums.

Top CBS radio and television news correspondents will participate in the election coverage, which will include interviews at the different headquarters and in WCBS studios.

Gen. Bronze Buys Brach

The General Bronze Corp., Garden City, New York, has announced acquisition of the L. S. Brach Manufacturing Corp., Newark, N. J., producer of automotive radio antennas, television antennas, and other equipment. The latter firm will be operated as a division of General Bronze.

WANT TO BOOST YOUR HOOPER?

Reach by mail a new complete list of TELEVISION OWNERS in all important TV markets.

\$18.75 per M names, addressed on your envelopes

DUNHILL
INTERNATIONAL LIST CO.
565 Fifth Avenue, N. Y., PLaza 3-0833

TELEVISION DAILY

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

GOV'T STATISTICS TO INCLUDE TV

TELE TOPICS

THE YOUNGER Alexandre Dumas, we believe, once termed his "Camille" a mere potboiler. The accuracy of his description was best demonstrated Thursday night when CBS unveiled a new bi-weekly produced and directed by Bob Stevens, titled "Romance." Adapted by Halsted Welles, "Camille" was cut to a half-hour and transferred to this country, circa 1923. Marguerite became a ballerina residing in Greenwich Village and Armand became "Dillon Whitelaw," a student at Princeton. Thus brought closer to home in both space and time, the production served only to heighten the corny aspects of the tear-jerker, with the result that it seemed more like a third-rate soap opera than adult drama. . . . Production-wise, the show was on a par with the best the medium has to offer. Stevens knows how to stage and direct a program as well as just about anyone now operating. Film was tastefully used, an elevated camera angle was most effective, and the entire show had as much action as the script allowed. Ruth Ford, as Marguerite, tried too hard, it seemed in spots, but Richard Hylton, who resembles singer Bill Lawrence, was very much the lovestruck schoolboy. Supporting players were Malcolm Keen, Barry Kroeger, Timothy Kears, Dorothy Sands, King Calder and Nathan Adams. Three sets, all excellent, were by Henry May.

BONNY MAID VERSATILE VARIETIES folding after the installment of the 18th. "The Black Robe" will move into the Friday, 9 p.m. spot on NBC on the 25th. . . . Klaus Landsberg, West Coast director of Paramount Television and manager of KTLA, is personally directing one of the station's more popular shows, "Latin Cruise," weekly half-hour originating at the Country Club Hotel in Hollywood. . . . BBD&O and ABC hosted a celebrity party at the Elysee Theater last night to mark the first anniversary of "Celebrity Time," bankrolled by Goodrich. . . . WOR-TV has begun an intensive promotion campaign to associate the station's call letters and channel.

AWARD FOR the "best annual report to stockholders on film" by "The Financial World" has gone to Hal Roach studios for "Prospects Unlimited," TV film made for Union Oil Co. of California through Foote, Cone & Belding. . . . Paul Tripp, "Mr. I. Magination" on CBS, will narrate his "Story of Celeste" when it is performed by the N. Y. Philharmonic Symphony at Carnegie Hall Nov. 19. . . . Carl King has been signed as narrator for a new series of fairy tales by Tele-Art Films. . . . Kudner agency sent out kerosene storm lanterns to the press Friday as a reminder of "Lights Out," sponsored by Admiral.

Para. To Do Pickups On CBS UN Coverage

Eastern TV department of Paramount Pictures will handle the pickups of the UN General Assembly which will be carried by CBS under sponsorship of Ford Motor Co. beginning today. Para will supply cameras and crews, under the supervision of Richard Hodgson, director of technical operations, and also will record portions of the proceedings for showing on the screen of the Paramount Theater.

Entire series, which runs until the end of the year, will be under the general supervision of Edmund Chester, CBS news director. Robert Bendick, special events chief, will be in charge of production, and Frank Schaffner will direct.

Lyman Bryson, CBS public affairs counselor, and Larry Leseur, UN correspondent, will share commentary and interview assignments.

Facilities and personnel of the UN public information department will be made available for production assistance on the programs, which will be recorded and distributed by the UN to other member states.

O'Brian Joins Atlas

Robert W. O'Brian has been appointed vice-president of Atlas Television, it was announced yesterday by Harry Brown, president of the firm. O'Brian formerly did promotion and publicity for WRGB, Schenectady.

Comparative Tests Postponed For Week

Washington Bureau of RADIO DAILY
Washington — The FCC decided Friday to postpone the comparative TV demonstrations slated for next Monday for one week. Rejecting DuMont's proposal that the November demonstration be cancelled, the Commission ordered a one-week delay in order to give the parties more time to prepare. Details of the demonstration could not be learned Friday, with efforts still under way to devise some means whereby the matter to be sent out over the RCA, CBS and DuMont signals can be nearly identical as possible.

Will Use Former OPA Building
The receivers will be set up in temporary building, formerly the home of the Office of Price Administration.

Traviesas, Of CBS, Named To Head TBA Committee

Hermínio Traviesas, sales service manager of CBS-TV, has been named chairman of the TBA commercial operations committee, it was announced on Friday by J. R. Poppele, president of the trade organization.

Traviesas' committee has been working on a standard rate card form and standard facilities contract for the past year and both are expected to be completed this year.

The Week In Television

FCC Kills Hope For Early End To Freeze

The FCC virtually killed all hope for an early lifting of the freeze when it announced that it will hold additional color hearings and tests in February, postponing all action of allocations until completion of the color question. Two of the three companies slated to appear in comparative demonstrations Nov. 14 asked postponement of the tests. RCA said that technical difficulties would prevent them from participating on schedule, while DuMont urged that the test be put off until February. . . . Dr. Allen B. DuMont took the stand at the hearing to state that commercial color is ten to 15 years away. Both DuMont and his research chief, Dr. T. T. Goldsmith, Jr., were subjected to sharp questioning, especially by Commissioners Jones and Hennock. . . . A. D. Danton, CBC board chairman, said TV in Canada is "wide open" for private broadcasters but none has shown much interest. Later in the week, however, he revealed that eight applications for stations had been received. . . . Zenith also joined the anti-color group, stating that there is not in existence today a color system with which "both the public and the industry could live." . . . Ford Motor Co. signed to sponsor daily pickups of the UN General Assembly over CBS. . . . Special Thanksgiving Day programs were set on NBC, by Elgin-American, and on CBS, by Longines-Wittnauer.

Establishes Video As Vital Factor In U. S. Life

Washington Bureau of RADIO DAILY
Washington—New recognition of the emergence of TV as a major consideration in the thinking of American families was seen here Friday as the Bureau of Labor Statistics announced it will hereafter compile data on video receiver purchases and service as a part of its cost-of-living surveys. The move is part of a general revision to modernize the studies, which cover 34 large cities.

BLS director Ewan Clague said Friday the survey, hereafter to be known as the Consumers' Price Index, requires certain modernization if it is to be kept abreast of the times. He said it had already dropped silk stockings for nylon as a significant item and that it is dropping ice-boxes for mechanical refrigerators. Data on sound radio receivers is not being dropped.

The TV expenditures will apparently come under the "home appliances" category, rather than as expenditures for amusement.

Studies will get under way next week in Baltimore, Birmingham, Boston, Cincinnati, Detroit, Jacksonville, Memphis, Minneapolis, Mobile, Portland, Me., and St. Louis. The other 23 cities will be surveyed by next March.

Tennis Pickup Sponsored

Coverage by WOR-TV of pro tennis matches featuring Pancho Gonzales, Jack Kramer, Frank Parker and Pancho Segura Nov. 9 will be sponsored by Local Chevrolet Dealers Association, through Campbell-Ewald agency. Originating from Westchester County Center, program will be the first, and perhaps only pickup of the pro troupe in the area.

Huhn Joins WFIL-TV

Philadelphia — Austin O. Huhn, former production supervisor of WPIX, New York, has joined the staff of WFIL-TV as a producer. He has had 11 years experience in AM-TV production and has had professional experience on the stage and in motion pictures.

WPIX Sells Hockey

Sixteen home games of the New York Rovers hockey team at Madison Square Garden will be sponsored on WPIX by Sunset Appliance Stores, through Arnold Cohan agency. Sunday afternoon pickups begin Nov. 13. Guy LeBow will be behind the mike.

Commission Selling Called Best Pay-Plan

(Continued from Page 1)

town personalities rather than local salesmen. He declared that he favored the out-of-towners because they seemed more effective in their selling to local merchants.

Another advocate of commission salesmen was Paul Alger of WSNJ, Bridgeton, N. J. Alger, unlike Caspell, expressed a preference for local resident salesmen and said he felt they did a better job in their market. His station pays 20 per cent commission to salesmen.

Offered By Si Goldman

The survey which provoked the discussion was offered by Si Goldman, WJTN, Jamestown, N. Y. Goldman had queried 12 representatives of small-market stations in various sections of the country on their sales setup. One conclusion reached in the survey was:

"The method of compensation for salesmen preferred by most stations is straight commission, with 15 per cent being the most prevalent percentage; 64 per cent pay on a straight commission basis and all but two pay the straight 15 per cent. One that doesn't, pays 20 per cent on the first \$1,000 and 10 per cent on everything after that. Four stations that don't pay straight commissions, pay salary-and-commission or salary and bonus. In each of the four cases, there is a different plan. One station pays three per cent plus salary ranging from \$50 to \$60 per week. Another pays \$75 to \$90 in salary plus bonus based on net earnings. Another pays \$60 per week with a percentage of net profits at the end of the year. The other pays \$60 per week plus 10 per cent on new business."

Goldman explained that generally speaking, most small market managers handle the sales manager's duties and functions.

Kaye Talks On BMI

The second district meeting heard Sydney Kaye of Broadcast Music Inc., give a progress report on BMI's popularity in the popular music field. They also received a report from Kolin Hager, of SESAC, on the company's plans to enlarge their popular music catalogue and to do some aggressive promotion in this field after the first of the year.

All of the sessions of the second district meeting were "grass roots" approach of sales and operational problems. The broadcasters were impressed with the presentation of

COAST-TO-COAST

New WCOP Quiz Show

Boston, Mass.—"You Can't Lose," new WCOP quiz show presented in cooperation with the United Council on World Affairs will be emceed by Sam Gould. Listeners are invited to send in questions, which will be used as the basis for the weekly current events quiz. The program is aired over WCOP every Tuesday evening at 9:45 p.m.

Two "Reps" Appointed

Perth Amboy, N. J.—A. De Laski, sales manager for Circle "X" Antenna Corporation, has announced that J. E. Smith, Dallas, Tex., has been appointed manufacturer's representative for the states of Tex., Arkansas, Oklahoma, and Louisiana; and J. K. Rose & Co., Chicago, Ill., has been appointed to cover the states of Ill. and Wis.

WSPC Cancer Drive

Anniston, Ala.—WSPC went on the air for funds to buy a motorized wheel chair for 13-year-old Bennie Hollingsworth, whose leg had to be amputated because of cancer. Members of the "Top of the Morning Club" heard about it and generously responded. Bennie received the wheel chair, a dog, and a \$3,000 cancer relief fund was given to the people of Anniston.

New Talent Find

Hartford, Conn.—Four teen age musicians have been selected as the "talent find" for the week of Nov. 7, and they will perform several of their selections on all locally-produced shows on WDRC during this week. They're known as "John Pagani and his Three Sharps." John plays the accordion; Frank Tamiso, the drums; Bob Tanguay, the sax; and Don Cooke, the guitar.

Maurice Mitchell, director of Broadcast Advertising Bureau, and following the session they discussed informally the future of the BAB operations. Some feel that this service should remain an integral part of NAB's operations and others forecast it is inevitable that the bureau will become private business enterprise at a later date.

If BAB leaves the NAB fold, one broadcaster said, the very structure of NAB will be in jeopardy. He added that NAB needs the new sales and public relations gimmick to sustain its vitality as an industry organization.

This question as well as the future of Broadcast Measurement Bureau will be problems for the NAB board to solve when they meet on November 15.

The usual resolutions passed at district meetings were adopted and the second district group agreed that Michael Hanna, director of WHCU, Ithaca, N. Y., had done an excellent job of setting up a constructive business session for the group.

WCCO Music Awarded

Minneapolis, Minn.—"Let's Listen to the Classics," half-hour program of classical music presented Monday through Friday at 11:30 p.m. over WCCO, received the 1949 Phi Beta award for outstanding contribution to fine music and speech on the air. Award was accepted by Ed Viehman, originator of the program, and Robert A. Schmitt, representing Paul A. Schmitt Music Company, sponsors of the program.

Kennedy Appointed WTTM Post

Trenton, N. J.—WTTM announced the appointment of Malcolm E. Kennedy to its sales staff. Kennedy was formerly connected with Station WIP, Philadelphia, and Station WKDN, Camden.

Stork News

A seven-pound eight-ounce daughter was born to Mrs. Rush Sawyers at Memorial Hospital Oct. 27th. Father is chief engineer for station WDVA, Danville, Va.

WITH Owners Acquire Balti. Home News

(Continued from Page 1)

offices will move to the WITH Building at 7 East Lexington Ave. R. C. Embry, vice-president of WITH, has been named vice-president and general executive of the Home News Company. Howard A. Burman, publisher of the Home News, will remain as vice-president.

Tinsley said that plans to widen the circulation area of the paper, and to expand its editorial coverage, are now under discussion, and that additional announcements will be made later.

CBS Adds Copywriter

David H. Luhmann has joined the copywriting staff of the CBS C-O promotion service effective immediately. Luhmann previously was associated with Johnson & Johnson, pharmaceutical manufacturers of New Brunswick, N. J., where he served as assistant advertising manager of the Ethicon Suture Laboratories.

the nation's most

distinguished flight



"the Hollywood"

Fly United's DC-6 Mainliner 300 "the Hollywood," and you will see why it has won the favor of discriminating travelers.

Notice the courtesy and efficiency of United's hand-picked crew; relax over the delicious full-course meals, without question the finest aloft; then discover the unexpected extra services that distinguish this flight.

"The Hollywood" leaves at 12 noon and arrives in Los Angeles at 7:55 p. m. Only one stop en route—at Chicago. Another onestop DC-6 Mainliner 300 flight at 9 p. m.

UNITED AIR LINES

WBAL
means business
in Baltimore



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 26

NEW YORK, WEDNESDAY, NOVEMBER 9, 1949

TEN CENTS

NBC'S TV-DEPT. NOW SEPARATE ENTITY

Newsmen Gathering For Nat. Convention

An advance guard of the National Assn. of Radio News Directors arrived in New York earlier this week to wrap up arrangements for the NARND's annual convention, which will open at the Commodore Hotel on Friday and continue through Sunday, Nov. 13.

The NARND board of directors will hold its first pre-convention meeting tonight at 8, and will meet intermittently throughout Thursday. Visits by NARND members to United Nations headquarters at Lake

(Continued on Page 8)

Sale of Farnsworth Held Legal By Court

Fort Wayne, Ind.—Sale of Farnsworth Television and Radio Corp., Fort Wayne, Ind., to International Telephone & Telegraph Co. was held valid in a recent (10-28) 31-page opinion given by Judge Luther M. Swygert in U. S. District Court at South Bend.

The decision came as a result of a suit by Robert W. Kenny, Los Angeles, a Farnsworth stockholder, seeking to void the sale. Salient

(Continued on Page 2)

FCC's 'No' To WJR Plea Upheld By Capital Court

Washington Bureau of RADIO DAILY Washington—Right of the FCC to refuse to hear WJR's objection to its granting a permit for a new station on the 760 band in Tarboro, N. C. was upheld Monday by the United States Court of Appeals for the District of Columbia. Last spring the court had sent the case back to the Commission on appeal from

(Continued on Page 6)

AWB Resolution

A resolution urging perpetuation of the Association of Women Broadcasters by the NAB was adopted by the district meeting of AWB in New York on last Saturday. The resolution was sponsored by Dorothy Lewis of United Nations, former director of women's activities at NAB and one of the organizers of the women broadcasters group.

Script Service

A new script service is being provided to women broadcasters on a monthly basis by the Public Relations Department of Barnard College, women's undergraduate unit of Columbia University in New York City. Two scripts of about two minutes each in length will be provided to every subscribing commentator on an exclusive gratis basis in her city. Material covered will include college anecdotes, information on current topics gleaned from visiting lecturers and members of the College faculty, miscellaneous items about student activities, and trends of particular interest to women.

MBS Sets 6-Mo. Long Adv. Drive In Trades

Full-scale plans for a six-month long major advertising campaign involving two-page spreads in the trade press, starting the week of Nov. 21, have been completed by the Mutual Broadcasting System, it has been announced by Robert A. Schmid, MBS v-p in charge of advertising, promotion and planning. The series is designed to promote

(Continued on Page 2)

Religious Video Workshop To Be Held At Syracuse

Syracuse, N. Y.—Plans for this year's first national religious television workshop, to be held here from Nov. 13 through Nov. 18, were

(Continued on Page 2)

Sees Theaters Outbidding Nets For Exclusive TV Sports Rights

St. Louis—About 25 "good-sized theaters," interconnected and equipped for large-screen TV, "can compete successfully for exclusive television rights to outstanding sports events," Nathan L. Halpern, TV consultant to Theater Owners of America and Fabian Theaters, said here yesterday.

In an address before a convention of theater owners, Halpern pointed out that "the profitable future" of

To Be Headed By Vice-Pres. Weaver; Two Other Organizations Readied To Administer Sound, O & O

Women's-Show Info Needed, AWB Told

"All agencies and all time buyers need more information about women's programs," and when such data becomes available, "your next week's pay check might be bigger," Linnea Nelson of J. Walter Thompson told a panel discussion during the weekend conference of the Association of Women Broadcasters.

Miss Nelson pointed out to the

(Continued on Page 6)

WTPS On "Unlimited"; Other Activity At FCC

Washington Bureau of RADIO DAILY Washington — The FCC has announced that it has reconsidered and granted the application of WTPS, New Orleans, to extend its hours from daytime to unlimited on the 940 band. The one-kilowatt power the station uses in the day-

(Continued on Page 2)

WMGM Sells Basketball To Five Local Sponsors

WMGM, New York, will carry the complete 1949-1950 schedule of the New York Knickerbocker pro basketball team, under the joint sponsorship of Adler Shoe Stores, Buddy

(Continued on Page 2)

Separation of NBC's TV network operations from other departments and activities of the web into their own integrated and self-contained organization headed by Sylvester L. (Pat) Weaver, vice-president in charge of tele. was announced Monday by prexy Joseph H. McConnell.



WEAVER

Long rumored in the trade, the announcement was the first official action to be made public following a thorough study of all NBC operations by the efficiency firm of Booz, Allen and Hamilton. Two similar organizations on the

(Continued on Page 7)

TBS, Kermit Raymond Salvage Plan Drafted

Details of a plan whereby Howard G. Barnes, New York radio producer, will form a new corporation to take over the assets and operations of the Transcription Broadcasting System, Inc., and Kermit-Raymond Corp. were disclosed on Monday by a spokesman for the creditors.

Associated with Barnes in the new corporation is Ray Bloch, head of Ray Bloch Enterprises, New York. The jointly-operated firms of TBS

(Continued on Page 8)

Cantor's Campaign

Eddie Cantor, emcee of NBC's "Take It Or Leave It," launched his sixth annual "Give-a-Gift-To-the-Yank-Who-Gave" Christmas campaign on Sunday's broadcast. Each Christmas shopper is asked to buy a gift for a hospitalized veteran. The gifts will be collected and distributed by the American Legion, Jewish War Veterans, and Catholic War Veterans.

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RADIO DAILY



Vol. 49, No. 26 Wed., Nov. 9, 1949 10 Cts.

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FRANK BURKE : : : : Editor

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

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Phone: Wisconsin 3271

CHICAGO BUREAU

Hal Tate, Manager.

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

SOUTHWEST BUREAU

Paul Girard, Manager

Tower Petroleum Bldg.,
Dallas, Texas

Phone: Riverside 3518-9

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

FINANCIAL

(November 7)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	8	7 7/8	28 3/8	+
Admiral Corp	28 1/2	28	28 3/8	+
Am. Tel. & Tel.	146	145 3/8	146	+
CBS A	25	24 3/8	24 7/8	+
CBS B	24 5/8	24 3/8	24 3/8	+
Philco	30 7/8	30 1/4	30 7/8	+
Philco pfd.	80 3/4	80 1/4	80 1/4	+
RCA Common	12 3/8	12 1/8	12 1/8	+
RCA 1st pfd.	74 1/4	73 1/2	74	+
Stewart-Warner	12 1/2	12 1/2	12 1/2	+
Westinghouse	28 3/4	27 7/8	28 1/4	+
Westinghouse pfd.	101 1/8	101 7/8	101 7/8	+
Zenith Radio	28 3/4	28 3/8	28 3/4	+

NEW YORK CURB EXCHANGE

Nat. Union Radio 2 5/8 2 1/2 2 5/8

OVER THE COUNTER

DuMont Lab Bid 20 1/4 Asked 21 1/4
Stromberg-Carlson 13 3/4 15

WMGM Sells Basketball To Five Local Sponsors

(Continued from Page 1)

Lee Clothes, Dynamic Stores, Neck's, and the New York World-Telegram.

The Knicks will play 29 games at home and 18 away, opening their season against Indianapolis in Madison Square Garden on Thursday. Marty Glickman will do the play-by-play account.

WTPS On "Unlimited"; Other Activity At FCC

(Continued from Page 1)

light hours will be halved after sunset.

The Commission also granted two unlimited time stations, with 250 watts power, to the Clinton County Broadcasting Corp., Plattsburg, N. Y. and the Cloquet Broadcasting Corp. Cloquet, Minn. The former will be on the 1340 kc band, at an estimated cost of \$18,943, and the latter on the 1450 band at an estimated cost of \$10,399.

Texas Company Gets Permit

Daytime-only authorizations were announced for the Colorado City Broadcasting Company, Colorado City, Texas, to operate on the 1320 band with 500 watts power at an estimated cost of \$19,547, and for the Missouri Central Broadcasters, Jefferson City, Mo., to operate on the 900 kc band with 250 watts at an estimated construction cost of \$14,000.

The Commission also granted a permit for a new non-commercial FM station to operate on Channel 203, with the licensee the Texas Trade School, in Dallas.

Religious Video Workshop To Be Held At Syracuse

(Continued from Page 1)

announced today by the Protestant Radio Commission.

More than 15 national church officials will be instructed on the use of television as a religious educational medium in the course of the conclave. The Rev. Everett Parker, director of the Protestant Radio Commission, summarized the situation thus: "churches had missed the boat on learning how to produce good religious broadcasts and had awakened to this fact 20 years too late. It is our job to see that church leaders learn to help television stations produce outstanding religious television programs."

Brand Name Spots

The Brand Names Foundation has sent to all U. S. stations a kit containing 25 spot announcements ranging in length from 35 seconds to 50 seconds, which plug the theme that brand-name advertising helps to provide better goods at lower cost.

Sale of Farnsworth Held Legal By Court

(Continued from Page 1)

points in the court's opinion were (1) there was no evidence of Farnsworth officials having a personal interest in the sale or of failing to present the facts to the stockholders; (2) the cost of the proxy campaign was judged as not being excessive; (3) despite invalid proxies, a majority were above reproach; and (4) on the stockholder vote on dissolution of the Farnsworth firm, the court held it was not necessary for shareholders to vote on the issue.

Kenny's attorneys charged in the trial last August that ballots were improperly counted when the sale decision was made. This suit in Federal Court was the third unsuccessful attempt by Kenny and Harry Hecht, both stockholders, to block the sale. The two men filed suits which were heard in the New York Supreme Court last April, but both were dismissed.

Phillips To Run WSGW, New Saginaw Station

Saginaw, Mich.—Robert W. Phillips, formerly with WSAM, Saginaw, has been named general manager of WSGW, a new station scheduled to begin operations here next spring. He has been active in radio in the northeastern Michigan area since 1939.

MBS Sets 6-Mo. Long Adv. Drive In Trades

(Continued from Page 1)

the medium of network radio, particularly Mutual's web operations. A new trade character, known as "Mister Plus," has been designed to dramatize the campaign pictorially. The character, which will appear in each of the ads, will stress the campaign theme. "The Difference is Mutual."

Among the basic differences to be highlighted in the campaign will be "lower time costs, more homes delivered per dollar, maximum flexibility in arranging hookups to match market distribution, and free 'where to buy it' cut-in announcements."

WCAU Names Kelly

Philadelphia — John T. "Chick" Kelly, publicity director for WCAU and WCAU-TV for the last two years, has been named commercial representative for WCAU-TV, reporting to Alex Rosenman, vice-president in charge of sales. Robert N. Pryor, WCAU promotion director, will take the additional duties of station publicity, with the title of director of promotion and publicity. Robert L. Klaus, former managing editor of TV Digest, has been added to WCAU's promotion and publicity department.



That's penetration



Among all of the 257 stations heard within the WLW Merchandise-Able Area, The Nation's Station received six hours of *all* listening during an average week between 6 AM and Midnight—as compared to an average of less than one hour to the nine major competitive stations.*

THAT'S PENETRATION!

Listeners were tuned to...

WLW	Average of Nine Major Competitive Stations
184 minutes—6 AM to 6 PM	—30 minutes
143 minutes—6 PM to Midnight	—22 minutes
327 minutes—6 AM to Midnight	—52 minutes

WE REPEAT, that's penetration!

Complete information may be obtained at any of the WLW Sales Offices:

140 West 9th St., Cincinnati 2, Ohio
 630 Fifth Avenue, New York 20, N. Y.
 360 North Michigan, Chicago 1, Ill.
 6381 Hollywood Blvd., Hollywood 28, Calif.

*Nielsen Radio Index, February - March, 1949

when you want
penetration you want



CROSLY BROADCASTING CORPORATION

SOUTHWEST

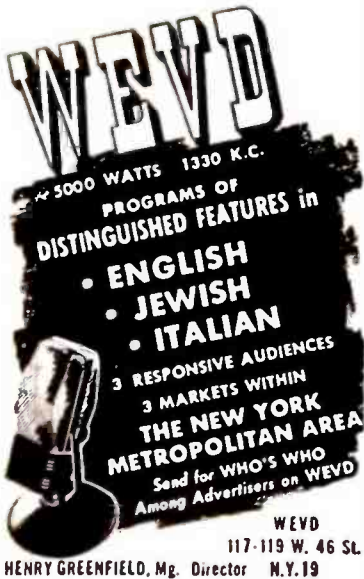
NEW WRR, Dallas, personnel includes Virginia Baker in copy department, John Wolfe in sales, announcer Eddie Hill, and Grover Herring, Al Welch, and Charlie Froman in the engineering department. "The Chuck Wagon Gang," sponsored by Bewley Mills through Glenn Advertising began its 18th year on the air this week and its 12th year on WBAP-570, Fort Worth, and the Lone Star Chain. Talent on the show is the four member Carter family.

WBAP-TV, Fort Worth, moves up its sign-on time Monday through Friday to 4:00 p.m. for two hours of live studio programs. From 6:00 p.m. to sign off time remains unchanged with ABC, NBC, studio and remote programming.

"Foremost Young American's Club," aired on WBAP-570, Fort Worth, (11:30 a.m. Saturday) since May, moved out of radio into television November 5. The program is an audience participation-talent program for children, sponsored by Foremost Dairies through Albert Evans Advertising, Fort Worth. Television version will run alternating Saturdays 5:45 to 6:15 p.m.

Moral to untelegenic sportscasters: Bud Sherman, sportscaster for WBAP-TV, Fort Worth, who handles wrestling, high school football, etc., received the following note from Smithfield, Texas: "I used to swoon at the sound of your voice, but that was long before the night they turned the camera on you. Since then, I just don't care anymore. 'Heartbroken'."

Latest set count released through Harold Hough, director, WBAP-TV, Fort Worth, for the Fort Worth-Dallas area, is 20,800 sets as of November 1. The station keeps close tabs on the sets through dealer and distributor connections and a free weekly television schedule mailing to home set owners.



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

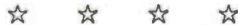


California Commentary...!

• • • Could the Mexico City visit of Frank Stanton, president of CBS, have any bearing on the TV planning of Emilio Azcarraga's planning? . . . it is known that Prexy Stanton will visit with the Mexican radio-movie tycoon, and maybe they'll discuss an interchange of TV film. . . . Azcarraga is said to have some definite ideas about a TV transcription

Hollywood

network that might become international in scope. . . . Rumored that NBC's coast television personnel will undergo some changes in the reorganization of the web's operational departments. . . . Ronson Lighters will sponsor a new weekly musical variety program. "The Johnny Desmond Show," over the full 271-station network of ABC starting Wednesday, Jan. 11, 1950. Contract runs for 49 weeks. Eleanor Engel will announce. . . . Gordon MacRae, the warbler and Mrs. MacRae are vacationing in New York, staying at the Waldorf, no less, where Gordon once was refused a beinboy job. . . . Jack Carson has booked a second airplane tour of veterans hospitals. This one takes him to Wyoimng, Colorado, New Mexico, Oklahoma and Texas. . . . Garry Moore has turned down a thirty-minute sponsor for his daytime program. Bankroller oitered a five-a-week backing if Moore would trim his hour to 30 minutes. Moore, who has Ken Carson and Ilene Woods helping him on the chore, refused. . . . Hal Sawyer's Hollywood TV show, "I'll buy That," being eyed by national experts as a test of TV's selling power, is sold out with three sponsors. Sawyer is starting another similar program within a month.



• • • Jo Stafford wound up an eight-day concert tour of the midwest by appearing at Purdue University, in Lafayette, Ind. She opens next at the Paramount in New York. . . . Doris Day will guest on Railroad Hour over NBC when "No, No, Nanette" is aired. . . . Ben Gage has telecast his final "Ben Gage Show" over CBS-KTTV and will now prep his two new video packages, "Backstage with Ben" and "Milestones in Showbusiness." . . . Allan Jones and Irene Hervey will guest on Milton Berle NBC TV program in New York on Nov. 15th, when they return from England after a seven-month concert tour. Stint will mark first U. S. appearance of act on state-side TV. . . . Beginning Nov. 15th, Art Linkletter's "People are Funny" show will be taped for four consecutive broadcasts. Gudel, show's producer, feels that there will be greater advantage in taping "People are Funny" because it will allow greater latitude for Art's great ad lib talent. . . . Jimmy Wakely plays the Fox Theater, Detroit for one week starting Nov. 11th, before going into the Thunderbird Hotel at Las Vegas. . . . Sara Berner is taking on title of featured vocalist with due notice to Dinah Shore and Doris Day, Sara vocaling in dialect on Jack Benny Show, Bob Hope Show, and on the Jimmy Durante Program. . . . Larry Kolpack, of Larry Finley Productions returned to Hollywood after a lengthy tour making a survey of radio and TV stations. . . . Larry Parks, Maxie Windsor, and Stan Laurel highlighted the sequence of Erskine Johnson's "Hollywood Reel" over KECA-TV, Hollywood, Nov. 2, at 7:30 p.m., P. S. T. . . . Comedian Jack Marshall, back from his stint in Salt Lake and is the first actor set for Estelle Taylor's second series of "Taylored Lady" fashion featurettes, which will again be filmed on 16mm for TV release. . . . Marc Lawrence, who portrays ganster roles on radio, TV and the screen, has reported to MGM for his part in "Asphalt Jungle," produced by Arthur Hornblow and directed by John Huston. . . . Fran Warren, Broadway show singer and recording artist, joined the Henry Morgan show as featured vocalist on Friday, Nov. 4th.

CHICAGO

By HAL TATE

BEN ROGERS of the Veterans Administration has been transferred here from Washington, D. C. He'll be the information service representative for radio and television for Illinois, Indiana and Wisconsin. Rogers has already cut three "Here's to Veterans" shows at the local Universal Recording studios for January release. Featured in this 14th series will be Orrin Tucker, Jack Fina and Buddy Moreno. G. I. loans and hospital priorities are plugged by the bandleaders in the forthcoming series.

Radio and TV actress Kay Westfall has been signed for a starring role in "The Golden Gloves Story" currently being filmed in Chicago by Central National Pictures. James Dunn has the leading male role in this boxing yarn which is being produced by Chicagoan Carl Krueger for Eagle-Lion release.

'Fix It' To Greystone

The Greystone Press has signed for sponsorship of "Mr. Fix It," quarter-hour weekly program of home repair suggestions, on CBS, Saturday, 2:30-2:45 p.m., starting Jan. 7, on behalf of Popular Mechanics Complete Book of Home Repairs. H. B. Humphrey, Inc., New York, is the agency.

Available!

Western Echoes, five-day a week KMBC-KFRM feature at 5:30 p.m., stars the Rhythm Riders. These four young vocal-instrumentalists have been featured on network programs and their



arrangements of western and popular tunes are extremely well received. They have a large following in the Heart of America, and their personal appearances in the area win new fans every week. Satisfied sponsors have included Grove Laboratories, Allbritton Motors, and other local accounts.

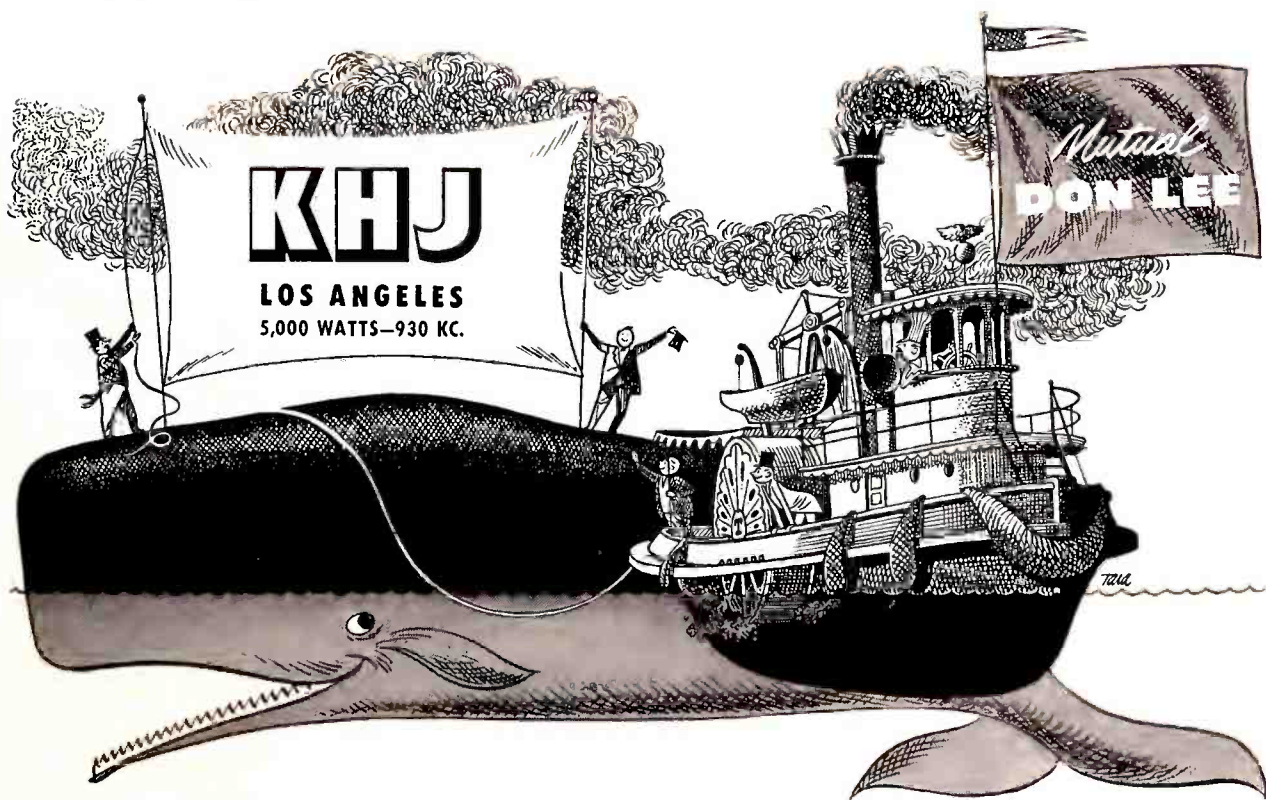
Contact us, or any Free & Peters "Colonel" for availabilities!

KMBC
of Kansas City

KFRM
for Rural Kansas



FOR A WHALE of a sales job in the 2 biggest markets in the West, buy KFRC, San Francisco and KHJ, Los Angeles... Economy, Complete Coverage, 25 Years of Successful Selling—All Yours with these Key Stations of DON LEE—the Nation's Greatest Regional Network.



Represented Nationally by JOHN BLAIR & CO.

SAN FRANCISCO

By NOEL CORBETT

LLOYD E. YODER in from KOA, Denver, in town to referee the Denver U-St. Mary's game at the Lodi Grape Bowl. Sid Strotz, NBC veepee up from Hollywood. He'll round-table with Yoder and John Elwood while here.

Taylor Graves, New York stage and radio actor home-towning and doing a featured role in "Finian's Rainbow."

The Chronicle and local dealers are giving away twelve television sets. No box tops, no nothing—just fill out a blank "I want a television set, because. . ."

It is a small world. Edna Fischer and Arch Le Roux put out a recording of "Small World." Then, in checking through the KSFO record library they found another tune by the same name. Further check found that song titles can't be copyrighted. Fact of which makes Edna and Arch muchly relieved.

Bob Moore's KEEN disc show is proving a winner with Bay Area listeners. He plays records from every era, which he has gathered over a period of years.

The First Savings and Loan Association of Oakland is now sponsoring "Musical Dividends" on KNBC Tuesdays and Thursdays at 7:30 p.m.



TELEVISION engineers call this the "Test Pattern" of WMAR-TV.

Set-owners call it a sure identification of finest in television entertainment.

Businessmen are discovering that it means the best buy in television in Maryland!

WMAR-TV

The Sunpapers Station

CHANNEL 2 • BALTIMORE, MD.

Info On Women's Programs Badly Needed, AWB Is Told

(Continued from Page 1)

AWB delegates that there is a growing recognition that women broadcasters are for the most part sales people, not only talent. She said that she as a time buyer, finds it difficult to obtain information of the markets covered by women's programs throughout the country and their effectiveness as selling media.

Maurice Mitchell, director of the NAB's broadcast advertising bureau, also speaking on the general topic of "This Week's Pay Check," declared that the woman's program is essentially a "framework for advertising" and that the "woman broadcaster is in reality a commercial announcer who has the peculiar ability to deliver a personal recommendation," as one person would deliver to another. He reminded the conferees that if women broadcasters are going to be effective salesmen for their clients, they should concentrate some of their efforts on learning about their sponsors' problems.

Sally Work, the district chairman, greeted the women broadcasters after which Gertrude Grover took over as moderator of the first session. Barbara Welles of WOR described what a woman broadcaster does, in answer to Who Earns It And How, pointing out that the half-hour on the air is the least of the work entailed.

Alma Dettinger of WQXR outlined the woman broadcaster's relationship with her sponsor. Mary Eileen Ranney of WROW, Albany, cited other illustrations as to how the woman broadcaster must not only supplement the work of the salesman, but actually be the saleswoman not only for her program, but for her station.

The guests at the luncheon included Lloyd George Vennard of the Edward Petry Associates and Mrs. Elizabeth Colclough, program manager of "Town Meeting of the Air." Network and station representatives

FCC's 'No' To WJR Plea Upheld By Capital Court

(Continued from Page 1)

WJR that its rights were not being properly regarded.

The Detroit station, also on the 760 band, had complained of interference from the North Carolina grant. When the Commission refused to grant it oral argument of the interference claim, appeal was taken to the court. Last spring the Commission returned the case to the FCC with the admonition that more consideration be given WJR, and asking for the facts in the case.

Monday the court held that WJR's license was not adversely affected and that, on the merits, there was no reason to upset the Commission grant. The court made it plain that it does not feel the Commission is obliged to hear every party claiming to be affected by any of its actions.

at the luncheon included Adolf N. Hult, vice-president in charge of sales, Mutual Broadcasting System; Sterling Fisher, manager of public affairs and education, NBC; J. R. Poppele, vice-president of WOR and president of Television Broadcasters Association; Miss Bette Doolittle, acting executive secretary of the AWB; Mrs. Gertrude Zorbaugh, assistant secretary, ABC; William C. Ackerman, director of reference department, CBS; George Wallace, manager, sales promotion AM-TV, NBC; Mrs. Dorothy Lewis, United Nations; Miss Sally Work, WBen, chairman, District 11, AWB, and Mrs. Doris Corwith, NBC, chairman of the conference.

Official hosts at the cocktail party for women broadcasters were Mr. and Mrs. Elliott Sanger, WQXR; Robert A. Schmid and Roy Danish, MBS; J. R. Poppele and Julius Seebach, WOR; William Moore, WBNX; Gordon Graham, WCBS; Thomas McFadden and Don Norman, WNBC; and Miss Grace Johnsen, ABC.

The committee in charge of the convention included: Doris Corwith, NBC, chairman; Dorothy A. Kemble, Mutual, vice-chairman; Ruth Trexler, ABC; Alma Dettinger, WQXR; Linnea Nelson, J. Walter Thompson; and Agnes Law, CBS.

AGENCIES

WIN C. GOULDON has joined the publicity department of Benton & Bowles, Inc. He was formerly with The Mutual Broadcasting System and the New York Daily News.

BROOKE SMITH, FRENCH & DORRANCE, INC., Detroit and New York advertising agency, announces the addition of Boris I. Moroz to its creative copy staff in the Detroit Division.

THE WASHINGTON LOAN & TRUST COMPANY, one of Washington's largest and oldest banks, has just appointed Kal, Ehrlich & Merrick Advertising, Inc., to place its advertising.

ARTHUR PINE ASSOCIATES have been appointed by Gund Manufacturing Company, makers of stuffed toys, to handle their publicity-public relations in all media.

WALTER KANER ASSOCIATES, have been engaged to direct publicity and promotion for WVNJ, Newark.

H. B. LEQUATTE, INC., has been named by the Throwsters Group of the National Federation of Textiles, to promote the use of twisted nylon in making women's hosiery.

LES HAFNER & C. F. VETTER, JR.

announce

PRODUCTION STAGES 1, 2, 3 and 4

now in operation

at

MOTION PICTURE STAGES, INC.

3 EAST 57th STREET

PLaza 3-4840

TELEVISION DAILY

Section of RADIO DAILY, Wednesday, November 9, 1949 — TELEVISION DAILY is fully protected by register and copyright

NBC SEPARATES TELE FROM AM

TELE TOPICS

ABC'S HUGE NEW STUDIO in the converted stable on West 66th street was shown off to best advantage Sunday night in the debut of the Paul Whiteman Goodyear Revue. The spaciousness of the studio combined with striking backgrounds by James McNaughton enabled producer Tony Stanford to mount a variety show that was, overall, as entertaining as anything on the air. In addition, two dance numbers were staged by Valerie Bettis in such a grand manner, although only six dancers were involved, that they gave the impression of monster production numbers in a Hollywood musical. Excellent camera work, concentrating on depth instead of width, gave the dances a scope and three-dimensional effect that were truly exciting. Whiteman's music was full and rich and the maestro handled his between-act chores in a most pleasing manner. Julie Keegan, his singer, is a 13-year-old with wistful expression and velvety voice. Guests Eddie Albert and Allyn McClerie were charming in a number from "Miss Liberty," while Darla Hood and the Enchanters offered an amusing bit of vocalizing. Program closed with Charles Laughton reading from "Of Time and The River." His stirring interpretation made Wolfe's beautiful prose come alive, and almost made us forget that he was solo on camera for almost five minutes. . . . Program is scripted by George Faulkner, directed by Wm. H. Brown, Jr., with Ward Byron producing for ABC. Middle commercial was all fouled up as cues were missed right and left. Agency for Good-year is YGR.

WPIX CUTTING BACK again, plans to axe about five shows. Staff cuts already under way and include flack Bob Rodgers and producer Jack Balch plus several cameramen and engineers and others. . . . Wyllis Cooper, one of the best writers in all radio, has joined CBS-TV as exec producer-director-writer. He's working on a new dramatic series to include his own work and that of other writers. . . . WNBT dropped the Hank McCune show, filmed in H'wood by Showmanship, Inc., on short notice because station execs were disappointed with print quality.

CBS PLANNING a new dramatic series based on the Edna Ferber-George S. Kaufman play, "Stage Door," to follow the pattern of "The Front Page." Web also building a comedy set around Al Bernie for airing in the Wednesday, 9:30-10 p.m. slot. . . . Backstage at the Whiteman preem, an impromptu whistling concert by Adolph Green, who was waiting for his wife, Allyn McClerie, and makeup man Herman Buchman attracted the attention of Pops and the rest of the cast. They were whistling Brahms' Double Concerto.

George Frey Named Director Of Video Sales; Smith To Head Operations; Blackburn To Coast; Wile In N. Y. Production As Assistant To Weaver

(Continued from Page 1)

same administrative level as TV, one for sound broadcasting and the other for owned-and-operated stations, are now being formed, McConnell said.

It is expected that executive vicepee Charles R. Denny, Jr., will be chief of AM activities, with the top post for stations still to be filled. James Gaines is now director of o. & o. outlets.

In the new TV organization, George Frey manager of Eastern sales for AM and TV, becomes director of sales for tele.

It also is believed that Harry C. Kopf, now administrative vicepee in charge of sales, will be named to the top radio sales post.

Other top execs working under Weaver in the new set-up are Carleton D. Smith, who continues as director of operations; Frederic W. Wile, Jr., assistant to Weaver, who becomes director of production, and Norman Blackburn, national program director, who moves to Hollywood as head of TV network operations.

Blackburn, who has had consider-

able experience in motion pictures, will begin work at once to develop TV formats for NBC's top AM stars and other Hollywood personalities, Weaver said.

The following departments will report to Smith. Weaver announced: controller, headed by J. R. Myers; film syndication, Russell Johnston; production services, Fred Shawn; station relations, Sheldon B. Hickox, Jr., and technical operations, Robert E. Shelby.

Under Frey will be grouped time sales, with Edward Hitz as eastern sales manager; Eugene Hogue, mid-western sales manager, and program sales, headed by Robert W. Sarnoff, formerly national manager of program production.

The following departments will report to Wile: new program development headed by Fred Coe; talent, Carl Stanton; program production, with the following producers: Richard Berger, William Garden, George McGarrett, Victor McLeod, Roger Muir and Ernest Walling, and continuity acceptance.



SMITH



WILE



FREY



BLACKBURN

Manufacturer Urges Color Tests In Homes

Arco Electronics, distributors of electronic components, on Monday outlined to the FCC a plan which, the firm claimed, "would enable 250,000 'fan experimenters' to assist in trial and error testing of proposed systems of color television."

The firm proposed that the Commission "order" proponents of color television systems to provide color telecasts in major metropolitan markets "for a minimum number of hours per day," so that "interested individuals" could test their signal.

Arco's letter to the FCC said in part: "In the course of direct testimony during the past few weeks, members of the Commission have repeatedly sought a way to determine whether the color systems now being proposed would be accepted by the public. . . . We are proposing that the Commission rely for advice on the judgement of 250,000 experimenters. . . ."

Arco added that it "and several hundred other qualified firms," are prepared to provide essential parts and components, either in separate form or in "knockdown" kits, for the use of "fan experimenters."

New Air Time High Claimed By WLW-T

Cincinnati—An all time high of 11 hours and four minutes of daily programming during October has been reported for WLW-T for what is claimed to be one of the most extensive schedules offered by any station in the country. The report was prepared by Don Miller, head of the Crosley research department.

Figures for October showed a daily increase of three hours and six minutes over the previous month, and five hours and 52 minutes over the figures recorded for the station six months ago. The increase is accounted for by the inauguration of coaxial cable service and increased local daytime programming by the station.

Local programming averaged six hours and 54 minutes daily, or 62.2 per cent of the station's total air time. A daily average of four hours and 42 minutes of this time was of studio origin, while films averaged one and a half hours daily. Despite the scheduling of local football contests, remotes averaged only 16 minutes per day.

Network service accounted for 37.4 per cent of the total hours on the air during October.

Sees Theaters Outbidding Nets For Exclusive TV Sports Rights

(Continued from Page 1)

come possible to program exclusive television entertainment regularly in the theaters," he said. "From this number of theaters, more money can be made available, plus profit, for program production than is paid out today for any regular entertainment program in television. These financial facts underscore the sound economic structure for building theater television."

To assure the development of

theater tele, Halpern said, "it is necessary and desirable" for the film industry to seek allocation of channels from the FCC. Unless this is done quickly, the industry "is in danger of losing them by default," he added.

Halpern reported that four theaters in the country now have TV equipment installed and that an additional six to eight theaters expect to install TV in a few months.

Newsmen Gathering For Nat. Convention

(Continued from Page 1)

Success have also been arranged for Thursday. The publicity firm of Carl Boyor and Assoc. will act as hosts at an NARND cocktail party to be held at the Commodore from 6 to 8 p.m. tomorrow.

Miller to Speak

The convention opens officially with registration at 9 a.m. on Friday. A business session is scheduled for 10 a.m., with NAB President Justin Miller speaking at 11:30 a.m. Afternoon speakers include Benjamin Cohen, assistant secretary-general of the UN, speaking at 2 p.m. Friday; Edwin S. Canham, editor of The Christian Science Monitor, speaking at 2:15 p.m., and Robert K. Richards, NAB public relations director, speaking at 3 p.m. A panel discussion on "Disaster Preparedness," with network news chiefs participating, is slated for 3:15-5 p.m. From 5 to 7 p.m., on Friday, INS will host a cocktail party for NARND delegates at Toots Shor's restaurant.

TU Panel Planned

Topping Saturday's agenda is a television panel, 9:30 a.m.-12:30 p.m., with Ad Schneider, director of TV for NBC, as chairman. Wilton Cobb, manager of WMAZ, Macon, Ga., will act as chairman for a panel on "Profitability of Professional Radio Newsrooms," 3:30-5 p.m. The United Press will host a cocktail party at the Commodore from 5 to 7 p.m. Gen. Omar N. Bradley and Edward R. Murrow are the featured speakers at the annual banquet, starting at 7:30 p.m., on Saturday.

A discussion of "What Will Television Do To News Broadcasts?," with Elmer Davis and Charles Hull Wolfe, of McCann-Erickson, will be held from 10 a.m. to 12 noon on Sunday. A business session will follow with final adjournment set for 12:30 p.m.

Ladner Leaves NBC

Henry Ladner has resigned as assistant to NBC's administrative vice-president, John MacDonal, to open his own law offices in New York. From 1935 to 1948 Ladner served as assistant general counsel in NBC's legal department, and for a brief period was acting general counsel.

COAST-TO-COAST

WWNI Aids School Band

Wabash, Ind.—WWNI hit the jackpot when Bob Williams, emcee for "The Bandstand," went on the air with a plea for people to donate money to send the Wabash High School Band on their last out of town football trip. In just a few minutes, more than enough money was pledged to cover this trip.

Family Partnership

Amarillo, Tex. — The FCC has granted transfer of 200 shares of stock in the Amarillo Broadcasting Co., from J. Lindsey Nunn to his son, Gilmore H. Nunn. In the transaction father and son become equal partners. There was no money involved in the deal.

Fire Safety Series

Portland, Ore.—"Firefighters," a syndicated program for youngsters was aired the first time over Westinghouse, KEX. Constructed on an educational theme, as well as entertaining feature of life in a metropolitan fire department, the Monday through Friday program is sponsored by the Grandma Cookie Company.

WCOP Halloween Party

Boston, Mass.—K. Thomas Call, local Swamscott man known to his friends as "Tito, the Magical Clown," was the featured attraction at the Halloween party given by Voltairine Block. In addition to the songs, games, and fun, Miss Block presented a program of comedy and magic with children in her WCOP audience taking part.

Meaney Named Director

Newark, N. J.—Don Meaney has been appointed director of news at WNJR. Meaney was formerly a member of the news staff. He replaces Harry Nash, who was recalled to the staff of the Newark News, WNJR parent company.

Tennis Joins WORZ

Orlando, Fla.—WORZ announces the addition to its continuity staff of Melvin H. Tennis who came to the station after completing graduate work in radio writing at the University of Chicago.

Employment Service

Hartford, Conn.—Each weekday morning, on the 9:30 a.m., "This Is Hartford" program over WDRC, Chief Announcer Russ Naughton lists job availabilities submitted to the station. As a result, in the past few weeks since the "service" originated, 45 jobs have been filled.

Troxel Joins WTVJ

Miami, Fla. — Joseph R. "Dick" Troxel has joined the technical staff at WTVJ. Troxel formerly was a director for Southern Television Productions in Louisville, Ky., and also produced television shows for WATV in Newark, N. J. Troxel will replace James Loomis who left the WTVJ staff to enter an advertising firm.

Election News On WDRC

Hartford, Conn.—The facilities of WDRC and the Hartford Courant are being combined to broadcast Hartford municipal election results on November 8. WDRC is setting up a special election booth in the offices of the morning newspaper to broadcast a play-by-play of election returns, starting shortly after 6 p.m. This cooperative election effort between the station and the radio has been in effect for many years.

TBS, Kermit Raymond Salvage Plan Drafted

(Continued from Page 1)

and Kermit-Raymond have been in financial difficulties since the sudden death of Ray Green, their chief executive, last summer.

A message to creditors sets forth as follows the terms of an agreement under which Barnes and Bloch hope to salvage the enterprise. "Mr. Barnes will make a capital investment to enable him to attempt the marketing of the programs. Under the plan the creditors will share in the proceeds received by the new corporation until each creditor has received 60 per cent of his respective claim or 40 per cent if paid within nine months."

A list of liabilities shows that TBS owes \$32,684.63, and Kermit-Raymond \$82,880.46, for an overall total of \$115,573.09. Free assets of both corporations are described by the creditor's spokesman, Charles Lieb, as "negligible." Lieb's report to the creditors continues:

"The inescapable conclusion reached by the creditors committee was that the only hope of any salvage for creditors lay in the direction of the continued operation of the business. . . . The committee feels that this plan (whereby the corporation headed by Barnes will take over) offer the best hope for salvage."


Your Move?

North American Van Lines recently started a Sunday show on WOWO at 5:45 PM. Response to the *very first* program included one inquiry from a town 135 miles from Fort Wayne; another from an Iowa city. *Both led to sales!*

To keep goods and services moving in a big, broad, buy-minded Midwestern market (59 BMB counties) . . . tell your story on WOWO. For availabilities, get in touch with WOWO or Free & Peters. It's your move!

FORT WAYNE
ABC NETWORK
AFFILIATE

WOWO

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

1906 1919

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

Famous French Candies
15 East 52nd St.
AIR CONDITIONED

TALENT UNLIMITED—

Seek advertising agency connection—have had 20 years of creative and practical theatrical, radio and television production experience—now producing major network video show—prefer join medium-size general ad agency staff to round out background—age 40, personable. Box 284,

RADIO DAILY
1501 Broadway New York, N. Y.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 27

NEW YORK, THURSDAY, NOVEMBER 10, 1949

TEN CENTS

NAB BOARD FACES MANY PROBLEMS

Cuba's Reply To NAB Says U. S. 'Hogs' Air

Washington Bureau of RADIO DAILY
Washington—Cuba has replied in blistering tones to the NAB proposal that American stations be permitted to discontinue protecting Cuban signals, it was learned here last night. In a letter bottled up at NAB headquarters, the Cuban government is said to have accused American broadcasters of trying to "hog" the airwaves and to use unfair pressures to force concessions from Cuba.

Occasion for the Cuban charges was the petition to the FCC and the State Department voted last month

(Continued on Page 2)

'House Party' Is Moving From ABC Back To CBS

"House Party," across-the-board audience participation show now heard on ABC for Pillsbury Mills, will move to CBS with the same sponsor starting Jan. 3, 3:30-3:55 p.m., Monday-Friday.

The program was heard on CBS from January, 1945, through January, 1947, and from December, 1947, through December, 1948. Leo Burnett is the agency for Pillsbury. "The Garry Moore Show," which now occupies the 3:30-4:30 p.m. slot on CBS Monday-Friday, will be heard 4-5 p.m. starting Jan. 3.

Radio, Stage Stars Cut Spots For Cancer Fund

The Cancer Welfare Fund, Empire State Building, New York, has announced the availability to stations of one-minute transcribed radio and television spots promoting the Can-

(Continued on Page 4)

Sign Of The Times

The New York Times, in a post-mortem election story yesterday, mournfully quoted a police official who blamed "radio and television" for the sparseness and apathy of the Times Square crowds on Election Night. The Times went to great lengths to flash election returns on the light-board that girdles its building, and to rig up an elaborate system whereby the election's progress is signalled by a sweeping searchlight beam. The beam swept the sky on schedule but, The Times reported bitterly, "The pale groups in the Square were not even moved to cheer." It marked, said The Times, "the death of a tradition."

MGM Buys 285 Spots On 8 N. Y. Stations

MGM, in behalf of its new film production, "Battleground," is currently running what is described as the "biggest radio campaign given to a picture in New York during the past few years," consisting of 285 spots on eight Metropolitan stations: WNBC, WCBS, WJZ, WOR,

(Continued on Page 8)

Radio Shares Honors For Aid To Handicapped

Bob Hope and Don Quinn, writer for the Fibber McGee and Molly show, were honored Tuesday night in New York by the National Soci-

(Continued on Page 2)

Johnson Urges FCC To Lift TV Freeze And Allow Color

Washington Bureau of RADIO DAILY
Washington — Shifting his earlier all-out color stand, Senate Interstate Commerce Committee Chairman Edwin C. Johnson, yesterday called for speed in lifting the TV freeze.

Johnson said that the Commission should map out broad general principles for the development of a color system, letting the proponents of the various systems go to work on the

Future Of BAB, BMB, TV Operations On Agenda Of Two-Day Session Opening On Tuesday

Sets-In-Use Increase Noted In Six Cities

The combined quarter-hour sets-in-use reported by Pulse, Inc., for the periods, Sept. 6-12 and Oct. 1, 2, 13, 14, 17, 18 and 19, increased in six Metropolitan areas and decreased in one city from the previous July-August report.

The combined average sets in use in Cincinnati, Boston, New York, Los Angeles, Washington, Chicago and Philadelphia increased from the 21.9 of the previous report to 23.0 in the present Pulse figures.

In Cincinnati, the average quarter-

(Continued on Page 8)

Receiver Tube Sales Show Increase In Sept.

Washington Bureau of RADIO DAILY
Washington—Receiver tube sales by RMA member companies went to 21,393,485 in September—the highest figure of the year, RMA said at the

(Continued on Page 2)

Benny Far In Front Of Pacific Hoopers

The October "Pacific Program Hooperatings" was led by Jack Benny in first place with 31.6 and Walter Winchell in second place

(Continued on Page 2)

Washington Bureau of RADIO DAILY
Washington — When the NAB board of directors meets in Washington for a three-day session beginning Tuesday paramount among the problems coming up for disposition is the future of the new Broadcast Advertising Bureau, the disposition of Broadcast Measurement Bu-

(Continued on Page 4)

100 Newsmen In N. Y. For NARND Confab

Approximately 100 radio and TV newsmen will be on hand when the annual convention of the National Association of Radio News Directors gets under way tomorrow at the Commodore Hotel in New York City, Sig Mickelson of WCCO, Minneapolis, president of the association, announced last night. He added that

(Continued on Page 4)

Hallicrafters, MBS Sign New Quiz Show, 52 Wks.

The Hallicrafters Co., Chicago, manufacturers of radio and television sets and electronic equipment, has signed a 52-week contract with Mutual for a new audience participation show, "Hollywood Quiz," it was announced yesterday by Ade

(Continued on Page 8)

Educational

Brookline, Mass.—The public schools of Brookline in cooperation with WVOM are scheduling a special series of educational programs this week in observance of American Education Week. Teachers and pupils both from grade schools and high schools are participating with the programs continuing throughout Saturday, November 12.

Wrong Room

Governor Thomas Dewey thinking he was walking into Dulles headquarters at the Hotel Roosevelt Monday night found himself passing the time of day and discussing politics with Leonard Reinsch of the Cox stations, formerly radio director of the Democratic National Committee. Reinsch's room adjoined the Dulles suite on the seventh floor.

(Continued on Page 7)



Mutual proudly announces
that this network will
broadcast the World Series
and the All-Star baseball games
exclusively for the next seven
years. To the Commissioner
of Baseball and to the Gillette
Safety Razor Co. of Boston,
sponsor of these sports classics,
Mutual says "Thank you!"

Listener interest in America's No. 1 Sports Network will also be stimulated—all year round—by exclusive coverage of:

- ▶ Army-Navy Football, November 26, 1949 (Gillette Safety Razor Co.)
 - ▶ All-Star Football, August, 1950 (Wilson Sporting Goods Co.)
 - ▶ East-West Football, December 31, 1949 (Available)
 - ▶ Blue-Gray Football, December 31, 1949 (Gillette Safety Razor Co.)
 - ▶ 'Gator Bowl Football, January 2, 1950 (Available)
 - ▶ Indianapolis Speedway, May 30, 1950 (Perfect Circle Piston Ring Co.)
- plus:
- ▶ Championship Boxing ▶ Golden Gloves
 - ▶ Top Horseracing

MUTUAL BROADCASTING SYSTEM

NAB Board Plagued With Many Problems

(Continued from Page 1)

reau and policy as it relates to the expansion of TV activities, it was learned yesterday.

Two schools of thought exist regarding the operations of BAB. Some directors think it should remain within the fold of NAB and others believe it should be set up as private enterprise and patterned after the Broadcast Music, Inc., operations.

Those who would retain BAB as a part of the NAB believe that the new sales and promotion service is vital to the industry organization if NAB expects to hold its radio membership. BAB, through Maurice Mitchell, director, has been emphasizing the service aspects of the new organization as it relates to radio sales and promotion of the district meetings.

BMB Future Hazy

The future of audience measurement service of BMB is even more problematic. BMB which is scheduled to present the Second Study next month is expected to fold as an NAB, AAAA and ANA operation around the first of the year and if it is to be continued in one form or another a decision must be reached at next week's board meeting. Under terms of the bureau operations, NAB, AAAA and ANA are reported to be liable for BMB operations for another year.

Up to this time NAB has not announced its complete policy on TV matters nor has arrived at a definite schedule of dues for TV members. It is said that NAB has been desirous of merging their TV operations with the Television Broadcasters Association but to date TBA has not been disposed to enter into such a deal. The prospects of NAB and TBA getting together will probably be explored further at next week's board meeting.

AC - DC Transcription Players
Tape, Wire, Disc Recorders
Sales-Rentals-Service

MILLS RECORDING CO.
161 N. Michigan Ave.
Chicago, Ill. De 2-4117

LIBEL and SLANDER

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INSURANCE
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OUR UNIQUE EXCESS POLICY

provides adequate protection.
Surprisingly inexpensive.
Carried Nationwide.

For details & quotations write
EMPLOYERS REINSURANCE
CORPORATION

Insurance Exchange Bldg., Kansas City, Mo.



Windy City Wordage. . . ?

● ● ● Michael Henry, ex-WBBM salesman may wind up as a legendary figure in the dramatic field, just as the late Hildy Johnson was immortalized in the newspaper field as a result of Ben Hecht's and Charles MacArthur's satirical newspaper classic, "The

Chicago

Front Page." . . . Mike is the central character in a new play called "The Peanut Whistle" which had its world premiere at the Peoria Players Theater, Monday night. . . . This satire of a 250-watt station operation was co-authored by Charles Barnhart, program director at WMBD, and Harry Gibbs, free lance actor and writer in St. Louis. Mike—he's called Mike Hiller in the play—as well as the two co-authors all worked together at a certain downstate Illinois station. . . . Chesterfield cigarettes will have their ears glued to the preem of Joe Franklin's Record Shop over WJZ Sat. morning at 11 ayem. They're considering bankrolling Joe's "Smoke Dreams" come January.



● ● ● Charles Caley, WMBD vice-president, leaves Peoria for Washington next week to attend the NAB board of directors meeting. . . . WMBD has one of the most modern, station set-ups in the country. A quarter of a million dollars was invested jointly by the station and the building owners in the new WMBD set-up which the station has now occupied for nearly a year. Still to be finished is a 350-seat auditorium which will probably eventually house WMBD's main television studio.



● ● ● Like father like son. Edgar Bill's son, Howard, has gotten his feet wet in sales at Peoria, and will be sales director at WDW, when the station, now at Tuscola, moves to Decatur December 1st. . . . It's a highly competitive situation in Peoria now with four stations in Peoria and one in Pekin fighting for the business in the Peoria area. . . . Fred C. Mueller, manager of WEEK, NBC outlet, is having a battle on his hands fighting the strongly entrenched WMBD set-up. . . . If Genial Tom Gavin's hair wasn't already white it certainly would be very soon. He took over as manager of WIRL, ABC outlet, about a month ago and he's been doing a bang-up job.



● ● ● Miracle man of Peoria is Mike Henry, who left WBBM early this year, to take over as manager of WWXL, local indie. By concentrating on sports and special events, Mike has been able to make a dent in the Peoria sales picture. . . . Bill Kutch's WWXL is temporarily off the air, but he hopes to reorganize and be back on the air before the 60-day grace period given him by the FCC expires around Christmas. . . . Three ex-WMBD alumni, Ken Patterson, George Udry and Emil Prandoni—all engineers—each own a third of WSIV in Pekin and have so entrenched themselves locally that they now show a goodly quantity of black ink on their ledgers.

Radio, Stage Stars Cut Spots For Cancer Fund

(Continued from Page 1)
cer Welfare Fund Drive which starts Dec. 1.

Stations may obtain copies by writing for them at the address given. Transcriptions were made by Abe Burrows, Canada Lee, Henry Morgan, Mae West, Kay Armen, and Ray Bolger, among others.

Phila. Basketball Team Assigns Radio Rights

Philadelphia — Weightman, Inc., Advertising, has announced the acquisition of radio rights to all 1949-1950 games of the Philadelphia Warriors professional basketball club, on behalf of its client, the Sports Broadcast Network. The latter group includes more than 50 member stations.

100 Newsmen In N. Y. For NARND Confab

(Continued from Page 1)

the out-of-town newscasters will be augmented by another 50 representing the wire services and other news agencies in New York.



Among the early arrivals yesterday was Major Barney Oldfield, public information officer of the Robbins Air Force base at Macon, Ga. Major Oldfield is here as a military observer and to make contacts with broadcasters from Virginia, the Carolinas, Georgia and Florida, five state area covered by the Robbins Air Force base.

Justin Miller, president of NAB, will speak at the opening session tomorrow morning. Judge Miller will be heard at 11:30 a.m. Speakers during the afternoon will include Benjamin Cohen, assistant secretary general of United Nations, Robert Richards, NAB public relations director and Edwin S. Canham, editor of the Christian Science Monitor.

A panel discussion on "Disaster Preparedness" is slated for 3:15 to 5 p.m. Network news chiefs will participate in this discussion.

Will Receive Citation

The Government of Haiti will present to Olga Druce, director of Mutual's "House of Mystery" a citation for "debunking" on her program the superstitions and voodooism often associated with the island. The citation will be presented by Consul General Roger Dorsinville of Haiti at a special luncheon, Nov. 16, Hotel New Yorker.

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

EVERYBODY IN

SHOW BUSINESS IS TALKING ABOUT
LYLE STUART'S SIZZLING BOOK! HERE'S WHY...

MUSIC BUSINESS: "Wherever you go, you'll find music men and showmen talking about one thing: a book called 'God Wears a Bow Tie' by Lyle Stuart. Never before has a book been written with a genuine music industry background. This one is dynamite. Does more to point out the psychology of show business than anything ever before written."

ROBERT SYLVESTER: "As far as literature is concerned, this is certainly the theatre's biggest year. The most striking book is doubtless Lyle Stuart's new novel called 'God Wears A Bow Tie', which makes 'The Snake Pit' look like a health resort."

GEORGE FREEDLEY: "Journalistic, shocking novel about what might happen to a young newspaperman who ventures into the Broadway jungle. It makes exciting reading and you will get a kick out of it, obviously. Skipping the erotic passages, Mr. Stuart's novel is one of the most exciting and titillating to hit the stands in a long time."

RADIO DAILY: "A hard-hitting, fast-moving novel on showbiz with plenty of inside stuff and situations not too hard to recognize. A combination of The Hucksters and What Makes Sammy Run, radioites will be delighted at what Stuart DOESN'T say about them."

WALTER WINCHELL: "Tin Pan Alley would like it a heap if Lyle Stuart's book never came out."

NICK KENNY: "Causing many a blush between here and Tin Pan Alley!"

DOROTHY KILGALLEN: "A spicy new novel about Broadway."

LOUIS SOBOL: "A peppery exposé of show business."

DANTON WALKER: "Startling . . . The 'deity' is just a big shot in show business."

BOX OFFICE: "Lyle Stuart has used the film business and trade papers as themes for a new novel."

TOWER TICKER by SAVAGE: "There'll be weeping and wailing on Broadway when Lyle Stuart's show business novel hits home."

N. Y. ENQUIRER: "The background is a trade paper with plenty of accent on the music business. More than a few famous music men will see themselves in the pages."

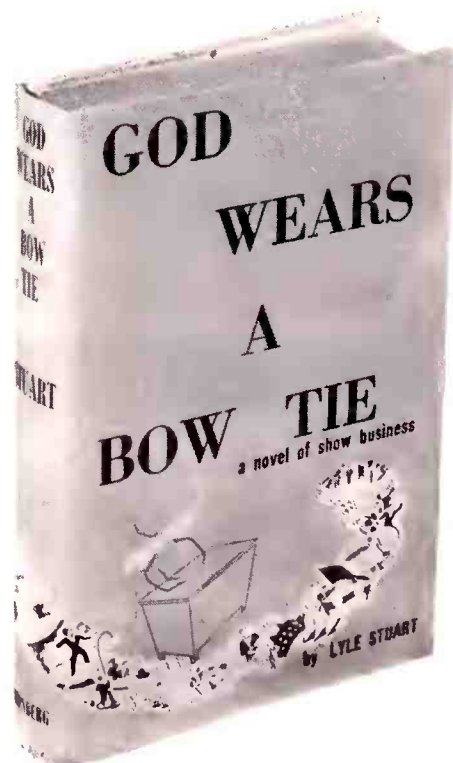
ACTORS CUES SHOW BUSINESS: "Authoritative story of the sordid inner workings of the publication of a theatrical trade paper. Written in a punchy journalistic style."

GOD WEARS A BOW TIE

A NOVEL OF SHOW BUSINESS
by LYLE STUART

\$2.50 at bookstores, or send \$2.50 quickly to:

GREENBERG: PUBLISHER, 201 East 57th St., New York 22, N. Y.



PLUG TUNES

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

"HUSH LITTLE DARLIN"

Recorded By
 Perry Como Eddy Howard
 Dick Hoymes Curt Massey
 Koy Kyser Jerry Folligant
MICHAEL MUSIC CO., Inc.
 1619 Broadway Jerry Johnson
 New York City Gen. Mgr.

You'll LUV this novelty!
IT MUST BE L U V
 MANOR MUSIC COMPANY
 1619 Broadway New York City

Nothing Can Stop This!
"FOREVER WITH YOU"
 by the writer of "My Happiness"
FORSTER MUSIC PUB., INC.
 1619 Broadway, New York 19, N. Y.
 216 S. Wabash Avenue, Chicago 4, Ill.

A HIT Is Born!
**"BLUE FOR A BOY—
 PINK FOR A GIRL"**
 Vaughn Manrae on RCA-Victor
Al Gallico Music Co. Inc.
 501 Madison Ave., New York, N. Y.

Terrific in England!
"IN A SHADY NOOK"
 (By A Babbling Brook)
STASNY MUSIC CO.
 1619 BROADWAY NEW YORK CITY

**TOOT, TOOT,
 TOOTSIE!**
 (GOOD-BYE)

Featured By
AL JOLSON
 In The Columbia Picture
 "Jolson Sings Again"
 on
Decca Records
 LEO FEIST, INC

WORDS AND MUSIC

By PINKY HERMAN

● ● ● **TIN PAN ALLEY OOPS:**—On December 26th last, we read somewhere the legend, 'Only 363 more days to Christmas.' . . . we don't know offhand the number of days remaining ere St. Nick makes his annual visit this year but we do know for a certainty that although it isn't exactly just around the well known corner, it nevertheless isn't very far off. . . . notwithstanding the fact that the mercury these past few weeks has been hovering in the neighborhood of the seventies, there are unmistakable signs that the Yuletide is rapidly approaching. . . . music publishers are dusting off professional copies of standards like, "Santa Claus Is Comin' To Town," "White Christmas," "That's What I Want For Christmas," "You're All I Want For Christmas" and others. . . . the latest BMI pinup sheet, being sent to deejays, musical directors and program producers, lists 21 Christmas songs. . . . not unlike the Robin being the harbinger of spring, the music publisher, can also be regarded as a human listening post as regards the seasons. . . . so ye merry gentlemen of song, get your books up to date with these Christmas numbers: sound effects men, see that your sleigh bells have that jingle, jangle jingle; prop men, get out those red suits, white beards and simulated snow.

★ ★ ★ ★

● ● ● Broadway is beginning to look like the old days before so many of our 'june-moon' lads headed for the gold coast. . . . currently in town from Hollywood are L. Wolfe Gilbert, Jay Gorney, Robert MacGimsey, Harry Tobias, M. K. Jerome, Herb Magidson, Julie Styne, Leo Robin and Kim Gannon. . . . ● Local listeners missing the Sundayem organ concerts for the past nine years NBCast by George Crooks. . . . program is only carried on the network. . . . ● With "That Lucky Old Sun," still the nation's most popular number, Robbins Music has another tune by Haven Gillespie and Beasley Smith. . . . new ditty is titled, "That Old Master Painter." . . . ● Utilizing organ, piano and drums (doubling on solovox, celeste and electric chimes) the Dante Trio, featured at Jack Dempsey's Bistro on Broadway, sound like a ten-piece band. . . . ● Mack Clark has been named professional manager of the reactivated Dorsey Brothers Music Co. . . . plug tune is "Shake That Tree," written by Mack David and Jerry Livingston.

★ ★ ★ ★

● ● ● **ONE** of radio's earliest 'whodunits,' "Chandu," has returned to the ether and is heard Saturday nights at 8 on ABC. . . . produced and directed by Robert Armbruster, series has Tom Collins in the lead, scripts by Vera Oldham and special musical effects by Paul Taubman. . . . ● Ron Ormond's sleeper, "Square Dance Jubilee," was sneak previewed Sunday at the Manor Theater in Charlotte, home town of Claude Casey, the WBtalented singer who wrote the songs he sings in the hillbilly flicker. . . . ● During a show break, organist Dick Liebert played an original melody at Radio City Music Hall. . . . publisher Benny Bloom, in the audience, liked the number and went backstage to ask about it. . . . that's howcome the number was completed under the title of "Come Dance With Me" and subsequently recorded by Fred Waring, Ray Noble, Wayne King and Tootie Camarata. . . . ● Recommended:—Betty Clark's ABChanting Sunday afternoons. . . . The Korn Kobblers' musicalisthenics via Mutual from the Iceland Restaurant. . . . Jack Lucy's WINSpieling every day at noon. . . . Dave Garroway's free and easy emceeing of his Sunday TV stanzas from NBChicago. . . . The Eileen Wilson-Gordon Jenkins Decca platter of "Tell Me Why." . . . Jack Sterling's morning platter WABChatter. . . . ● Marjorie Morrison flew into town yesterday to sign up ork pilot Arturo Arturos. . . . flies home Sunday.

★ ★ ★ ★

● ● ● **ON AND OFF THE RECORD:**—Columbia makes a strong bid for the Christmas trade in Hugo Winterhalter's pairing of "You're All I Want For Christmas" and "Blue Christmas." . . . A smooth choir blends nicely with an arrangement featuring strings on both sides to make this platter a deejay special.

PLUG TUNES

Give Me Your Hand

LAUREL MUSIC CO.
 1619 Broadway New York City

Bing Crosby, Gracie Fields,
 Sammy Kaye, Johnny Desmond,
 Jo Stafford, Doris Day
 Are All On

THE LAST MILE HOME
 LEEDS MUSIC CORPORATION

Making Our Debut With A Hit!
"A NEW SHADE OF BLUES"
 MAYPOLE MUSIC CO.
 22 E. 67th St. New York City
 Phone: REgent 7-4477

I WISH I KNEW

Should step right out in front—
 Just recorded for RCA-VICTOR
 by DOLPH HEWITT
ADAMS, VEE & ABBOTT, Inc.
 216 S. Wabash Ave. Chicago 4, Ill.

My Heart Goes With You

by Thomas G. Meehan

—◆◆—
JAMES MUSIC, Inc.
 1650 Broadway Room 709 N. Y. C.

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

TONY PASTOR'S
 Sensational COLUMBIA Record
 #38577

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

TELEVISION DAILY

Section of RADIO DAILY, Thursday, November 10, 1949 — TELEVISION DAILY is fully protected by register and copyright

LIFT FREEZE, SEN. JOHNSON URGES

TELE TOPICS

AS EXPECTED, TV coverage of the New York elections was pretty dull, reflecting the one-sidedness of the vote and the fact that the results went according to predictions. There can be, of course, no comparison with last year's exciting around-the-clock grind. This was strictly a local affair and took a back seat to commercial program commitments. As we roamed all over the dial, we found that WCBS-TV did the biggest job, with several 15-minute roundups prior to 11 p.m. and steadily from that hour until sign-off. Coverage was sponsored by United Fruit Co. and was heavily sprinkled with Chiquita Banana spots. These animated films, backed by the familiar jingle, were quite entertaining, although we saw too many in one nite. It was interesting to note that the films were Technicolored prints; wonder how they would have looked on CBS color. Doug Edwards was the work-horse for CBS, with Don Hollenbeck at O'Dwyer headquarters and Larry Lesueur at Morris'. Station picked up a brief talk by Morris soon after he conceded, but we did not see any victory announcement from the Mayor or Sen. Lehman. After 11, Abe Burrows showed up with Milton De Lugg to deliver a political-type speech and sing a political-type song. Both were very funny. Unfortunately, only Burrows' shining pate was visible as a large table mike obscured most of his face.

WPIX OFFERED brief roundups by John Tillman and Lowell Limpus from time to time. At 10:45, as the station's screen was occupied with pictures of two elongated but rather flabby gentlemen named Carnera and Talun gently massaging each other in what was termed a wrestling match, Limpus' dry voice was heard offering the news that Dulles had conceded. . . . Except for an occasional bulletin, WNBT didn't get started on the election until 11, when it was all over. John Cameron Swayze did most of the work in his accustomed facile manner, yielding on occasion to other members of the NBC news staff and twice to Ben Grauer, who operated from the studios of WNYC, where a giant tally board was set up. Grover Whalen was there and, of course, made a speech. Station's cover was sponsored by Schaefer beer, but we saw only one commercial, delivered by Win Elliot. . . . The only other election news we saw was a brief count on WJZ-TV around 9 o'clock. . . . Nowhere, but nowhere, did we see a pickup from either of the victorious camps. This, we think, would have been the high spot of the evening. It is possible that such a pickup was made and that we missed it, but we were turning that dial pretty fast and couldn't find it. Perhaps it's just as well, however. There isn't a politician around who could compete with Abe Burrows.

Pic-Exhibitors Ask Theater-Tele Bands

Washington—Pointing to the possibility that in some towns it may offer "the only satisfactory television service," the Motion Picture Theater Owners of West Virginia yesterday asked the FCC to order hearings looking toward the allocation of channels for a theater television service. Other petitions by local theater groups are expected to follow shortly.

With particular reference to West Virginia communities, the exhibitor group declared that "theater television offers a unique and unparalleled opportunity for local community service. In addition to bringing events of national importance and significance to the theater-going public, petitioner's members could provide valuable service both in the field of child and adult education to the community during the off hours when the theaters are not operating in a conventional way."

A further argument was that installation of theater TV equipment could make unnecessary the installation of theater television receiving facilities in schools, even assuming the school systems of the small communities in which some of the theaters of petitioner's members are located could afford such installations.

Dillon To NBC Field Staff

John J. Dillon, formerly in the NBC-TV operations section, has been named an assistant director in the web's field division.

First Mexican TV On The Air In Color And Black-And-White

Mexico City—Mexico's first TV operation—an experimental station owned and operated by Guillermo Gonzales Camerena, chief engineer of XEW (AM)—has gone on the air here with daily live and film transmissions in both black-and-white and color.

Originate At Stadium

Programs originate at National Stadium, where a government fair is under way and will run through Nov. 20. A number of shows are commercial, with some sponsored by advertisers and others by government agencies.

Ten of the 20-odd sets in Mexico have been installed by Gonzales Camerena in department stores and

Test Site Set

Washington—The comparative demonstrations of CBS and RCA color and DuMont black and white will be from the Wardman Park Hotel studios of WNBW, it was learned yesterday. Last week, RCA had said it did not see how those studios could accommodate the equipment and personnel of the three companies for tests Nov. 13, but in view of the continuance to Nov. 21, it has apparently been possible to work it out.

Pye, Of Britain, Plans TV Sales Drive Here

Pye, Ltd., one of Britain's largest radio manufacturers, this month will launch a sales drive aimed at a goal of \$5,000,000 a year in exports of cameras and other transmitting equipment to stations in this country.

Demonstration of all Pye products for sale as part of the drive, with the exception of transmitters, will be held in Washington on Nov. 21; Chicago, Nov. 29, and New York, Dec. 6, at the Park Sheraton Hotel.

John Lakin, who will conduct the demonstrations, said that all equipment operates on U. S. standards, with prices from ten to 15 per cent lower than those of American firms.

The sales drive is a long-range project, aimed at stations that will be licensed after the freeze is lifted.

Senator Also Asks FCC Plan For Color-TV

(Continued from Page 1)

mony. Dr. T. T. Goldsmith, DuMont research director, also was heard as chairman of the RMA color television committee on field testing.

Their appearance followed the Tuesday questioning of Dr. Allen B. DuMont who went over his earlier statements that color is not yet ready.

At one point in Tuesday's questioning Commissioner Robert F. Jones asked Dr. DuMont if he did not think the Ted Mack Amateur Hour, recently lost by the DuMont net to NBC, might have been retained by DuMont were it in color. Dr. DuMont replied that a real difference would have been made had the freeze been lifted so that additional black and white stations could take the air, affiliate with DuMont net and provide a larger audience for the show.

"The only color involved here is gold," muttered DuMont's attorney, William A. Roberts, who then objected to Jones' line of questioning.

Jones apologetically praised Dr. DuMont for his pioneer role in video, offering assurance that he holds DuMont in high regard.

Sanabria called for extreme caution in the present expansion of TV. He suggested that the commercialization of video be curtailed, with black and white stations confined to the first six VHF channels and color assignments on the other four. He said there should be at least two or three years of testing on color.

The question about Dr. DeForrest's appearance arose when his attorney, I. H. Levinson, said he might appear in February, after the comparative demonstrations slated for that month. He said DeForrest had not seen the CBS system in operation here last month.

FCC Counsel Harry Plotkin said DeForrest had not asked for a ticket to last month's CBS demonstration. He then raised the possibility that DeForrest has a new color system to offer, saying that if that is so the Commission had better hear about it now. It was then that the question of a subpoena arose, but Levinson, indicating Dr. DeForrest has no new system to propose, would appear on request, with no need for a subpoena.

New WGN-TV Commercial

Chicago—Continental Clothing Co. has signed with WGN-TV for sponsorship of a new audience participation show, Treasure Hunt.

MGM Buys 285 Spots On 8 N. Y. Stations

(Continued from Page 1)

WNEW, WINS, WMCA and WMGM.

The four-day "saturation campaign" was launched on Tuesday night with spots spread throughout WOR's four-hour election coverage. Donahue & Coe, Inc., MGM's agency, disclosed that the remaining spots were purchased on the New York stations "entirely in accordance with good availabilities." The campaign will end about noon of Nov. 11, coincident with the official opening of the picture at the Astor Theater.

The one-half minute and one-minute transcribed commercials consist of the so-called "Jody Chant," which opens the actual film production and was used during the war by the Army Recruiting Service, with the original lyrics changed to plug the film.

WMGM, New York indie, will broadcast from the lobby of the Astor Theater tonight from 8:00 to 8:30 p.m., as a feature of the premiere of "Battleground." In addition WNBT will televise interviews with first nighters attending the opening of the MGM picture.

'Reading For Pleasure' Panel Series On WNBC

"Reading For Pleasure," a panel discussion series on English and American fiction by members of the faculty of Brooklyn College, bows on WNBC, tomorrow, 7:30-7:45 p.m.

The series is designed to supplement the radio-assisted home study course offered by Brooklyn College in cooperation with the NBC University of the Air. Each Friday's program will examine the novel or short story to be dramatized the following Sunday on the "NBC Theater." A three-man panel will be present each week, with Professor Francis Kilcoyne of the Brooklyn College English Department as the only permanent member.

Sets-In-Use Increase Reported In Six Cities

(Continued from Page 1)
hour radio sets-in-use increased from the previous 25.7 to 26.2 in the September-October report; in Boston, from 23.0 to 24.1; in New York, from 21.9 to 23.6; in Los Angeles, from 22.9 to 23.6; in Washington, from 20.6 to 22.6; and in Chicago, from 21.4 to 22.0. In Philadelphia, however, average quarter-hour sets-in-use for the week studied decreased from the previous 19.8 to 19.5 in the September-October report.

Jack Benny, "Lux Theater," and Walter Winchell were the leaders in the "Top Ten Evening" combined Pulse ratings for the seven cities.

The combined Pulse ratings for the seven metropolitan areas were 19.0 for Benny, 15.5 for "Lux Theater" and 15.4 for Winchell. The follow-ups were: "Mystery Theater," 12.5; Arthur Godfrey's "Talent Scouts," 12.5; "My Friend Irma," 11.6; "Stop The Music," 10.8 "Suspense," 10.7; "Inner Sanctum," 10.7, and "Mr. District Attorney," 9.7.

Hallicrafters, MBS Sign New Quiz Show, 52 Wks.

(Continued from Page 1)

Hult, v-p in charge of sales for the web.

The new series, which will originate in Chicago in the lobby of Chicago Theater, will be aired coast to coast, Saturdays, 5:45-6 p.m., local time, beginning Dec. 10. The quiz will feature Lee Bennett and Pierre Andre as co-emcees and will specialize in questions pertaining to film stars and movies.

Sorensen & Co. of Chicago represented Hallicrafters in the deal with MBS.

Ewing To Be Heard

Washington — The ABC network will broadcast a special address of Federal Security Agency Administrator Oscar Ewing on the subject of "Security For All," from the studios of WMAL, the web's affiliate here, Nov. 14, 10:30-10:45 p.m., EST.



in the past two months

ALFRED and DORA McCANN

WOR's "McCann's at Home"

have...

1. Acquired a larger audience than at any time in their long history—71% larger than in '44.
2. Delivered 603,935 commercial impacts at the infinitesimal rate of 15 impacts per-penny.
3. Sold for three sponsors who have been with them for more than 20 years.
4. Ranked first among all women's service programs aired in New York.
5. Will you or your client let them build a record for you for number 5?

our address is

—that power-full station

WOR

at 1440 Broadway in New York

50,000 watts at 800kc.

Now covering a 17,000,000 population area
at the lowest rate of any major station
in the Detroit Area!

["WIN
With CKLW"
•
MUTUAL]

CKLW

Detroit and Windsor
J. E. Campeau, President

Adam J. Young, Jr., Nat'l Rep. • Canadian Rep., H. N. Stovin & Co.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 28

NEW YORK, MONDAY, NOVEMBER 14, 1949

TEN CENTS

STRESSES NEWS PROGRAM IMPORTANCE

Language-Radio 'OK' Expected From FCC

Washington Bureau of RADIO DAILY
Washington—The FCC law department is expected to file exceptions to the November 4 initial decision by Examiner Hugh Hutcheson in the allocation of a frequency in Boston. Hutcheson's attack upon foreign-language broadcasting, which he termed discouraging to the Americanization process of foreign-born citizens, will be disowned by the Commission's law staff.

It is likely, too, that a number of foreign-language broadcast stations—including WHOM, New York—will file briefs with the FCC.

Woods, Denny Negotiate New 'Town Meeting' Deal

Mark Woods of ABC and George V. Denny of Town Hall, Inc., are scheduled to continue their negotiations this week looking for a new contract for the continuation of "America's Town Meeting of the Air" after the current contract expires in January, 1950.

Several managers of ABC affiliates, during the past 10 days, have been approached for their views on the

(Continued on Page 2)

Radio License Fee Costs Disclosed In Canada

Montreal—Canadian radio owners paid more than \$13,000,000 in radio license fees during the last three years. Transport Minister Chevier disclosed Friday in a reply tabled in the Commons. The fee is \$2.50 yearly.

Those who failed to pay and were caught by the government's radio in-

(Continued on Page 2)

Howdah Remote

Durham, N. C.—When the Biller Brothers Circus played Durham recently, an elephant-in-the-street broadcast was arranged. WHHT's "Country Boy" (farm editor) scrambled to the top of Big Ruth and aired a shaky-voiced broadcast from the lofty "howdah" on her back. After the fun was over he admitted that he had never seen a live elephant.

Takes Chairmanship

Frank Stanton, president of CBS, has accepted the chairmanship of the Radio and Television Committee for Brotherhood Week sponsored by the National Conference of Christians and Jews. Brotherhood Week will be observed from February 19 to 26 with slogan, "Brotherhood—for Peace and Freedom."

Vandals Cause Break In WABB Operations

Mobile, Ala.—The Mobile Press-Register's station, WABB, is offering a \$1,000 reward for tips leading to the capture and arrest of vandals who put the station and a large number of telephones out of commission by severing a 26-line cable at a location adjoining the transmitter site.

The station had continued regular broadcasts despite a three-weeks-old strike of union radio electrical technicians until the vandals punctured

(Continued on Page 2)

KDYL Sponsor Offers Insurance For Dogs

Salt Lake City—Insurance policies for dogs are being offered on KDYL in a spot campaign for "Thanks" dog food, launched here as a new-product test last Monday. "Thanks" spots are featured on the Emerson Smith show, an hour-long cross-the-board morning feature.

Insurance-minded dog owners fill out a coupon attached to each can of

(Continued on Page 2)

Ohio Broadcasters Stage Two-Day Radio Sales Clinic

Cleveland—An audience of 121 station executives attending a two-day sales clinic sponsored by the Ohio Assn. of Broadcasters Nov. 9-10 was told that the day of "unseen radio buying" is over. The warning note was sounded by Bob Dailey, radio director in the local office of McCann-Erickson, Inc.

Speaking at the clinic's opening session on Wednesday on "Preparation of Presentations," Dailey out-

President Of NARND Tells Convention That Prestige Of News Personnel Gaining In Radio And TV

ANA-AAAA Adopt BMB Resolutions

Another round in the battle to keep the Broadcast Measurement Bureau alive has been fired by two of its three member organizations, the Assn. of National Advertisers, and the 4-A's.

In reply to a BMB request that each of its sponsoring organizations (NAB, AAAA, and ANA) "carefully analyze and describe those of its re-

(Continued on Page 6)

Radio Theater, Benny Are Nielsen Leaders

"Lux Radio Theater" held its leading position in the National Nielsen-Ratings for Oct. 2-8, just released, followed in order by Jack Benny, "Charlie McCarthy," Arthur Godfrey's Talent Scouts, and "Amos 'n' Andy."

Topping the second bracket in

(Continued on Page 2)

Anderson To Agency Post As Radio-TV Director

McCann-Erickson Inc. yesterday announced the appointment of Frederick Anderson, formerly vice-president of Compton Advertising Agen-

(Continued on Page 2)

Increasing the prestige of news personnel within the station, insuring the newsman's stake in television, and building up membership were listed as the immediate objectives of the National Assn. of Radio News Directors by Sig Mickelson, NARND president, at the opening session

(Continued on Page 3)

Broadcasters Blast FCC For Sluggishness

Sarasota, Fla.—The Florida Assn. of Broadcasters has asked the FCC to place a two-year maximum limitation on consideration of applications by stations for improvements in facilities.

Meeting here on Nov. 6, the Association criticized the Commission for "its policy of delay and procrastination" in considering such applications, and went on record as favor-

(Continued on Page 3)

WOR-FM Boosts Air Time From 42 To 79 Hours

WOR-FM will increase its weekly broadcast hours from its present 43 hours to 79 hours, beginning today, it was announced over the weekend by J. R. Poppele, v-p in charge of engineering at the station.

The reasons given for the expanded FM schedules, Mondays

(Continued on Page 3)

52-Week Sponsor

General Mills, Inc., in behalf of its "Gold Medal Kitchen Tested Flour," has signed a 52-week contract with the American Broadcasting Company for sponsorship of the opening quarter-hour segment of "Modern Romance," on ABC network. Dancer-Fitzgerald-Sample, Inc., represented General Mills. D-F-S is the agency handling the G. M. account.

(Continued on Page 3)



Vol 49 No 28 Monday Nov. 14, 1949 10 Cts.

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

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

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Hal Tate, Manager,
360 No. Michigan Ave
Phone: Randolph 6-6650
SOUTHWEST BUREAU
Paul Girard, Manager
Tower Petroleum Bldg.,
Dallas, Texas
Phone: Riverside 3518-9

Entered as second class matter, April 5, 1917, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

Table with columns: High, Low, Close, Net Chg. Rows include ABC, Admiral Corp, Am Tel & T, CBS A, Philco, RCA Common, RCA 1st pfd, Stewart-Warner, Westinghouse, Westinghouse pfd, Zenith Radio, NEW YORK CURB EXCHANGE, Hazeltine Corp, Nat Un on Radio, OVER THE COUNTER, DuMont Lob, Stromberg-Carlson, WCAO Baltimore, WJR Detroit.

Vandals Cause Break In WABB Operations

Continued from Page 1)
The cable with nails or some other piercing device and poured chemicals in the hole made in the lead covering Act on of the chemicals ate off insulation and broke the circuit. Telephone and radio service were restored after several hours.

AVAILABLE
Presently employed small market station manager who seeks change. Here's a man who has come up through the ranks and knows every phase of station operation. Proven record in sales and promotion. Thirteen years radio and newspaper background. Experienced as program director, announcer, copy chief and director of special events. Conscientious, steady family man. 39 Writ Bldg 28 PAADIO DAILY, 1501 Broadway, New York City.

COMING AND GOING

R. E. DUNVILLE, vice-president and general manager of Crosley Broadcasting Corp., in New York last week for conferences with eastern division salesmen. He was accompanied by a group which included HARRY MASON SMITH, vice-president and sales manager; JOHN T. MURPHY, director of television, and H. PETER LASKER, manager of WLW-D.

ED GREIF, of Bonner & Greif, publicists, is back from Hot Springs, Ark., where he lectured at the Annual Post Graduate VD Clinic.

GEORGE MOSCOVICS, director of sales development for CBS-TV, has arrived on the West Coast.

PETER DONALD, comedian, in Pittsburgh, where on Sunday he spoke at the Variety Club dinner.

PETER GOLDMARK, Columbia network director of research and engineering development, has returned from England aboard the Mourntania.

ELEANOR EDEN, radio pianist, has returned from a tour and has resumed her keyboarding at Bill Bertolotti's.

MARTHA TILTON, co-star on "Curt Massey Time," to Oakland, Calif., for an appearance at a benefit performance for disabled veterans.

HOWARD MEIGHAN, vice-president and general executive of CBS on the West Coast, is in New York on a short business trip.

MRS. MILDRED FITE, winner of the Cinderella Week-end program on KDKA, Pittsburgh, will arrive in New York Nov. 18 for a round of pleasure.

MERLE JONES, general manager of KNX-Columbia Pacific Network, and WAYNE STEFFNER, sales manager, are back in Los Angeles following a business trip to San Francisco.

PAULA CARR, producer of "From Your Home Town to New York," left Friday for Parkersburg, West Va., for conferences at the offices of Dis Bros., her sponsor. She'll also visit Cincinnati and Columbus.

MARIE WILSON, star of "My Friend Irma" on radio and in the movies, is in Memphis, Tenn., for personal appearances in connection with the showing of the film.

BERT WHEELER is back in town following a personal appearance tour. He was on "Cavalcade of Stars" Saturday over WABD.

WILLIAM SHAW, assistant sales manager of KNX-Columbia Pacific Network, has left the West Coast on a two-week trip to New York and Chicago.

Radio License Fee Costs Disclosed In Canada

(Continued from Page 1)
Spectors paid more than \$200,000 in court fines and costs. Figures were tabled for C. W. Hudson (PC-Victoria, Ont.)

The cost of collecting the license fees amounted to approximately \$1,700,000 in the three years. Of this amount \$1,000,000 was paid out in the form of commissions for those who issued the radio-using permits.

A break-down of the figures shows that radio collections are increasing, but so are the collection costs. In the last fiscal year, 1948-49, the government collected \$4,670,342, compared with \$4,398,495 the previous year and \$4,099,795 in 1946-47.

Collection cost climbed to \$611,918 last year, \$570,505 in 1947-48 and \$544,673 in 1946-47.

In the fines and cost category, figures showed that delinquents paid \$35,677 in fines and \$36,472 in court costs last year; \$35,882 and \$39,595 in 1947-48 and \$40,478 and \$38,730 in 1946-47.

Woods, Denny Negotiate New 'Town Meeting' Deal

(Continued from Page 1)
question of whether the web's series should be televised and, if so, should it be simulcast, it was learned by RADIO DAILY last week. Another question under consideration centers on a possible reduction in the broadcast time of the program from its present full-hour to one-half-hour. It has been suggested that a cut in the broadcast time might interest more sponsors in the co-operative show.

Radio Theater, Benny Are Nielsen Leaders

(Continued from Page 1)
Sixth place was Fibber McGee and Molly, followed by "My Friend Irma," Bob Hope, "Inner Sanctum," and "People Are Funny." "Counter-Spy" led the multi-weekly evening listings, followed by "Beulah," and "Lone Ranger." Weekday pace-setter was Arthur Godfrey, followed by "My True Story."

KDYL Sponsor Offers Insurance For Dogs

(Continued from Page 1)
"Thanks," and are sent a policy. Premiums are paid by sending in a stamp also attached to the can. Thoroughbreds are insured for up to \$50, less aristocratic pets for \$25.

Heavy Grid Diet On CBS

CBS will air five consecutive hours of football coverage on Saturday, Nov. 19 starting at 2:30 p.m. In addition to "Football Roundup," its round-robin coverage of several games in progress at widely-separated points. CBS will broadcast a complete play-by-play account of the Stanford-California game at Palo Alto, starting at 5 p.m.

Anderson To Agency Post As Radio-TV Director

(Continued from Page 1)
As director of radio-video plans. At the Compton agency Anderson worked on the Procter and Gamble account for eight years. He was successively account executive on Crisco account, supervisor on Duz and for the last three years account supervisor on Ivory.

Joins "Johns"

Donald Hirsch, former associate producer for Goodson-Todman productions on CBS, has joined the staff of Masterson, Reddy and Nelson, package producers, as a producer-writer.



Housing Problem Solved

This cat had too many kittens to care for in her regular home. So she found a big knot-hole up a tree and moved her family in—a neat solution to her problem.

There's a neat solution to any advertising problem in the rich market of Baltimore. You just buy W-I-T-H, the big independent with the big audience.

Costs so little! Does so much! Those are the two big facts in the W-I-T-H story. Because W-I-T-H delivers more home listeners - per - dollar than any other station in town. In addition to this biggest home audience, a recent survey made under the supervision of the Johns Hopkins University showed that of all radios playing in taverns, 67.3% were tuned to W-I-T-H!

Call in your Headley-Reed man today and get him to tell you all about W-I-T-H.

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

Ohio Broadcasters Stage Sales Clinic

(Continued from Page 1)
 who also spoke at Wednesday's meeting, declared: "We believe radio is an excellent medium and have for a long time." The Kroger Company has spent "close to \$9,000,000" in radio since 1941, he disclosed.

Other Wednesday speakers included Beth Black, account executive for the Joseph A. Katz Co.; Dr. Kenneth Dameron, of Ohio State University; Joseph L. Brechner, manager of WGAY, Silver Spring, Md., and Frank Headley, president of Headley-Reed, New York. The meeting's chairman was Carl E. George, president of the Ohio Assn. of Broadcasters, and vice-president and sales of WGAR, Cleveland.

Miss Black stressed the need for adequate station information in usable size and said she buys with a long-term view and always looks to see what the station does with its local time.

Brechner pointed out things which helped make his small station successful, such as community selling and special summer sales festivals.

Headley rapped rate cutting and P. I. business. He said, "The value of merchandising aid is controversial. Program promotion deserves your thorough support. I think it's time a mature industry recognized the proper relation between spot and network rates. Although networks use up the preferred evening time and occupy a great deal of commercial time, the total net income of affiliated stations from spot time sales is larger than total net income of affiliated stations from the networks."

WOR-FM Boosts Air Time From 42 To 79 Hours

(Continued from Page 1)
 through Sundays, were "the great increase in the ownership of FM sets in the Metropolitan area" and "the widened area" which the station can serve with its new FM antenna located on the WOR-TV tower at North Bergen, N. J.

The former FM schedule, throughout the week, was from 3 p.m. to 9 p.m. The new schedule will provide programs during the following hours: Sundays, 3-9 p.m.; Monday, 10 a.m.-9 p.m.; Saturdays, 1 p.m.-11 p.m.; and the remaining four days of the week, 10 a.m.-11 p.m.

WOR-FM will carry WOR's AM broadcasts during the foregoing hours, except for a special weather report, Mondays through Saturdays, 6:15, in which WOR-FM will tie in with the Rural Radio Network for state-wide coverage. United Fruit Co. sponsors the weather report program on WOR-FM.

Wedding Bells

Frank Tirico, announcer for WMIK, Middleboro, Ky., will be married on Nov. 19 to Ruth Vuhany, of Bloomfield, N. Y.

News-Program Importance Stressed At NARND Confab

(Continued from Page 1)
 of the Association's annual convention, Friday at the Commodore Hotel, New York. Approximately 200 newsmen attended the three-day session which ended yesterday.

Sees News Personnel Growing
 "The number of stations within the United States maintaining news departments manned by competent news personnel has increased sharply within the last three years, but it is still an obvious fact that the vast majority are willing to trust to star members with no news training and no understanding of the community impact of news," Mickelson said.

He continued: "It is also an unfortunate fact that news personnel have far too little prestige within the station itself. Some stations regard news directors as top station executives, as they should, but unfortunately this is not generally true. . . . In many cases there is greater prestige, greater responsibility, and more remuneration outside the news department. That's not a pretty picture but it's true, and will be until the news director is regarded as a person of equal stature with the program manager, the sales manager, and the chief engineer."

Impact of TV Cited
 Mickelson had this to say of the video outlook, from the newsman's viewpoint: "There is plenty of evidence that we need to become much more active in television. . . . Only a small percentage (16.7 per cent) of the television stations now on the air have employed competent news personnel to report, write and produce their own news broadcasts. Unless we move swiftly to promote the concept that news broadcasting, whether it be in AM or television, should be done by trained news personnel, we may find ourselves in an irreparable position."

Tells of NARND Expansion
 The NARND's views on its own membership potential were summarized thus: "We have 180 members now, but we have a potential of nearly 2,500. Certainly one of our objectives should be to place at least one competent newsman in every radio station—AM, FM, or television."

Among other tasks the NARND has taken on and will continue to carry out, Mickelson said, is that widening and strengthening the radio or TV newsman's right to operate on an equal footing with reporters for other media. "We still need," the NARND president declared, "to establish indelibly the fact that the microphone and the television camera should have access to all the sources of news where the pencil and paper are now permitted. And beyond that, that radio should have access to all potential sources of news."

In line with this, Mickelson touched on the Association's progress in its campaign to secure for radio

newsmen equal rights in protection of their news sources. "We have

Mickelson had a word of comfort for "those of us who will remain in AM news broadcasting without much prospect in the immediate future of getting into television." Their position remains "very secure," he declared. "There is nothing new on the horizon which indicates to me that television can in any way compete with AM broadcasting in the presentation of sharp, hard-hitting, factual broadcasts presented swiftly and concisely with no waste of time between the event and the broadcast. In short, it appears now that AM news will remain strong indefinitely. . . ."

The most significant proof of NARND's success during the past year, Mickelson said, is its increasing acceptance within the broadcasting industry. "The voice of NARND is now heard," he said. "Broadcasters recognize the name. . . . Talk to the editor of a trade publication or the editor of a news service. You won't fail to note that NARND is a well and highly respected segment of the radio broadcasting industry."

In discussing the third annual "Voice of Democracy" contest Rob-

Broadcasters Blast FCC For Sluggishness

(Continued from Page 1)
 oring the enactment by Congress of a law embodying a two-year time limit on improvement application, if the FCC takes no action in the matter.

Another resolution blasted the "do-nothing attitude and unstable policy of the Commission as evidenced in its failure to decide the so-called clear channel case (which) is threatening to disrupt the entire radio industry." The FCC was asked also to use its authority to prevent Cuban stations "from usurping commanding positions in frequencies on which listeners of Florida, Georgia and the Gulf states have a right to listen to American stations."

ert K. Richards, director of public relations for the NAB, reported that co-sponsors of the annual competition, the United States junior chamber of commerce, had announced again that there would be full participation by 48 states and by all the territories. Based upon reports from the jaycee's 1800 chapters and broadcasters all over the nation, he estimated that upwards of one-half million students participated this year—almost doubling the total participation in 1948.

for profitable selling **INVESTIGATE**

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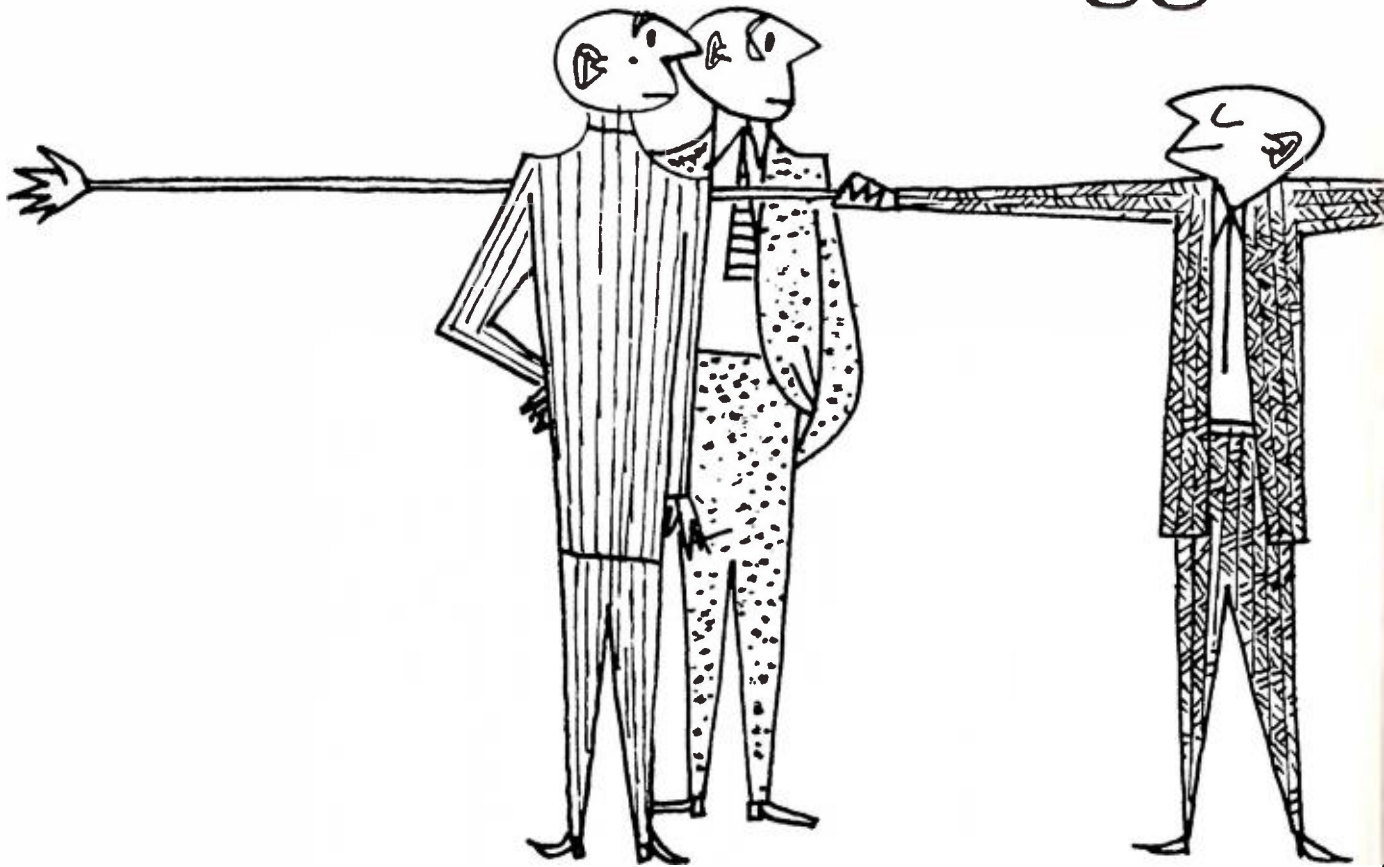
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STEINMAN STATIONS
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 Represented by **ROBERT MEEKER ASSOCIATES**
 Chicago San Francisco New York Los Angeles




It's even
bigger
than
bigger



Each time you look at radio it's bigger.
You turn your head away and before you turn
it back it's bigger than ever.¹

Radio is bigger than anything—
bigger than magazines, bigger than newspapers,
bigger than both of them put together.

Yet in measuring the bigness of radio,
people still use obsolete yardsticks.
Yardsticks, for example, which compare
the circulation of a *whole* magazine with
the audience of a single network program.
(It's like saying my apple-tree is bigger
than your apple, as *Variety* recently put it.)²



Or take a yardstick like "cost-per-thousand
listeners." In radio a more realistic gauge
is "cost-per-million." In radio there is
no such thing as only "a thousand" listeners.
(It's like using a ruler to measure the distance
between the stars.)³

Sometimes the only way you can tell anything
is bigger than anything is by discovering
that it's smaller. The cost of customers
delivered to advertisers in network radio
is smaller than in any other major medium.

And CBS is both bigger and smaller than
anything in radio—bigger because it delivers
more millions of listeners to advertisers
than any other network; smaller because
it does so at the "lowest cost-per-million."

CBS

—where 99,000,000 people gather every week

The Columbia Broadcasting System

¹ People are buying
radio sets at the rate
of 650,000 a month!

² CBS reaches 34
million families each
week! The country's
largest magazine
has a readership
of about 15 million
families per issue.

³ CBS' "cost-per-million"
actually delivered
to advertisers
comes to only \$1670—
or one customer for
one-sixth of one cent!

ANA-AAAA Adopt BMB Resolutions

(Continued from Page 1)

search needs that can best be served by a tripartite, cooperative organization," the ANA said in a resolution by its Radio and Television Group that, as far as radio advertisers are concerned, research into station coverage area is the type of activity falling into that category.

Improvement Seen Possible

BMB's present service in this respect could be improved, the ANA declared, by the addition of data on "time of year," giving seasonal variations in station coverage. In forwarding the resolution to BMB, the ANA's president, Paul West, voiced "the determination of advertisers not to slip back to the early chaotic days in media research. . . . If we retrogress, eventually economic necessity, brought about by more intense competition and the growth of new advertising media will force us to regain the position we now have. . . ."

The resolution was described by the ANA as representing the combined judgment and experience of the 212 members of its Radio and Television Group. It was prepared by the group's steering committee, whose chairman is A. N. Halverstadt, manager of radio and television for the Procter & Gamble Co.

Approved By Board

The 4-A statement was issued on behalf of, and "with the entire approval" of the 4-A board of directors, an announcement by that organization said.

The 4-A statement, however, while "endorsing the need for Broadcast Measurement Bureau, Inc., and for the type of audience information which BMB supplies," added: "We do not feel that this additional information or service should be specified or spelled out at this time. It must come, if and when it comes, as a natural growth and to fill a definite need."

Send Birthday Greetings To—

November 14

Hazel Estes Morton Downey
Budd Hivlick Wanda Ellis
Dick Nesbitt Dick Powell
Johnny Desmond Martha Tilton

November 15

Franklin P. Adams Carol Bruce
Norman E. Beck

November 16

Albert A. Grabe Jim Jordan
Lucien Dumont Gordon R. Gray
Lawrence Tibbett Jean Sargant
Mary Margaret McBride
Louise Starkey

November 17

Frank Fay Wiley Walker
Jack Lescoule Quin Ryan



Mainly About Manhattan. . . !

● ● ● WEEK-END CUFF NOTES: Watch for more NAB membership resignations if the board decides to set up Broadcast Advertising Bureau as private enterprise. . . many dues-paying members feel that service of BAB is due them as members of the industry association. New policy at NBC (both radio and TV) is that scripts submitted must be read within one week. Nice consideration if they live up to it . . . Chesterfield cigarettes considering bankrolling Joe Franklin's "Smoke Dreams" in Jan. . . . NBC interested in a TV show with Doris (Radio Registry) Sharp called "Meet the Actor." Is there no end to Doris' versatility? . . . Frank Cooper now handling Mickey Rooney. . . . Jean Sablon, due to make a film in Paris, expected back here in Feb. . . . Doug Storer, who started Bob Ripley's "Believe-it-or-Not" feature on radio some 20 years ago and has managed it ever since, stepped into the role of emcee on the TV version's final stanza last week and did a right smooth job. Series is off until Jan. 4th when it comes back bankrolled by Ballantine Beer. . . . Radio Row loses one of its more eligible bachelors when Jerry Layton ties the knot March 19th with lovely Sherill Cannold. Bob Taplinger's Gal Friday. . . . NBC planning to adapt Clare Booth Luce's "The Women" for video. . . . Peter Donald sez the reason the preem of Berle's film in Lindy's is off is because Lindy couldn't find room for the popcorn machines.

★ ★ ★ ★

● ● ● JUST THINKING OUT LOUD. There's no question but that the world's greatest speakers are heard over the radio and rarely are any of them 15 minutes or at most a half-hour of time. In emergencies, the Pres. of the United States has spoken longer, but it is the exception rather than the rule. Why then does the broadcasting industry at its gatherings (such as District Meetings, for instance) have speakers who run for an hour or more until the original group of say 225 listeners has dwindled down to a mere handful? Why can't the industry put into practice what it so finely preaches? What's more, the worst offenders in this dept' are usually men who know better and who actually represent the industry.

★ ★ ★ ★

● ● ● TELLING ON TELEVISION (or views on video): Saturday night is the loneliest night of the week—on television. Don't the networks think that anybody stays home that day? Certainly the way the programming goes at present, video won't keep 'em there. . . . The new Sunday p.m. Paul Whiteman show has too little production arrangements and too much dancing. 'Pops' is deserving of a better fate. . . . Poor scripting is hamstringing Al Bernie. The talent is there but who is to express it? . . . Name stars are raving about the way producer Frank Telford handles them on CBS' "Silver Theater" on Monday nights. . . . Sidney Paul turned in a contract-winning performance on "H'wood Screen Test" last week. . . . Marty Glickman is easily the standout television football reporter. His comments on a game fully reflect his varsity background. Conversely, however, Marty does not scintillate in his radio basketball coverage as he strives to keep up with every maneuver rather than describe the pattern of the play. And, as for Marty's over-use of the word "swish," how about that.

★ ★ ★ ★

● ● ● SMALL TALK: ABC's sports ace, Joe Hasel, is celebrating his 20th ann'y in radio this month. Nice goin,' Joe, and here's to the next 20! . . . "Versatile Varieties," produced by Frankie Scott and Charlie Basch, takes a nine-week hiatus on the 18th leaving with a Pulse rating of 19.0—highest in their time slot.

THE WEEK IN RADIO

NARND Confab Opens

MORE than 100 radio and TV news directors attended discussion panels in the annual three-day convention of the National Association of Radio News Directors. At the weekend convention, whose main theme was the building up of the prestige of news directors within stations to executive levels, the main speakers included NARND president Sig Mickelson of WCCO, Minneapolis; NAB president Justin Miller; Benjamin Cohen, assistant secretary general of the United Nations; NAB public relations director Robert Richards; Edwin C. Canham, editor of the Christian Science Monitor; Elmer Davis of ABC; Edward R. Murrow of CBS and General Omar N. Bradley.

Among the over-all problems of broadcasting to be taken up at the NAB board meeting tomorrow will be the future of the new Broadcast Advertising Bureau and of the Broadcast Measurement Bureau. The question of whether the NAB should remain within the fold of the NAB or be set as a private enterprise will be considered.

According to a survey released at the NAB's 2nd district meeting at Asbury Park, N. J., 64 per cent of the small-market stations have solved one of their sales problems by paying their time salesmen from 15 per cent to 20 per cent commissions, thereby producing the best results. . . . WCBS landed sponsors for both the AM and TV coverage of the local elections: F. M. Schaefer Brewing Co. for radio and United Fruit Co. for television. . . . Before the tumult and the shouting of the elections were over, MGM launched what it described as a four-day "saturation campaign" in behalf of its new film production, "Battle-ground." The campaign consisted of 285 spots, transcribed "Jody Chant" commercials bordering on "irritation" advertising, over eight New York stations: WNBC, WCBS, WJZ, WOR, WNEW, WINS, WMCA and WMGM.

Highlighting the continued upsurge in network business was the signing of a seven-year contract for the radio broadcasting of the World Series by Mutual, with Gillette Safety Razor Co. as the sponsor. Under the deal signed with Baseball Commissioner Albert B. Chandler, Mutual will serve more than 520 MBS stations plus an auxiliary list of some 200 stations in the United States, Hawaii, Alaska, Canada, Cuba and Latin America.

BROADCASTERS . . .

You can get yourself a top-flight promotion man with an outstanding record. This man has been a radio station sales promotion director for four years, and has had long experience as a time salesman and in station programming.

Write RADIO DAILY, Box No. 286, 1501 Broadway, N. Y. C.

TELEVISION DAILY

Section of RADIO DAILY, Monday, November 14, 1949 — TELEVISION DAILY is fully protected by register and copyright

BRITAIN TO USE CBS COLOR VIDEO

TELE TOPICS

CRISIS," a Chicago origination recently arrived on the NBC web, may be accurately described in two words—nothing happens. As reviewed last week, the half-hour format is as follows: A person who has experienced a crisis in her life, tells her story to reporter Adrian Spies. When she reaches the point of decision, her narrative is stopped and actors, who have been briefed in the story-line beforehand, resolve the situation according to their own interpretation and without script. Their decision is compared with the "real life" action and then the routine is repeated. . . . On the air, the show moved at snail's pace. Explanation of the format by Robert Cunningham took four minutes, at which point Spies and the "real life" woman took over. At 11 minutes, Cunningham began to set the scene for the actors—with Spellbound-type music as a background—and the action didn't begin until almost 14. The playlet ran only two minutes, and then Spies and the woman took over until 21 minutes. Setting the scene again took three minutes and the play once more was stopped after only two. After a final check with the woman, Cunningham closed with something like this: "Who can tell what is real and what is imaginary when all the world's a stage?" That line, we think, embodies the show's major fault—the plot did not seem real, and as fiction it was as hackneyed as they come. . . . Program is produced by Ted Mills and directed by Norman Felton.

THE TRADE'S still buzzing about Arthur Godfrey's on-the-air blast at an "overzealous" flack (presumably the George Evans office) for planting teen-age girls in the show's audience to squeal for Bill Lawrence two weeks ago. When the kids became noisy during a rather dry talk on nuclear physics, Godfrey rebuked them and threatened to clear the studio for future shows. Last week, however, after Arthur had found out that the girls were plants, he apologized to them and let go at the p.a. instead. The original incident prompted Berle to address his audience on his show last week somewhat as follows: You'd better wake up or I'll send you over to Godfrey and have him bawl you out.

NBBC IS PITCHING the Dave Garroway show at Budweiser beer, in the hope that CBS may not be able to clear stations for the Ken Murray stanza. . . . CBS will do an experimental closed circuit audition of a "Lum and Abner" TV adaptation within the next few weeks. Web emphasizes, however, that it's strictly a trial with no firm plans for a regular series for the team. . . . WNBT has not cancelled the Hank McCune show, as itemed here last week. Station did knock out the film for one week because of a bad print.

De Forest Tells FCC Of 'Superior' Color TV

Washington Bureau of RADIO DAILY
Washington—Dr. Lee De Forest told the FCC Thursday that he is working on a color video system superior to anything yet offered, but that it will be a year before it is ready to show. He said his system is not compatible, but that it will not require a change in standards. The 76-year-old inventor, currently active in organizing a new company to produce home receivers, was unable to offer much of value for the Commission at this time, he said. He does plan, however, to press forward with his developmental work.

The Commission also heard the consulting engineer, Raymond Wilmette, who spoke at some length on the advantages of polycasting as the solution to the power difficulties predicted for the UHF. Wilmette called for a series of low-priced stations in what today are normal service areas to TV stations, assuring even reception throughout the area. These would broadcast simultaneously, receiving the signals from the central studio station on two channels to protect against ghosts.

Frank McCall Named NBC-TV News Chief

Appointment of Francis C. McCall as director of news and special events under NBC's new TV reorganization has been announced by Pat Weaver, v-p in charge of tele. Adolph J. Schneider was named manager of operations.

McCall has been with NBC since 1937 and during the war served overseas in Europe and the Pacific.

New RCA Receiver Adaptable To Various Bands, Voltages

A major step toward solving problems of international video standards has been claimed by RCA through development of a new receiver built to operate on the varying power line voltages and frequencies prevalent in many foreign countries, it was announced by Meade Brunet, managing director of the RCA International Division.

The new non-synchronous receiver was designed for world markets by engineers of the RCA International Division in conjunction with the RCA Victor Division. It operates

Pulse Top Ten	
Texaco Theater, NBC.....	61.5
Talent Scouts, CBS.....	46.6
Godfrey Friends, CBS.....	39.6
Goldbergs, CBS.....	38.2
Toast of Town, CBS.....	37.1
Stop Music, ABC.....	32.1
Fireside Theater, NBC.....	31.3
Kraft Theater, NBC.....	28.1
Studio One, CBS.....	28.0
Philco Playhouse, NBC.....	27.5

Rates Up On NBC's Second Web Card

NBC yesterday issued its second network rate card, offering an interconnected web of 26 stations for \$11,875 per hour, class A time, plus 23 non-interconnected stations for \$5,550, or a total of \$17,425 for the 49 outlets.

In a letter accompanying the card to advertisers and agencies, George Frey, director of sales, said that the web is being used for over 21 hours a week by 33 bankrollers.

Rate card number one offered 21 interconnected stations for \$7,600 and 13 non-interconnected stations for \$3,300. Virtually every station listed on both cards has increased its rates.

Emery To Hit The Road In Personal Appearances

Bob Emery, proprietor of Small Fry Club on DuMont next week begins a personal appearance tour of theaters, stations and stores in Boston, Chicago and New York. Frank Baer, program's film cameraman will cover the dates.

BBC In Research With Home-Built Color Studio

Dr. Peter C. Goldmark, CBS director of engineering research and development, has disclosed that the British Broadcasting Corp. will begin color TV experiments based on the CBS color system. Goldmark returned last week from London, where he demonstrated the CBS system before leading British engineers at the invitation of the British Institute of Electrical Engineers.

Goldmark disclosed at the same time that CBS research engineers have begun work on designs for the first universal pickup equipment for use in commercial color.

He said that the BBC's decision to begin experimenting in color video followed investigation of the CBS color system in this country by BBC engineers and executives, and a study of color equipment built in England by Pye, Ltd. The latter equipment, built from CBS designs, was used by Goldmark in his London demonstration.

Goldmark said that the BBC's color plans include the building of complete studio and receiving equipment, all based on CBS designs. H. L. Kirke, chief of the BBC's research department, will direct the British color activities, under the general supervision of Sir Noel Ashbridge, BBC director of technical services.

The British observers were impressed by four major points in their study of CBS color, Goldmark said, listing them as follows: simplicity, color fidelity, sharpness of image, and ease of adaptability.

Returning to the subject of the new universal TV pickup equipment being designed by CBS, Goldmark said it will have the advantages of being "all-purpose," simpler to build and operate, and more compact than present equipment.

Ziv's "Easy Aces" Film To Be Sponsored On DuMont

"Easy Aces," quarter-hour film program starring Goodman and Jane Ace will be aired weekly, Wednesday, 7:45 p.m., by 15 DuMont stations, beginning Dec. 14 under sponsorship of Phillips Packing Co., through Aitkin-Kynett agency, Philadelphia.

Produced by Ziv Television Productions, Inc., program is scripted by Ace, George Foster, Mort Green and Jack Raymond. Jeanne Harrison directs, and Betty Garde is featured in the cast.

AM-TV-EQUIPMENT-FM-FAX

Section of RADIO DAILY, Monday, November 14, 1949

Credits Top TV Service To RMA Town Meets

Washington Bureau of RADIO DAILY

Washington — The training and education of TV servicemen is five years ahead of what it would be were it not for the RMA Town Meetings, president R. C. Sprague, of Sprague Electric Co., said at a town meeting for servicemen here in the Washington area. This was the seventh such session in the past two years, with over 800 servicemen turning out for the three evening sessions. Sprague is chairman of the RMA Town Meetings Committee.

Calls Job "Tremendous"

In opening the three-day session Sprague declared, "At the time this committee took on the project of helping the radio technician upgrade himself to television, there was little realization in the industry—from technicians to manufacturer—of the tremendous educational job involved. Neither did the industry realize that the center of importance had shifted from the salesman to the technician.

"As a result of these 'town meetings,' our educational activities today are at least five years ahead of where they would have been otherwise. Individual manufacturers, the trade press, and other services have, I believe, been stimulated to extend help to technicians in a manner that is an example for all American industry."

VIDEO "SKYHOOK" LIGHTS



Revolutionary new attachments for all types of TV lights have been installed in the studios of WCAU-TV, Philadelphia. The "skyhook" lights enable engineers to secure many lighting effects which previously required much testing and pre-setting. Lights are attached to overhead power rails and may be suspended or angulated in any direction, plus moved to any direction on the power rails. One man can set the studio lighting in a matter of a minute or two.

CBS Lensless Lens For Gridiron Telecast

TV football fans who will follow the Columbia University-Brown football game from Baker Field, New York, next Saturday, Nov. 19 (CBS-TV, starting at 1:20 p.m.) on their video sets, should have a better-than-front-row seat, if all claims made by CBS-TV for a new lensless lens to be used for the first time by the network shape up to expectations.

Designed By Dr. Back

The revolutionary new lens, Video-Reflector, designed by Dr. Frank G. Back, creator of the Zoomar lens, is a 40-inch lensless lens, designed to bring sharp close-ups of sports and news events to the nation's home TV screens.

In the new Video-Reflector lensless lens, the optical trick is accomplished with mirrors. There is not a lens element in the entire system. Four special reflectors bounce the light beams back and forth to obtain magnification so high that the figure of a man more than a block away from a TV camera completely fills the screen of a TV receiver.

Up until now, extra-long-focus telephoto lenses were out of the question for TV pickups. A lens with a focal length of 25 inches (which by old standards meant that it had to be at least 25 inches long) were about the longest that could be used.

Introduce 16MM & TV Improved Sound Track

A new type of sound track, which offers substantial improvement in the reproduction of sound with average 16-mm projectors and TV has been introduced by J. A. Maurer, Inc., Long Island City, N. Y. In this new track, the familiar bilateral type of recording in a single line is replaced by a group of six smaller VA tracks, each a duplicate of the other and one-sixth the width normally employed. The multiple track thus contains twelve simultaneously modulated, identical areas.

Capodanno Joins Emerson As Dir. Of Engineering

R. T. Capodanno has been appointed director of engineering at Emerson Radio and Phonograph Corporation, Dorman D. Israel, executive vice-president of the company, has announced.

Capodanno was associated with Philco for the past eleven years, where he was active in government projects and in developing home, auto and radio receiver designs. Prior to this, he was connected with the University of Illinois, Physiological-Psychology Department.

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PRODUCTION PARADE

A Technical Story

The job of telling a technical story in simple terms is done graphically in a three-color, four-page folder announcing American Structural Products Company's new rectangular television bulb. American Structural is an Owens-Illinois Glass Company subsidiary. The folder, written for tube and set manufacturers, shows dramatically why the rectangular bulb is the only bulb that uses all the viewing surface, gets all the picture and provides for reduction of cabinet size. Dimensional drawings are included.

New Flex Lite

Aero-Motive Manufacturing Company announces a new addition to their line of Flex Lites, namely a combination Flex Lite and Extension Cord Trouble Lite to work on 110 volts in place of flashlight batteries. Service men in many fields have long wanted a small trouble light that would fold up compactly enough to be carried in a service man's tool kit. The new model 110 comes equipped with a Flex Extension approximately 12 inches long and a neoprene service cord 12 feet long.

L. W. ANDREWS, INC.

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RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 29

NEW YORK, TUESDAY, NOVEMBER 15, 1949

TEN CENTS

NAB FINANCING GETS CONSIDERATION

CAB Takes Issue With Dunton On TV

The Canadian Assn. of Broadcasters has challenged a statement by A. D. Dunton, chairman of the board of governors of the Canadian Broadcasting Corp., on the status of Canadian television, as quoted in RADIO DAILY on Nov. 1.

In a letter to RADIO DAILY last week, T. J. Allard, general manager of the CAB, which represents 95 of Canada's 119 privately-owned stations, questioned in particular Dunton's assertion that television in Canada is "wide open" for private broadcasters. Said Allard: "This

(Continued on Page 2)

Capital Radio Women Will Hold One Day Clinic

Washington—A publicity clinic, designed to give D. C. women's club, Embassy and other organizational publicity chairman an insight on how to use radio to promote their activities, will be given Thursday, Nov. 17 by the Nation's Capitol Radio Women on the American University campus. The clinic is sponsored by the public relations division of the university and the

(Continued on Page 6)

Texas Co. To Sponsor Met Opera Airings

The Texas Company will sponsor the Metropolitan Opera Saturday afternoon radio broadcasts over the ABC web for the tenth consecutive year starting November 26, it was announced by George A. Sloan, Chairman of the Board of the Metropolitan Opera, W. S. S. Rogers, Chairman of the Board of the Texas

(Continued on Page 8)

Both Barrels

The law of averages took time out Sunday night on ABC's "Stop the Music," when two listeners collected fat jackpots for identifying a "Mystery Melody." The first tune, "Chief Hickum," had gone unidentified for six weeks. Minutes after it was successfully named, another listener hit the bull's eye—naming the new tune—"Rustic Dance."

Plan Xmas Drive

Camden, N. J.—Preparing for a big Xmas drive on the 45-rpm music reproduction system, the RCA Victor Home Instrument and Record Departments are readying an intensive and complementary program, employing national advertising, a new radio program for children, and a variety of point-of-sale display units to spotlight 45-rpm instruments and records as ideal Xmas gifts for all family members. Special emphasis will be placed on the expanding child-drer's market.

BMB To Suspend; New Service Studied

Plans to suspend operations of Broadcast Measurement Bureau on December 31 except for servicing operations on the Second Study which is scheduled to be released next month, were announced last weekend following a meeting of the executive committee of BMB.

Decision to curtail operations was made by NAB, AAAA and ANA, the three associations which are mem-

(Continued on Page 8)

Davis Named Vice-Pres. Of Kenyon & Eckhardt

Hal Davis, publicity director of Kenyon & Eckhardt Agency, New York, yesterday was named vice-president of the agency following a meeting of the board of directors. Two other executives were elected to similar positions. They are Rob-

(Continued on Page 5)

Shelley Named President Of Radio News Directors

Jack Shelley, of WHO, Des Moines, Ia., was elected president of the National Assn. of Radio News Directors, succeeding Sig Mickelson, during the closing business session of the NARND convention held in New York last week.

Ben Chatfield, WMAZ, Macon, Ga., was named first vice-president; Jim Bormann, Cedar Rapids, Ia., second vice-president; Sheldon Peterson, KLZ, Salt Lake City, Utah, treasurer,

and Soren Menkoff, WOW, Omaha, secretary.

The following men were elected to the NARND board for three-year terms: Ben Cochran, WCOP, Boston; Sheldon Peterson, KLZ, Salt Lake City; John Bills, WQAM, Miami, Fla., and Tom Eaton, WTIC, Hartford, Conn. Jack Shelley, of WHO, was elected to fill the unexpired one-year term of David Kessler, WHAM,

(Continued on Page 8)

Members Of Board Finance Committee Meet To Discuss Budget Problems And Make Recommendations

Drewry Announces Peabody Plans

Athens, Ga.—January 9, 1950 is the deadline for entries in this year's Peabody Awards competition, according to an announcement yesterday by Dean John E. Drewry of the University of Georgia's Henry W. Grady School of Journalism, which administers the awards.

Winners will be announced at a luncheon meeting of the Radio Executives Club of New York on May 1 by Edward Weeks, Peabody board

(Continued on Page 2)

Twelve ABC Stations Get Promotion Awards

Twelve radio affiliates of ABC have won top honors in the net's sixth annual competition for outstanding audience promotion of network programs. Award certificates are given by ABC based on question-

(Continued on Page 6)

State Dept. to Send Music Series Overseas

All Sunday's programs of the New Friends of Music chamber music series at Town Hall, and all subsequent programs this season, will be recorded by the International

(Continued on Page 4)

Washington Bureau of RADIO DAILY

Washington — The problem of financing NAB operations for the balance of the year and effecting additional cuts in operations came before the Board's Finance committee at a meeting held yesterday on the eve of the three-day session of the full NAB board. It is no trade secret that the

(Continued on Page 5)

Butler To Address REC Luncheon Thurs.

Ralph Starr Butler, formerly vice-president in charge of advertising for General Foods Corp., will be the guest speaker at the luncheon-meeting of the Radio Executives Club of New York at the Hotel Roosevelt, Thursday, at 12:30 p.m.

Butler, pioneer in radio advertising who for 17 years supervised the

(Continued on Page 2)

Georgia Tells High Court FCC Right In WGST Case

Washington Bureau of RADIO DAILY

Washington—The State of Georgia told the Supreme Court in great detail yesterday that the FCC judgment concerning the ability of a radio station to serve the public interest cannot lightly be set aside by a state court. In the case of

(Continued on Page 4)

Record TV Reception

Montreal—A television broadcast was viewed here Friday night, according to D'Alton Woodlock, of Iberville, Quebec. He brought television equipment which he built himself to the apartment of Mr. and Mrs. Albert Desjardins, and the three watched a boxing match staged in Madison Square Garden, New York.



Vol. 49, No. 29 Tuesday, Nov. 15, 1949 10 Cts.

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

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

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Older, Chief 6417 Dahlonaga Rd.
Phone: Wisconsin 3271
CHICAGO BUREAU
Hal Tate, Manager.
360 No. Michigan Ave.
Phone: Randolph 6-6650
SOUTHWEST BUREAU
Paul Girard, Manager
Tower Petroleum Bldg.,
Dallas, Texas
Phone: Riverside 3518-8

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

FINANCIAL

(November 14)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include ABC, Admiral Corp., Am. Tel. & Tel., CBS A, CBS B, Philco, RCA Common, RCA First Pfd., Westinghouse, Westinghouse Pfd., Zenith Radio.

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Rows include Hazeltine Corp., Nat. Union Radio.

OVER THE COUNTER

Table with columns: Bid, Asked. Rows include Du Mont Lab., Stromberg-Carlson.

Whitney in New York

George Whitney, Don Lee General Sales Manager, is in New York on business and is stopping at the Biltmore Hotel. Whitney will call on the Blair offices, Don Lee's eastern sales representatives, and clients in New York, Chicago and St. Louis. Whitney's tour concerns both AM and TV business. He'll return to Los Angeles around December 1.

RADIO DIRECTOR'S RIGHT HAND

11 years proved performance, 4A Agencies, Secretarial skills. Production, scripts, E.T.'s, traffic, spot time buying, contracts. On the other hand: college, tact, personality. Write Box 287, RADIO DAILY, 1501 Broadway, New York City.

Butler To Address REC Luncheon Thurs.

(Continued from Page 1)



DENNY

NBC executive vice-president who will speak in connection with the presentation of a Junior Achievement Award to an NBC affiliate.

The annual national radio award to the best Junior Achievement radio broadcasting company in the United States will be presented to the Junior Broadcasting Company of Peoria, Ill.

Denny will present the award (an illuminated scroll signed by Justin Miller, president of NAB and the presidents of the four major networks) to William Allan Linsley, president of the Junior Broadcasters Company, who will be guest of honor. Linsley will be featured on broadcasts of the four major networks during his New York visit.

Linsley, a 16-year-old junior at Woodruff High School, Peoria, was elected to come to New York to receive the award by fellow-members of the prize-winning company.

Linsley's group broadcasts over WEEK, Peoria affiliate, a regularly scheduled series of Saturday morning programs covering teen-age sports, fashions, social activities and high school chatter. Recordings of their broadcasts were entered in competition with the works of other Junior Achievement radio companies, together with financial statements and annual reports.

Second place award has been made to the Big Four Broadcasting Company, sponsored by WMBD, Peoria, Ill., national award winner in 1947. Honorable mention has been given to Talent Unlimited, sponsored by the New Bedford (Mass.) Gas and Edison Light Company.

Peabody Award Plans Announced By Drewry

(Continued from Page 1)

chairman, and Dean Drewry. Four awards are to be made this year in the field of television, in addition to those in radio. Entry forms are being mailed this week to stations and networks throughout the U. S.

The Peabody awards are designed "to recognize the most disinterested and meritorious public service rendered each year by the broadcasting industry, and to perpetuate the memory of George Foster Peabody, benefactor and life trustee of the University of Georgia.

CAB Takes Strong Issue With Dunton On Video

(Continued from Page 1)

statement must be compared with the fact that, so far, no application for a television license by any privately owned broadcasting station in Canada has been granted.

Allard had this rebuttal for Dunton's statement that only one private operator had applied for permission to build a TV transmitter (at the time the Nov. 1 story was written): "To our definite and certain knowledge," said Allard, applications have consistently and repeatedly been made by broadcasting stations CKEY and CFRB, Toronto, CKAC and CFCF, Montreal, and on other occasions by CHML, Hamilton, Mr. Al Leary, of Toronto, and Canadian Famous Players Limited. We are also led to understand that an application was made by CKLW in Windsor."

Jessel Guesting

George Jessel who is in New York this week for personal appearance on November 18th at the Roxy for opening of "Oh, You Beautiful Doll," will also do Elgin Tele show and "We The People" show while here. On return trip to the west coast he will stop over in Chicago for p.a. then to Hollywood for Crosby show and two Martin and Lewis shows.

COMING and GOING

W. W. CHAPLIN, newscaster heard on NBC, this week will broadcast his "Report on America" from Phoenix, Ariz., and the following week from Albuquerque, N. M.

JAMES HANRAHAN is in town from WEWS-TV, Cleveland, for conferences at the headquarters of the Columbia network.

MERRILL "RED" MUELLER, London correspondent of NBC, has arrived in New York, and now is leaving for Dallas, Tex., where he will discuss International Forums at the convention of Sigma Delta Chi.

G. RICHARD SWIFT, general manager of WCBS, together with JACK STERLING and BILL LEONARD, station personalities, spent the past week-end fishing off Montauk Point.

BENEDICT GIMBEL, Jr., president and general manager of WIP, Philadelphia, today is in New York on business, while GORDON GRAY, vice-president of the station, is in Harrisburg, attending a meeting of the Pennsylvania Association of Broadcasters.

WILT GUNZENDORFER, general manager of KROW, Oakland, Cal., is in town on a short business trip.

DREW PEARSON, American network commentator, on Armistice Day was in Hays, Kansas, for a special network program in connection with the Freedom Train.

HENRY MORGENTHAU, III, assistant program director at WNEW, is spending a week in the Virgin Islands.

TONI ARDEN, Columbia Recording featured artist, is in Detroit for a one-week appearance at the Fox Theater.

HOMER CANFIELD, western network manager of NBC, is in Gotham to confer with program officials of the web.

New Gnu



Mother Gnu poses for her first picture with her brand new baby girl. It was a big event in the Washington Zoo.

There's something new in the Baltimore radio market, too. It's about the big plus audience that W-I-T-H delivers.

You probably know that W-I-T-H produces more regular home listeners-per-dollar than any other station in town. Now a recent survey made under the supervision of the Johns Hopkins University shows that, in addition, 34.6% of all the radios playing in drug stores were tuned to W-I-T-H!

This means that a little money goes a long way on W-I-T-H. It means that from W-I-T-H you get real low-cost results. So call in your Headley-Reed man and get the whole story today.



BALTIMORE, MARYLAND
Tom Tinsley, President - Represented by Headley-Reed

"THEATRE TIME"

**The FIRST Open-End "NAME" STAR DRAMATIC
TV 1/2-HOUR SHOW—BUILT ESPECIALLY FOR TV!**

Regional and national advertisers will find "THEATRE TIME" the perfect vehicle for use in selected markets. Now, for the first time, local advertisers may sponsor a big-time TV dramatic show at a cost within their budgets!

Available on 16mm Kinescope film (new improved Paramount process) at sensationally low cost through syndication—starting at \$135.00 including 15% agency discount!

Time allowed for opening identification, two commercials, closing signature.

"THEATRE TIME" includes such stars as LUISE RAINER (twice Academy Award Winner) in "THE LOST CHILD," original story by Alfred Bester; CHESTER MORRIS (Boston Blackie on the screen) in "GARCY'S GIRL," original story by Carl Bixby; and other names.

Nationally known writers, direction by Carl Eastman. Series will include mystery, comedy, melodrama, suspense, etcetera.

ARRANGE FOR YOUR SCREENING NOW!—RESERVE THE MARKETS YOU WISH!

"THEATRE TIME" is a Meleo Production, produced by Chick Vincent and Gerry Law

Distributed Exclusively By

KASPER-GORDON, Inc.
140 BOYLSTON STREET, BOSTON 16, MASS.
DEVONSHIRE 8-7357

CHICAGO

By HAL TATE

MR. ION BURRIS is critically ill at the Illinois Central Hospital following a recent stroke. Seventy-nine years old, she is the mother of Bill Irvin, radio editor of "The Chicago Sun-Times" and the mother-in-law of Doris Keane, owner of the Radio Institute of Chicago.

Phillips 66 gasoline is ready to renew the WLS-National Barn Dance for the 4th consecutive 13 weeks. Program is heard on 92 ABC stations and originates at the 8th Street Theater. Lambert & Feasley, Inc., N. Y., handles the Phillips account.

News commentator Moulton Kelsey and his wife, who was formerly a radio actress in St. Louis, have packaged a show titled "Home Front" in which several stations have expressed an interest. With the Kelseys expecting a youngster in March, "Home Front" deals with the trials and tribulations of parents-to-be.

Georgia Tells High Court FCC Right In WGST Case

(Continued from Page 1)

WGST, Atlanta, where the Commission insisted that the Regents of the State University System, to whom the station was licensed, exercise the powers and authority to which they were licensed, "federal power is exclusive," said State Attorney General Eugene Cook.

It was after the FCC insisted that the station abrogate a management contract with Southern Broadcasters, Inc., that a state court held the station was liable for the money which would otherwise have gone to the firm. A major stockholder of the firm is Sam Pickard, former Federal Radio Commissioner and former CBS vice-president.

The Georgia Supreme Court concluded that the FCC was not clearly ruling on a matter of public interest when it ordered the WGST licensees to take over and terminate their arrangement with SBI. This conclusion is sharply scored by the state, which charged also that the state court, "in giving effect to private contractual rights superior to and in conflict with the power of Federal regulation under the Communications Act of 1934, was contrary to the prior decisions of the court."

The Commission is expected to file an *amicus curiae* brief in this case.

WBAL
means business
in Baltimore



California Commentary . . . !

• • • New York dramatic critics may not have liked Ken Murray's "Blackouts" but this week he signed a one-year deal (Budweiser beer) at \$20,000 per week for a one-hour "Blackouts" TV show on CBS beginning Jan. 7th. Show will originate in Manhattan. . . . The "Skippy Hollywood Theater,"

a transcribed feature since its first show years ago, will go "live" on NBC immediately after the first of the year. . . . Vice-President Alben Barkely has been added to the list of stars who will be heard on "Kids Day Salute," next Thursday, November 17th over ABC network. Harry Von Zell will emcee and Edgar Bergen, Bing Crosby, Jimmy Fidler, Arthur Godfrey, Gabriel Heatter, Bob Hope, Drew Pearson, Red Skelton, Dinah Shore, Walter Winchell and other names will appear. Gifford Phillips announced that Teevee Productions has signed a contract with Gay Forester for a TV program tentatively titled "The Show Must Go On." Miss Forester will act as raconteur and mistress of ceremonies bringing on top show business figures from the stage, variety halls, and other phases of the industry. Show will be written by Al Mannheimer, Fred Kohner and Frank MacDonald.

• • • Now it's grand openings for TV stations—New Tulsa station KTOV has appointed a Hollywood agent to round up stars and ship 'em along for the premiere by air. . . . Ben Gage will originate his newest video program, "Talent Time at the Trails" featuring amateur entertainers, from his nitery beginning this winter over one of the local TV stations. . . . Allan Jones, ABC network star, has been offered a series of four starring musical productions this winter by the Detroit Civic Light Opera Assn, teeing off in January with the lead in the "The Chocolate Soldier." . . . Kay Kyser has landed a TV show on NBC, with Ford Dealers paying the bills, it starts as soon as the opening show (from New York) can be whipped together. It will be Kinescoped to the rest of the country. . . . Curt Massey set for his first waxing session with London Records. He will open with four sides. . . . Larry Kolpack, exec. veepee of Larry Finley Prods. called in all his reps for a long confab over weekend for big promotion. . . . Taylor Holmes signed with Jerry Fairbanks Studios for holiday video presentations. He and Vincent Price will narrate Charles Dickens' stories for Christmas presentation. . . . Frank Veloz, star of the KNBH "Veloz Show," has found time to write a screen story called "Waltz at Dawn," based on an early phase of his dancing career with Yolanda.

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• • • Tommy Dorsey is negotiating three separate deals pertaining to his big Casino Gardens Ballroom in Ocean Park—and all point to television. . . . The late Buddy Clark's recording of KFWB's Bill Anson's tune "When I Write My Song" has been released. Ironically, while several of the deejays around town have been playing it on their programs, Anson hasn't received a copy as yet. . . . Mark Finley and Jim Parson of the MBS Publicity staff will address U.C.L.A. public relations students today. . . . KECA deejay, Ira Cook and Mrs. Cook, left following stint on "Dollars or Doughnuts" show on Friday, for a four-day vacation in Las Vegas. They will revisit scene of their honeymoon. . . . Nelson Leigh, who has portrayed Christ in the LA "Pilgrimage Play" for many years, was signed to play the Ghost of Christmas Past in "A Christmas Carol." Video presentation to be filmed at Jerry Fairbanks Studios for Stokay-Ebert Prodn. . . . Hal Roach, Jr., who heads Hollywood's Television Film Producers Assn., in NY trying to talk Petrillo out of royalties and footage demands on film production.

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PROMOTION

"Tasteful" Publicity

An unusual tie-in between an entertainment-world celebrity and a candy company was effected recently when Buddy Basch worked out a plan for The Sweets Company of America, makers of "Tootsie Rolls." The promotion included the Tony Martin record "Toot Toot Tootsie, Goodbye."

The agreement had Sweets Company furnish Basch with cartons of "Tootsie Rolls" for disc jockeys, editors and columnists. Basch was given 224 cartons (each has 24 5c "Tootsie Rolls"), of which he kept 112. He sent 16 to a Chicago associate and 96 to one in California. A card attached to the cartons (printed in chocolate brown) tied the promotion together with its copy: "Tootsie Rolls are a good-buy and Tony Martin's 'Toot Toot Tootsie, Goodbye' is a sweet record!"

State Dept. to Send Music Series Overseas

(Continued from Page 1)

Broadcasting Division of the U. S. Department of State and rebroadcast world-wide, exclusive of this country, it has been announced by Ira A. Hirschmann, president and founder of the New Friends of Music and president of WABF (FM), which carries the programs locally.

The broadcasts by the State Department are non-commercial and are presented solely for the purpose of furthering the Government's aim to portray to the peoples of other countries a full and fair picture of American life, culture and customs.

The performances will be heard in the Far East, Latin America, Europe and Africa, where American information officers in consulates and embassies pass the recordings on to broadcasting stations for local release.

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

Financing For NAB Given Consideration

(Continued from Page 1)

drain on the \$700,000 operational budget for 1949 has been heavy and some of the factors have been the financing of BMB's Second Study, the 12½ per cent reductions in membership dues until the end of this year and the establishment of Broadcast Advertising Bureau as a radio and sales promotion service to the membership.

Several approaches have been suggested to strengthen the NAB coffers. One is a drive to re-enlist some of the membership of larger stations who resigned this year and to bring into the NAB fold new member stations. It has also been suggested that the full board adopt a definite scale of membership fees for TV stations and that an effort be made to get all TV stations enrolled as due paying members.

Board Meets Today

The financing problems will have bearing on the deliberations of the board which meets today to iron out operational problems. It is doubtful if the board will underwrite any further audience measurement research and that if BMB is continued it will have to operate as private enterprise.

Another knotty problem will be the disposition of Broadcast Advertising Bureau headed by Maurice B. Mitchell. The board is faced with deciding whether BAB should be retained as a service of NAB or setup as private enterprise.

The NAB structure committee is expected to present the board today a report on recent discussions with FMA toppers, along with a broad proposal for an offer of merger to be approved by the board before going to the FMA board. FMA still does not definitely propose a merger, a high official said last night, but it will listen attentively if NAB does suggest a basis for consolidation.

Principles Discussed

When the NAB structure group met here last month, FMA toppers met informally with the committee and were told that NAB plans for the integration of FM and TV efforts would be best served by a joining of the two organizations. General principles for a merger were discussed at that time, but no definite proposal was offered by NAB. It is anticipated that such a proposal might this week be agreed upon at NAB, after which it would be forwarded to FMA for consideration by the board and, if the board approves, by the membership.

The structure committee met yesterday at NAB headquarters, with Chairman Clair McCollough of WGAL, Lancaster, Pa., presiding. Other members include Campbell Arnoux of WTAR, Norfolk, Va.; Everett Dillard of WASH - FM, Washington, former president and still a director of FMA; Paul Morency of WTIC, Hartford; John F. Meagher, of KYSM, Mankato, Minn.;

★ AGENCY NEWSCAST ★

A SEVENTEEN-MAN committee has been established under the chairmanship of Earl C. Donegan, of McCann-Erickson, Inc., to organize the current United Hospital Fund Campaign among the advertising agencies of Greater New York. The Fund has a goal of \$3,367,000 a sum which would offset the losses incurred by the 86 voluntary, non-profit hospitals in the city which treat all comers, regardless of ability to pay. Serving with Mr. Donegan on the committee are Walter R. Hine, J. Walter Thompson Co.; Guy Richards, Compton Advertising, Inc.; Luis Dillon, Foote, Cone & Belding; William MacFarland, N. W. Ayer & Son, Inc.; Carle E. Rollins, J. M. Mathes, Inc.; Glenn Wiggins, Kenyon & Eckhardt, Inc.; Thayer Cummings, Batten, Barton, Durstine & Osborn, Inc.; E. J. K. Bannvart, Cecil & Presbrey, Inc.; Florence McGrady, The Caples Company; Paul A. Danielson, Paris & Peart; Herman Daych, St. Georges & Keyes, Inc.; Julian G. Braun, Hirshon-Garfield, Inc.; A. W. Lewin Company; H. A. Thompson, Anderson, Davis & Platte, Inc.; Louis E. Dean, Kudner Agency, Inc.; Theodore M. Seller, MacLean Advertising Agency, Inc.

LENNEEN & MITCHELL, INC., has been appointed by Newsweek magazine, effective Jan. 1.

WILLIAM ROSS FRY has joined the Detroit staff of Brooke, Smith, French & Dorrance, Inc.

ALBERT PLEUS has been appointed manager of sales promotion and advertising of the Fleischmann division, Standard Brands, Inc. He has been sales promotion manager of the Fleischmann division for the last four years.

MELVILLE BURKE, stage and film director, has joined the television department of the William Esty Co. as staff director. His current assignment is "The Colgate Theater."

MARK BENNETT BYRON, formerly New York advertising manager for Yardley of London, Inc., has joined the William Esty Co. as a vice-president.

KENYON & ECKHARDT has been appointed by the Bristol-Myers Co., for a new product.

and Henry Slavick of WMC, Memphis.

The board will be guests tonight at a dinner tendered jointly by the NAB president, Justin Miller, and President Eric Johnston of the Motion Picture Association of America. Although neither organization offers any details on the matters to come up, a strong possibility was seen here that the two industry leaders are interested in working out some sort of joint industry approach to common problems.

TRACY, KENT & CO., INC., has been named by Julian Freirich, Inc., Long Island City, N. Y., packer of smoked meats.

BERMINGHAM, CASTLEMAN & PIERCE, INC., has been named by Virginia Maid Hosiery Mills of Pulaski, Va., effective Dec. 1.

WILLIAM WARREN AGENCY has been appointed by Restaurants of the Months, Inc.

THE WALKER CO., radio station representatives, has moved its offices to larger quarters at 347 Madison Ave., New York.

Davis Named Veepee Of Kenyon & Eckhardt

(Continued from Page 1)

ert D. Wolfe and Donald C. Miller. Davis came to K & E four years ago after wartime service in the Navy. Prior to then he operated his own public relations office and spent six years in the publicity department of CBS.

Wolfe, manager of the Hollywood office, will continue on the west coast as vice-president in charge of their coast operations. Prior to going west Wolfe was associate radio director in New York for eight years.

Miller, manager of the agency's Detroit office since February, 1928, was formerly an executive of the Packard Motor Car Company.



..national winners of the
"LIFE-LINE OF AMERICA" TROPHY
presented this week by
GROCERY MANUFACTURERS OF AMERICA, Inc.

To GROCERY MANUFACTURERS OF AMERICA, many thanks for selecting KEX's Kay West as the winner of the second annual "Life-Line of America" Trophy.. the eminent award for our standing interpretation of the respective roles of the farmer, the processor and the grocer in supplying America's food needs! As time-buyers everywhere know, Kay West's promotions of food products really are outstanding. That's one reason why Kay West's program (1:30-2:00 PM, Monday through Friday) is perhaps the most popular women's show in the BIG Pacific Northwest territory! Free & Peters has details.

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

NEW BUSINESS

WGN-TV, Chicago: Television Forecast, Inc., Chicago, will sponsor "Coming Attractions," the period just preceding sign-off, on WGN-TV, daily for 52 weeks. The account is handled direct. Seeman Bros., for "Air Wick," is sponsoring a weekly announcement in "Spin the Picture" on WGN-TV, Saturday, 7:00-8:00 p.m., for 26 weeks. Wm. Weintraub, New York, is the agency. Louis Milani Foods, Maywood, California, are sponsoring 2 additional one-minute film announcements weekly on WGN-TV for 8 weeks. Jourdan Co., Los Angeles, California, handles the account. Home Federal Savings & Loan Assn., Chicago, will sponsor 3 weekly one-minute film announcements on WGN-TV for 13 weeks beginning November 28. The advertising Division, Inc., Chicago, handles the account. Weingartner Mfg. Co., Chicago, will sponsor a one-minute live announcement on "Stop, Look & Learn" on WGN-TV, Wednesday, 7:30-8:00 p.m., for 5 weeks beginning November 16. Lausensen & Salomon Agency, Chicago, handles the account. D. L. Clark Co., Pittsburg, Pa., (confectioners) will sponsor a one-minute film in "Trail Blazers' Theater" on WGN-TV, Wednesday, 5:30-6:30 p.m., for 13 weeks from November 16. Batten, Barton, Durstine & Osborn, N. Y., is the agency.

WCBS, New York: Standard Brands, for Chase & Sanborn regular and instant coffee, has contracted for 52-weeks participation in "Hits and Misses" and the Phil Cook program. The announcements in the "Hits and Misses" program starring Harry Marble will be aired Monday through Friday effective immediately. Air time is 5:30-6:00 p.m. Participations in the Phil Cook show have been purchased for Tuesday through Saturday also effective immediately. Program is aired Monday through Saturday, 8:15-8:30 p.m., EST. Agency for Standard Brands is Compton Advertising Inc.

Twelve ABC Stations Get Promotion Awards

(Continued from Page 1)

naires submitted to network advertisers and their agencies.

Winners in Group 1 (cities of more than half a million) are WCOP, Boston; KXOX, St. Louis, and WCAE, Pittsburgh.

KCMO, Kansas City; KJP, Seattle, and KOIL, Omaha took honors in Group 2, (cities with populations of between 100,000 and 500,000.)

In cities of 50,000 to 100,000, Group 3, WNAX, Yankton, Sioux City, WENE, Endicott, N. Y., and WELM, Elmira, N. Y. were the winners.

Honors in Group 4, stations in population areas of less than 50,000, went to KVOS, Bellingham, Wash., WHBL, Sheboygan, Wisc., and WHBF of Rock Island, Ill.

NETWORK SONG FAVORITES

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

Survey Week of October 28-November 3, 1949

TITLE	PUBLISHER
A Dreamer's Holiday.....	Shapiro-Bernstein
Ain't She Sweet.....	Advanced
Be Goody Good Good To Me.....	United
Dear Hearts And Gentle People.....	E. H. Morris
Dime A Dozen.....	E. H. Morris
Don't Cry Joe.....	Harms
Envy.....	Encore
Georgia On My Mind.....	Peer
Headless Horseman.....	E. H. Morris
Hush Little Darlin'.....	Michael
I Can Dream Can't I.....	Chappell
I Never See Maggie Alone.....	Bourne
I Only Have Eyes For You.....	Remick
Jealous Heart.....	Acuff & Rose
Last Mile Home.....	Leeds
Maybe It's Because.....	Bregman-Vocco-Conn
Let's Take An Old Fasnioned walk.....	Berlin
Mule Train.....	Walt Disney
Now That I Need You. (Where Are You).....	Famous
Room Full Of Roses.....	Hill & Range
Rudolph The Red-Nosed Reindeer.....	St. Nicholas
She Wore A Yellow Ribbon.....	Regent
Slipping Around.....	Peer
Someday You'll Want Me To Want You.....	Duchess
Story Of Annie Laurie.....	Santly-Joy
That Lucky Old Sun.....	Robbins
Through A Long And Sleepless Night.....	Miller
Too Toot Tootsie Goodbye.....	Feist
Wishing Star.....	Broadcast Music
Younger Than Springtime.....	Chappell
You're Always There.....	Bregman-Vocco-Conn
You're Breaking My Heart.....	Mellin

Second Group

TITLE	PUBLISHER
Crocodile Tears.....	Johnstone-Monteil
Festival Of Roses.....	Witmark
Hawaiian Sunset.....	Republic
Hop Scotch Polka.....	Cromwell
It's A Great Feeling.....	Remick
It's A Wonderful Life.....	Lombardo
Just For Fun.....	Paramount
Let's Harmonize.....	Santly-Joy
Make Believe (You Are Glad When You're Sorry).....	Bregman-Vocco-Conn
Makin' Love Ukelele Style.....	Mayfair
Meadows Of Heaven.....	Laurel
My Bolero.....	Shapiro-Bernstein
My Own My Only My All.....	Paramount
My Street.....	Campbell
River Seine.....	Remick
Scattered Toys.....	Goldmine
Some Enchanted Evening.....	Chappell
Song Of Surrender.....	Paramount
Souvenir.....	Beacon
There's Yes Yes In Your Eyes.....	Witmark
You Told A Lie.....	Bourne

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BEHIND THE MIKE

THE talented family personnel on one of WWRL's foreign programs bill themselves as "The Hungarian Barrymores."

Tina Prescott, who has appeared on the Barry Wood show and CBS Fashions, signed for nightly piano sessions at the swank Town House.

We'd like to toss a couple of bouquets to a bunch of unsung guys who are doing a great job—the TV crews on out-of-town originations. We're thinking especially of the grand job producer Vance Hallack, director John Rogers and their crew are turning in on Ted Granik's NBC simulcast, "American Forum of the Air," out of Washington, D. C. And the lads use only 2 cameras.

Roberts and Carr Prod. will do a second series of three-dimensional commercials for the Cities Service "Band of America" videocast—a technique developed by artist Jack Eisner.

Dorothy Kirsten, who co-starred with Bing Crosby in "Mr. Music," will do "Manon Lescaut" for the Met this year.

WVJN now devoting 85 per cent of its time for music programming and cutting down still further on "talk" shows.

Bob Bright, now working in association with Bob Loewi, has signed up welter champ, Sugar Ray Robinson, for a TV series.

Gov. Val Peterson has requested Sid Ascher to act as his rep in formally commissioning "Sheriff" Bob Dixon an Admiral in the Great Navy of Nebraska.

Cosmopolitan magazine negotiating with Morey Amsterdam for serial rights to his book, "Bright Sayings of My Wife."

Capital Radio Women Will Hold One Day Clinic

(Continued from Page 1)

alumnae chapter of Theta Sigma Phi, national women journalists fraternity.

Ruth Crane, director of women's activities for WMA, WMAL-TV, will discuss "Television, How and When to Arrange Publicity"; Elinor Lee, director of community service for WTOP will talk on "Interviews and Spot Announcements on Women's Programs," and Hazel Markel, director of program service at WTOP, will cover "Talks, Discussions and Public Service Programs." Chairman of the radio and television section of the clinic is Mary Burnham, assistant director of women's activities for WMAL, WMAL-TV.

Ross Named Coral V.P.

Michael Ross has been named vice-president of Coral Records, Inc., New York, wholly-owned subsidiary of Decca Records. Ross, who joined Decca in March, 1947, will continue to serve in his former capacity as general sales manager of Coral Records.

TELEVISION DAILY

Section of RADIO DAILY, Tuesday, November 15, 1949 — TELEVISION DAILY is fully protected by register and copyright

SEE CO-OP EMPIRE STATE ANTENNA

TELE TOPICS

THE big problem of comedians wearing out on a weekly series was raised by no less a personage than Henny Youngman on "This Is Show Business" Sunday nite. Milton Berle's number one boy said that he has turned down offers from eight sponsors (sic) because he did not want to do a show every week. A discussion of Mr. Youngman's professed popularity among advertisers would be out of place here, but the problem he spoke about is real indeed. That Berle has begun to wear thin with many who have seen him since last season is, we think, an accepted fact. That several weekly dramatic shows employ two separate production crews in itself recognition of the toll that a week-in and week-out grind can take, among performers and behind-the-scenes personnel alike. Similar thinking has been expressed by agency sponsor execs, and it has been reported that the Texaco show will go bi-weekly after the first of the year. . . . The premise that a commercial show must appear every week to make a sales impact is a result of the old radio pattern. TV's appeal and impact are so much greater than AM's that the same conditions need not be applied to both. It is encouraging that the ice has been broken and that one or two bi-weeklies are on the air and more are on the way. We think the trend will grow to the benefit of the industry, talent and the public.

SHORT takes: Marked improvement is evident in "Bowling Headliners," now on DuMont. Show is much smoother in all departments, aided by Dick Shepard's handling of a quiz portion and also by a camera located behind the pins. . . . Last week the character of George Bigelow, a regular on the AM version of the Aldrich Family, was introduced on the TV program. Expertly played by Lionel Wilson, the role might enhance the show if developed further. . . . Add the Charioteers, Mata and Hari and Charles Sanford's ork to the lineup of the Elein-American Thanksgiving Day show on NBC. Mel Tolken and Lucille Kalen will script, with choreography by Ester Junger, sets by Fred Fox and costumes by Paul DuPont.

"CAMERA CLUB," new show with Rex Marshall and Fran Larsen, has been auditioned on closed circuit at CBS for possible bankrolling by Pathe Cine, which will market a new Pathe movie camera line in this country. Newell-Emmett has the account, and John Peyser directed. . . . Ted Streibert, Julius Seebach and Jack Poppele, top echelon at WOR-TV, will address the ATS meeting at the Park-Sheraton tonite. Forum on program and production problems will highlight the Society's December meet. . . . First public stock issue of Skiatron Corp. offers 275,000 shares at \$5 per.

KRON-TV, 3rd In S.F., Makes Debut Tonight

San Francisco—NBC's affiliate in the Bay Area, the Chronicle-owned KRON-TV, goes on Channel 4 today. There will be an hour-long dedicatory variety show which will kick-off KRON-TV's air activity at 7 p.m. It will be a dramatized story of San Francisco and the Bay region. The Texaco Star Theater will follow at 8, with a special salute to KRON-TV by Milton Berle.

City Now Has 3 Stations

The advent of KRON-TV brings the number of stations here to three. The others are KPIX and KGON-TV. KRON-TV will be on the air six nights a week, Sunday through Friday and operate from studios in the Chronicle Building, Fifth and Mission Streets. The main studio is on the ground floor and has 40 x 60 feet of operating space. The second floor has rehearsal studios, cutting and dark rooms and executive offices. The transmission facilities are located at Television Peak in the San Bruno Mountains south of San Francisco where it works in cooperation with KNBC-FM.

Charles Theriot is general manager; Harold P. See, formerly with WBAL-TV and WNBW, is director of operations; Al Isberg is chief engineer, Pat Crafton is program man-

Pye, Ltd. To Export Sets To U. S. Market

Pye, Ltd., giant electronics manufacturing firm plans to begin production of TV receivers for export to this country early next year, William Jones, spokesman for the company, said yesterday on his arrival in New York aboard the America. The sets will be produced at Pye's plant at Ajax, Ontario, he said.

Jones also attacked the British government's lack of speed in developing TV and said, "Private enterprise stands ready to build the stations and then let the Government take them over, because the Government is so slow."

He added: "There is a \$20 tax on our \$98 nine-inch table model in Britain and owners have to pay a \$5.60 viewing license. 200,000 sets have been licensed in the London area. The radio and phonograph business is more or less dead in Britain because there is a tax of 66 2/3 per cent on them."

ager. They head a staff totaling 23.

Programs will be transmitted on a 15,000 visual power and 7700-watt audio power. Later, when the FCC gives the go-ahead on using the new antenna's directional facilities, the watt output will be upped to 100,000.

Sen. Johnson Clarifies Stand On Color-Tele And 'Freeze'

Washington Bureau of RADIO DAILY

Washington—Lifting of the television freeze now "would be both a scientific and economic absurdity," Chairman Edwin C. Johnson of the Senate Interstate Commerce Committee wrote over the weekend.

In a letter to FCC Chairman Wayne Coy, Johnson said "easily identified selfish interests are laboring day and night to lift the freeze now and nothing more." The time to lift the freeze, he said, will be "when the proposed 42 UHF channels are allocated on a city-by-city basis throughout the nation and standards for their use promulgated . . . the sooner that is done, the better."

As for color, Johnson said he hopes for broad general standards as soon as possible, with competition then to take the art toward perfection. Compatibility, while desirable, certainly should not be the primary basis for a decision," he added.

Johnson called upon the Commis-

sion to lose no time in approving standards "for the immediate commercial utilization of a larger number of channels in the UHF band so that a realistic nation-wide competitive system of television can be developed.

"I regard it as tragic," he said, "for the ultimate development of television that the VHF allocation heretofore made is handicapping the adoption of a truly equitable and scientifically practical VHF-UHF allocation. However, I trust that the Commission's final allocation in both bands will take into consideration the problems both of set owners and television licensees and not provide a hodge-podge for each city which may have to be revamped again in a few years."

Johnson said his letter was occasioned by the inconsistency of recent reports in the press on his present attitude toward video problems.

Other Outlets May Join NBC, ABC Atop Bldg.

Plans are being formulated for the construction, atop the 102-story Empire State Building, of a master transmitter antenna mast which could accommodate all stations in the New York area, it was learned yesterday.

It was reported also that RCA engineers, with the approval of the FCC technical staff, are working to perfect a transmitting tower which would provide equal signal service to all outlets.

NBC Now Sole Occupant

For the past ten years, NBC has been the sole TV occupant of the world's highest tower. This year, however, the building demanded a sizeable rent boost, and NBC decided to take in a partner on the site rather than pay the full increase alone. ABC has already received permission from the FCC to move its transmitter to the Empire State from the Hotel Pierre and has begun work on the project.

Recently, the building has been sounding out other stations on the possibility of a move. It is believed that only two, CBS and WOR-TV definitely are not interested. CBS recently completed a new installation at the Chrysler Building and feels that it is getting satisfactory coverage. WOR-TV has its own tower atop the Palisades and also is getting good reception.

Three other stations, however, DuMont, WPIX and WATV, are considering the possibilities of a switch. In addition to providing improved coverage because of the added height, location of several stations atop the building simplify installation of new receivers and antenna-orientation of presently-installed sets.

Okon WDTV Flack Chief

Pittsburgh—Ted Okon has been appointed director of publicity and promotion of WDTV, DuMont o. & o. station here, it was announced yesterday by general manager Donald A. Stewart. Okon formerly was in the promotion department of the J. P. Harris Amusement Co. He is a graduate of the University of Pittsburgh.

Cleve. Passes 100,000

Cleveland—Sale of 13,617 receivers in Cleveland has boosted the area's total to 101,358, figures compiled by the Bureau of Business Research of Western Reserve University revealed yesterday. Of the total, 95,643 are in homes.

Shelley President Of News Directors

(Continued from Page 1)

Rochester, N. Y., who resigned. Holdovers on the board were Bruce Berrington, KXOK, St. Louis; Ben Chatfield, WMAZ, Macon, Ga.; Bob Bodecen, WOC, Davenport, Ia.; James Bormann, WMT, Cedar Rapids; Ed Kirk, WPTF, Raleigh, N. C.; Fred Hinshaw, WLBC, Muncie, Ind., and Sid Pietzsch, WFAA, Dallas.

Annual Awards Announced

The following NARND annual awards were presented at the convention, on the recommendation of the association's board of judges:

Class I: Individual contribution to the progress of radio news.

Arthur Stringer, FM director, National Association of Broadcasters for his work as secretary of the NAB News Committee, as secretary of the Council on Radio Journalism and his work in organizing and developing its program of internships for radio news teachers, for his organization of radio news clinics throughout the country, and for other services to radio news.

Class II: Radio station with best records of community service in news.

Winner: WHAS, Louisville, Kentucky.

Honorable mentions: KNX, Hollywood, California and WMAQ, Chicago.

Class III: Outstanding television news presentation.

Winner: WBAP-TV, Fort Worth, Texas.

Honorable mentions: WFIL-TV, Philadelphia, and WTMJ-TV, Milwaukee, Wis.

Among Friday's convention speakers was Justin Miller, NAB president, who decried encroachments on freedom of speech in the field of broadcasting. Miller centered his attack on tightening government control of radio, and cited the situation in England at the time of the Munich pact as an example of government suppression of the airing of opposition views in a time of national crisis.

Resolutions Adopted

A panel discussion on Saturday of "Profitability of Professional Radio Newsrooms," led by Wilton E. Cobb, manager of WMAZ, Macon, Ga., pointed up the axiom that local names and local coverage can build a show that competes on favorable terms with a network offering. In fact, said Cobb, "We have found in our area, which is an average situation among thousands of other average situations in the United States, that it is possible with emphasis on local news to build up a higher listener rating and do a much greater public service at a cost much lower than the average syndicated show." Cobb concluded: "If a station has a good network affiliation, and backs it with an energetic local news department, any such station has a good chance and every reason to dominate the market."

Among the resolutions adopted by

COAST-TO-COAST

First Male Guest

Washington, D. C.—Edward C. Van Devanter is a brave man and will appear on the "Lunching At the Mayflower" program with Bab Lincoln over WMAL. He will be the first man to appear on the quarter-hour program of news of Washington society.

Waiting For Stork

Miami, Fla.—Bea Gray has taken a six months leave of absence from her job as traffic and copy chief at WTVJ to await the arrival of her child expected in January. Ann Rutledge, who formerly worked in the copy department at WKAT, has taken over Mrs. Gray's position during her absence.

Sandstrom Promoted To GM

Pittsburgh, Kans.—Thad M. Sandstrom has been appointed general manager of KSEK. Sandstrom has been associated with KSEK since January of this year. Prior to that time, he was promotion manager of KTOP, Topeka. He succeeds James M. Griffith, who has purchased an interest in KVAK, Atchison.

New Community Program

Silver Spring, Md.—WGAY has just inaugurated a new program to provide a window through which the entire community may look in on the organizations which perform vital functions in community life. The show "Suburban Spotlight," is aired Monday, Wednesday and Friday from 12:45 to 1:00 p.m.

the convention at the Commodore Hotel were:

1. Expressed appreciation of organization membership to all who made this convention so successful, in particular such persons who came as Justin Miller, president of NAB; Ben Cohen, information officer of UN; Edward Canham, past president of ASNE; Robert Richards, public relations director of NAB and director of Voice of Democracy contest in schools; Gen. Omar Bradley; Edward R. Murrow; Elmer Davis; Charles H. Wolfe, of McCann-Erickson; and Jack Shelley, of WHO who was convention chairman.

2. Asked NAB to set up news clinic again as done in the past and to revive the abandoned Radio News Committee of NAB so as to impress on radio management the good value of good radio news.

3. Commended the governors of those states in which legislation has been passed granting radio news men the same right of privilege and right to keep confidential their sources of news, and resolution also asks NARND to seek, with cooperation of management, the passage of such legislation in other states to secure for radio news the same privileges and access to news as enjoyed by other media.

4. Commended the FCC for the lifting of the Mayflower ban on radio editorializing and asking for further freedoms so that radio might enjoy complete editorial rights, and asking also that management use great discretion in the selection of this personnel for this function in a station.

5. Resolution asking all news editors and the wire services and stations to be more alert to news of the United Nations and to make use of that news in helping the UN in pursuit of world peace.

6. That NARND president discuss with the NAB NARND associate sponsorship of the NAB Voice of Democracy Contest for school pupils, but with no expense to NARND.

Optimist Week Programs

Hollywood, Calif.—National Optimist week was keynoted over KFVB during the week of November 7. The Warner Bros. station beamed two programs in recognition of celebration. Roy Rogers and the Riders of the Purple Sage were heard at 8:15 a.m. and in the evening at 8:10 a special program starring Lionel Barrymore in "Mr. Grumpy Grows Up" was presented.

Carroll Appointed Manager

New Britain, Conn.—Robert E. Carroll has been appointed manager of radio station WHAY. Carroll spent many of his years in radio, both in the South and middle Atlantic States and formerly held the position of national sales manager at WNDR, Syracuse, New York.

WDET Election Returns

Detroit, Mich.—Transmission lines from City Hall in downtown Detroit carried the election returns to the homes of WDET's listeners. Bulletins were flashed throughout the evening and night interrupting the regularly scheduled programs. The City Hall assignment was handled by program director Paul Morris and Jerry Sherman, special events.

Seasonal Program Returns

Milwaukee, Wis.—"Gimble and Ellie," Christmas program returned to the air for its twelfth consecutive year over WISN. The show is broadcast seven times weekly: Monday thru Saturday at 4:45 p.m. and Sundays at 12:15 p.m. Members of the cast include Kermit McIntosh, Gloria Krueger, and Charlotte Peck. Gimble Brothers is sponsor of the series for Gimbels Toyland.

Parent's Program Aired

Milwaukee, Wis.—"Road To Tomorrow," a new WISN public service series presented by the Milwaukee Public School System, made its debut last Saturday at 9:45 a.m. The program is designed to help parents solve some of the problems of youth that comes up along the "Road To Tomorrow."

Permission Granted

Crocket, Tex.—The FCC has granted permission to the Houston County Broadcasting Co., to assign its permit for \$500 to the Pioneer Broadcasting Co., composed of Hamilton H. Cullen and James H. Gibbs. Cullen was former chief engineer for KWED, Seguin, while Gibbs was announcer for KWED.

New Station Due

Snyder, Tex.—The Scurry County Broadcasting Co., has been granted a license to operate a new standard broadcast station to be built here at a cost of \$10,500. The outlet will operate on 1220 kilocycles with a power of 250 watts daytime. The new company is a partnership of W. J. Harpole and Kermit S. Ashby.

BMB To Suspend; New Service Studied

(Continued from Page 1)

bers of the tripartite bureau who are currently working on plans for a successor to the organization which will preserve the tripartite function of the research measurement service. AAAA and ANA endorsed perpetuation of BMB with refinements in resolutions released last Friday and NAB board of directors is expected to act on the BMB matter during the board session which opens today in Washington.

Kenneth Baker, acting president of BMB, reported that satisfactory progress is being made in the survey now in process. He said that "a very substantial percentage of the ballots which were mailed in March were returned; have been processed, and study is expected to be in the hands of subscribers the early part of December."

Texas Co. To Sponsor Met Opera Airings

(Continued from Page 1)

Company, and Mark Woods, President of the American Broadcasting Company. The principals have contracted for 18 matinees, running through Saturday, March 25, 1950.

Opening airtel will be "Sampson and Delila" with Rise Stevens, Ramon Vinay and Robert Merrill in featured roles. Intermission features, The Opera Quiz with Deems Taylor as Quizmaster and Sigmund Spaeth, Robert Lawrence, and Robert Bagar, as regular participants, and The Opera News conducted by Boris Goldowsky and special guests again will be heard each week. Milton Cross will be narrator.

Speaking for the Metropolitan Opera Company, Mr. Sloan said that he was "happy to announce the continuance of a relationship which has demonstrated that opera is a welcome visitor to millions of American homes each Saturday afternoon."

On behalf of the Texas Company, Mr. Rogers expressed "keen pleasure" that his company would again present the opera as a cultural and public service to millions of homes which are not within reach of the opera's stage.

The American Broadcasting Company, Mr. Woods said, is happy to renew the long association between the opera, the sponsor and the network.

The Kudner Agency represents the Texas Company.

CBS Series Returning

"Get More Out of Life," a half-hour program which gives guidance and instruction in a variety of household activities, returns to CBS for a Saturday afternoon series 2:30-3:00 p.m., EST, starting January 7, under sponsorship of William H. Wise and company, publishers of home instruction books. Agency is Thwing-Altman Advertising, Inc.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 30

NEW YORK, WEDNESDAY, NOVEMBER 16, 1949

TEN CENTS

RADIO, FILMS JOIN IN FREEDOM PLEDGE

\$250 Tax On Stations Draws Fire Of NAB

Washington Bureau of RADIO DAILY
Washington—NAB is prepared to throw its full weight behind the fight to prevent a raft of local taxation directed at broadcasters, General Counsel Don Petty said yesterday. The association will file a brief as friend of the court next week to support the petition for re-hearing by KGH and KARK, Little Rock, Ark., the two stations which have been carrying the legal battle against the \$250 annual tax on broadcasters and the \$50 per person tax on time salesmen. Their appeal

(Continued on Page 8)

Mayor To Use Radio To Reach N. Y. Citizens

New York City's Mayor William O'Dwyer, in a press conference on Monday, gave the back of his hand to most of the city's newspapers—especially those that opposed his reelection—and announced that starting in January he will report directly to the people in monthly half-hour broadcasts over WNYC, New York's municipally-owned station.

The Mayor told reporters: "Of course, as you gentlemen will understand" (Continued on Page 2)

'Bride & Groom' Renewed On 222 ABC Stations

Sterling Drug, Inc. has renewed its sponsorship of "Bride and Groom," ABC audience participation show heard Monday through Friday, 2:30-3 p.m., for 52 weeks effective Jan. 2. The program, sponsored by Sterling since Jan. 7, 1946, is aired on 222 ABC stations. Dancer - Fitzgerald - Sample is the agency.

Newlyweds On CBS

CBS will air an account of the wedding of Vice-President Alben Barkley and Mrs. Carleton Hadley, on Friday from 4:35 to 4:45 p.m., with the newlyweds themselves appearing on the program. The show will be tape-recorded at the wedding reception in St. Louis, and rebroadcast later by the network. Ceremony will be at St. John's Methodist Church.

Unrehearsed

Washington—Mrs. Francis L. McGarraghy found herself tangling with a brown panther when she wore a mink fur piece during an appearance on the "Brunch With Nan and Bill" on WQQW Monday night. Mrs. McGarraghy, speaking for the Smith College Alumni, and Bob Hicks, animal trainer, were on the same program. Hicks' tame panther suddenly bolted and made a grab at the mink. A blow by blow description of panther's encounter with the fur piece enlivened the chatty program.

Radio-TV Coverage Of Rose Bowl Game

Plans for exclusive radio and TV coverage of the Rose Bowl football game at Pasadena, Calif., on January 2, were announced yesterday by both CBS and Gillette Safety Razor Company who will sponsor the pick-up of the game.

The television cover will be similar to the CBS coverage in 1949 with KTTV, Los Angeles, Times-

(Continued on Page 2)

TV's Role In Education Seen As Supplementary

Atlantic City—Television will supplement rather than supplant teachers and textbooks at the elementary and secondary school levels by "broadening the mental horizons" of pupils, Leon Levine, CBS director

(Continued on Page 2)

Top Network Executives To Be Honored By U. N.

Top executives of the networks will gather in the Rainbow Room of the RCA Building at a United Nations luncheon this noon at which time Benjamin Cohen, assistant secretary general of U.N., will present them with certificates of appreciation for radio service rendered the United Nations organization the past year.

Today's luncheon will be the fore-

NAB And MPA, Thru Miller, Johnston, See American Principles Involved In Fight Against Censorship

NAB To Replace BMB; New Corporation Set

Washington Bureau of RADIO DAILY
Washington—The NAB board of directors voted yesterday to abolish BMB—but to set up a new corporation to take over its assets and functions. The new organization will have the same tri-partite sponsorship, with AAAA and ANA partici-

(Continued on Page 8)

Antihistamine Mfrs. Buy Web. Spot Time

Manufacturers of the various new anti-histamine drugs and cold remedies are making widespread use of spot and network radio as the sniffle-and-sneeze season approaches its climax.

The Anahist Co., Inc., Yonkers, N. Y., will make its network radio debut on Dec. 1, with the sponsor-

(Continued on Page 4)

Canadian Set Sales Continue Upward Trend

Montreal—Sales of radio receiving sets by Canadian manufacturers increased 35 per cent in the first nine months of 1949 and prospects for a bumper Christmas trade look good. "The future looks mighty bright,"

(Continued on Page 2)

Washington Bureau of RADIO DAILY
Washington — A pledge to protect the birthright of freedom was voiced last night by leaders of the Motion Picture Association and the National Association of Broadcasters. During dinner meeting at the invitation of association presidents Eric Johnston and Justin Miller, the two groups

(Continued on Page 5)

Adv. Hall Of Fame Names 10 Immortals

Former President Herbert Hoover received the Plaque of Achievement of the Advertising Club of New York at a dinner Monday night marking the dedication of the Advertising Hall of Fame.

Hoover compared the structure of the American standard of living to that of a cake, and credited the advertising profession with having created the top layers. Without such

(Continued on Page 5)

Grigsby Advertising Mgr. Of Zenith Radio Corp.

David H. Grigsby has been named advertising manager of Zenith Radio Corporation, it has been announced by H. C. Bonfig, vice-president of Zenith. Grigsby came to Zenith five years ago as an adver-

(Continued on Page 8)

Confirmation

American Federation of Labor sponsorship of a five-times-a-week radio series over Mutual, first announced in RADIO DAILY on September 22, was confirmed yesterday by the network headquarters in New York. The new series which will feature Frank Edwards, an Indianapolis commentator, will begin on January 21, at 10:15 p.m.

(Continued on Page 5)



Vol. 49, No. 30 Wed., Nov. 16, 1949 10 Cts.

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

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

WEST COAST OFFICES
Allen Kushner, Manager
6425 Hollywood Blvd. Phone: Gladstone 8436
WASHINGTON BUREAU
Andrew H. Oldor, Chief 6417 Oahloona Rd.
Phone: Wisconsin 3271
CHICAGO BUREAU
Hal Tate, Manager,
360 No. Michigan Ave.
Phone: Randolph 6-6650
SOUTHWEST BUREAU
Paul Girard, Manager
Tower Petroleum Bldg.,
Dallas, Texas
Phone: Riverside 3518-9

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

FINANCIAL

(November 15)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	7 1/2	7 1/4	7 1/2	— 1/8
Admiral Corp.	29 1/4	28 3/4	28 3/4	— 1/2
Am. Tel. & Tel.	146 1/2	145 3/4	145 3/4	— 1/4
CBS A	25 1/2	24 3/4	24 3/4	— 3/8
CBS B	25 1/2	24 1/4	24 1/4	— 1/2
Philco	29 3/4	29 3/8	29 3/8	— 3/8
Philco Pfd.	81	80 1/4	81	+ 1 1/4
RCA Common	12 3/8	12	12 1/4	+ 1/8
Stewart-Warner	11 3/4	11 1/2	11 1/2	+ 1/8
Westinghouse	27	26 3/4	27	+ 1/8
Westinghouse Pfd.	100 1/4	100	100 1/4	+ 1/8
Zenith Radio	27 3/4	27 3/4	27 3/4	+ 1/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	14 1/2	14 1/2	14 1/2	+ 1/8
Nat. Union Radio	2 1/2	2 3/8	2 1/2

OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	14	15
Stromberg-Carlson	14	15 1/4
WCAO (Baltimore)	17	20
WJR (Detroit)	7 1/2	8

Cardinal To Broadcast

Francis Cardinal Spellman will broadcast a ten-minute appeal over CBS today at 4:35 p.m. on behalf of the Bishop's Thanksgiving Clothing and Soap Collection for overseas relief. The collection is being conducted throughout the U. S. this week by the War Relief Services of the National Catholic Welfare Conference.

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

★ **COMING AND GOING** ★

O. B. HANSON, vice-president and director of engineering at NBC, today is in Camden, N. J., for the meeting of the RCA-NBC liaison committee. He is accompanied by the principal officials of the network's engineering department, including CHESTER A. RACKEY, LESTER LOONEY, J. WOOD, Jr., GEORGE M. NIXON, THOMAS PHAELAN and F. A. WANKEL.

DICK MASON is in town. The general manager of WPTF, Raleigh, N. C., had a tete-a-tete yesterday with station-relations officials at NBC.

LAWRENCE ROGERS is here from WSAZ-TV, Huntington, West Va. He conferred Monday at CBS offices.

SAUL HAAS, owner of KIRO, Columbia network outlet in Seattle, Wash., was welcomed yesterday at the offices of the web.

ALLAN WOODALL, manager of WDAK, Columbus, Ga., conferred yesterday with officials of the stations department at NBC, with which the station is affiliated.

C. P. EDWARDS, Jr., president of WKPT, Kingsport, Tenn., an NBC affiliate, visited yesterday at the station relations department of the network.

J. W. KIRKPATRICK, general manager of WCOV, Montgomery, Ala., is in town. Talked for a while yesterday with officials of the Columbia network.

HUGH FELTIS is in town from KING-TV, Seattle. Paid a call Monday at the headquarters of CBS.

ANDY McDERMOTT, sales manager of Horace W. Stovin's Toronto office, is spending a few days in New York.

HARRY C. BUTCHER, owner of KIST, affiliate of NBC in Santa Barbara, Cal., is in Gotham on station business.

HENRY MORGAN, the NBC personality, on Friday will be in Buffalo, N. Y., where he will be guest of honor at the luncheon of the Circus Saints and Sinners.

JOSEPH CLOSE, owner of WKNE, Columbia network outlet in Keene, N. H., is in Gotham on business.

PHIL HANNA, radio singing star, will arrive today aboard the Ile de France. He had been in London, featured in "Brigadoon."

HALSEY BARRETT, manager of the spot sales department for the DuMont Television Network, has arrived in Bermuda aboard the Queen of Bermuda. He is accompanied by MRS. BARRETT. They plan to return in about two weeks.

CONNIE DESMOND, Columbia network sportscaster, is back from Columbia, Mo., where last Saturday he covered the game between Oklahoma and Missouri.

ROBERT C. FEHLMAN, station manager of WHBC, Canton, Ohio, is here on business.

Canadian Set Sales Continue Upward Trend

(Continued from Page 1)
said one manufacturer of radio parts. "We have enough orders on hand right now to keep us going at full production for a couple of months." Figures released by the Radio Manufacturers' Association of Canada showed their members (more than 90 per cent of all Canadian radio makers) had sold 461,013 sets to the end of September, compared with 340,576 in the same nine months of last year, and inventories had been cut back to 140,280 units from 170,912 on the same date last year.

Radio-Video Coverage Of Rose Bowl Game Set

(Continued from Page 1)
Mirror-CBS television station carrying the game live and other network affiliates broadcasting filmed highlights of the game on the next day. CBS sports director Red Barber has been assigned to handle the play-by-play radio coverage. The broadcaster for the television coverage will be announced later. Maxon, Inc., is the agency for Gillette.

Ursula Halloran Promoted

Ursula Halloran, assistant trade editor in the press department of NBC, has been named column editor, it has been announced by Josef C. Dine, director of the press department.

Miss Halloran joined NBC in March of this year. A graduate of the University of Pittsburgh, she has done promotional work in the dramatic field on the West Coast and more recently was a copy writer for the Gimbel department store in Pittsburgh.

Mayor To Use Radio To Reach N. Y. Citizens

(Continued from Page 1)
derstand, there are newspapers and newspapers. I may from time to time correct misinformation that some newspapers have given in the past, particularly during the campaign." O'Dwyer charged during and after his campaign for re-election that most of New York's papers were being "unfair" to him, and distorting his views and statements. A reporter asked the Mayor if he intended to read the Sunday comics over WNYC, as the late Mayor LaGuardia did in 1945 during a newspaper delivery strike. "I wouldn't be surprised if the people would enjoy what I have to say, sometimes," Mayor O'Dwyer replied, with dignity.

TV's Role In Education Seen As Supplementary

(Continued from Page 1)
of discussion programs, told the New Jersey Education Assn. in an address here last week. Television, he said, will thus take its place with radio, records, and films in providing additional experiences for pupils to augment their classroom instruction. "If the experience of network radio is a guide," Levine added, "television will not very successfully meet the needs of classrooms on a nationwide basis, but only at the local level."

AVAILABLE
Presently employed small market station manager who seeks change. Here's a man who has come up through the ranks and knows every phase of station operation. Proven record in sales and promotion. Thirteen years radio and newspaper background. Experienced as program director, announcer, copy chief and director of special events. Conscientious, steady family man, 39. Write Box 285, RADIO DAILY, 1501 Broadway, New York City.



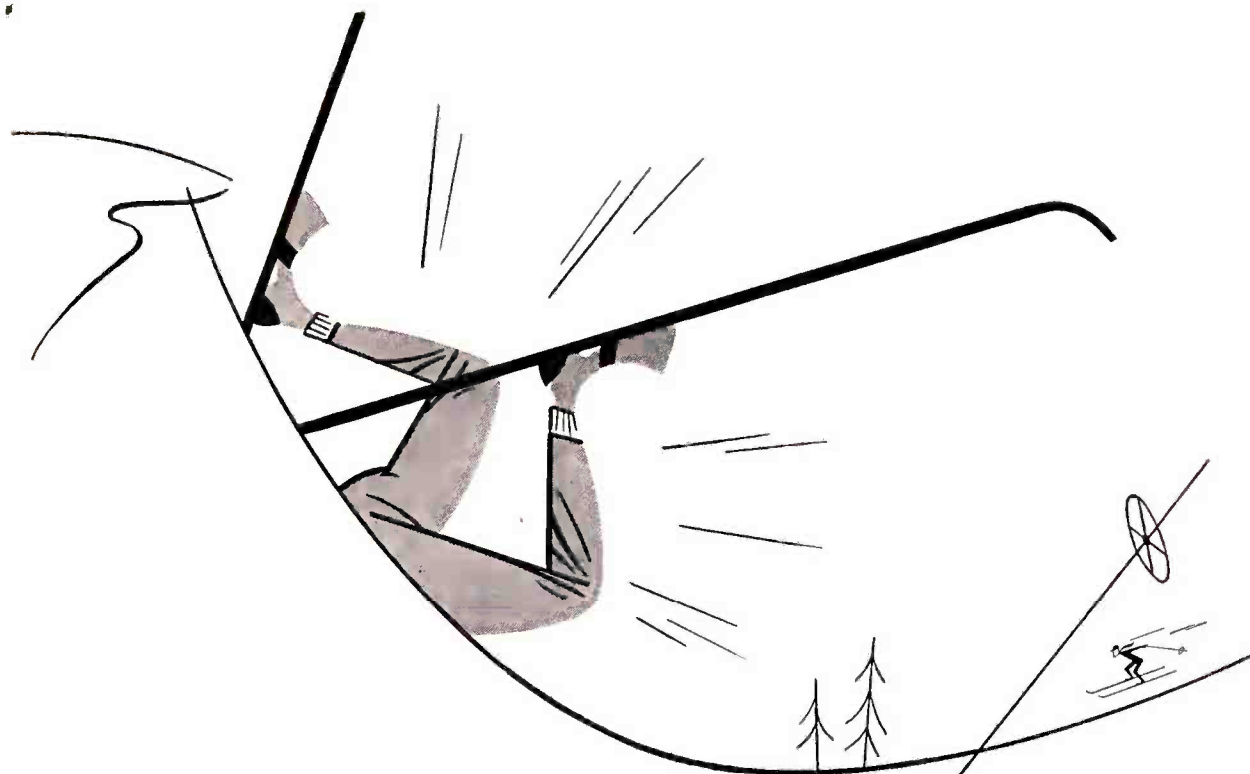
Hand me down my walking cane!

This big Ringling Brothers elephant is all set to go places now that she's got her walking cane.

Plenty of radio advertisers are going places with their sales programs on W-I-T-H, the station that delivers a big PLUS audience in Baltimore. W-I-T-H has more regular home listeners-per-dollar than any other station in town. And in addition, a survey supervised by the Johns Hopkins University shows that of all radios playing in barber shops, 49.3% were tuned to W-I-T-H!

So get in on low-cost results in Baltimore. Get W-I-T-H on your list fast! Get all the facts from your Headley-Reed man today.

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



That's penetration



Among all of the 257 stations heard within the WLW Merchandise-Able Area, The Nation's Station received six hours of *all* listening during an average week between 6 AM and Midnight—as compared to an average of less than one hour to the nine major competitive stations.*

THAT'S PENETRATION!

Listeners were tuned to . . .

WLW	Average of Nine Major Competitive Stations
184 minutes—6 AM to 6 PM	—30 minutes
143 minutes—6 PM to Midnight	—22 minutes
327 minutes—6 AM to Midnight	—52 minutes

WE REPEAT, that's penetration!

Complete information may be obtained at any of the WLW Sales Offices:

140 West 9th St., Cincinnati 2, Ohio
 630 Fifth Avenue, New York 20, N. Y.
 360 North Michigan, Chicago 1, Ill.
 6381 Hollywood Blvd., Hollywood 28, Calif.

*Nielsen Radio Index, February - March, 1949

when you want
penetration you want

WLW

the nation's most merchandise-able station

CROSLY BROADCASTING CORPORATION

LOS ANGELES

By ALLEN KUSHNER

WILLIAM H. FINESHRIBER, JR., Mutual v-p in charge of programs, arrived in Hollywood on Nov. 9th. KGER, Long Beach, California, announces appointment of Dick Walsh as its account executive for Long Beach Area. Walsh was formerly commercial manager for KAFY, Bakersfield, and prior chief of the AP radio news bureau in New Orleans. . . . Bill Froug and Will Field will write the Columbia Pacific Network "Jeff Regan, Investigator" series, beginning Wednesday. They replace E. Jack Neumann who is resigning from the writing staff to accept other radio commitments. . . . Milt Samuel, director of publicity and public relations for Young & Rubicam, Inc. Pacific Coast Division, has returned from a four-week trip which took him to San Diego, San Francisco, Oakland, Portland and Seattle. . . . Ed Smith, manager of the advertising service section for Y & R in Hollywood, returned to the Coast, after three weeks in N. Y. on business. . . . Jack Beck, CBS PN news director, is in New York to attend the convention of the National Association of Radio News Directors, and to confer with Edmund Chester, CBS director of news. . . . William D. Shaw, assistant sales manager for KNX and CBS, left for a two-week sales trip to New York and Chicago.

Antihistamine Mrs. Buy Web, Spot Time

(Continued from Page 1)

ship of "Counter-Spy" over 60 ABC stations, Thursday nights, 7:30-8 p.m. The contract, which runs through Dec. 29, 1949, was placed through Foote, Cone & Belding. In addition, Anahist has been sponsoring a spot campaign in 30 cities which will continue for an additional month.

Meanwhile, Grove Laboratories, Inc., St. Louis, a heavy user of radio time over a period of years, has announced plans for an extensive spot radio campaign to introduce its new anti-histamine product, "Antamine." Sullivan, Stauffer, Colwell & Bayles has been appointed to handle promotion for the new product.

1906 *Henri* 1949
CONFISEUR
FRENCH RESTAURANT
LUNCHEON from \$2.00
DINNER from \$3.00
COCKTAIL BAR
Famous French Candies
15 East 52nd St.
AIR CONDITIONED



Man About Manhattan. . . !

● ● ● **AROUND TOWN:** MCA is making a strong pitch for personal management contracts with some of the top radio-TV names. N. Y. artists contacted by the agency include Vaughn Monroe, Arthur Godfrey and Fred Allen. . . . Petrillo's demands that "Duffy's Tavern" employ AFM musicians for their tape recordings in Puerto Rico may result in Ed Gardner altering his plans to continue production of his show down in San Juan. . . . Paramount's TV film network reported growing with some 20 stations signed for the video film service. . . . RCA reported ready to sell the U. N. all of the radio and TV equipment which will be installed in their new headquarters in New York. . . . Frank Sinatra and Geo. Evans, who split a year or so ago, have kissed and made up. . . . Rumored that NBC's giveaway series, "H'wood Calling," will fold with Old Gold's Amateur Hour taking the Sunday night radio spot. . . . Commodore Productions have signed up Clyde Beatty for a half-hour radio series and are readying an advertising campaign. (They expect this show to duplicate the success of the Hopalong Cassidy series, which is also their property.) . . . FCC resenting Congressmen trying to pressure them on decisions will appeal to the Pres. to get the pressure boys off their necks. . . . "Inner Sanctum" will turn up as a sponsored video offering if tele-rights can be straightened out. . . . A N. Y. afternoon daily is planning to slash its radio-TV listings still further.



● ● ● **TELLING ON TELEVISION** (or views on video): Louie Nizer's razor-sharp, analytical legal mind completely dominated the Overseas Press Club's discussion on dismantling of German industries Sunday p.m. Loaded with facts, figures and logic, Nizer toyed with the panel—one of whom actually stated that he considered Germany to be "a peace-loving nation." Yep, that's what the man said. Nizer should've walked out on that one. We did. . . . DuMont, agreeing with us that Sat. night is the loneliest night in the week—on television, is preparing to give it the strongest build-up of the week. . . . "Garroway at Large" scores because it is one of the few television shows geared specifically for the medium. Garroway, purveying the intimate approach, speaking totally at ease as if in your living room, succeeds where many of the others occasionally fail. . . . The Philco "Book-of-the-Month" adaptations each Sunday portray stories which are so essentially over-mawkish and sentimental that there is seldom any dramatic impact despite fairly good adaptation. Television drama needs meat—not applesauce.



● ● ● **TICKER TAPE:** Our Washington gumshoe is raving, but loud, about the singing of Steve Olds (a West Point grad and custom-built for the films) who does his stuff daily via WITG. (The greeting in Wash. is no longer 'what's new'—but 'where's Olds?') . . . Hoyt agency has taken over the Bloch Bros. tobacco account from Walker & Downing in Pittsburgh and our guess is that they'll soon shelve their Fishing & Hunting series on both radio and TV. . . . Geo. Hogan quitting his announcing post at WOR after 10 years to concentrate on his mail order biz. . . . Frank Cooper now representing the Pied Pipers. . . . Dolly Dawn, who's been away from the local scene too long, will headline the new show at Cafe Society Downtown opening on the 24th. . . . Tex and Jinx skedded to go to Japan in Dec. . . . Bill Slater's Messing "Prize Party" drew something like 2000 letters in 24 hours for a write-in giveaway, proving that people still want something for nothing.



CHICAGO

By HAL TATE

BILL REILLY, midwest rep for BRCA-Recorded Program Service (formerly the NBC Thesaurus department), became a father for the second time last Wednesday. It was a girl, Sharon Marie, and she weighed in at seven pounds, 14 ounces at the Illinois Masonic Hospital. The other Reilly youngster is also a daughter, Margaret Ann.

Art Harre, WJJD general manager, and Frank Lane, White Sox general manager, have closed a deal for the Marshall Field station to broadcast the White Sox games exclusively on WJJD and its sister FM station, WFMF, for the next two years. Bob Elson, recognized as one of the country's top sportscasters, will handle the mike for the 4th consecutive year. Bob's been calling 'em for 17 years except for 4 years with the Navy during World War II.

WIND and Phil Wrigley will shortly announce an exclusive deal for the Daily News station to again broadcast the Cubs games exclusively in Chicago over the Atlas outlet.

WBKB has a unique show coming up Thursday night from 10:15 to 10:45 p.m. Purchased by the local B'nai B'rith, the program will be devoted to a drive for new members. Members who have TV sets will have parties at home and will invite prospects to view the show. Irv Kupcinet of "The Sun-Times" will be emcee with Cantor Moses Silverman rendering a few solos and a prominent movie star as guest. Bernie Howard is writing and producing this unique membership drive TV show which is called "This is B'nai B'rith."

Bernie Howard is preparing and purchasing the film spots for the Leo P. Bott ad agency for Community Motors, local Pontiac dealer. First station chosen was WENR-TV with other local stations scheduled to be added soon.

"The Living Bible"

Open-ended dramatic transcriptions at a price that will sell . . . cut on 33-1/3 Long Playing 12 inch records. Simple modern language . . . Life of Christ from Christmas thru Easter . . . then Old Testament. Scripts cleared by non-sectarian board. The perfect program for mortuaries, banks, savings and loans, etc.

Airmail or wire for double-faced pressing and descriptive matter today . . . \$2.50 refundable deposit.

DRAMA RECORDS

- QUALITY SHOWS ● SMALL PROFITS
- QUANTITY SALES

630 LAFAYETTE ST., DENVER 3, COLO.

Adv. Hall Of Fame Names 10 Immortals

(Continued from Page 1)

"subsidiaries" of the arts as radio and publications, he said, artists and writers should not have risen to the top layer of the "cake."

Names of the first ten "immortals" named to the Advertising Hall of Fame have been inscribed on a bronze plaque installed at the headquarters of the Advertising Club of New York. The plaque was unveiled by Andrew J. Haire, president of the club, which co-sponsors the Hall of Fame with the Advertising Federation of America.

Those listed on the plaque are: John Wanamaker, Philadelphia merchant, who pioneered in large use of newspaper advertising.

John Irving Romer, who played a major part in establishing "truth in advertising" through The Printer's Ink model statute he activated.

Cyrus H. K. Curtis, founder of the publishing enterprise bearing his name and developer of magazine advertising.

William H. Johns, advertising agency pioneer noted for his work in standards of advertising.

Alfred W. Erickson, another agency pioneer who helped found the Audit Bureau of Circulations and the American Association of Advertising Agencies.

Lewis B. Jones, advertising manager for Eastman Kodak Company, who led the way in large and effective use of advertising by manufacturers.

E. T. Meredith, whose publishing enterprises have been major influences in advertising progress.

Rollin C. Ayres, whose early work in organizing advertising on the West Coast helped establish Advertising Group.

Theodore F. MacManus, copywriter and agency executive who was identified with motor car advertising from its early status to the major position it occupies today.

Walter A. Strong, Chicago newspaper publisher who worked for strong advertising organizations.

Wedding Bells

Montgomery, Ala.—Earl Prentice Andrews, Jr., WSFA announcer, was recently married to Verda Louise Betha, in a church ceremony.

AVAILABLE AT ONCE

1, 2, or 3

400 Foot, Type SGN

BLAW—KNOX TOWERS

AT A GREAT BARGAIN

Copper wire and ribbon for ground nets for these towers available in any quantity.

Phone, Call, Write or Wire

C. H. WESSER

4500 PENOBSCOT BLDG.
DETROIT, MICHIGAN
WOODWARD 3-1213

Joint Freedom Pledge Voiced By Radio And Film Industries

(Continued from Page 1)

agreed that a continuing liaison should be maintained to aid in the fight to protect basic freedoms. A joint expression of principles was adopted as a guide in the fight against censorship and other freedom curbs.

"Freedom of expression," the statement said, "is the birthright of all Americans. Tonight, representatives of broadcasting and motion picture associations in America mutually pledged themselves to protect that birthright.

"The men who wrote our Constitution knew full well that the keystone of the arch of freedoms is freedom of expression. They knew that without this freedom no others would be possible. They could not foresee the giant printing presses of the future; much less could they dream of radio, the motion picture or of television. But they had seen free speech and their own free press suppressed and denied under a tyrannical government, and they understood its importance.

"Censorship . . . Deadly"

"They knew, as we cannot in safety forget, that censorship of any kind is deadly to that concept. We are joined to oppose censorship from any source, on any front, from any direction.

"It is fundamental truth that no one medium of expression can have its freedom abridged without peril to all others. The citizen himself—the individual American—is unsafe in his Constitutional guarantee of freedom of speech so long as the freedom of any agency of expression is encroached upon."

Radio industry executives present

Grocer's Assoc. Honors Women's Director Of KEX

Kay West, women's program director of Westinghouse KEX, Portland, Oregon, last week received the national radio "Lifeline of America Trophy" of the Grocery Manufacturers Association at a luncheon at the Waldorf-Astoria. Miss West will spend several days calling on clients in New York and Chicago before returning to Portland. Also on hand for the luncheon was Walter Benoit, vice-president of Westinghouse Radio Stations, Inc., owners of KEX who received the association's national radio plaque on behalf of KEX.

WHBC Aids Needy

Canton, Ohio—For the fourth consecutive year, WHBC, Canton, is broadcasting an appeal for food contributions so that needy families in the area may enjoy the traditional Thanksgiving holiday feast. Two hundred food baskets were distributed last year by the station. Various city and county welfare agencies are cooperating with WHBC in the current drive.

at the dinner included Harold E. Fellows, WEEI, Boston; Michael R. Hanna, WHCU, Ithaca; George D. Coleman, WGBI, Scranton; Campbell Arnoux, WTAR, Norfolk, Va.; Allen M. Woodall, WDAK, Columbus, Ga.; Harry W. Slavick, WMC, Memphis; Gilmore N. Nunn, WLAP, Lexington, Ky.; Harry M. Bitner, Jr., WFBM, Indianapolis; Charles C. Caley, WMBD, Peoria; William B. Quarton, WMT, Cedar Rapids; John F. Meagher, KYSM, Mankato, Minn.; Robert D. Enoch, KTOK, Oklahoma City; Clyde W. Rembert, KRLD, Dallas; Hugh B. Terry, KLZ, Denver; Glenn Shaw, KLX, Oakland, Calif.; Calvin J. Smith, KFAC, Los Angeles; Harry R. Spence, KXRO, Aberdeen, Wash.

Shouse Attends

Also James D. Shouse, WLW, Cincinnati; Kenyon Brown, KWFT, Wichita Falls, Texas; Merrill Lindsay, WSOY, Decatur, Ill.; Clair R. McCollough, WGAL, Lancaster, Pa.; Frank U. Fletcher, WARL-FM, Arlington, Va.; Everett L. Dillard, WASH-FM, Washington, D. C.; Robert D. Swezey, WDSU-TV, New Orleans; Eugene S. Thomas, WOIC, Washington, D. C.; C. E. Arney, Jr.; G. Emerson Markham; Ralph W. Hardy; Don E. Petty, Robert K. Richards, and James Dawson.

Top Web Executives To Be Cited By U. N.

(Continued from Page 1)

Stanton, president of CBS; and William Paley, chairman of the CBS board, Mark Woods, president of ABC and Edward Noble, chairman of the board; James McConnell, president of NBC and Niles Trammell, chairman of the board; Frank White, president of Mutual and Theodore Streibert, president of WOR and chairman of the MBS board; Fournay Rankin, representing NAB; Ted Cott of WNEW, representing the independent stations; Seymour Siegel of WNYC and William Ware, president of the FM association and Jack Poppele, president of the Television Broadcasters Association.

Stork News

Rock Island, Ill. — Bill Ellison, sportscaster at WHBF, Rock Island, is the father of a girl, Margaret Barbara, born to Mrs. Ellison on October 29.

Vinton Freedley, Jr., executive on the Lucky Strike account for BBD&O, is the father of a boy born Nov. 5 to Mrs. Freedley at the Greenwich Hospital. The birthday, Nov. 5, is, incidentally, the natal day also of the baby's grandfather, Vinton Freedley, Sr.

Fire!

"Firefighters" . . . a syndicated show with a real punch for young and old alike . . . is sparking plenty of business for the GrandMa Cookie Company of Portland, Oregon.

Why? Two reasons: 1) it's a good program with five-times-a-week continuity; 2) it's aired over 50,000-watt KEX, the most powerful and persuasive voice in the big Oregon-Southern Washington market!

Whatever the type of show, syndicated or custom-tailored . . . advertisers get better results in the Pacific Northwest market on KEX. For availabilities, check KEX or Free & Peters.

PORTLAND, ORE.
50,000 WATTS
ABC AFFILIATE

KEX

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

AGENCIES

JAMES M. CECIL, president of Cecil & Presbrey, Inc., has accepted the chairmanship of the advertising division of The Lighthouse Men's Committee. The campaign goal is \$150,000 by December 31st to support the program of 28 free services given to the blind of all ages, races and creeds at The Lighthouse of The New York Association for the Blind, 111 East 59th Street, New York 22, N. Y. "Over four thousand blind," Mr. Cecil said, "are currently receiving from The Lighthouse physical and spiritual help. In addition, many also receive training which gives them economic self-sufficiency and a full life. New York is proud of the work of The Lighthouse, and now New York must reach into its pockets and help support this great work."

DICK SPIEGAL, president of the Norito Co., Chicago has announced that shortly after the first of the year, his Norito Powder will be introduced in a new Effervescent form. Regular Norito will also continue to be available. He also reported that, effective immediately, all Norito advertising will be handled by the Harry B. Cohen Advertising Co. of New York City. Plans are now in work for greatly increased advertising on both the new and regular forms of Norito.

FLETCHER D. RICHARDS, INC., New York and Chicago advertising agency, will establish a division on the West Coast. Effective January 1, 1950, the Harrington, Whitney & Hurst, Inc., organization of San Francisco and Los Angeles will join with Fletcher D. Richards, Inc., and will operate as Harrington-Richards, Division of Fletcher D. Richards, Inc., with offices located in San Francisco and Los Angeles. The uniting of the two organizations will not involve any changes in clients, locations or personnel.

Pittsburgh FM Stations Set Program Exchange

Pittsburgh, Pa. — WPIT-FM has joined forces with WDUQ-FM, Duquesne University campus station, in a novel program arrangement.

Since Nov. 1, WPIT-FM has been carrying the 5-9 p.m. schedule of WDUQ-FM, made up the program produced by the Duquesne student staff, under the direction of Father J. A. Lauritis, C. S. S., the university's public relations head. The stations have also been working closely together on football coverage. WPIT carries on AM and FM the day games, and on FM only the night games, which WDUQ originates.

The campus station, which began operations in August, 1949, beams a 10-watt signal heard on a six-mile radius of the university. On Oct. 21 the station received authorization from the FCC to boost its power to 2750 watts.

PICTURE OF THE WEEK



Top operating echelon of NBC television held their first conference yesterday following the recent reorganization of the network making the video department a self-contained unit. Left to right: Frederic W. Wile, Jr., director of production; Carleton D. Smith, director of operations; (seated) S. L. (Pat) Weaver, Jr., NBC vice-president in charge of television; Norman Blackburn, director of television operations in Hollywood, and George H. Frey, director of television sales.

SESAC Sues WCKY Charging Infringement

SESAC, Inc., has filed suit in the United States District Court for the Southern District of Ohio, at Cincinnati, against L. B. Wilson, Inc., operators of WCKY. The bill of complaint alleges infringement of the following compositions:

"Turn Your Radio On," "Take The World But Give Me Jesus," "If We Never Meet Again," "Hallelujah Morning," "Gathering Flowers For The Master's Bouquet," and "Dream-Boat."

The bill of complaint seeks damages at the statutory rate of not less than \$250.00 for each infringing performance, and asks an injunction against the further use of the songs alleged to have been infringed, plus attorney's fees and costs.

Answer day of WCKY is twenty days from date of filing the complaint.

Paxton and Seasongood are local counsel for SESAC Inc.

WRNL Takes Ziv Show

Richmond, Va. — WRNL, Richmond, Nolde Brothers Bakery, Richmond, is now sponsoring Ziv-produced transcribed half-hour series, "The Cisco Kid," Monday, Wednesday and Friday, from 6:15 to 6:45 p.m., for Nolde's American Maid Bread and other bakery products. Sponsor has launched high-powered promotion campaign to publicize the show.

'Kids Day Salute' Skedded By ABC Web For Nov. 17

West Coast Bureau of RADIO DAILY Hollywood—"Kids Day Salute," a half-hour star-studded show to mark National Kids Day, designed to combat juvenile delinquency, will be broadcast, Nov. 17, 10 p.m., EST, by ABC in cooperation with more than 300 Kiwanis Clubs of the Kiwanis International and the National Kids Foundation.

Among the stars scheduled to participate in the salute will be Bing Crosby, Red Skelton, Walter Winchell, Drew Pearson, Edgar Bergen, Bob Hope, Jimmy Fidler, Gabriel Heatter, Dinah Shore, Arthur Godfrey and Harry Von Zell. Kiwanis International president J. Hugh Jackson will make a brief address on the program. Music will be supplied by Basil (Buzz) Adlam and the ABC orchestra.

Sponsoring Skiing Show

Newark, N. J.—Alex Taylor, New York sporting goods firm, will sponsor "Skiing on the Air," a weekly half-hour show of skiing news and interviews, over WVNJ, beginning Dec. 1, 8:00 p.m.

The contract for a 13 week period was placed direct. Ted Johnson, WVNJ announcer, will conduct the series which will feature snow reports, road conditions and interviews with outstanding skiers and skiing authorities. Promotion tie-ups are being arranged.

PROMOTION

Premium Approach

Two network shows and a New York City television program are being used by the R. L. Watkins Company Division, Sterling Drug Inc., for a premium offer promoting Dr. Lyon's Tooth Powder, Dr. Lyon's Ammoniated Tooth Powder and Lyon's Tooth Paste, starting November 21. The premium is a Florentine necklace, obtainable for 25 cents plus box tops of the tooth paste or powder, or the paper liner from the top of the new Ammoniated Tooth Powder, distributed unboxed. The offer will continue for two weeks, according to D. H. Williams, divisional vice-president. The account is handled by Dancer Fitzgerald, Sample, Inc., New York advertising agency.

Radio programs are "Back Stage Wife" (NBC 4 p.m., EST, 145 stations) and "Bride and Groom" (ABC 2:30 p.m., EST, 224 stations). Television show is "Okay, Mother!" (WABD, Channel 5, 1 p.m., EST)

WCAE Uses Display Ad

A special double-page advertisement was run by WCAE on November 9 in the Pittsburgh Sun-Telegraph featuring many of the station's local and network programs. This two-page ad was another in the continuous campaign of WCAE program promotion. The date of November 9 was purposely selected because it was the day following an important local election which had wide-spread interest and increased circulation of the paper.

Oklahoma Broadcasters Forming State Group

Oklahoma City—An organizational meeting of the Oklahoma Broadcasters Association, attended by 18 state radio representatives, named Joe Bernard, general manager of KOMA, Oklahoma City, as temporary chairman. Only the owners and the managers of the 39 commercial AM and TV stations in the state have been invited to join the new organization, according to Bernard and the purpose of the group will be to gain a "true representation of the industry before the state government and business."

WWRL Program Expands To Full Two-Hour Show

WWRL's "Afternoon Swing Session," Mondays through Saturdays, will be expanded into a full two-hour show, 3:30-5:30 p.m., beginning today, because of "the influx of additional sponsors," the latest two of which are Buddy Lee Clothes and Music Hall Credit Jewelers.

The deal with the clothing firm, handled through Henry Bach Associates, called for two spots daily for 13 weeks. The jewelry company signed, through Miller Advertising, Inc., a 13-week contract for five minutes daily.

TELEVISION DAILY

Section of RADIO DAILY, Wednesday, November 16, 1949 — TELEVISION DAILY is fully protected by register and copyright

NO TAKERS FOR GARDEN SPORTS

TELE TOPICS

THE most important part of any dramatic show is the script. This is nothing new; it's been recognized by everyone in the production field. The validity of this axiom, which is too often overlooked in TV, was graphically demonstrated by two shows that appeared on CBS Monday night. "Silver Theater" offered "Don't Give Up The Ship," an original by Nelson Giddings, which was as dreary an attempt at comedy as is likely to be found anywhere. "Studio One," on the other hand, did "Two Sharp Knives," by Dashiell Hammett, a whodunit that is loaded with excitement and suspense. Tony Miner's series has been discussed at length in this space in the past, so let's see what "Silver Theater" had to offer. . . . Giddings' story revolved about a man and wife who rent a room to a poor, homeless high school student. Naturally, this student turns out to be a tall, blonde, 26-year-old veteran, a veritable Adonis. Since the wife is also blonde and beautiful (Louise Albritton) and the husband an easy-going guy (Henry Morgan) the complications are quite obvious. To make matters worse, the student (Charles Nolte) wins a giant jackpot that clutters the house with electrical gadgets. Wife loses husband, husband loses wife, until they are brought together in a trailer—one of the jackpot prizes—by the maid (Myrtle Ferguson), another contest prize. All this was squeezed into a half-hour production that was rather sloppy in several spots. . . . Frank Telford is producer-director, and Y & R the agency for Int'l Silver.

ADVANTAGES of modern science dept., or, What next? NBC announced yesterday that it will carry on its network the wedding of Vice-President Barkley and Mrs. Carleton S. Hadley via a remote pick-up by KSD-TV, St. Louis. Cameras will be set up in the church yard and vestibule of St. John's Methodist Church to cover arrival and departure of principals and guests and the web expects that the actual ceremony also will be covered. Cameras will be set up also in the home of Mrs. Hadley's best friend, where a wedding luncheon will be held. Pickup will begin at 11:45 a.m., EST, and run through until approximately 1:30. Any questions?

AMERICAN TOBACCO has apparently decided on a bi-weekly hour-long dramatic series starring Robert Montgomery for Lucky Strike, with both CBS and NBC pitching for the show. BBD&O is handling the program. . . . CBS's claim to first use of Dr. Frank Back's Video Reflector has been disputed by NBC which says it used the new "lensless lens" for its fight pickup from the Garden last Friday night.

No Color TV Chosen For BBC—Ashbridge

Denying reports circulated last week that BBC would immediately begin color tele tests based on the CBS mechanical scanning method, Sir Noel Ashbridge, director of technical services of the BBC, informed RCA yesterday that "no definite arrangements have been made for specific tests nor is any practical development in the immediate future envisaged." This was announced yesterday by RCA.

Sir Noel said that "the only work in color television by the BBC consists purely of research experiments."

"Naturally," he declared, "all existing and proposed systems are under review. The BBC is equally interested in RCA and other promising systems. No arrangements have been entered into with any British or American firm so far."

Dr. Peter Goldmark, of CBS, on his return from London last week had informed the press that the BBC plans to proceed immediately with experiments based upon the CBS color system.

In reply to the RCA statement of yesterday, Dr. Goldmark said, "RCA is again attempting to ride CBS' coattails in color television." British interest in color was "awakened" by the recent demonstration of the CBS system in London, he said, adding: "Following the familiar RCA pattern, RCA has rushed in after CBS, as it has done in the past in this country, to block the CBS system and keep color television from the public."

Two TV Men Named To NAB's Directorate

Washington Bureau of RADIO DAILY
Washington — Robert D. Swezey, general manager of WDSU-TV, New Orleans, and Eugene Thomas of WOIC, Washington, yesterday were named to NAB board membership—the first two TV representatives on the directorate. This is in line with earlier structure committee recommendations.

Integrated Plugs Best, Starch Survey Reports

Integrated commercials are most effective, while demonstration is apparently relatively ineffective, according to an analysis of the first two months of the Starch Reports on Television Commercials, released last week. Jack Boyle, Starch's TV chief, warned however that these are preliminary findings subject to modification.

Comparisons based on the percentage of viewers over non-viewers who would buy the brand advertised follow: integrated, 80 per cent; dramatic, 72; cartoon and stop motion, 63; demonstration, 25; service, 14.

Masland Show Renewed

C. H. Masland and Sons Carpet Co. has renewed Masland At Home Show, with Earl Wrightston, for a second 13-week cycle on CBS, effective Dec. 14. Anderson, Davis and Platte is the agency.

Report High Price Asked Of Hockey And Basketball

TV rights to three major winter sports series at Madison Square Garden are being offered to stations and sponsors by Garden prexy Ned Irish with no takers so far and prospects slight it was learned yesterday.

Main obstacle to sale of college basketball, professional hockey and pro basketball, it was said, has been a price tag far above the figure a bankroller would be willing to pay. Another hurdle has been the fact that college basketball has been scheduled on different nights of the week so that a sponsor would have difficulty buying a regular weekly program, it was said.

Irish, however, said yesterday that he is offering three separate packages — 15 Sunday night hockey games, 22 Saturday night college basketball games and 20 pro hoop contests, mainly on Wednesday or Saturday nights or Saturday afternoons. He said he has "several prospective sponsors" but declined to name them. He also refused to reveal his asking price, saying that he is "not negotiating in the press."

\$4,000 Per Game Reported
The original asking price for 38 college court contests was reported to be \$150,000. This would be about \$4,000 a game or \$88,000 for the present Garden package of 22 pickups. Original price asked for pro basketball and hockey was said to be \$70,000 each. It was reported however, that these prices were considered far out of line by both sponsors and stations and have since been reduced.

Only regularly scheduled sports pickups from the Garden, besides boxing, is N. Y. Rovers hockey Sunday afternoons, on WPIX, with Sunset Appliance Stores picking up the tab. Last season college basketball and other events, such as the horse show, rodeo, track, etc., were scanned by CBS under sponsorship of Camels and Wrigley gum. Pro basketball was on ABC last season and Rangers hockey on WPIX for Schaefer beer.

CBS had first call on all Garden events except boxing last year but dropped the pact when it expired this spring because of network commercial commitments.

Set Sales Record In D. C.

Washington—Record monthly high of 6,350 receiver sales was set in the Washington area during October, the Washington Television Circulation Committee reported Monday, to bring the city's total to 69,550.

Press-Time Paragraphs

Texaco To Sponsor Opera Opening

Opening night of the Metropolitan Opera, Nov. 21, will be sponsored on ABC for the second successive year. Opera will be "Der Rosenkavalier." Pickup will start at 8 p.m., EST, and will be fed to Detroit, Chicago, Washington, Philadelphia and Baltimore. Milton Cross will be narrator.

Standard Rate Card Nears Completion

Final version of a standard station rate card, drawn up by the TBA commercial operations committee, is expected to be completed for publication and distribution to the industry before the end of the year. Committee, headed by Herminio Traviesas, of CBS, met yesterday to arrange for a final review of the card before submitting it to the TBA board.

Colleges Mulling Grid TV Ban

Methods to counteract what is alleged as TV's detrimental effect on attendance at college football games will be a major topic at next month's meeting of the Big Ten and the Eastern Collegiate Athletic Conference. ECAC chief Asa Busbnell is expected to call for a nationwide ban on video pickups to bolster gate receipts.

\$250 Tax On Stations Draws Fire Of NAB

(Continued from Page 1)

from an Arkansas Supreme Court decision upholding the city authority was brushed aside last week by the Supreme Court, leading to the widespread fear that other cities will seek to collect revenues from radio stations and salesmen.

If the rehearing plea is not granted, NAB has further plans. Petty said, but they cannot be divulged at this time. He said that as a lawyer he felt the Supreme Court would have impressive new legal authority to consider in the matter, and that if the plea gets careful attention the chance for a reconsideration is good.

NAB's *amicus curiae* brief, he said, will be an effort simply to "fortify" the counsel for the two stations.

In the event reconsideration is denied by the high court, it was believed here that NAB may anticipate the launching of another legal battle by one or more other Little Rock stations, with NAB participating more actively in the litigation.

"Everyman's Story" Set By WNBC For 2nd Year

WNBC, in cooperation with the Federation of Jewish Philanthropies of New York, is presenting for the second consecutive year a documentary drama series, "Everyman's Story," Tuesdays, 7:30-8 p.m., started Nov. 15, it has been announced by Harvey J. Gannon, the station's program manager.

The series is designed to "deepen public understanding of modern health and social service work." It will focus attention on the needs and accomplishments of these services in the New York area. The first program, entitled "The Making of a Surgeon," will describe the work being done to instruct young doctors in hospitals and will stress the importance of public understanding and support of these institutions.

Grigsby Advertising Mgr. Of Zenith Radio Corp.

(Continued from Page 1)

tising copywriter with a background of advertising experience secured from the Scholl Manufacturing Company, the Fair Store in Chicago, and Sears Roebuck & Company.

In his new post, Grigsby will have full charge of the company's national and co-operative advertising, and in addition, will continue to be responsible for sales promotion activities.

BROADCASTERS . . .

You can get yourself a top-flight promotion man with an outstanding record. This man has been a radio station sales promotion director for four years, and has had long experience as a time salesman and in station programming.

Write RADIO DAILY, Box No. 286, 1501 Broadway, N. Y. C.

COAST-TO-COAST

WLAW Surgery Epidemic

Lawrence, Mass.—If present conditions continue, WLAW may have to move a large share of its production activities to hospitals. No less than four of the station's personnel have been in and out of hospitals for surgery. Nona Kirby, Ida Jarvis, Marion Kfoury and John Fredericks are the four victims.

Man With Many Voices

Charleston, S. C.—WCSC, in addition to carrying CBS' man of many faces, Mr. Chameleon, has its own man of many voices, Bill Hedgepeth, announcer. Bill can be Little Audrey, a child of 5, Mrs. Bruno, a gruff-voiced woman, Rastus, janitor who drops in during the show and Uncle Zeb, a typical hoedown from Texas with homespun philosophy.

Contest Winners Announced

Hartford, Conn.—Jack Neusner, a senior at William Hall High School, has been declared the winner of the "Voice of Democracy" contest conducted by the Hartford Junior Chamber of Commerce in cooperation with Station WTIC and local radio distributors. Second place went to Barbara Brown, and third place to Thomas Kavanaugh.

New Youth Programs

Amsterdam, N. Y.—WCSS has begun a new series of youth programs entitled "Youth Forum of the Air." Produced in cooperation with the Youth Work Division of the YMCA, the series will feature round table discussions of common adolescent problems by the young people of Amsterdam and vicinity. Air time is 8:30 to 9:00 p.m. each Thursday.

Schile New Vice-Pres.

Salt Lake City, Utah—Frank C. Carman, president of the Rocky Mountain Broadcasting System, announces the election of S. John Schile to the office of vice-president in charge of sales. Schile has served as sales manager of KUTA, for the past two years. The Rocky Mountain Broadcasting System will maintain its offices in Salt Lake City and will be represented nationally by the George P. Hollingbery Company.

Interested in reaching the
trade in Chicago?

CHICAGO TALENT DIRECTORY

Merchandise Mart
DElaware 7-6619

Deadline for January, 1950
issue is December 1st.

WIOD Commercial Panel

Miami, Fla.—George Castleman, vice-president of Birmingham, Castleman & Pierce, led a general discussion, last week in the WIOD studios, of proper handling of commercials, and increasing importance of localizing national spot commercials for maximum effectiveness. WIOD staff representing commercial, continuity, announcing and promotion departments participated.

Wood Appointed New Post

Saginaw, Michigan — Milton L. Greenebaum, president and general manager of the Saginaw Broadcasting Company, announced the appointment of Phillip Wood as his assistant. Wood was formerly associated with WKOW as general manager at Madison.

Hicks Joins WHBF Staff

Rock Island, Ill.—Frank S. Hicks, Jr., has joined the announcing staff at WHBF. He was formerly with KYSM, Mankato, Minn.

KDKA Man Resigns

Pittsburgh, Pa.—Bill Hinds, veteran KDKA singer, announcer and actor, has resigned his staff job at the Pittsburgh Westinghouse Station to free lance in radio and television. Hinds started at KDKA in 1933 as a page boy and became an announcer three years later.

NAB To Replace BMB; New Corporation Set

(Continued from Page 1)

pating as in BMB. The purpose of this move was not immediately apparent, although it was believed that it had been discussed with AAAA and ANA toppers.

The board also voted to extend an invitation to the FM Association to join NAB. A single merger was called for, with no conditions, NAB spokesmen said last night. It was reported that private conversations with top FMA officials have indicated the FMA probably will accept the offer.

Another decision was to rescind the separation plan for the Broadcast Advertising Bureau. The BAB will be retained as a part of NAB, supervised by the board, for an indefinite future period.

Religious Spots Skedded

More than 175 network and regional programs, commercial and sustaining, will carry announcements this month tied in with the Advertising Council's "Religion in American Life" campaign, it was disclosed Friday. In addition, many independent stations will air live and transcribed messages placed through 3,000 local church groups. The campaign was launched by President Truman in a four-network broadcast Oct. 30.

RADIO EXECUTIVES CLUB OF NEW YORK

LUNCHEON-MEETING

THURSDAY, NOV. 17

HOTEL ROOSEVELT

AT 12:30 P. M.

SPEAKERS:

Ralph Starr Butler, formerly Vice President
in Charge of Advertising, General Foods

Atherton Hobler, Chairman of the Board,
Benton & Bowles, Inc.

Charles R. Denny, Executive Vice President,
National Broadcasting Company

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

Reservations—Claude Barrere, MU 6-0238.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 31

NEW YORK, THURSDAY, NOVEMBER 17, 1949

TEN CENTS

NAB'S STRUCTURE IS STRENGTHENED

Radio, Films To Pick 'Freedom' Chairmen

Washington Bureau of *RADIO DAILY*. Washington — To implement the joint pledge of opposition to censorship voiced here Tuesday night by the radio and motion picture industries, through NAB and MPA, each group is expected shortly to select a chairman, these chairmen then to draw up proposals for joint action.

Eric Johnston, president of the MPA, declared yesterday that he was much pleased by Tuesday's joint meeting of the two industries' leaders. The new liaison organization set up should "really go somewhere" in fighting censorship of radio and films, he said.

Bergen Talks On TV At Journalism School

Athens, Ga.—The co-axial cable will not solve all television problems, Edgar Bergen told radio students at the University of Georgia's Journalism School this week. Bergen said that complete local production units will be needed if advertisers are to get full benefit from television.

He urged the students to get their experience wherever they could, but cautioned them against selling their

(Continued on Page 3)

Pontiac Spot Campaign Planned For New Line

Pontiac Motors is reported planning a national spot campaign in key center cities in connection with the introduction of their new line of cars on December 1. Agency for Pontiac is McManus, John and Adams, Detroit.

Japanese (Rat) Diet

G. I. Folster's "World News Roundup" originates in Tokyo, Japan, and is heard at 8 a.m. over the NBC network. Tuesday morning he failed to come through at the appointed time and the web was kept guessing until yesterday, when a message from the Nipponese capital told of rats having chewed up the cable housing, halting service.

Optimistic Note

Wilton Gunzendorfer, general manager of KROW, Oakland, Calif., who is in New York on his semi-annual visit to agencies and sponsors, opines that "things are looking brighter." Gunzendorfer recalled that last spring a lot of agencies were crying the blues. Today the picture is different. Agency men are interested in placing national spots in local markets and the prospects for the new year are bright, Gunzendorfer said.

Competition To Bring New Spot Campaign

Competition for the coach trade between airlines and railroads operating from New York and Chicago, Cleveland and Detroit, will bring a campaign of spot business to radio and TV in these cities, *RADIO DAILY* learned yesterday. The increased radio advertising schedules will result from the eastern railroads putting into effect a 12.5 per cent increase of fares granted by the ICC and the

(Continued on Page 3)

"Life With Luigi" Sold By CBS To Wm. Wrigley

William Wrigley, Jr. Co., yesterday announced sponsorship of CBS' "Life With Luigi" on the full network beginning Tuesday, January 10, 9:00 to 9:30 p.m., EST. "Life With Luigi," a sustaining feature on the CBS web since September 21, 1948, stars J. Carroll Naish and is pro-

(Continued on Page 3)

TV Time Sales Of \$30,000,000 This Year Seen By Elliott

TV network and station time sales for 1949 will total \$30,000,000, tripling the \$10,000,000 spent for time by advertisers last year, RCA Victor veepee Joseph B. Elliott predicted this week. Next year, he said, time sales will again be substantially increased because the audience will be nearly doubled.

Speaking before the Philadelphia Chapter of the American Institute of Banking, Elliott predicted that the in-

Board's Action Retaining BAB Dept., Dropping BMB, Bolsters Industry Organization's Operations

Increased Music Fees Sought in Canada

Montreal — The Composers, Authors and Publishers Association of Canada plans to seek an increase in the royalties now charged for use of works by Canadian artists.

The Association had its 1950 scale of charges published in a current issue of the *Canada Gazette*. The charges have been approved by the Copyright Appeal Board—a three-man body headed by Mr. Justice J.

(Continued on Page 2)

Effectiveness Of Radio Emphasized By Speaker

The effectiveness of radio tie-ins in promoting sales of Red Ryder western boys' apparel and other Red Ryder merchandise was stressed yesterday by John Howell, sales manager of the Stephen Slesinger organization, speaking before fifty

(Continued on Page 3)

Serutan Plans Expansion For Lindlahr On ABC

Serutan, Inc., which has been presenting Victor H. Lindlahr's dietetics commentary on 72 ABC stations four times weekly including

(Continued on Page 3)

Action of the NAB Board retaining Broadcast Advertising Bureau as a service to the membership and dropping sponsorship of Broadcast Measurement Bureau which may be perpetuated as a new corporation, indicates that the industry organization seeks to hold its present member-

(Continued on Page 8)

Food Industry Told Importance Of AM-TV

"Unless I miss my guess, the food industry has, in television, one of the most powerful selling tools ever developed," researcher Arthur C. Nielsen told the Grocery Manufacturers of America at a meeting in New York on Tuesday.

However, Nielsen cautioned, "The food industry could scarcely make as serious an error, at this time, as to conclude that radio is washed up

(Continued on Page 8)

Rocky Mountain Council Marks 10th Anniversary

Denver, Colo.—The Rocky Mountain Radio Council, a non-profit public service programming organization with 37 member stations in Colorado and Wyoming, this week issued a report summarizing its

(Continued on Page 2)

25th Anniversary

Duluth—Origination of the Quiz Kids program from the Duluth Armory next Sunday and the personal appearance of Bob Hope will be the entertainment highlights of the 25th anniversary of WEBC. The Quiz Kids broadcast will be heard over NBC at 3:30 p.m., EST, with Joe Kelly in his usual role as master of ceremonies.



★ COMING AND GOING ★

Vol. 49, No. 31 Thurs., Nov. 17, 1949 10 Cts.

JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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

WEST COAST OFFICES

Allen Kushner, Manager
6425 Hollywood Blvd. Phone: Gladstone 8436

WASHINGTON BUREAU

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

CHICAGO BUREAU

Hal Tate, Manager.

350 No. Michigan Ave.
Phone: Randolph 6-6850

SOUTHWEST BUREAU

Paul Girard, Manager

Tower Petroleum Bldg.,
Dallas, Texas

Phone: Riverside 3518-8

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

FINANCIAL

(November 16)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	75 ³ / ₈	71 ¹ / ₂	71 ¹ / ₂	+
Admiral Corp.	29	28 ⁵ / ₈	29	+ 1/8
Am. Tel. & Tel.	146	145 ³ / ₄	146	+ 1/8
CBS A	24 1/4	23 3/4	24	+ 3/8
CBS B	24	24	24	+ 1/8
Philco	295 ⁸ / ₈	293 ⁸ / ₈	293 ⁸ / ₈	+
Phitco Pfd.	82 1/2	82	82	+ 3/4
RCA Common	12 1/4	12	12 1/4	+ 1/4
RCA First Pfd.	73 3/4	73	73	+ 3/4
Stewart-Warner	115 ⁸ / ₈	111 1/2	111 1/2	- 1/8
Westinghouse	27 1/8	26 3/4	27	+
Westinghouse Pfd.	100	100	100	- 1/8
Zenith Radio	28	27 3/4	27 3/4	...

NEW YORK STOCK EXCHANGE

Hazeltine Corp.	14 1/2	14 1/2	14 1/2	- 3/8
Nat. Union Radio	2 1/2	2 3/8	2 1/2	...

OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	13 3/4	14 3/4
Stromberg-Carlson	13 1/2	14 3/4
WCAO (Baltimore)	17	21
WJR (Detroit)	7 1/2	8

Day To Lecture

Harold Day, director of AM and TV sales development for ABC spot sales, will address the radio school of Fordham University today on "Local Selling By Radio and Television."

RCA INSTITUTES, INC.

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

Our graduates have 1st Class Telephone License. Address inquiries to Placement Director RCA INSTITUTES, Inc., 350 W. 4th St., New York 14, N. Y.

A. R. HEBENSTREIT, owner and president of KGGM, Albuquerque, N. M., is in town this week for conferences at the headquarters of the Columbia network.

SALLY LOU RUSKA, secretary to the column editor in the press department of NBC, is in Chicago this week on business.

RAY VIR DEN, president of Lennen & Mitchell, Inc., and NICHOLAS KEESELY, vice-president of the agency in charge of radio and television, are in Minneapolis for today's presentation of the Old Gold Amateur Hour over ABC from the Municipal Auditorium, all proceeds, as usual, going to local charities.

BEN LUDY is in town. The general manager of WIBW, Topeka, Kans., was in conference Tuesday at the offices of CBS, with which the station is affiliated.

DR. E. M. HONAN, engineering manager of Altec Lansing Corporation, has arrived from the West Coast.

ARTHUR MORTENSEN, merchandising manager of the Columbia Pacific Network, has left on a 10-day tour of the Northwest, where he will visit web affiliates.

DOUGLAS MANSHIP, vice-president of WKBO, Baltimore outlet of NBC, is in New York for talks with station relations officials of the web.

JOHN REICH, director of the Television Workshop, in Pittsburgh this week to direct Hippolytus at Carnegie Tech.

SIDNEY ASCHER, publicist, off for Washington, D. C., to confer with Vincent Gallagher, owner of the King Cole Room.

BOB EMERY, whose "Small Fry" video show is featured on the DuMont network, and LEONARD COPELAN, sales manager of Peter Puppet Playthings, are back from Chicago, where Emery made a personal appearance before 15,000 "small Fry" at The Fair, big Windy City department store.

Rocky Mountain Council Marks 10th Anniversary

(Continued from Page 1)

achievements since its inception in 1939, and detailing its work during the last two years.

From Aug., 1947, to Aug., 1949, the Council broadcast over its 37 cooperating stations and 11 other outlets programs totalling 1,760 hours and 30 minutes. Computed at commercial station rates, this time was worth \$197,506.69, the Council reported. The programs ranged in type from discussions of the United Nations to lectures on Rocky Mountain Spotted Fever.

Haiti Honors Olga Druce

Olga Druce, author, producer and director, whose "House of Mystery" program is heard each Sunday on Mutual from 4-4:30 p.m., yesterday was honored by the Republic of Haiti at a luncheon in the Hotel New Yorker. In recognition of her efforts in bringing to Americans a better understanding of the island republic Miss Druce was presented a carved mahogany bowl.

Boys' Choir On ABC

Stanley Home Products, Inc. will sponsor a one-time half-hour broadcast of the Boys' Town Choir over the full ABC network on Dec. 11, at 5 p.m. Charles W. Hoyt Co., Inc., is the agency. The show will originate at Boys' Town, Nebraska.

JIMMY DURANTE, in New York for a night club engagement, conferred yesterday at the press department of NBC.

LEON LEVINE, director of discussion broadcasts at CBS, has returned from Atlantic City, where he delivered an address at the New Jersey Education Conference.

BOB KERNS, managing director of WLOK, Lima, Ohio, is spending this week in New York for conferences with station reps and with Tom Harker, national sales manager of the Fort Industry Company.

SID DESFORS, head of the photo section in the press department of NBC, left Sunday for Europe on a tour of Air Force bases with the program company of the network's "Grand Ole Opry" show.

GENE JANUZZI, radio and drama writer for the Pittsburgh Post-Gazette, is in New York doing a special story on Mrs. Mildred Fite, now in town as winner of a KDKA "Cinderella Week-End."

LEONARD REINSCH, managing director of Consolidated Radio Stations, has arrived from Nashville on a short business trip. Visited Tuesday at NBC.

HAL LE ROY has arrived in New York and is rehearsing for his video appearance Saturday on "Cavalcade of Stars."

HARRY COPLAN, producer and emcee of "Meet the Missus" on the Columbia Pacific Network, is back in Hollywood following a week in Las Vegas, Nev.

MARIO BERINI, lyric tenor of the Metropolitan Opera, also heard widely on the air, is aboard the Mauretania bound for Europe. He will do eight BBC broadcasts and has scheduled a lengthy concert tour.

Increased Music Fees Sought in Canada

(Continued from Page 1)

T. Thorson, resident of the Exchequer Court.

This year, the Association charges radio stations \$272,163. In 1950, it will seek \$292,718. The amount would be divided equally among private stations and the CBC.

Broadcast Music, Inc., will seek \$41,155 from private stations. This year it obtained \$38,880. It did not indicate how much it will seek from the CBC for the use of works owned by BMI.

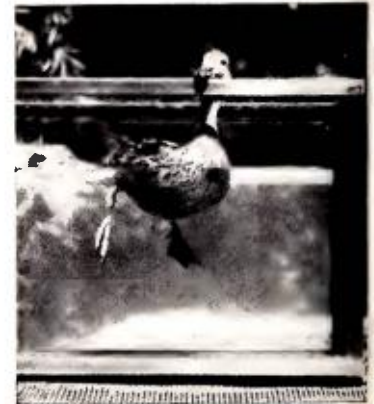
Fees collected by C.A.P.A.C. and B.M.I. are paid to the authors of the works used by radio stations, theaters, dance bands and the like. C.A.P.A.C. reclassified and increased some tariffs, particularly on dance band or musical performances in various places.

Details of the changes will be explained when the Association appears before the Copyright Appeal Board, probably next January.

Stork News

Waterbury, Conn.—Jim Logan, announcer at WWCO, Waterbury, is the father of a son born to Mrs. Logan October 30 at St. Mary's Hospital.

Too wet for the duck



The water in this tank has been treated chemically to make it "wetter"—more effective in fire-fighting. And the poor duck finds that it's harder for him to keep afloat in it.

Advertisers are finding it harder to keep afloat these days in the tough, competitive markets. And in Baltimore they are turning to W-I-T-H to produce low-cost sales.

You can do so much with so little money on W-I-T-H! It's the station that's famous for delivering more listeners-per-dollar than any other station in town. So if you're looking for a BIG BARGAIN in radio time, call in your Headley-Reed man and get the full W-I-T-H story.

WITH
BALTIMORE, MARYLAND
Tom Tinsley, President • Represented by Headley-Reed

Haverlin Starts Drive For Radio Pioneers

In a move to increase the membership of the Radio Pioneers Club, Carl Haverlin, president of BMI and chairman of the club's membership committee has mailed a letter to 2,000 station managers throughout the country with an enclosure of the new Radio Pioneers bulletin edited by M. H. Shapiro. The letter, reads in part, as follows:



HAVERLIN

Each year the club elects a new president. This year, we are fortunate in having in that office William S. Hedges, vice-president of NBC. (I don't know how fortunate Bill is in his choice of a membership chairman—only time will tell that.)

High Goal Set

"The membership committee has set as its goal a membership of every man and woman who has been connected with radio for twenty consecutive years. (Time out of the industry for military service does not count against the applicant.)

"It's difficult for us to find all potential Pioneer members, for they are widely dispersed throughout the country. So that all 20-year people may know they are cordially invited to join us, will you be good enough to circulate this letter and the attached copy of the club's bulletin, "Radio Pioneer," throughout your organization, or post both on your bulletin board?

"Any person who has been connected with radio for twenty consecutive years should write to me (at Broadcast Music, Inc., 580 Fifth Ave., New York City) or to any member of the Pioneers membership committee, requesting an application blank. The names of those on the membership committee are set forth in "Radio Pioneer" attached.

Initiation Fee Waived

"As a special inducement to membership this year, we have waived the \$10 initiation fee. The total membership fee is now only \$15, which pays for a year's dues and the Pioneers lapel pin."

Bergen Talks On TV At Journalism School

(Continued from Page 1)

talents for too little. He also spoke briefly on ventriloquism and gave a short comedy skit.

The comedian won the Peabody Award, administered by the school, for "outstanding entertainment in 1945."

★ AGENCY NEWSCAST ★

ROBERT H. RUSSELL, John McManemin and Wallace H. Goldsmith II have joined the staff of Foote, Cone & Belding International Corporation. They will serve as field merchandising coordinators for The Watchmakers of Switzerland. Russell, who will be in charge of western United States activities, will headquarter in Los Angeles; Goldsmith, covering the midwest, will have offices in Chicago; McManemin, eastern co-ordinator, will work from New York City.

WILLIAM ESTY COMPANY, INC., has named Luther Bridgman assistant to Stanley Lomas, television production chief. Bridgman will head the film division of the television department.

WILLIAM L. NEWTON has joined Geyer, Newell & Ganger as a group merchandising executive. He was formerly engaged in sales, sales promotion and merchandising activities in the food and liquor fields for eight years. During the last war he served as a lieutenant-commander in the U. S. Navy and saw active duty in the European Theater of Operations. Following his war service, he served as account executive with Fuller, and Smith & Ross, and Badger and Browning.

JULIAN FREIRICH, INC., Long Island City, packers of smoked tongues, porkettes, corned beef and Canadian-style bacon, announce the appointment of Tracy, Kent & Co., Inc., as their advertising agents effective immediately. Newspapers and television participations will be used.

ADLER SHOES FOR MEN, New York and New Jersey chain, is sponsoring the College and Professional Basketball games to be broadcast over Station WMGM during the 1949-50 season. The Frederick-Clinton Co., Inc., handles the Adler account.

VETERANS HOSPITAL CAMP SHOWS, an account of Myron Eichler Associates, has named Eleanor Glogau to handle its publicity. Miss Glogau formerly was with MBS publicity.

R. D. WERNER COMPANY, INC., New York, manufacturers of aluminum mouldings, announces the appointment of James Thomas Chirurg Company, Boston and New York, as its advertising agency. The New York office of Chirurg will be in charge of the account.

Competition To Bring New Spot Campaign

(Continued from Page 1)

desire of airlines to point out that commercial airline coach travel is less expensive.

United and American airlines are reported planning increased radio advertising and the New York Central Railroad has made inquiries on time availabilities in New York, Chicago and Cleveland. Eastern Airlines, not affected by the competitive situation, has increased its spot schedules in cities served by their lines. Spots emphasize service to Florida resort cities.

Serutan Plans Expansion For Lindlahr On ABC

(Continued from Page 1)

Sunday, will drop the Sunday quarter-hour on Dec. 25, and on Jan. 3 will add two daily quarter-hours to its schedule, thus emerging with a straight Monday-through-Friday lineup, 10:45-11 a.m.

At present Lindlahr is broadcasting on Monday, Wednesday, Friday and Sunday, with the Sunday airtel starting at 11 a.m. Roy S. Durstine, Inc., is the advertising agency for Serutan.

Effectiveness Of Radio Emphasized By Speaker

(Continued from Page 1)

representatives of the nineteen licensed manufacturers at the Waldorf-Astoria. He said that radio had played a considerable part in promoting the current western fad with young American boys.

The Red Ryder program, which has been sponsored for nine consecutive years by the Langendorf United Bakeries over the Don Lee web, is owned by the Slesinger organization, as are the comic strip, comic magazine, and motion picture rights. The Lou Cowan organization controls transcription rights.

Howell predicted that his company and associated manufacturers, would use radio even more in the coming year.

Slesinger radio and television properties include, in addition to Red Ryder, Zane Grey's "King of the Royal Mounted," "Ozark Ike," and "Winnie-the-Pooh."

"Life With Luigi" Sold By CBS To Wm. Wrigley

(Continued from Page 1)

duced in Hollywood by Cy Howard.

The program is currently heard at 9:30 p.m., on CBS opposite Fibber McGee and Molly. In the new time slot "Life With Luigi" will be opposite the Bob Hope show on NBC. The show will move into the new time slot Tuesday, Mar. 22.

• faces • facts • figures • wins •

• faces • facts • figures • wins •

**AMERICANS,
SPEAK UP!**

**10:45-11:00 P. M.
MONDAY**

A series of inspiring, informative talks by prominent Americans. These excellent public service programs are available for sponsorship on WINS. Variety says: "Commercial Possibilities Are Good."

• faces • facts • figures • wins •

WINS
50KW NEW YORK

CROSLY BROADCASTING CORPORATION

SAN FRANCISCO

By NOEL CORBETT

THIS is open season for writing books about San Francisco. Herb Caen, the Chronicle's Chronicler, who has held down several air spots with his breezy commentary, has just come out with his "Baghdad by the Bay." Samuel Dickson, KNBC writer-producer is the author of "San Francisco's Kaleidoscope." His book is based on his air series, "This Is Your Home." Larry Blake, whose "Blake's Polka Party" is a Sunday night KSMO feature, plans to write a book featuring jokes he uses between musical numbers on his show. He'll call it, "Bad Gags by the Bay!"

KCBS NOTES. . . . Pede Worth, formerly an announcer, is now writer-producer. . . . Jack Clark now permanent announcer. . . . Merle Jones, new general manager of KNX, Los Angeles, in town on a "get acquainted" trip. With him is Wayne Steffner, sales manager of the southland station. . . . Jerry Seawell has joined script typing staff.

Ted and Dorothy Friend started their new KYA program this week. It is aired from their Vallejo Street home and is heard at 4:30 with guests and strictly on the ad-lib side.

KPIX has several new TV shows in the bag which they'll start airing to replace those that will move to KRON-TV. Four are local productions.

Keith Kerby, Ltd., creators and producers of "Celebrity Commercials" for radio and TV have moved to the Russ Building. Increased business necessitated larger quarters. Steve C. Crowley has joined the company as sales rep. He was formerly with KJBS. New business for the firm includes "Celebrity Commercials" plugging Ismak Rugs on WIP, Philadelphia. These feature Don Wilson.

They say a cat can look at a king. And Ruby Hunter's tabby is apparently waiting for just that opportunity. When her television set is on, the puss just sits and watches. Never takes its eyes off the machine.

Eileen Christopherson, songstress on KNBC's "Boyson Open House" is the mother of a youngster born this week. Moppet has been named Gregory Alan.

John H. Thompson, KNBC's manager of news and public affairs, has been appointed to the journalism department faculty of the University of California for the 1950 academic year. "Radio and news writing and editing" is the course he will conduct.

AC - DC Transcription Players
Tape, Wire, Disc Recorders
Sales-Rentals-Service

MILLS RECORDING CO.
161 N. Michigan Ave.
Chicago, Ill. De 2-4117

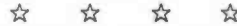


Windy City Wordage. . . !

• • • The FM Broadcasters of Chicagoland are planning to hold their next meeting at FM station WFJL in the Mather Tower next Tuesday. . . . An eastern group has approached Dr. Lee De Forest with an offer

Chicago

TV line of sets. They are reputed to have three million dollars in back of them. . . . George Roesler resigned some time ago from Hal Tate Radio Productions. Recent "Who's Talking?" sales of the firm include: WWC0, Waterbury, and WJMR, New Orleans. The firm's "Smiley Burnette" show has been purchased by WHLF, South Boston, Virginia. . . . WIND's John Carey has sold the Army-Navy football game to Gillette Razor, Maxon, Inc., is the agency. The game will be broadcast exclusively in Chicago over WIND.



• • • WBKB's "Red" Quinlan had quite a scare this week. Thought his youngster, David, had polio. Tests at the Municipal Contagious Hospital, however, showed young Quinlan had an infected gland. . . . Julian Bentley, WBBM news editor, will tell high school editors how radio news is gathered and will give background requirements for budding radio newsmen. Occasion is the National Scholastic Press Association meeting at the Stevens Hotel on November 25th. . . . Nikki Kaye writes from San Francisco that after a two-week auto trip she has arrived at the Golden Gate. Her departure is Chicago's loss and San Francisco's gain. She was one of the top TV writers and producers in town.



• • • "Two Ton" Baker, WGN star and Mercury recording artist, makes a guest appearance tonight at the Palace Theater. . . . Fred H. Schmutz has left WNMP in Evanston to return to his home in Little Rock, Arkansas. . . . Chicagoland will soon have a new AM station. It'll be WWCIA in suburban Gary, Indiana. Dee A. Coe is the general manager. . . . Tom Robb of the A. C. Nielsen Co. tells us the research firm is now listing sustaining programs as well as sponsored ones. . . . John Blair, president of the rep firm bearing his name, announces that he has hired a new salesman in New York. He's William Reed, Jr., formerly with WCBS, New York, and before that with WINS as salesman for four years. . . . Rumors that Columbia Transcriptions are closing their Chicago offices are untrue. They're just moving to new quarters in the Wrigley Building. Jerry Ellis, manager of the Chicago office, recently celebrated his 23rd year in radio. He's one of the nicest guys in the business.



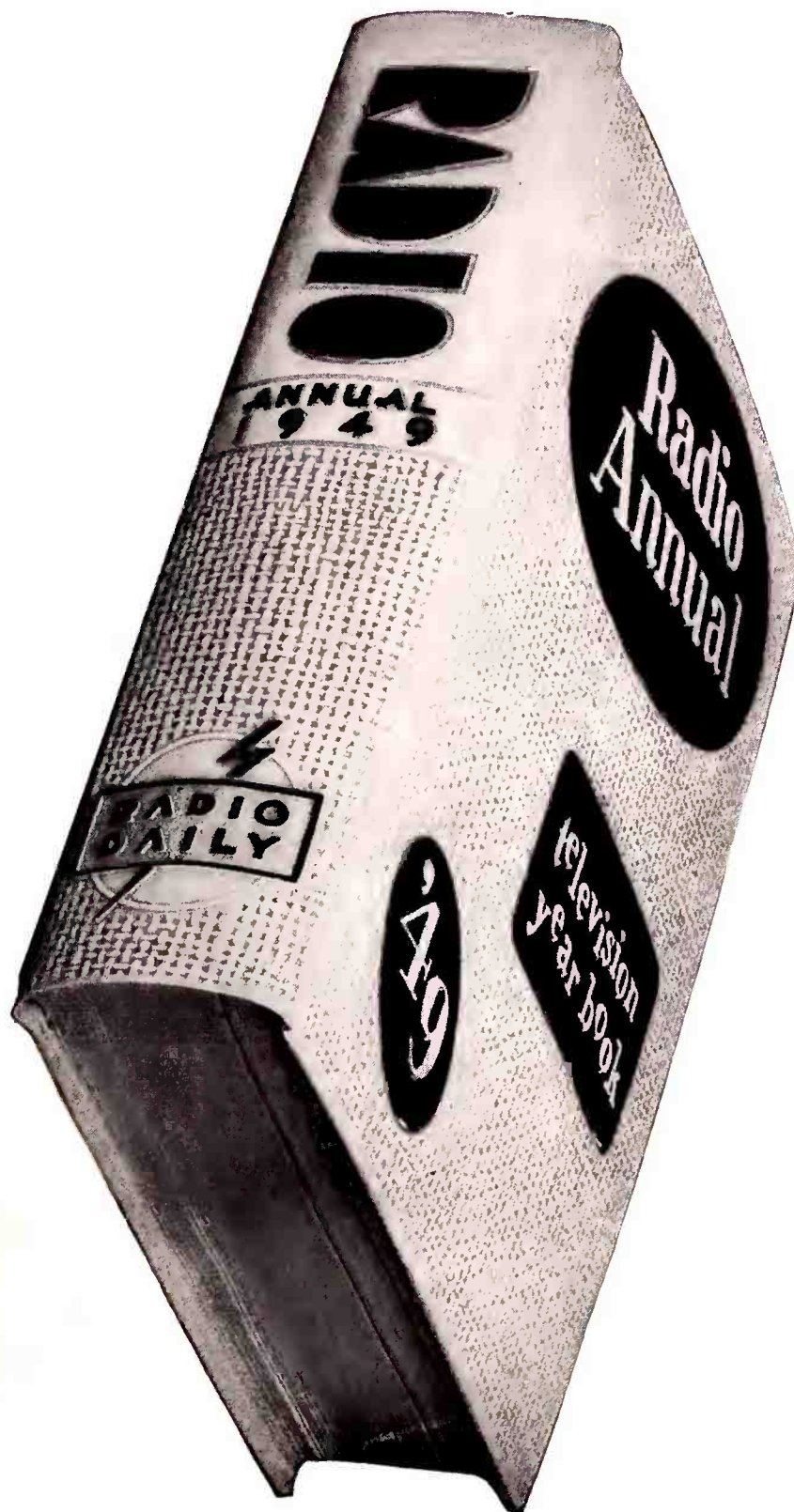
• • • Michigan Boulevard still talking about the merger of two big local agencies—Mitchell-Faust and Schwimmer & Scott. All except two of the former's accounts have moved to S&S. Most of the executives of Mitchell & Faust, including Paul Holman Faust, have moved to Schwimmer & Scott. . . . Lt. Comdr. Walt Kimmell reports that 26 quarter-hour discs of "The Naval Air Reserve Show" are now available to stations. Series features guest stars and Paul Weston's ork, the Starlighters and Tom Peddy. Stations interested can get the dope from the Public Information Officer, Naval Air Reserve Command, Naval Air Station, Glenview, Illinois. . . . ASCAP threw a party for the Associated Tavern Owners of America at the Terrace Casino Monday night. . . . "Tommy Bartlett's Travelers Notebook" is the title of the new syndicated column written by the popular red-headed emcee of "Welcome Travelers."



MEXICO

JUANITA GUERRA, head of advertising department of Productos Nestle-Mexico, Mexican manufacturers of Nescafe, Milo and Nido powdered milk, was hostess to visitors attending opening of new factory plant at Lagos de Moreno, State of Jalisco last week. . . . A radio program featuring ceremony highlights and also talent from Mexico City's XEW was broadcast by this station. . . . Radio Programas de Mexico handled transmission in hookup for some of its affiliates. . . . "La Cadena Azul" Radio Programas de Mexico's Blue Network, a daily two-hour hookup features outstanding radio attractions originated in XEQ studios. . . . XEQ radio station, one of the radio organizations owned by don Emilio Azcarraga, observed its eleventh anniversary last October 31st. . . . Directors Enrique Contel, Emilio Balli and Bernardo Sancristobal, received congratulations from friends and advertisers and a series of extraordinary programs went to the air commemorating the occasion. . . . In the evening a dinner-dance was offered at El Patio night-club. . . . XEDK, Radio Guadalajara, has a new General Electric one thousand watt plant. This station is owned by senior Manuel Lopez Diaz, a Radio Programas de Mexico affiliate. . . . Luis Pantoja Parra, manager of XETK, Mazatlan, a visitor in Mexico City, making arrangements for installation of a new one-thousand watt transmitter. . . . Percy Hodgson, Rotary International President, and wife, expected in Mexico City Sunday night from Chicago. . . . The local Rotary Club headed by its president, Senor Clemente Serna Martinez, radio executive, will host visitors. . . . Program in honor of these prominent Rotarians includes a visit to President Miguel Aleman and a formal dinner-dance to be held at the Mexico City Rotary Club building.

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



**SEE PAGES
1203 to 1216**

FOR A COMPLETE
LIST
OF

**RADIO & TELEVISION
ORGANIZATIONS**

GIVING
ADDRESSES
PERSONNEL
&
OTHER
USEFUL
INFORMATION



ONE OF 1001
SUBJECTS COVERED
IN THE

**RADIO ANNUAL &
TELEVISION
YEAR BOOK
for 1949**

PLUG TUNES

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

"HUSH LITTLE DARLIN"

Recorded By
 Perry Como Eddy Haward
 Dick Haymes Curt Massey
 Kay Kyser Jerry Falligan
MICHAEL MUSIC CO., Inc.
 1619 Broadway Jerry Johnson
 New York City Gen. Mgt.

You'll LUV this novelty!
IT MUST BE L U V
 MANOR MUSIC COMPANY
 1619 Broadway New York City

Nothing Can Stop This!
"FOREVER WITH YOU"
 by the writer of "My Happiness"
FORSTER MUSIC PUB., INC.
 1619 Broadway, New York 19, N. Y.
 216 S. Wabash Avenue, Chicago 4, Ill.

A HIT Is Born!
**"BLUE FOR A BOY—
 PINK FOR A GIRL"**
 Vaughn Manrae on RCA-Victor
Al Gallico Music Co. Inc.
 501 Madison Ave., New York, N. Y.

Terrific in England!
"IN A SHADY NOOK"
 (By A Babbling Brook)
STASNY MUSIC CO.
 1619 BROADWAY NEW YORK CITY

THAT LUCKY OLD SUN

recorded and featured by
 BOB HOUSTON M.G.M.
 FRANKIE LAINE Mercury
 OLAN MARTIN Capitol
 VAUGHN MONROE Victor
 FRANK SINATRA Columbia
 SARAH VAUGHAN Columbia

ROBBINS MUSIC CORPORATION

WORDS AND MUSIC

By PINKY HERMAN

● ● ● **TIN PAN ALLEY OOPS:**—With the growth in importance of the 'disk jockey,' seems to that songwriters overlooked a bet in not writing a ditty using those two words in a song. . . George Snowhill and Willard Robison have just placed a song with Shapiro-Bernstein & Co. entitled, "Mister Disk Jockey" (Play Our Love Song Again). . . the ballad can't miss getting lots of deejay attention. . . ● When Paul Taubman's Toptones open their engagement tonight at the Shelton Corner, radio listeners might recognize the instrumentalists, for the group includes Joe Biviano on accordion, Tony Colucci on guitar, Paul himself at the Hammond Organ (doubling on Celeste) and Lois Bannerman on the harp. . . ● Mutual Music has acquired the publication rights to "Singin' My Way Back Home," which Vaughn Monroe warbles in his forthcoming Republic flicker, "Singin' Guns." . . ballad was penned by Wilton Moore and Al Vann. . . ● The musical score for the Warner Bros. Vehicle, "Daughter of Rosie O'Grady," which will be published by Remick, was written by M. K. Jerome and Jack Scholl. . . tune you'll be hearing lots is "My Own True Love." . . ● Helen Walpole, scripter of the two NBCCommercials, "Stella Dallas" and "Lora Lawton," is completing her third play, "Cordelia and the Angel." . . This young author is easily one of the most prolific writers to come along in years. . . ● Lanny Ross, who opens Monday at the Town Casino in Buffalo, will air his MBSongfests from there during his stay.

☆ ☆ ☆ ☆
 ● ● ● When Alfred McCann started his women's service program on WGL back in 1925, little did he dream that he was starting an institution. . . today, his son is completing his own 19th year as successor to the originator of the WOR series. . . program, now co-featuring Mrs. McCann (Dora), is a terrific mail puller with last Monday's mail totaling over 6,300 letters. . . (NoteWORTHY, what?). . . ● Former Hit Parader Bill Harrington, opens a two-week stint at Toronto's swank Club Norman. . . he'll be heard via CBC during the engagement. . . ● Dennis James is a lad on his toes. . . he interviewed Congresswoman-elect Edna Kelly of Brooklyn on his "Okay Mother" program yesterday on WABD. . . ● John Lang, former announcer on the "Great Gildersleeve" series, is in Gotham with several TV packages. . . ● The Charles Pauls (he's composer-organist of "Mr. & Mrs. North" CBSanzas) are now three. . . her name is Pamela Mia. . . ● Eden Ahbez, writer of "Nature Boy," has placed his latest number, "The Shepherd" with Campbell Music. . . firm already has two platters set for release next week, Herb Jeffries on Columbia and Gracie Fields on London. . . ● Ork Pilot Bill Gale has penned the words and music of Gala Music's new waltz "Honey" (Why Can't You Be Sweet To Me?) . . . ● Bobby Colt, new WINSinger, sounds a lot like Buddy Clark. . . (is that bad?). . . ● Add more Christmas Carols: "The Christmas Spell," by Jack Palmer and Willard Robison at Harman Music and "Christmas Valley," by Andy Razaf and John Finke at Crystalette Music. . . ● Sam Fox has a revival hit in "You're My Thrill," written 17 years ago by Jay Gorney, whose current musical "Touch and Go" is the stem's newest click.

☆ ☆ ☆ ☆
 ● ● ● **ON AND OFF THE RECORD:**—Decca comes up with a winning combination in the Andrews Sisters and Russ Morgan Orchestra who turn out a commercial platter of the revived "Charlie My Boy" flipped with "She Wore A Yellow Ribbon." . . an ace for deejay and juke box biz. . . ● Lisa Kirk's debut on Victor wax via "Charlie My Boy" flipped with "Shame On You" is a good tee-off for the "Kiss Me Kate" lark. . . the latter side, a cute novelty, features vocal support by 3 Beaus and a Peep, one of the finest voice blends around. . . As predicted in this pillar of Oct. 27, Ted Steele's Columbia disk of "Let's Harmonize"—"I Know I Know I Know" is headed for the top. . . currently 9th best seller at the waxe'y.

PLUG TUNES

**Wedding Bells Will
 Soon Be Ringin'**
 LAUREL MUSIC CO.
 1619 Broadway New York City

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

Making Our Debut With A Hit!
"A NEW SHADE OF BLUES"
 MAYPOLE MUSIC CO.
 22 F. 67th St. New York City
 Phone: REgent 7-4477

I WISH I KNEW
 Should step right out in front—
 Just recorded for RCA-VICTOR
 by DOLPH HEWITT
ADAMS, VEE & ABBOTT, Inc.
 216 S. Wabash Ave. Chicago 4, Ill.

My Heart Goes With You
 by Thomas G. Meehan
 — ◆ ◆ —
JAMES MUSIC, Inc.
 1650 Broadway Room 709 N. Y. C.

Brand New Novelty!
**"If I Had A
 Million Dollars"**
 (I Would Give It All to You)
TONY PASTOR'S
 Sensational COLUMBIA Record
 #38577
RYTVOG, Inc.
 1585 Broadway New York 19, N. Y.

TELEVISION DAILY

Section of RADIO DAILY, Thursday, November 17, 1949 — TELEVISION DAILY is fully protected by register and copyright

4-A'S ORGANIZE TV AUTHORITY

TELE TOPICS

SAFELY ensconced in the NBC time slot following the top-rated Berle show, "Fireside Theater" continues to offer film programs that are so far below quality of live video that its shadow of mediocrity is being cast on the entire field of TV films. Each week two shorts, about 12 minutes each, are aired. With a few exceptions, these films have been almost amateurish in script, acting and photography. The weakness of the story material is primarily due, we think, to the difficulties of developing characters and plot in such a short time. When occasionally a good story is used, the adaptation is so poor that both the production and acting suffer as a result. (Once the show attempted to squeeze Cooper's novel, "The Spy," into a quarter-hour, less time for commercials.) And photography, for the most part has overlooked the rigid requirements of the video system and the ten-inch screen in both lighting and composition. . . . Many of the Hollywood movie boys have long been touting themselves as the salvation of TV programming. Their efforts, as demonstrated thus far on "Fireside," indicate that they should acquaint themselves with the fundamentals of the new medium before trying to save it.

THE king-size legend about the inaccessibility and indifference of Greta Garbo (she has never made a radio appearance and reportedly ignored a \$25,000 offer from "We, The People") has been cut down a bit by Irving Mansfield, venturesome CBS producer of "This Is Show Business." About a week ago, Mansfield wired Garbo an offer to appear on his show. Although CBS refused to disclose the price, it is believed to be well into five figures. The actress answered that she had seen the show, but wanted to see it again before making a decision. After seeing this week's edition, she notified Mansfield that she did not want to appear at present, especially since there was a studio audience. Because of the nature of her reply, Mansfield has hopes of signing her for an appearance, and would eliminate studio attendance should she consent.

An oft-repeated question heard yesterday was: How much did NBC pay for the rights to the Barkley-Hadley wedding? . . . Ken MacClelland, legit and movie designer, has been signed as art director of the Ed Wynn show. . . . Total of 125 literary critics are participating in the "Author Meets The Critics" poll for best fiction and non-fiction works of the current year. Winners are to be announced over ABC Dec. 7. . . . Mars, Inc., through Grant agency, has signed a 26-week renewal for its portion of "Howdy Doody" effective Dec. 5.

Sees TV Time Sales At 30 Million In '49

(Continued from Page 1)

it took 12 years before sufficient automobiles were produced to have a wholesale value of a billion dollars. In contrast, the cumulative wholesale value of sets produced will exceed a billion dollars some time next year, he added.

There will be about 95 stations on the air by the end of this year, Elliott said. Average cost of station equipment and facilities is \$400,000.

Citing receiver service as a representative tributary business of set sales, Elliott said, "The estimated 1949 dollar investment in television servicing and service facilities is \$90,000,000 in installation and service charges, \$22,500,000 in antenna sales, and \$20,750,000 in accessory sales."

Elliott estimated that tele will eventually hit an annual rate of 5,000,000 units, absorbing vast quantities of raw materials from all parts of the country and giving employment to many tens of thousands of workers engaged in fabricating that material into component parts and



ELLIOTT

Joint Unit To Study TV Effect On Sports

A special study to determine the effect of TV pickups of sports events on gate receipts will be undertaken by RMA and NAB "to get the facts of the case and to see if some satisfactory policy can be worked out."

Decision to make the survey, it was said, was prompted by a ban on TV instituted this season by several colleges and reports that a wide ban for next season would be urged at upcoming meetings of the Big Ten and the Eastern Collegiate Athletic Conference.

RMA representatives on the new group are H. L. Hoffman, Hoffman Radio Corp., Los Angeles; Leonard F. Cramer, DuMont; A. A. Brandt, General Electric, and Joseph B. Elliott, RCA Victor. NAB members have not yet been named.

The RMA position is that TV sports pickups hypo receiver sales, and also spur paid attendance. The committee, it was said, will attempt to determine the true facts.

sub-assemblies. The steel going into TV, he estimated, may reach an annual consumption of 100,000 tons; copper, 47,500,000 pounds; aluminum, 40,000,000 pounds, glass, 83,000,000 pounds, and wood, 103,000,000 board feet. Other raw materials going into video include rubber, plastics, ceramics, mica, carbon, nickel, tungsten and paper.

RMA Asking FCC To Form Trade-Wide Nat'l TV Group

The TV committee of the RMA will present to the FCC a plan for immediate establishment of an industry-wide National Television System Committee composed of top engineers in the field and charged with (1) presenting technical data relative to allocation of UHF frequencies and lifting of the freeze, and (2) recommending basic standards for the future development of color.

"Our action is based on the industry's experience with a similar Television System Committee which, in 1941, drafted and recommended to the FCC standards for present black and white television broadcasting," R. C. Cosgrove, president of RMA, said yesterday. "At the request of the FCC, the industry at that time formulated standards for a service which has met with the approval of

the public and which has permitted steady growth and improvement in the art of television. We believe a similar procedure for color television, while it is still in the experimental stage, will have equally constructive results."

RMA will initiate and finance the engineering study but engineers from all branches of the industry will participate, including non-RMA companies, broadcasting interests, and qualified technical organizations. The FCC will be invited to send representatives to all committee sessions and will receive regular progress reports on the committee's operations.

Cosgrove pointed out that the association recognized the ultimate need for such a committee in his testimony before the FCC on September 27.

Will Mediate Cases In Dispute With Screen Guilds

Television Authority, an over-all talent union to represent performers for video, was voted into existence yesterday by the international board of Associated Actors and Artistes of America (AFL).

The new organization was approved by AFRA, Actors Equity, AGVA, AGMA and Chorus Equity, and opposed by the two other 4-A member unions, Screen Actors Guild and Screen Extras Guild.

Paul Dullzell, international president of the 4-A's, said the board voted to "approve and authorize the formation of Television Authority with the express understanding that Television Authority shall agree to mediate all matters that may be in dispute with Screen Actors Guild and Screen Extras Guild."

The new group has been actively opposed by the film unions, which charged that it would infringe on their jurisdiction. This week the film guilds announced that they are beginning to organize the TV film field, in which they demand exclusive representation, but that they would support the other 4-A members in their organization of live tele.

Following yesterday's board meeting at the Hotel Astor, Dullzell said: "The 4-A's has now given its approval to the setting up of Television Authority. Its aim is the proper organization of television for the benefit of all performers and the public. The offer of mediation points the way to a peaceable and just settlement, fulfills the need of the television performers to organize and will preserve harmony among all actors no matter where they work.

"It is inconceivable that actors should be involved in any controversy when a way to avoid it could so easily be accented. It is sincerely to be hoped that the actors of America will compose their differences through the peaceable and traditional procedure of mediation. I earnestly urge them to do so since the need for organization is pressing and cannot be long delayed."

WLW-T Names Mason

Cincinnati—Lin Mason, manager of WWSO, Springfield, has been named program director of WLW-TV, effective Dec. 1, replacing Ruth Lyons, who has held the post for the past several months on a temporary basis. Miss Lyons will devote her full time to her two AM and TV programs.

BEHIND THE MIKE

AS a result of a Margaret Arlen CBS interview last week Lisa Kirk and her songwriter husband, Robert Wells, have been offered a Mr. & Missus daily session.

Cathy Mastice starts her own air show after her appearance in the Radio City Music Hall Christmas show.

Mariners Quartet's first Columbia platter, "Island of Oahu" and "Lep-rechaun's Lullaby," winning trade raves.

Phil Hanna returns on the Ile de France this week after almost a year starring in the London company of "Brigadoon."

Sheriff Bob Dixon, of CBS-TV's "Chuck Wagon," mulling over a Paramount offer to star in film versions of the series.

Radio Row has discovered Bill Bertolotti's in the Village, at last.

Ivon Newman, WVNJ vice-prexy, mapping extensive plans for the station's first ann'y celebration Dec. 7th.

Caroline Burke, NBC tele producer, returns this week from Calif. where she huddled with TV biggies there.

Food Industry Is Told Importance Of AM-TV

(Continued from Page 1)

and that appropriations should be shifted to other media." It should be borne in mind by potential advertisers, he emphasized, that television will create "profound changes" in the character of radio, magazines, and other media. "The food advertiser who fails to watch these trends, and act accordingly, is likely to suffer serious losses or miss some important opportunities for profit," Nielsen said.

He continued: "The potential of television is so great that this medium deserves an immediate or early spot in your budget—even if it has to be viewed as a 'capital expenditure.' Those who are the first to experiment will, on the average, be the first to profit from the opportunities offered by television.

"As television grows, radio will become increasingly important as a means of reaching small-town and rural markets—which are difficult and costly to reach by other methods, but highly important to the food manufacturer. And these markets—larger than many advertisers realize—are seldom given the amount of promotion they deserve.

"As television grows, there will be a continual change in the city-size characteristics of both television and radio. While it will be possible, at every stage in this development, to achieve almost any desired balance or distribution of advertising effort by city sizes or markets, only those advertisers who make a thorough, continuous study of the subject can hope to get maximum sales results from their advertising dollars."

NAB Board Strengthens Industry Organization

(Continued from Page 1)

ship and will campaign to bring more broadcasters into the fold. These conclusions come following the three-day board session in Washington which ended yesterday.

The decisions made on the recommendations of the Board's Structure Committee means that the BAB will function as a departmental operation of NAB and that its services will be available to the membership of the organization. BAB under the direction of Maurice Mitchell has been operating from New York headquarters with most of its activities centered around sales promotion of radio.

Action to disband BMB under its present operational plan was forecast some time ago. The audience measurement organization which has functioned under the joint direction of NAB, the American Association of Advertising Agencies and the Association of National Advertisers, is now completing the Second Study and was in financial difficulty at the time of the Chicago convention of NAB last April.

BMB Recommendations Made

In recommending that a new corporation be formed for continuance of audience measurement service Clair R. McCollough, general manager of WGAL, Lancaster, Pa., and chairman of the NAB Structure Committee, reported to the board. The recommendations of the Structure Committee regarding BMB follow:

"That BMB as presently constituted be terminated.

"That the assets of BMB be appraised.

"That a new corporation be formed to take over the assets under the following conditions:

"1. That subscribers, to the extent of their legal rights, be offered stock in the new corporation or cash for their pro-rata share of the assets.

"2. That additional stock be offered to other radio stations and other interested parties on bases to be determined.

"3. That the board of the new corporation have representation from advertising agencies, advertisers and broadcasters, under conditions to be determined.

"4. That the new corporation proceed with research studies and other services, as determined by the board of the new corporation."

BAB's Role Defined

In rescinding the action of the board taken at the Chicago convention in April which called for the establishment of BAB and its eventual separation from NAB, the board dissolved the BAB Board Committee and agreed that the bureau, as other NAB departments, in the future should receive policy direction from the board itself, with a five-man broadcaster committee advising it. The action provided that the board

may consider the "matter of termination" at a later date.

FMA Joining NAB

The NAB board's invitation to the FM Association to merge with the industry organization is tantamount to FMA becoming a part of the NAB operations. William Ware, president of FMA, who steadfastly denied that FMA might merge with NAB some months ago, is reported ready to throw in the towel. FMA membership today is less than 100 and the dues paying revenue has dropped to the point where it is almost financially impractical for the association to continue.

The board took action with reference to the Association of Women Broadcasters by voting that the office of executive director be consolidated with the office of the Association president, thereby removing it from the Public Relations and Publications Department. The name of the latter department was changed to the Public Affairs department.

Renaming Departments

Renaming of the "Video" and "Audio" divisions of NAB was also voted. The "Video" department will be known as "Television" in the future and "Audio" will be replaced by "Radio." Directors of these divisions, respectively, are G. Emerson Markham and Ralph W. Hardy.

The board also approved recommendations that the present television dues schedule be continued in effect (\$10.00 per month for stations affiliated with member audio stations; \$1,500 per year for TV operations independent of any other kind of broadcast facility.

The board voted to receive as new members 32 television stations, 68 AM stations, and 10 FM stations. Nine firms were voted into associate membership.

New Associates Voted

The nine new associate members are Bruce Eels and Associates, Hollywood, Calif. (transcription company); the National Research Bureau, Chicago, Ill. (service organization); and the following consulting engineers: Adler Engineering Co., Rye, N. Y.; Chambers and Garrison, Washington, Craven, Lohnes and Culver, Washington; George C. Davis, Washington; William L. Foss, Washington; Jansky and Bailey, Washington; and McNary and Wrathall, Washington.

Georgia Broadcasters Plan January Meeting

Savannah, Ga.—Plans are being made for the winter meeting of the Georgia Association of Broadcasters to be held some time in January, probably the 24th and 25th, at the Hotel Dempsey in Macon. Complete details are forthcoming. There are forty-two Georgia stations included in the association's membership.

COAST-TO-COAST

"Sports Section" Guests

Hollywood, Calif.—Jimmy Phelan, coach of the Los Angeles Dons football team was interviewed by Sid Ziff last Thursday evening, and on the following evening Maxle Docusen, famous undefeated lightweight fighter, was heard discussing the prize fight game with Ziff. Ziff's program "Sports Section" is heard over KFVB nightly at 7:30.

Dummy Disc Jockey

San Antonio, Tex.—"Johnny Dugan Time" a new disc jockey show will make its bow over WOAI and will be heard Monday through Friday for 45 minutes. Johnny, star of the show, is a flip-tongue dummy created by ventriloquist Bud Vinson. Another feature of the show will be a daily weather report by Henry Howell, WOAI's authority on the weather.

WTTM Election Highlight

Trenton, N. J.—WTTM broadcasted the election returns from 7:45 p.m. until 7:00 a.m. the next morning. Highlight of the all-night Wene-Driscoll ballot roundup was the remark of WTTM's Special Events Director, Ernie Kovacs, who aired: "Reports in from 10 of Mercer County's 179 Districts show Wene leading by 4,500 dollars."

WHCU Contract Extended

Ithaca, N. Y.—It is announced by the World Broadcasting System, that Radio Station WHCU has renewed and extended their contract for continued use of World's transcribed library service. Subscribers to the World service are supplied with transcriptions by such top artists as David Rose, Helen Forrest, Russ Morgan, and others of that calibre.

WCOP Wins ABC Award

Boston, Mass.—For the fourth consecutive year, WCOP is a winner of ABC's award for outstanding audience promotion on ABC programs, based on a poll of advertising directors and advertising agency account executives.

New Staff Member

Buffalo, N. Y.—Mike Mearian is the latest addition to the WKBW disc jockey staff. He came from WELM, Elmira, with four years experience in radio. He originally started at WHAM in Rochester at the age of 10, using his talent as an actor. Part of his Army life was spent in the European theater of operations.

New Studios Operating

Piqua, Ohio — Richard E. Hunt, president and general manager of WPTW, announced the opening of branch studios in Troy, Ohio. The Troy branch studios, located on the second floor of the Hotel Lollis, will be managed by Jim Flinn of the WPTW commercial department. Six local programs will originate each day from the new branch studios.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 32

NEW YORK, FRIDAY, NOVEMBER 18, 1949

TEN CENTS

CROSLY OFFICIALS GET PROMOTIONS

Five New AM Outlets OK'd By Commission

Washington Bureau of RADIO DAILY
Washington—The FCC announced the grant of construction permits for five new AM stations yesterday, three to operate with one kilowatt, daytime only. These will be in McAlester, Okla., Pasadena, Texas, and Prineville, Oregon.

Permittee in McAlester is the Company, which will operate on the 1460 band, with its estimated construction cost \$16,050, exclusive of land and buildings.

In Pasadena the applicant was
(Continued on Page 2)

Pilot Radio To Sponsor News Program On WOR

Pilot Radio Corporation of Long Island City will sponsor the 11 p.m. news over WOR Monday, Wednesday, and Friday starting Nov. 21 for its Anniversary television set. Lyle Van is the commentator. Pilot sponsored the same program during 1939 and 1940 when Arthur Hale was on the mike. In intervening years the company also supported other programs over WOR. Alfred Paul Berger Inc. is the agency.

New Chiquita Campaign Set On Keystone

The United Fruit Co., has begun a new transcribed spot campaign featuring the jingles of "Chiquita Banana," on member stations of the Keystone Broadcasting System in 23 states. Eight variations of Chiquita's song are being used in a shifting spot schedule for a 13-week cycle. BBD&O handles the United Fruit account. Noel Rhys, eastern sales manager for Keystone, represented the network.

Distinction

Dan Seymour, emcee of "We The People," was named one of the nation's ten best dressed men by the Fashion Foundation of America yesterday following a poll of the custom tailors throughout the country. Dean Acheson, Secretary of State; Alfred Lunt and Alfred Gwynne Vanderbilt were among the other gentlemen of distinction.

Parting Shot

Washington—The NAB board wound up its three-day session yesterday with passage of a strongly worded resolution calling upon our Government to be firm in dealing with Cuba in the present dispute over frequencies, declaring that our Government should call upon Cuba to rescind all grants since March which in any way violate the standards of the expired NARBA agreement and result in the degradation of the signals of U. S. stations.

Tribute To Radio Paid By UN Official

Paying tribute to "the outstanding coverage of United Nations during the past year by the broadcasters," Benjamin Cohen, assistant secretary general of United Nations, announced yesterday that appreciation scrolls had been mailed to over 1,000 broadcasters throughout the United States.

First scrolls were represented to network executives at a luncheon
(Continued on Page 4)

Minimum Time-On-Air For FM May Be Upped

Washington Bureau of RADIO DAILY
Washington—In a move designed to test the intentions of FM broadcasters, the FCC has proposed to stretch out the minimum operating hours of FM stations. The proposed rule is in line with suggestions by
(Continued on Page 3)

WNEW Sold For \$2,000,000; Operations Stay Unchanged

Sale of WNEW, 10,000-watt New York indie, by the Greater New York Broadcasting Corp., headed by Arde Bulova and Milton Biow as major stockholders, to a new corporation, WNEW, Inc., headed by Bernice Judis, vice-president and general manager and Ira Herbert, vice-president in charge of sales, was announced last night. The reported price was over \$2,000,000. Associated with Miss Judis and

AVCO Advances Shouse To Exec. Post And Dunville Named To Presidency Of Crosley Broadcasting Corp.

New Audience Survey System Is Introduced

Five subscribing Washington radio stations last week began using the first issue of a new audience survey produced by the American Research Bureau. Difference between the ARB survey and most other audience surveys now in use is that the new survey reports listeners in terms of actual number of persons listening rather than by percentages. Further breakdowns show number
(Continued on Page 6)

The election of James D. Shouse as a member of the executive committee of Avco Manufacturing Corporation, top policy unit of the concern, was announced in New York yesterday by Victor Emanuel, President. Simultaneously, the election of Robert E. Dunville to succeed Shouse as president of Crosley Broadcasting Corporation, wholly-owned subsidiary of Avco, was announced.



SHOUSE, Shouse will remain as chairman of the board and chief executive officer of Crosley Broadcasting. Already a vice-president and member of the board of directors of Avco, Shouse in his new capacity will be one of three management members of a committee charged with corporate supervision
(Continued on Page 6)

University Buys DLF From News Commentator

DeLand, Fla. — WDLF, 250-watt radio station in DeLand, has been purchased, subject to the approval of the FCC, by John B. Stetson University of DeLand, WDLF was owned by Lyle Van, news commentator, who built it about two years
(Continued on Page 2)

WHHT Leaving Air; Will Consolidate With WSSB

Durham, N. C.—Effective at midnight Saturday, Station WHHT, Mutual outlet in Durham, N. C., will sign off for the last time as a result of the consolidation arrangement
(Continued on Page 2)

REC Speaker Urges Better Programming

Decrying the trend of giveaway programs on radio and admonishing television broadcasters not to fall into the same "follow the leader" pattern, Ralph Starr Butler, former vice-president in charge of advertising, General Foods, addressed the Radio Executives Club of New York at the Hotel Roosevelt yesterday.

Butler, who reminisced about the
(Continued on Page 3)

Power Of Radio

Windsor, Ont.—A fifteen-second emergency announcement, inserted in a regular broadcast of the Toronto Symphony over Station CKLW, brought out fifty off-duty firemen to fight a three-alarm blaze within a matter of minutes. The announcement, requested by the Windsor Fire Department, also drew 240 calls from listeners in 20 minutes.

Mr. Herbert in the acquisition of WNEW are a group of Providence, R. I., business men. They are William S. Cherry, Jr., Charles F. Knowles, George Meehan, Frank F. Crook, Godfrey B. Simonds and Harold B. Tanner.
In confirming the deal, Miss Judis stated that no change in personnel, policy or programming is planned by the new owners. WNEW, re-
(Continued on Page 4)



★ COMING AND GOING ★

Vol. 49, No. 32 Friday, Nov. 18, 1949 10 Cts.

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

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

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Phone: WIsconsin 3271

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

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

FINANCIAL
(November 17)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
ABC	7 1/2	7 3/8	7 1/2	+ 3/8
Admiral Corp.	29 3/4	29 1/4	29 3/8	+ 1/4
Am. Tel. & Tel.	146 1/4	146 3/8	146 1/4	+ 5/8
CBS A	24 3/4	24 1/8	24 3/4	+ 1/4
CBS B	24 1/4	24 1/4	24 1/4	+ 1/4
Philco	29 3/8	29 1/2	29 3/8	+ 1/4
RCA Common	12 3/8	12 1/8	12 3/8	+ 1/8
RCA First Pfd.	73 3/4	73 3/4	73 3/4	+ 1/4
Stewart-Warner	11 3/4	11 3/4	11 3/4	+ 1/4
Westinghouse	27 3/4	27 1/2	27 3/4	+ 3/4
Westinghouse Pfd.	101 7/8	101 7/8	101 7/8	+ 1/4
Zenith Radio	28	28	28	+ 1/4
NEW YORK CURB EXCHANGE				
	High	Low	Close	Net Chg.
Hazeltine Corp.	147 1/2	143 1/4	147 1/2	+ 3/8
Nat. Union Radio	2 5/8	2 1/2	2 5/8	+ 1/8
OVER THE COUNTER				
	Bid	Asked		
Du Mont Lab	13 3/4	14 3/4		
Stromberg-Carlson	13 1/2	14 3/4		
WCAO (Baltimore)	17	21		
WJR (Detroit)	7 1/2	8		

University Buys WDLF From News Commentator

(Continued from Page 1) ago with an idea of moving to Florida. His plans were changed so he put the station on the market. No change in personnel is anticipated.

Application has been made to change the name to WJBS for identification with the university.

Freeman Jesse Young

Freeman Jesse Young, account executive of Kenyon & Eckhardt, Inc., died Tuesday evening November 8, at the age of 43. Surviving are his widow, Margaret, and three children.

DOUGLAS L. MANSHIP, vice-president of WJBO, Baton Rouge affiliate of NBC and the Louisiana Network, is in New York this week for talks with officers of the web.

GORDON GRAY, vice-president of WIP, Philadelphia, is expected in town today for confabs with his national reps.

LUCILLE SHEARWOOD, director of food service for the Federal Advertising Agency, is in Austin, Tex., where tomorrow and Sunday she will be guest speaker at the celebration marking the 10th anniversary of Texas University's "Radio House," directed by Thomas D. Rishworth. She'll also attend the annual conference of District 13, AWB.

JOHN J. ANTHONY, human-relations counselor featured on radio and television, is expected back tomorrow from Hollywood, where he auditioned a new network radio show to originate on the West Coast.

JAMES STREET, premium buyer for McCann-Erickson, Inc., is back from Syracuse, where he addressed the Advertising Club of that city on the subject, "The Dollars and Sense of Premiums."

LESLIE F. BIEBL, program and promotion manager for Associated Program Service, left this week to spend the remainder of his vacation.

ROBERTA QUINLAN, singing television star, today will leave by plane for Amsterdam, N. Y., to sing at the convention of the Mohawk Carpet Co. She is heard Tuesday and Thursdays via NBC.

WHHT Leaving Air; Will Consolidate With WSSB

(Continued from Page 1) concluded last week between Harold H. Thoms, sole owner of WHHT and the Public Information Corporation, licensee and operator of WSSB (250w-1490kc) also in Durham. The principal stockholders of the corporation are Tom Sawyer, P. M. Sawyer and Mrs. Roma Cheek. Harold Thoms will become chairman of the board of Public Information Corporation and will have a substantial and active interest in its operation. All the physical facilities of WHHT, its feature programs such as "Country Boy" and 99 per cent of its current accounts will be transferred to WSSB. MBS has negotiated an affiliation contract with WSSB for full MBS service, previously carried by WHHT. Mirkel Directing Consolidation Bill Mickel, present manager of WHHT, is directing the work of combining the best programming features of both stations and Tom McCaffrey, recently appointed manager of WSSB will continue in that capacity.

WWJ Stations Appoint Walbridge Asst. Mgr.

Detroit—Willard E. Walbridge has been appointed assistant manager of WWJ, WWJ-TV, in addition to his duties as general sales manager of the stations.

In other staff changes, Mabel Munroe, formerly assistant sales manager of WWJ, has been named office manager of WWJ, WWJ-FM, and WWJ-TV. She has been replaced as assistant sales manager of WWJ by Norman Hawkins, formerly

BOB CANAVAN, publicity director and farm editor at KROD, El Paso, Tex., is in town for conferences with the national representatives of the station.

JESSE BIRNBAUM, press department luminary at NBC, is in St. Louis covering the web's telecast of the wedding of Vice-president Barkley and Mrs. Carleton Hadley.

PETER DONALD, comic, has returned from Pittsburgh.

HERB SHELTON, daytime comedy star on ABC, has returned from Philadelphia, where he appeared in connection with his new film featurette, "You Don't Say," soon to open at New York's Criterion Theater.

TOMMY TRINDER, English sang-and-dance man well known to Albion audiences, has left for Britain following two weeks in the U.S.

TONY MARTIN and the members of his band will arrive today from the West Coast. They have been engaged for three weeks at New York's Roxy Theater.

BUDDY BASCH has returned from Bridgeport, Conn., where he completed details for this Sunday's appearance of Johnny Long and his band at the Ritz Ballroom.

KARL KNIPE, vice-president of Anderson, Davis & Platte, Inc., and VICTOR SEYDEL, radio and television director of the agency, spent Wednesday in Carlisle, Pa., arranging details for the renewal of the CBS-TV "Masland at Home Show" for C. H. Masland & Sons Rug Co.

Five New AM Outlets OK'd By Commission

(Continued from Page 1) Pittsburgh County Broadcasting Felix H. Morales, with operation on the 1480 band, with his estimated construction cost \$32,850. In Prineville, Radio Central Oregon, Inc., will operate on the 690 band with an estimated construction cost of \$28,764. Okayed to operate with 250 watts unlimited on the 1450 band was the Bessemer Broadcasting Co., Bessemer, Ala., while the Diamond H. Ranch Broadcasters were granted a permit to operate on the 1490 band at Auburn, Calif., with 250 watts unlimited.

KAGH Sale Approved
The Commission also okayed the conditional sale of KAGH and KARS (its FM affiliate) in Pasadena, Calif., from Andrew G. Haley, lawyer to Marshall S. Neal, Paul Buhlig, E. T. Foley and Edwin Earl for \$55,000.

Price tag on WKSR, Pulaski, Tenn., was \$30,000, with the station passing from Robert W. Rounsaville and George M. Clark to John R. Crowder, James P. Clark and W. E. Williams.

The same price was paid by the Shore Broadcasting Co., to James H. and Thomas P. Littlepage, Jr., for WCMD, Cambridge, Md., while the price for WHL, Hammond, La., sold by Joseph A. Sims to Sidney S. Rosenblum and Forrest E. Currutt was only \$19,000.

of WWJ-TV sales. Robert Schlinkert, also of WWJ-TV sales, has been named assistant sales manager of WWJ-TV. Clarence E. Day, Jr., formerly with Brooke, Smith, French & Dorrance, has joined WWJ as an associate producer.



Shut your mouth, Nellie!

When Nellie the hippo yawns, it's really a major production. She's got the biggest mouth in the whole zoo.

There's something BIG in the Baltimore radio market, too. It's W-I-T-H, the station that gives advertisers a big plus audience.

You know W-I-T-H delivers more home listeners than any other station in town. And now a survey supervised by the Johns Hopkins University proves that of all radios playing in grocery stores 42.3% were tuned to W-I-T-H.

That's a real plus for you! It means that a small appropriation on W-I-T-H will produce big results. Get the whole W-I-T-H story today from your Headley-Reed man.

AM  FM

W I T H

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

Criticizes Giveaway Trend In Network Programming

(Continued from Page 1)

early days of commercial network programming, called them "the days of 40 ratings" and compared them with present day commercial radio. He told of the first network variety program, "Maxwell House Showboat" in 1932 which held first place in polls for several years and "really sold coffee."

"Today the first concern of a buyer of radio time is to get an audience rating show, Butler said. This has resulted in the 'follow the leader' era of programming. Someone came up with a giveaway program. Then 38 others followed him in sheep-like fashion.

"Thank goodness the era of giveaway programs seems to be on the decline," he continued. "They are losing their hold on the listening public."

Butler urged that something new be developed in the way of commercial network programming, unless new entertainment ideas are forthcoming there will be declining results in proportion to the costs, he added.

Urging television broadcasters not to adopt the "follow the leader" pattern of radio program, Butler said that the potentialities of programming and sales in the new sight and sound medium are unlimited.

Tells of Early Programs

Earlier in his talk, Butler told some interesting stories of the first programs of commercial network radio. He recalled the success of the Maxwell House Showboat and said until this musical-variety program was launched in 1932 the pattern for commercial shows on radio were orchestra and singers. Butler also recalled that General Foods gam-

bled \$500,000 in a shortwave radio tieup with the Antarctic trip of Admiral Richard E. Byrd in the fall of 1933 and the gamble not only paid off but increased the sales of Grapenuts 44 per cent over a 15 months period.

The pre-war Kate Smith program was also referred to as an example of good commercial programming. He recalled that guest artists appeared on this program and it was here that the present day Aldrich Family got its start. He also paid tribute to Miss Smith for having made "God Bless America" a second national anthem and challenged present day radio programs to produce a song which would have such family appeal.

Charles E. Denny, executive vice-president of NBC, in behalf of the Junior Achievement Award, presented a scroll to William Lindsey, 16-year-old Peoria, Ill., high school boy for the teen age program, produced on WEEK in Peoria.

Guests on the dais of the REC luncheon included: Atherton W. Hobler, chairman of board of Benton & Bowles; Charles G. Mortimer, vice-pres. of General Foods; Louis Brockway, executive vice-pres. of Young & Rubicam; Fred Mueller, general manager of station WEEK, Peoria; and Howard Chapin, advertising director of General Foods.

Out-of-town guests introduced by President Karol during the luncheon were: Charles Hobrook, WMOU, Berlin, N. H.; George Podeyn, WHJB, Greensburg, Pa.; John Haas, KARK, Little Rock; Al Bengtson, WINR, Binghamton; Harold Walker, WDLA, Memphis; Robert Kerns, WLOK, Lima, Ohio; and Quincy Brackett, WSPR, Springfield, Mass.

Minimum Time-On-Air For FM May Be Upped

(Continued from Page 1)

the FM Association some months ago, calling for a doubling of the minimum hours of operation by the end of the third year for unaffiliated stations. Those stations running in conjunction with AM stations would be required to operate at least as many hours daily as their AM counterparts.

The Commission has not set hearing on these rules, but has called for comments by December 18. Presumably a hearing will be called if it seems merited by the response.

The proposed new rule would affect all stations at once in that it would extend the minimum hours to Sundays as well as the other days of the week. This would mean that six-day operation would be out.

In addition, it is proposed that during the first year of operation the minimum schedule include six hours, with at least three hours in the daytime and three between six in the evening and midnight. During the

Leavitt To Head Sports, Special Events At WDSU

New Orleans—Mahlon (Mel) Leavitt, former sportscaster for Mutual, has been appointed sports and special events director of the WDSU Broadcasting Services, it was announced by Robert D. Swezey, general manager.

Leavitt is already handling most of WDSU's radio and video sportscasts, including pro boxing and wrestling, and will broadcast collegiate basketball during the coming season. Before joining WDSU he wrote and announced on Mutual.

Bill Murrell Hospitalized

Orlando, Fla.—Bill Murrell, promotion manager of WORZ, affiliate of NBC in this city, is being treated at the local hospital for a strep throat.

second year the total hours would go to eight, again evenly divided, and during the third year the daytime hours would be extended to a minimum of eight.



AL RICKEY

CONDUCTOR-COMPOSER

MANHATTAN MERRY- GO-ROUND

HAMMERSTEIN MUSIC HALL

WALTZ TIME

MR. KEEN—7th YEAR

ALSO MUSICAL
DIRECTOR FOR
MAYFAIR RECORDS

Tribute To Radio Paid By UN Official

(Continued from Page 1)

held Wednesday in the Rainbow room of the RCA building. At the luncheon Cohen said:

"We are indeed indebted to American broadcasters for their remarkable response to the need for better understanding of the fifty-nine United Nations' efforts to build a lasting peace. They have demonstrated what a medium can do to enlighten the public through frequent news releases and feature programming. Through this public service alone they have evidenced their dedication to the public interest, convenience and necessity."

The text of the scroll presented to the broadcasters certifies that they are members of the United Nations Network for Peace "and thereby lend effective and distinguished aid in the broadcasting of programs dedicated to better understanding among the peoples of the world and in the cause of lasting peace."

Skippy Opening Set

"Skippy Hollywood Theater" bows over CBS on Dec. 1 from Hollywood. Program was formerly heard over NBC. Les Mitchel is producer, director and host. Marjorie Reynolds will be starred in opening airer.

Hollywood's New

COUNTRY CLUB HOTEL

• The Country Club Hotel occupies a magnificent location in the heart of the exclusive Wilshire residential district . . . adjacent to Wilshire Country Club and overlooking the expanse of its gorgeous fairways and greens.

• Rates From \$6.00 up. Single Kitchenette Apartments Available by Week or Month.

COUNTRY CLUB HOTEL

445 North Rossmore Avenue (Vine St.)
Hollywood 4, Calif.

Telephone: HOLLYWOOD 9-2701



Man About Manhattan. . . !

• • • **WHAT'S DOIN'**: Dinah Shore's booking into the Wedgwood Room Jan. 12th will be her first nitery chore since '42. . . . Many TV manufacturers switching from newspapers to radio to plug set sales. . . . Everybody, but everybody, happy over Hal Davis' well-deserved promotion (as veepee) with Kenyon & Eckhardt. Hal's one of the best-liked guys in the biz. . . . Bobby Colt, the latest entrant in the crooners' sweepstakes, makes his film debut next month in "Catskill Honeymoon." . . . Roger Kay readying a teevee series for Paul Lukas tagged "The Cheater," a suspense-packed series based on true tales of the famed Adventurers' Club. . . . TV offers pouring in on June Gardner since her debut at the Radio City Music Hall, where she still is, by the way.

★ ★ ★ ★

• • • Where will the future Milton Berles come from? How can young comics get a chance to rise and shine on TV? All this and more will be answered by Bob Bright who is readying a vehicle for young comics and comedy writers called "School for Comics," which WOR-TV is auditioning late this month. If you have some 'apt' pupils, contact Bob at 509 Fifth Ave.

★ ★ ★ ★

• • • Talk of the trade right now is the solid click scored by Jane Pickens in the musical version of the "Little Foxes"—"Regina." Jane has been around for some years now but this is the first time she was ever taken seriously in anything resembling a dramatic role. She was regarded as just another radio singer until the critics bombarded her with lavish adjectives after seeing her portray the imperious and tigerish "Regina" at the 46th St. Theater. We haven't caught the show yet but we did see Jane do excerpts of her role in Sunday's "On B'way" telecast so we'd like to add our feeble voice to the critics' cheers. Plus a doff of the old lid to the guy who turned the trick for her—her current manager, Moe Gale.

★ ★ ★ ★

• • • **JUST THINKING OUT LOUD**: Whodunits aren't noted for realism in their dialogue—but the worst offender in this dept is Dick Powell's "Richard Diamond" series. The writing is just too, too precious. . . . Sidney Walton packs plenty of dynamite in either tonsil via his WOR and Mutual commentaries. . . . Suggested scoop for "Bride & Groom": Book veepee Barkley and Mrs. Hadley. . . . Wish somebody would tell us what prompts a male singer to pick on a number like "I'm Just Wild About Harry," How silly can they get warbling about how they're missin' Harry's kissin'.

★ ★ ★ ★

• • • **TELLING ON TELEVISION** (or views on video): Benny Fields revealed potentialities as a television host in his own right on the Berle stanza last week. Berle, incidentally, will need more material than Notre Dame to sustain the week-to-week perfection of his pre-summer shows. It's amazing how this super-performer carries on as ably as he does week in and week out. . . . Atrocious cutting and excessive intermissions for commercials continue to plague films used on CBS-TV. A two-hour film, doctored to an hour, emerges as a spasmodic, almost incoherent outline on television. . . . How about calling those clever "Tide" and B. V. D. video spots—Sellelevision. . . . Ed Wynn reminiscing with Victor Moore the other week about their early days in the biz brought lumps to the throats of most of us. . . . If for nothing else, Admiral Radio rates a low, sweeping bow for eliminating the middle commercial on their "Lights Out" series, thus keeping the mood intact. That's the way to win friends and influence customers.

★ ★ ★ ★

Judis-Herbert Group Purchases WNEW

(Continued from Page 1)

ported to have grossed over \$3,000,000 last year and had the distinction of winning several awards for public service programming.

Under the new ownership, WNEW Inc., the officers will be William S. Cherry, Jr., president; Miss Judis, executive vice-president and general manager; Ira Herbert, vice-president and sales manager; Ted Colt, vice-president in charge of programs; Harold B. Tanner, secretary and Charles F. Knowles, treasurer.

WNEW went on the air in February, 1934, as a result of the consolidation of a group of small New Jersey radio stations. Miss Judis was general manager from the start and Herbert became sales manager in 1944. The station pioneered in block booking, popularized disc jockey programming and is regarded as a most successful operation in the radio trade.

Miss Craig Plans Trip

ABC's Nancy Craig, women's service commentator, will leave New York on Sunday with 23 other women reporters and photographers on a 12-day visit to Iceland, Sweden, Norway, Denmark, and Finland. The group will cover the "woman's angle" in Scandinavian life as guests of those countries. Miss Craig will record interviews while abroad for broadcast on her ABC program, Monday-Friday at 1:15 p.m., during her absence.

Send Birthday Greetings To—

November 18

Pat Alan Bobby Jarvis
Don Quinn Sharon Grainger
Sam Kaufman Johnny Mercer

November 19

Charne Allen Tommy Dorsey
Bob Harris Natalie Feldman

November 20

Fran Allison Walter Biddick
Judy Canova Frank Thomas
Art James

November 21

Joe Du Mond Edward K. Oats
Ted Straeter

November 22

Frank Graham Mildred Hallmark
Hoagy Carmichael Dick Pack
Arthur Miller Glen Litten
Howard A. Petrie

November 23

Mary Milford

November 24

Harris Barris Eileen Barton
Guy Bonham Don McLaughlin
Joan Brooks Edward J. Wallis
Art Fulton Irene Wicker
Lois Zarley

What other **C**hristmas present
can you name that...



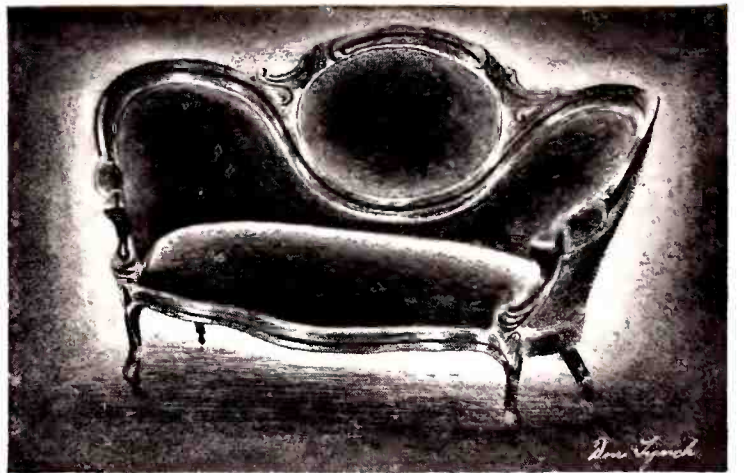
... you wouldn't want to exchange



... comes in so handy on rainy days



... never wears out



... keeps increasing in value

... is so quick and easy to buy
... pleases everyone on your list
AND ... gives itself all over again
(with interest) ten years later?



U.S.
Savings Bonds

Automatic Saving is Sure Saving



THIS SPACE CONTRIBUTED BY RADIO DAILY

Crosley Executives Given Promotions

(Continued from Page 1)

of the firm's operating divisions and subsidiaries. These, in addition to Crosley Broadcasting, include Crosley, New Idea, American Central, Nashville and Lycoming-Spencer divisions; the Crosley distributing corporation and the Carrollton Furniture Manufacturing Company, A. C. F-Brill Motors and the New York Shipbuilding Corporation.



As president of Crosley Broadcasting Corporation, Dunville will have administrative responsibility for WLW, 50,000-watt Cincinnati clear channel station; three television outlets, WLW-T, Cincinnati; WLW-D, Dayton and WLW-C, Columbus, as well as FM outlets in the same cities; and shortwave stations which Crosley Broadcasting operates for the U. S. State Department at Mason and Bethany, Ohio.

Native Of Kentucky

Shouse, 46-year-old native of Cynthiana, Kentucky, completed his 20th anniversary in the broadcasting field this year. In 1929, he joined CBS as its first Chicago sales representative. Five years later he joined the Stack-Goble advertising Agency, resigning after a brief period to return as manager of KMOX, Columbia-owned station in St. Louis. Since joining the Crosley organization as vice-president in charge of broadcasting in 1937, Shouse has led WLW to a large number of national awards in programming, promotion and other fields. In 1946 he was named president of Crosley broadcasting and last year was elected board chairman.

Started At KMOX

Dunville, 42, is a native of St. Louis. After a period in the automotive business, he joined the sales department of station KMOX, and shortly thereafter became assistant general manager. It was at KMOX that Dunville and Shouse began an association in broadcasting which has continued for nearly two decades. In 1937, Dunville joined the executive staff at WLW as assistant to Shouse, thereafter holding successive posts as general manager of WSAI, then owned by the Crosley interests; general sales manager of WLW and WSAI, and starting in 1944, as vice-president and general manager of Crosley Broadcasting Corporation. For the past two years he has actively supervised the development of the three television stations now operated by the firm. Together with Shouse he was responsible for the establishment of a merchandising and promotional program unique in the broadcasting field.

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 November 4-10, 1949

TITLE	PUBLISHER
A Dreamer's Holiday.....	Shapiro-Bernstein
A Thousand Violins.....	Paramount
Ain't She Sweet.....	Advanced
Charlie My Boy.....	Bourne
Dear Hearts And Gentle People.....	E. H. Morris
Don't Cry Joe.....	Harms
Georgia On My Mind.....	Peer
Hop Scotch Polka.....	Cromwell
Huckle Buck.....	United
I Can Dream Can't I.....	Chappell
I Never See Maggie Alone.....	Bourne
Jealous Heart.....	Acuff & Rose
Just For Fun.....	Paramount
Last Mile Home.....	Leeds
Let's Harmonize.....	Santly-Joy
Let's Take An Old Fashioned Walk.....	Berlin
Maybe It's Because.....	Bregman-Vocco-Conn
Meadows Of Heaven.....	Laurel
Mule Train.....	Walt Disney
Now That I Need You. (Where Are You).....	Famous
River Seine.....	Remick
Room Full Of Roses.....	Hill & Range
She Wore A Yellow Ribbon.....	Regent
Slipping Around.....	Peer
Some Enchanted Evening.....	Chappell
Someday You'll Want Me To Want You.....	Duchess
That Lucky Old Sun.....	Robbins
Toot Toot Tootsie Goodbye.....	Feist
You Told A Lie.....	Bourne
Younger Than Springtime.....	Chappell
You're Breaking My Heart.....	Mellin

Second Group

TITLE	PUBLISHER
Eye Bye Baby.....	J. J. Robbins
Crocodile Tears.....	Johnstone-Monte
Dime A Dozen.....	E. H. Morris
Festival Of Roses.....	Witmark
Fiddle Dee Dee.....	Harms
Hush Little Darlin'.....	Michael
I Never Heard You Say.....	Kramer-Whitney
I Only Have Eyes For You.....	Remick
In Santiago By The Sea.....	Life Music
It's A Wonderful Life.....	Lombardo
I've Got A Lovely Bunch Of Coconuts.....	Cornell
Make Believe (You Are Glad When You're Sorry).....	Bregman-Vocco-Conn
My Street.....	Campbell
Oh You Beautiful Doll.....	Remick
Over The Hillside.....	Dryer
Rudolph The Red-Nosed Reindeer.....	St. Nicholas
Souvenir.....	Beacon
Sweetest Words I Know.....	Life Music
There's Yes Yes In Your Eyes.....	Witmark
Through A Long And Sleepless Night.....	Miller
Wishing Star.....	Broadcast Music

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New Audience Survey System Is Introduced

(Continued from Page 1)

of men, women and children in audience as well as racial stock of people and also supplies simplified audience flow data.

Measure Inside And Outside

The new survey, according to ARB, attempts to simplify radio audience information for subscribers and to provide complete measurement both inside and outside the home.

The Washington sample consists of 1,000 persons chosen by the probability method so that each person has a chance to be selected. ARB interviewers place diaries with persons selected and selectees carry it with them at all times recording programs heard during the week. Diaries are returned to ARB and results are projected on the theory that the sample persons are representative. AM, FM, and TV shows are covered.

Breakdown Given

The October survey shows average daily totals among 1,400,000 persons in greater Washington of 3,001,386 person hours of AM-FM listening; 801,360 person hours of TV listening; and 189,980 person hours of auto radio listening with the later category included in the AM-FM totals.

The ten top ranking programs in the Washington area for the period October 15-31 were found to be as follows: (The percentage rating for each program is shown in parenthesis)

Persons	Percentage
Jack Benny—WTOP.....	281,950 (20.3)
Radio Theater—WTOP.....	181,350 (13.3)
Amos and Andy—WTOP.....	180,600 (13.2)
Walter Winchell—WMAL.....	187,500 (13.5)
Talent Scout—WTOP.....	183,300 (13.3)
My Friend Irma—WTOP.....	169,000 (12.2)
Charlie McCarthy—WTOP.....	167,350 (12.1)
Bob Hope—WRC.....	165,950 (12.0)
Fibber and Molly—WRC.....	161,800 (11.7)
Fat Man—WMAL.....	159,000 (11.5)

ARB plans to bring the new radio service to additional cities as rapidly as a sound expansion can be accomplished. The firm already issues television audience reports in New York, Philadelphia, Baltimore and Washington.

British Radio Exports To Latin America Drop

British radio equipment exports to Latin America dropped in the first six months of 1949 compared with 1948. Figures are: '48 (Jan.-Dec.) 841,899 pounds, against 337,064 pounds for Jan.-June, '49.

Exports of radio receivers and radiograms, including chassis are way down but sound reproducing equipment, test gear, components, valves and cathode ray tubes are up over '48. Transmitter, communication and navigational aid equipment are also down but not seriously.

Argentina and Chile have held steady as importers while Uruguay stepped up purchases almost threefold. This, however, is offset by a serious drop of imports by Brazil and Venezuela.

TELEVISION DAILY

Section of RADIO DAILY, Friday, November 18, 1949 — TELEVISION DAILY is fully protected by register and copyright

FCC BANS THEATER-TELE PICKUPS

TELE TOPICS

OVERS of mystery drama will get only mild satisfaction from "Plainclothesman," a Transamerican package added to the Du Mont lineup fairly recently. Scripts are routine and not overly-inspired and bear a close resemblance to a class B-minus movie. This week's, which was a trifle better than some others seen on the series, involved a gentleman who cuckolds his best friend, inadvertently kills his paramour then disposes of the body and tries to pin the rap on the husband. Needless to say, the dastard is apprehended by the hero of the title, an unseen police lieutenant, and his assistant in enterprising fashion. Production was devised to get as much suspense as possible out of the situation, even though viewers knew whodunit and that the villain must be caught before sign-off. . . . Plainclothesman himself is never seen; the subjective camera technique is used whenever he is on scene. His voice belongs to Ken Lynch. Acting and direction this week were on a high professional level. Cast included Earl Hammond, Elaine Williams, Jim Boles, Billy Lou Watt and Jack Orrison. Bill Marceau directed and script was by Gilbert Braun.

CBS SOLD its second hour-long Thanksgiving Day special yesterday when Hotpoint, Inc., division of GE, signed for "Hotpoint Holiday," variety seg to be aired on the full web at 4 p.m., EST. Rudy Vallee will emcee, and other acts include Guy Lombardo, Sam Levenson, Carol Bruce and Raye & Naldi. Barry Wood is producing and Herb Sussan will direct. Maxon is the agency. Program will precede the Longines holiday special. . . . In keeping with the dignity of the Met's first nite audience. ABC cameramen covering the event will be required to wear tuxedos, and the red tally lights on the cameras will be disconnected so as not to disturb the music lovers. . . . Arthur Godfrey's Chesterfield and Coke show this week was one of his best. Jerry Colonna, who is being wasted on AM, offered a standout bit of comedy. . . . The Howdy Doody Victor record album will be in the stores by Dec. 1 to cash in on the Christmas trade.

NBC HAS set the dates for its new opera series, to be supervised and conducted by Dr. Peter Herman Adler. Kurt Weill's "Down In The Valley" will be aired Jan. 14, 10 p.m., EST, and will be followed by new English translations of "Madame Butterfly," Feb. 11; "The Bat," Mar. 11, and "Tales Of Hoffmann," Apr. 8. All will be cut to an hour except Weill's work, which will run only 30 minutes. Not yet scheduled is a new work by Gian-Carlo Menotti, commissioned by the web.

Sales, Profits Boost Reported By Du Mont

Net sales of \$29,507,000 for the 40 weeks ending Oct. 9, 1949 were reported yesterday by Allen B. DuMont Laboratories, Inc., compared with \$17,374,000 for the corresponding period last year. Net profits, after provision for Federal income taxes, rose from \$1,421,000 in 1948 to \$1,676,000 this year.

Net profits after taxes per outstanding common share after deduction preferred stock dividends were 75 cents per share in 1949 and 70 cents last year.

Dividend Declared

The firm's board of directors yesterday declared a dividend of 50 cents per share on common stock payable Dec. 22 to stockholders of record Dec. 1. A dividend of 25 cents per share on preferred stock also was voted, payable Jan. 1, 1950, to stockholders of record December 15.

According to the statement, "No provision for possible liability of DuMont in the event of adverse decision in certain existing patent suits has been included in this figure nor has any amount which may accrue to DuMont from the industry's unauthorized use of DuMont's patents."

Amanda Randolph To WC

Pianist-singer Margaret Johnson will substitute for Amanda Randolph on a daily morning show over DuMont beginning next week when Miss Randolph goes to Hollywood to fill a movie commitment. Miss Johnson, originator of the quartet, "The Song Spinners," will hold down the spot until Miss Randolph's return Dec. 19.

ABC's Technical Plans Set For Opera's Opening Night

Completing plans for its pickup of the Metropolitan Opera opening Monday night, ABC yesterday took a deep breath and revealed that more than a ton of equipment and three-quarters of a mile of cable will be installed in the Met and that the additional power to be brought into the theater to supply the eight cameras and auxiliary operations would be sufficient to provide 50 homes with electrical services.

Staff of six directors will be assigned to the event, sponsored by Texas Co., under producer-director

Pye Demo Monday

Washington — Representative of Pye, Ltd., prominent British electronics manufacturing firm, on Monday will demonstrate the company's videc equipment for members of the FCC. Scheduled for 11:15 a.m., the showing will take place in the Carlyle Hotel. At 2:30 p.m., the demonstration will be repeated for a group of consulting engineers.

Bids Them Await Final Ruling On Pix-House TV

Washington Bureau of RADIO DAILY
Washington—The FCC said yesterday it will grant no more okays for TV relay for "non-experimental exhibition purposes" thereby making official what became apparent more than a month ago as the Commission first turned down, then permitted, relays of the World Series for big-screen showing in a Scranton, (Pa.) theater. It was made plain at that time that the eventual okay in Scranton was a special thing, with policy against such relay. The Commission said yesterday that there had been misunderstandings of its policy which made it seem best to grant that request.

In its notice yesterday the Commission pointed out that there is currently no provision for frequencies for the relay of theater TV programs, adding that it "now has under consideration petitions recently filed by several motion picture organizations requesting the institution of rule-making proceedings looking toward the establishment of a theater television service and the allocation of frequencies for such a service."

"The Commission considers that to continue to grant new theater television authorizations before a final decision is reached on whether or not to establish such a service might be misleading to the public and to persons contemplating investment in the proposed service."

KSD-TV Maps Coverage Of Veep Wedding Today

St. Louis—Final arrangements for televising the wedding here today of Vice-President Alben W. Barkley and Mrs. Carleton S. Hadley, were announced yesterday by George M. Burbach, general manager of KSD-TV, which will make the pickup for the NBC net.

Four cameras and KSD-TV's mobile unit will be used to cover the event. Two cameras will be spotted in front of the church to photograph the wedding party and guests entering and leaving. Cameras have been forbidden in the church.

Two other cameras will be used at the reception and wedding luncheon which will follow at a private home.

Pickup will start at 11:45 a.m., EST, at the church and will switch to the reception at 12. NBC will cut off at 1 p.m., EST, but KSD-TV will continue locally until 12:30 p.m., CST.

CBS Plugs Lower Cost Despite Rate Boosts

Continuing trend toward lower circulation costs is pointed up by CBS this week in a letter announcing rate increases for 18 affiliates. Signed by general sales manager David Sutton, the letter reveals that in January of this year cost-per-thousand for the 18 stations was \$6.16, compared with \$3.97 by Dec. 1, when all the outlets will have higher hourly rates—a decrease of 36 per cent for new advertisers and more for present bankrollers protected at the old rates for six months.

Old and new rates (one hour, class A) for the stations follow:

WNHC-TV	from \$300	to \$400
WGAL-TV	from 150	to 200
WTMJ-TV	from 300	to 350
WRGB	from 250	to 325
KSD-TV	from 300	to 425
WBTV	from 150	to 175
KTTY	from 500	to 750
WAVE-TV	from 200	to 250
WTCN-TV	from 250	to 325
KING-TV	from 200	to 300
WCBS-TV	from 1500	to 2000
WCAC-TV	from 600	to 1000
WTVR	from 220	to 250
WBKB	from 600	to 800
WNAO-TV	from 400	to 750
WOIC	from 300	to 450
WWS	from 500	to 600
WHEN	from 150	to 250

Burke Crotty. They are Marshall Diskin, Robert Doyle, Gertrude Tipper, Theodore Nathanson, Perry Smith and Leonard Blair.

The eight cameras will be stationed as follows: two on the orchestra floor, one in the standing room area and the other stage left; one on the second balcony near the proscenium, stage right; one adjacent to the radio booth on first balcony; two backstage; one in Sherry's bar, and one in the 39th street lobby. One backstage and the one in the lobby will be equipped with the Balowstar lens.

AM-TV-EQUIPMENT-FM-FAX

Section of RADIO DAILY, Friday, Nov. 18, 1949

Fred D. Wilson Heads Capehart-Farnsworth

The Board of Directors of the Capehart-Farnsworth Corporation have elected Fred D. Wilson president of the firm, succeeding Ellery W. Stone, who was appointed president of Capehart at the time of its acquisition by the International Telephone and Telegraph Corporation.



WILSON

Wilson has had more than 25 years experience in manufacturing and sales in the home appliance field of which 12 years, from 1936 to 1948, were served with the RCA Victor Division of the Radio Corporation of America variously as operating vice-president, national sales manager, director of personnel and director of purchases.

In 1948, Wilson joined the Bendix Home Appliance, Inc., South Bend, Ind., as assistant to the president and shortly thereafter, was appointed executive vice-president.

Ellery W. Stone, former president of Capehart-Farnsworth will continue as a member of the Board of the firm and as president of International Electric Corp.

Xmas Bonuses Based On 1949 Sales Volume

All employees of the Andrea Radio Corporation will find their Christmas stockings filled with a bonus during the Holiday Season, according to Frank A. D. Andrea, president of the firm. The total amount of the bonuses to be distributed will be based on the volume of Andrea sales from the beginning of the year right up to Christmas. Notification of the bonus has already been given by "Santa" Andrea to all the happy employees. Andrea said that he looks "forward to 1950 surpassing all previous years in the television field."

New Tape Recorder Cuts Cost Of TV & MP Films

Reduced production costs of television and motion picture films are promised with the development and adoption of synchronous magnetic tape recording and playback equipment, developed by the Fairchild Recording Equipment Corporation, Whitehouse, L. I., N. Y. Time and labor costs are lowered by the speed up of production that is accomplished with the instantaneous playback of sound tracks. If it is necessary to "retake" the sound it can be done at once and checked before the cast, crew and sets are disbanded. Savings in material costs for sound tracks of at least \$50 per hour are effected by the use of standard quarter-inch magnetic tape instead of emulsion coated acetate film stock. Two such synchronous tape recorders are now in use by CBS-TV for recording the sound tracks of those TV shows to be transcribed and shipped to affiliates.

Hassel Named Secretary Of Zenith Radio Corp.

The election of Karl Hassel as secretary of Zenith Radio Corporation was announced by Commander E. F. McDonald, Jr., president of the firm. Hassel fills the position recently vacated by the resignation of R. D. Burnet, former secretary and controller. McDonald said that Hassel, "Has been with Zenith since before there was a Zenith." He began the manufacture of radio parts years before the establishment of the broadcasting system we know today. In 1921, as a partner in Chicago Radio Laboratories, he was manufacturing complete receivers under the trade name, "Z-Nith," coined from the call letters of his amateur radio station 9ZN. At this time he joined forces with McDonald, and with him organized Zenith Radio Corporation in 1923. Hassel is also a director and assistant vice-president of the corporation.

Audio Vital In Sale Of Video Receivers

Chicago—An increasing awareness on the part of radio and television purchasers, that the tone quality of the sets they purchase is of prime importance, has been voiced by two manufacturing executives here, in related but varied electronic fields.

Walter H. Stellner, vice-president of Motorola, Inc. said "In a competitive market where many excellent receivers are available, a superior sound system is often the deciding factor in making a sale."

"Very Costly Economy"

James P. Quam, president of Quam Nichols, manufacturers of loud speakers warned that the use of an undersize or cheap speaker can be "a very costly economy" for a manufacturer who hopes to merchandise his sets in an increasingly competitive market. Quam's remarks were prompted by the suggestion of a consumers' research group that television set owners place a reflecting board near the speaker grill of their sets to improve the sound quality. According to Quam, this suggestion "over-simplifies the remedy to a very serious shortcoming in many telesets." The fact that a consumers' research group finds it necessary to advise teleset owners on makeshift methods of getting better quality sound out of their sets indicates that the public itself is aware of the audio shortcomings of a good many sets," he stated.

PRODUCTION PARADE

Metalized Paper Capacitors

Astron Corporation, East Newark, N. J., announces a new, improved midjet self-healing metallized paper capacitor in both hermetically sealed and cardboard tubular designs in addition to a complete line of radio noise suppression filters. These space-saving Metalite improved capacitors are about one-third to one-fourth the size and weight of conventional designs now being manufactured. Created to meet the growing demand for small capacitors, type MQ possesses high insulation resistance at high temperatures. They are available now in voltage ratings up to 600 volts and are supplied in a hermetically sealed construction with glass-to-metal hermetic terminal seals.

GE Tube For TV & FM Receivers

A new miniature tube (6BC5) designed primarily for use as a radio-frequency and intermediate frequency amplifier in TV and FM receivers is now in production at the Owensboro, Ky. plant of the General Electric Company. According to J. M. Lang, manager of the tube divisions at Owensboro, the 6BC5 represents an improved version of GE's 6AG5 and is interchangeable with that tube.

DuM Adds Console To TV Line

A new 12½" console TV receiver, with the added feature of a Local-Distant switch, which extends the range of good reception by many miles, has been announced by Ernest A. Marx, general manager of the receiver sales division, Allen B. DuMont Labs. The new receiver, called the "Canterbury," also includes full range frequency modulation radio and provisions for attaching a record player. Price of the new model is \$379.50.

Rectangular All-Glass TV Tube

What is claimed as a revolutionary development in TV picture tubes, the new Hytron type 16RP4, a directly-viewed, 16-inch tube with a rectangular screen, has been announced by Bruce A. Coffin, president of Hytron Radio & Electronics Corp., Salem, Mass. The rectangular shape permits smaller, less costly cabinets for TV receivers. Also the Hytron 16RP4 is the shortest 16-inch picture tube on the market, according to the company. In fact, the new Hytron tube takes approximately the same cabinet space as a round 12-inch picture tube. Automatically this new tube development sets the pace for more compact and economical TV set designs.

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RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 33

NEW YORK, MONDAY, NOVEMBER 21, 1949

TEN CENTS

GOV'T PLANS SET FOR ANTI-TRUST SUIT

Standing Committees Of NAB Cut To Nine

Washington Bureau of RADIO DAILY
Washington — Carrying forward the streamlining process which got under way earlier this year, the NAB board of directors last week voted to cut the number of standing committees to nine, with an overall total of 53 members.

The following will have five members each: Association of Women Broadcasters Committee, Broadcast Advertising Committee, Employee-

(Continued on Page 2)

Guy Named President Of The IRE For 1950

Raymond F. Guy, manager of radio and allocations engineering for NBC, has been elected president of the Institute of Radio Engineers, it was announced this week by the Institute's Board of Directors. Sir Robert Watson-Watt, governing director of Sir Watson-Watt & Partners, Ltd., of London, was elected vice-president.

Mr. Guy had been a broadcast engineer for thirty years, having started as a radio amateur in 1911. He joined WJZ in 1921 and has been with NBC since 1929.

Sir Robert, 1947 IRE Fellow
(Continued on Page 2)

Lemmon Makes Comment On FCC Investigation

Walter S. Lemmon, head of World Wide Broadcasting Corp., Friday, said that the proposed FCC inquiry into the operations and ownership of international radio stations WRUS, WRUX, WRUL, WRUW, and WRUA, all located at Scituate, Mass. was concerned with an application by

(Continued on Page 2)

Anniversary Party

George Frey, recently named director of television sales at NBC, was the guest of honor at a party celebrating the 25th anniversary of his association with the network, which was held Thursday night at the Rainbow room, RCA building. Frey was presented with a watch by 50 of his NBC sales associates with Sid Eiges acting as emcee.

Nice Gesture

WTOP, Washington CBS affiliate, last Thursday night got an emergency call for a spot announcement asking for blood donations to save the life of an NBC television engineer ill at Gallinger Hospital. The CBS affiliate, canceling a station break, put the request on at 9:30 p.m., and within a matter of minutes received forty calls offering aid. One was from Connecticut.

Mutual Billings Rise; \$3,800,000 Is Added

With the sale of three hours of new programs and renewals of two hours and forty-five minutes of commercial programming weekly, Mutual has added \$3,800,000 in billings to the network. A. N. Hult, sales vice-president of MBS, announced Friday.

The American Federation of Labor, new to Mutual, and Miles Laboratories, now in its fifth year of association with the net, will each spend more than a million dollars in 1950.

The A. F. of L. begins sponsorship
(Continued on Page 2)

"Greatest Story" Honored By Freedom Foundations

Valley Forge, Pa.—A Freedom Foundations award for outstanding contribution to the American way of life went today to "The Greatest Story Ever Told," inspirational program sponsored by the Goodyear Tire & Rubber Co. on ABC. Second

(Continued on Page 5)

BAB Study Reveals Similarity Of Radio, TV Rate Practices

Shorter rate guarantee periods, higher charges for shorter program periods in relation to basic hourly rate and extra charges for studio use were among the major differences between TV and AM station rate practices revealed in a survey by the Broadcast Advertising Bureau and mailed to BAB members over the weekend.

Made at the request of the BAB-TV Standardization group, the study

Stage Ready For Action Against Webs; Believe D. Of J. Will Prosecute In Spite Of FCC's Apathy

Say Constitution Aids Religion-On-Radio

Washington Bureau of RADIO DAILY
Washington—The Constitution not only does not rule out, but it lends encouragement to, the establishment of a religious broadcasting service, the FCC was told Friday by the Southern Baptist Convention and the executive board of the Baptist General Convention of Texas. These

(Continued on Page 8)

Southwest Station Reps Form New Association

Dallas—Newly formed Southwestern Association of Broadcast Representatives were hosts to over 100 advertisers, agency and station personnel at a special luncheon in the Baker Hotel last Thursday.

Recently formed SABR is composed of George Harding, Branham
(Continued on Page 2)

Benson Leaves Mutual; Was Nat. Sales Manager

George Benson, national sales manager of Mutual, resigned on Friday. Benson has been with Mutual for the past four years. Prior to then he was sales manager of the ABC web. No successor at Mutual is contemplated with Ade Hult taking over the department's activities.

Washington Bureau of RADIO DAILY
Washington — With its investigative work already done, the Department of Justice now is marking time before proceeding with an all-out anti-trust battle against the three major networks. The FCC is reliably reported to have been cool to the idea of anti-trust action, but its own moves to

(Continued on Page 5)

Sedgwick Favors Can. Radio Changes

Toronto—Declaring that the Canadian Broadcasting System should be free from limitations which commercialism imposes, Harry Sedgwick, president and general manager of CFRB, Toronto, in an appearance before the Royal Commission on National Development on Arts, Letters and Sciences, suggested that the government network be devoted to public service programming.

Sedgwick's brief called for a di-
(Continued on Page 8)

'Whistler' Coast Rating Tops Nielsen Report

"The Whistler" was again the leader in Pacific Nielsen Ratings for September, with 16.8. "Lux Radio Theater" was second with 16.2, followed by "People Arc Funny," "Ad-
(Continued on Page 5)

Thanksgiving Show

Mrs. Ralph Bunche, wife of the United Nations mediator, related the story of the first Thanksgiving to a group of children from other lands, on the CBS-TV religious series, "Lamp Unto My Feet," Sunday, Nov. 20 at 4:30-5:00 p.m., EST. The first Thanksgiving was portrayed in a 15-minute drama, which included an authentic Indian prayer.

(Continued on Page 7)



Vol. 49, No. 33 Monday, Nov. 21, 1949 10 Cts.

JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : : Business Manager

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

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

FINANCIAL

(November 18)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	73 3/4	71 1/2	73 1/4	+ 1/4
Admiral Corp.	30	29 5/8	29 5/8	+ 1/4
Am. Tel. & Tel.	146 1/4	146 1/8	146 1/4
CBS A	25 1/4	24 1/4	25 1/4	+ 5/8
CBS B	25 1/4	24 1/2	25 1/4
Philco	30 1/2	29 1/2	30 1/2	+ 1
Philco Pfd.	83 1/2	83	83 1/2	+ 1 1/2
RCA Common	12 7/8	12 3/8	12 7/8	+ 1/2
RCA First Pfd.	73	73	73
Steward-Warner	117 1/8	117 1/8	117 1/8	+ 1/8
Westinghouse	28 1/2	27 3/8	28 1/2	+ 3/4
Westinghouse Pfd.	102	102	102	+ 1/8
Zenith Radio	29 3/4	28 1/4	29 3/4	+ 1 1/8
NEW YORK CURB EXCHANGE				
Hazeltine Corp.	15	14 5/8	14 5/8
Nat. Union Radio	2 5/8	2 1/2	2 1/2

OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	14 1/4	15 1/4
Strömberg-Carlson	13 1/2	14 3/4
WCAO (Baltimore)	17	21
WJR (Detroit)	7 3/4	8 1/4

Southwest Station Reps Form New Association

(Continued from Page 1)

Agency; Frank Brim, Katz Agency; Howard Dunavan, Lonc Star Chain; Buell Herman, Edward Petry and Co., Inc.; Clyde Melville, Taylor-Borroff, Inc.; Ken Sibson, Ra-Tel representatives, and Clarke Brown, Texas State Network, spot sales division. According to Paul Girard, Paul Girard Company, general chairman of the new group, the purpose of SABR is to further increase the effectiveness of spot radio and broaden the service scope of station reps.

Standing Committees Of NAB Cut To Nine

(Continued from Page 1)

Employer Relations Committee, Engineering Committee, FM Committee, Government Relations Committee, and Un-Affiliated Stations Committee.

On the Radio Committee and the Television Committee there will be nine members each, representing management, programming, sales, research, public affairs, standards and education.

The NAB president is authorized to appoint alternates, with two for each of the five-man bodies and three for the nine-member committee. The alternates will be former members of the committees.

The board also approved the appointment of an ad hoc board committee to outline rights and privileges of associate members of the NAB for district directors and others interested. This committee is to report at the board's February meeting at Phoenix, Ariz.

The ad hoc group is also to study and submit to the February meeting a recommendation on whether or not non-member stations and others should be made eligible to attend future district meetings and national conventions.

The Standards of Practice and Education Committee is to be known hereafter as the Standards and Education Committee.

Mutual Billings Rise, \$3,800,000 Is Added

(Continued from Page 1)

of a five-a-week news program on January 2 over a coast-to-coast hookup and Miles Laboratories will continue its five-a-week sponsorship of "Queen For A Day."

Other new advertisers include the Hallcrafters Co. of Chicago which will sponsor "Hollywood Quiz" starting Dec. 10, and the Chamberlain Sales Corp. who will pick up the tab for "John B. Kennedy and the News" starting Dec. 24. Double-day & Company, book publishers, will sponsor a six-day-a-week program starting January 2. Program details have not yet been worked out.

Other new deals include the Benjamin Moore Company's sponsorship of "Your Home Beautiful" starting in March.

"The Fishing And Hunting Club of the Air" has been renewed for sponsorship by the Mail Pouch Tobacco Company, and two religious programs have retained sponsorship; the Christian Reformed Church will continue "Back To God" for another 52 weeks and the Radio Bible Class will also stay for 52 weeks.

Sportscasters Honored

Cleveland — Jimmy Dudley and Jack Graney, who aired the Cleveland Indians games on WJW during the past season, have been given a special award by the Cleveland Junior Chamber of Commerce for "outstanding service to the community beyond the call of duty."

Lemmon Makes Comment On FCC Investigation

(Continued from Page 1)

World Wide for an FCC permit to boost the power of WRUW from 20,000 watts to 250,000 watts. He said that the stations had been relicensed on Sept. 30 at their present power level for a period of six months and that his organization had not applied for new licenses at this time.

FCC's Side Stated

In announcing the proposed inquiry into World Wide's operations, the FCC said that the stations had applied for license renewals and that before renewal action was taken it would hold hearings to determine:

1. The nature of non-Governmental program material.
2. If operations conform to international broadcasting regulations.
3. Whether the frequencies have been used for domestic broadcasts.
4. Whether the renewal applications contain "full and complete disclosures relative to the real party or parties in interest."
5. Whether the "persons in control . . . have correctly represented their monetary investments in the licensee corporation."
6. And the interrelationship of World Wide Broadcasting Corp.; Radio Industries Corp., a Lemmon Company, and the World Wide Broadcasting Foundation, a non-profit organization.

World Wide is the only one of seven international broadcasting licenses which has been developing its own program packages for beaming overseas, according to Mr. Lemmon. However, he continued, most of its broadcasting hours are devoted to Voice of America programs.

Guy Named President Of The IRE For 1950

(Continued from Page 1)

Award winner, is considered Britain's foremost radar authority.

Elected as IRE directors-at-large for the 1950-1951 term were William R. Hewlett, v-p of Hewlett Packard Company, and James W. McRae, director of electronics and television research of Bell Telephone Laboratories.

Regional directors who were elected include: in the North Atlantic Region, Prof. Herbert J. Reich, Yale Univ.; in the Central Atlantic Region, Prof. Ferdinand Hamburger, Jr., of Johns Hopkins; in the Central Region, John D. Reid, manager of research, Crosley Division of Avco Manufacturing Corp.; in the Pacific Region, Prof. Austin Eastman of the Univ. of Washington.

IRE has an international membership of 25,000. It was founded in 1912 to foster the advancement of theory and practice of radio and electronics.

Chase Visiting Europe

Cincinnati—Milton Chase, WLW news commentator, has begun a six-week tour of seven European countries to gather material for WLW broadcasts. He plans to visit England, France, Portugal, Spain, Italy, Germany, and Austria.



Be careful, Dobbin!

This little kitten could easily get hurt playing around the stable. But faithful old Dobbin takes great care to protect his tiny pal.

The best way you can take care of any sales problem in Baltimore is to put your advertising on W-I-T-H, the BIG independent that gives you a BIG plus audience. In addition to the biggest home audience at lowest cost in town, a survey supervised by the Johns Hopkins University proved that of all radios playing in taverns, 67.3% were tuned to W-I-T-H!

That's why W-I-T-H produces low-cost results. That's why W-I-T-H should be on your list! That's why you should get the whole W-I-T-H story from your Headley-Reed man today.

AM FM

WITH

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed



The
FARM STORY
a WWJ
daily feature

From 6:30 to 7:00, five mornings a week, farmers take time off from their chores to listen to John Merrifield, WWJ's capable farm editor. He not only presents weather news, market data, farm commentary, and other farm news of usual interest, but he has traveled more than 45,000 miles the past year through the prosperous farm areas of Michigan, Indiana and Ohio to make 159 transcribed and direct-wire broadcasts of unusual on-the-farm happenings.

To make "The Farm Story" the most listened-to and most authentic of all farm

programs, John Merrifield has talked to several thousand farm people and farm leaders, visited numerous farm houses, attended fairs and expositions, cattle sales, etc. He has entertained almost 500 guests and experts, spoken before 26 farm organizations, sat in with more than 70 farm planning meetings and spent countless hours in research. And he has interviewed on his program a diversity of personalities that run the gamut from the Governor and State College specialists to farmers, their wives and their children.

"The Farm Story" is another example of why WWJ—The Detroit News is first in public service and first in public acceptance of its programs and the products advertised on it.

FIRST IN DETROIT . . . Owned and Operated by THE DETROIT NEWS

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



Basic NBC Affiliate

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

CHICAGO

By HAL TATE

TONY WEITZEL, Chicago Daily News columnist, began a five-minute series on WBBM Monday, November 14. The show is heard Monday through Friday from 10:55 to 11:00 p.m. The new program will present the newswriter with informal stories of people and events in Chicago.

Chicago is now more famous for Fran Allison's dragon than for Mrs. O'Leary's cow, points out ABC singer Johnny Thompson.

Maestro "Hot Lips" Page proud of his new television set. It doesn't have the biggest picture, but it has the tallest repairman.

Four promotions in the production and engineering department of WMOR, Chicago FM, have been announced by president Bernard I. Miller. Jack Pitman, chief announcer, has been upped to assistant program director and Stephen Wood from continuity editor to program manager. Both men will assist program director Jules Pewowar. Robert Schakne, former PM and INS reporter, has been named acting news director. Frank Goldstein has been upped to assistant chief engineer under David B. Pivan.

Mr. and Mrs. Russell Stebbins are the parents of a son, Paul Michael. Mr. Stebbins is a member of the WBBM sales staff.

Mrs. Mary Rodenkirch has been promoted from the sales secretarial pool at WGN to the sales promotion department.

The Chicago area will soon have its first new AM station in several years. It will be WWCA, 1000-watt station on 1270 kilocycles located in Gary, Indiana. Dee A. Coe is president and general manager. Studios and offices will be located in the Hotel Gary. No plans have been made to date for Chicago studios. No representative has been appointed to date.

NAB Sets Bulk Prices For Engineering Book

In response to "heavy demand," bulk purchase prices for the NAB Engineering Handbook have been established by the National Association of Broadcasters.

Additional copies of the 700-page compendium of information, charts, tables and articles for broadcast engineers may be purchased by member stations and by individuals and firms not eligible for NAB active or associate membership at the following prices:

One to nine copies, delivered, \$17.50 each; 10 to 20 copies, shipped to one address, \$15.00 each; 20 or more copies, shipped to one address, \$12.50 each; and 10 or more copies, F.O.B., NAB, Washington, \$10 each.

Stations eligible for NAB active membership, but not members, and persons or firms eligible for associate membership, but not members, are not eligible for the Handbook.



Man About Manhattan. . . ?

● ● ● Vice President Barkley's tribute to radio, TV and the press for consideration given him and his bride was one of the highlights of the NBC-TV coverage of Friday's wedding. . . The 'veep' was most cooperative and the radio-TV returned the courtesy by doing a dignified, comprehensive reporting job. . . Watch for a possible deal whereby Hooper takes over the operations of Broadcast Measurement Bureau under the supervision of the AAAA, ANA, and NAB. . . Hooper has been interested for sometime in acquiring the audience measurement organization. . . Radio and video megaphoners after the rights to Bob Sylvester's coming tome, "Second Oldest Profession," a newspaperman thriller and Bob's third effort. H'wood already has three bids in for it. . . "Cavalcade of Stars," the Jack Carter Sat. nite TV opus, will also be visible Sundays at 6 over Channel 13 starting Dec. 4th. . . Engineers studying the acoustics at the Ted Lewis apartment in preparation for projected "At Home" program on TV. . . Herb Sheldon, whose first U-I film featurette, "You Don't Say," proved a click, will make several other film comedies along the same lines. . . Jerry Cooper drew plenty of raves at the Philly opening of "Gentlemen Prefer Blondes." . . Ben Gross, Daily News radio ed, will portray himself (which is pretty good casting) on Bob Monroe's "John Steele, Adventurer" over Mutual on the 22nd and WOR on the 28th.

☆ ☆ ☆ ☆

● ● ● When Lawrence E. Spivak, the editor-publisher and "Meet the Press" panel expert, was asked what three guests he'd most like to question, he selected Churchill, Stalin and Hirohito. Of Churchill: "Who was responsible for the sell-out of Poland to Stalin?" Of Stalin: "Why don't you trust the Russian people with a free press?" Of Hirohito: "Whose idea was Pearl Harbor, and what did Japan hope to accomplish by it?"

☆ ☆ ☆ ☆

● ● ● **THEY SAY:** Canceling war doubts is more important than war debts—Louis Nizer. . . The Kaiser-Frazer "Name-the-Car" contest guarantees \$100,000 to the Runyon Fund. Please help us find the Canswer!—Walter Winchell. . . First official fall ratings indicate that the trend is away from radio's giveaways. It's estimated now that the giveaways are good for about another nine months—Cedric Adams. . . The Government boys continue to be irked at Ed Gardner's legal method for evading income tax (by living in tax-free Puerto Rico). They haven't yet figured out how to collect some of his earnings, but they're still trying—Dorothy Kilgallen. I've worked Jolson up to where he is old enough to play himself—Larry Parks.

☆ ☆ ☆ ☆

● ● ● Bill Coffman, director of the East-West football game; Bernie Bierman of the U. of Minnesota; Tuss McLaughry of Dartmouth and Andy Kerr of Colgate, converging on N. Y. to pick the Eastern team, will make a number of radio and TV appearances over the Nov. 26th week-end. The East-West game, now in its 25th year, has raised nearly two million dollars for Shriners' hospitals.

☆ ☆ ☆ ☆

● ● ● **OUR HAT'S OFF DEPT:** Lisa Kirk's debut on the RCA-Victor label with "Charley My Boy," backed by "Shame On You." . . . Sammy Kaye's Sunday Serenade via CBS. . . Bobby Col's vocals on WINS. . . The musical score from Geo. Jessel's latest technicolor job, "Dancing in the Dark," due to open at the Roxy Dec. 2nd. . . Smith-Fcley's new song click, "Up in the Balcony." . . Ted Granik's moderating on "American Forum of the Air." . . Ralph Young's disc jock & juke box-office click, "Azar," a Star record.

AGENCIES

JULES KOPP has been appointed chief art director of Erwin, Wasey & Company, Los Angeles, it was announced by Fred M. Jordan, executive vice-president in charge of the agency's West Coast operations. Kopp had formerly been associated with J. Walter Thompson, Campbell-Ewald and other advertising agencies. He also has been consulting art director for the Ford Motor Company.

MELCHOR GUZMAN CO., INC., has been appointed by Radio Programas Continental, network of the Republic of Panama, as its U. S. and Canadian representative.

STREET & FINNEY, INC. has been named by the Chattanooga Medicine Co., for its Cardui account, effective Jan. 1.

THE S. R. LEON CO., INC., has been appointed by Milton L. Ehrlich, Inc., housing development builder.

THOMAS O. HOPKINS, formerly with Kenneth Banghart Productions, has joined the radio department of the Branham Co., New York.

KASTOR, FARRELL, CHESLEY & CLIFFORD, INC., has signed for National Nielsen Radio Index Class "A" Service.

GEORGE M. BURBACH, general manager of KSD and KSD-TV, St. Louis, the Post-Dispatch radio and television properties, has been elected secretary of the Better Business Bureau of St. Louis.

New Hooperatings Give CBS Four Leaders

The most recent release of Hooperatings gives CBS four of the first five positions, eight of the first ten ratings, and a total of twelve of the first seventeen. The release covers the period of Nov. 1-7.

CBS programs in the first four are "Lux Radio Theater," "Arthur Godfrey's Talent Scouts," "Jack Benny," and "My Friend Irma."

"Fibber McGee and Molly" took the number five spot for NBC and number six went to ABC for Walter Winchell. CBS took spots seven, eight, and nine with, respectively "Crime Photographer," Bing Crosby (Bob Hope was guest star), and "Suspense." "The Charlie McCarthy Show," CBS, was in position ten.

"F.B.I. in Peace and War," CBS, was rated eleventh, and NBC got the nod for twelfth, and thirteenth place with, respectively, Dennis Day, "The Bob Hope Show."

"People Are Funny," NBC; "Mr. and Mrs. North," CBS; "Amos and Andy," CBS; and "Mr. Keen, Tracer of Lost Persons," CBS, were rated fourteen, fifteen, sixteen and seventeen even though all four had the same rating of 14.7.

Of the twelve shows placed by CBS, seven were network packages.

Plans Of Gov't Laid For Anti-Trust Suit

(Continued from Page 1)
force the nets to comply with the chain broadcast rules, for instance, have been adjudged weak by Justice Department lawyers. Chairman Wayne Coy is said to have asked for additional funds in the coming fiscal year to police these rules, but the anti-trust lawyers feel that the Commission is hamstrung because it does not have licensing authority over the nets themselves.

As recently as the early part of this month Coy is said to have sought to discourage early filing of the suit. There is reason to believe that the notices several weeks ago that pending renewals of the owned-and-operated stations of ABC, CBS and NBC have been granted only temporarily were connected in some way with the Justice Department's reported anxiety to move in with a complaint.

Among the matters on which the anti-trust lawyers are said to be prepared to base their case are the essential similarity of network contracts with stations and with advertisers, the whole pattern of network-station relationships—including alleged network dictation of station time rates and availabilities, and spot sales by networks.

That the case has come as far as it has is evidence that the Justice Department clearly feels the chain broadcast rules have not succeeded.

Pressure for the burying of the case has been strong, but there is considerable Congressional support for the action. Among those said to be interested is Rep. Harry Shepard of California, long a foe of the nets.

FCC Okays WKAQ Deal; P. R. Publisher Takes Over

San Juan, P.R.—FCC approval of the sale of WKAQ to the El Mundo Broadcasting Company by IT&T was announced here yesterday. Purchase price of WKAQ was reported to be \$325,000. Angel Ramos, publisher of El Mundo, Puerto Rican daily newspaper, who has operated WEMB, will exploit the new station as "Radio El Mundo."

'Whistler' Coast Rating Tops Nielsen Report

(Continued from Page 1)
ventures of Sam Spade," and Burns & Allen.

The average rating for Nielsen's Pacific "Top Twenty" was 13.9, as compared with a 14.5 average rating for the "Top Twenty" group nationally.

Bernie Sobel Gagsters Guest
Bernie Sobel, editor of the Theater Handbook, will be guest tomorrow at the luncheon meeting of the Gag Writers Institute to be held at the Headquarters Restaurant.

★ THE WEEK IN RADIO ★

Board Revamps NAB Operations

PLANS to suspend operations of the Broadcast Measurement Bureau on December 31 except for servicing operations on the Second Study were announced after a meeting of the Bureau's executive committee. The decision to suspend was made unanimously by BMB's three component organizations — NAB, AAAA, and ANA. The NAB board of directors met a day later and administered the coup de grace to BMB, but voted to set up a new corporation to take over its assets and functions. The new organization will have the same tri-partite sponsorship. The board also voted to invite the FM Assn. to join NAB, and top FMA officials indicated that the offer probably would be accepted. . . . Jack Shelley, of WHO, Des Moines, was elected president of the National Assn. of Radio News Directors, succeeding Sig Mickelson, as the NARND ended its annual convention in New York.

The day of "unseen radio buying" is over, Bob Dailey, radio director in McCann-Erickson's Cleveland office, told 121 station executives attending a two-day sales clinic in that city sponsored by the Ohio Assn. of Broadcasters. Among the types of information now required by agencies and advertisers eyeing the radio market, Dailey listed data on station coverage and popularity, program appeal, audience listening habits, audience types, composition, and loyalty, cost per listener, program promotion, and merchandising cooperation. . . . Hal Davis, publicity director of Kenyon & Eckhardt, New York, was named a vice-president of the agency. Two other K & E executives were upped to v-p's at the same time. . . . The Texas Company will sponsor the Metropolitan Opera's Saturday afternoon broadcasts on ABC for the tenth year starting Nov. 26.

Dean John E. Drewry of the University of Georgia announced that Jan. 9 is the deadline for entries in this year's Peabody Awards competition. Winners will be announced at a luncheon meeting of the Radio Executives Club of New York on May 4. Peabody Awards for outstanding television programs will be made this year for the first time.

The Gillette Safety Razor Co., announced plans for the radio and TV sponsorship over CBS and CBS-TV of the Rose Bowl game to be played at Pasadena, Cal., on Jan. 2. . . . The NAB is prepared to throw its full weight behind the fight to prevent local taxation of radio stations, General Counsel Don Petty said. This week the Association will file a brief as friend of the court to support the petition for re-hearing by KGHI and KARK, Little Rock, Ark, which have been carrying the ball in the legal battle against the \$250 annual tax on stations and the \$50 personal tax on time salesmen. The U. S. Supreme Court refused to reverse a State Supreme Court de-

cision which had upheld the Little Rock city authorities who levied the taxes.

Benjamin Cohen, assistant secretary-general of the UN, paid tribute to "the outstanding coverage of United Nations during the past year by the broadcasters" at a luncheon in the Rainbow Room of the RCA Building, New York. Said Cohen, "Through this public service alone they have evidenced their dedication to the public interest, convenience."

WNEW, New York, 10-kw indie, was sold for a reported \$2,000,000 to a new corporation headed by Bernice Judis, vice-president and general manager, and Ira Herbert, vice-president in charge of sales, in association with six Providence, R. I. businessmen. Arde Bulova and Milton Biow were major stockholders among the former owners of the station.

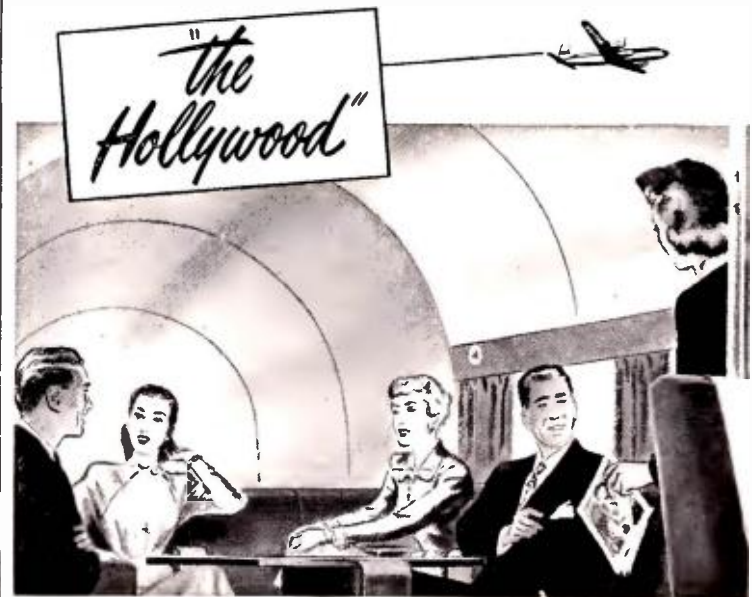
'Greatest Story' Wins Freedom AM Award

(Continued from Page 1)
place in the radio category was won by "Cavalcade of America," sponsored by the E. I. duPont de Nemours Co. on NBC.

The two program series were among some 200 American organizations, productions, and individuals which received cash awards and medals from the Freedoms Foundation in what will become an annual event. The award categories ranged from comic strips to sermons. The radio division prizes are \$2,000 for first place and \$750 for second place, plus a gold medal.

Joins CBS Radio Sales

Harold Davis has been appointed an account executive for CBS Radio Sales, effective immediately. Formerly assistant commercial manager for WCAU, CBS affiliate in Philadelphia, he replaces Edward Larkin, now with Radio Sales-Television.



you'll wish this trip to Los Angeles lasted longer!

A flight to Los Angeles on "the Hollywood" is a short one no matter how you look at it. Actually, you leave at noon and arrive at 8:30 p.m., stopping only at Chicago en route.

But the timetable is hard to believe. What with the superb service aloft, United's delightful hospitality (including delicious full-course meals), and the pleasant companionship of your fellow-passengers, the flight seems even shorter.

UNITED AIR LINES

Commission Asks FM Frequency Shifts

Washington Bureau of RADIO DAILY

Washington—A reshuffling of FM channel assignments in several areas was proposed by the FCC yesterday, with Philadelphia to lose three to Wilmington, which in turn gives up three other channels. The Commission explained that the changes are designed to cut down adjacent channel interference. December 19 is the deadline for comments on the proposed changes.

The changes call for frequency changes for three stations with two in Wilmington. These are WAMS-FM and WDEL-FM, moving respectively from Channel 241 to 243 and from 229 to 279. The third station required to shift would be WRFL, Winchester, Va., moving from 223 to 236.

The allocation changes proposed follows:

CHANNELS		
GENERAL AREA	DELETE	ADD
Gadsden, Ala.	226
Ventura, Calif.	264
Bridgeport, Conn.	248	...
Coram, N. Y.	277	248
Wilmington, Del.	229	243
	241	279
	297	295
Philadelphia, Penn. ...	243	...
	279	295
	295	...
Baltimore, Md.	294	293
Winchester, Va.	223	236
Frederick, Md.	268	260
Front Royal, Va.	236	...
Harrisburg, Pa.	259	...
Holyoke, Mass.	282	...
Keene, N. H.	300	282
Batavia, N. Y.	235	...
Bristol Center, N. Y.	236
Columbus, Neb.	268
Sunbury, Pa.	284	...
Concord, N. C.	243	...
Laurinburg, N. C.	243
Milwaukee, Wis.	251	255
Madison, Wis.	255	251

AM Radio Business Reported Good By CKLW

Detroit—Ted Campeau, president of CKLW, Detroit and Windsor, says that "AM radio is far from being on the way out," and cites sales figures to prove it. CKLW's business, Campeau disclosed "is 28 per cent of a year ago, and both local and national commitments already made for 1950 point to a banner year."

He added: "The recent sharp upturn in retail sales of AM sets in the Detroit area ties in perfectly with our own station's business increase. It proves that both advertisers and listeners are accepting AM broadcasting as the mass-appeal medium for a long time to come."

Use Telephone Technique

Making use of the beep telephone conversation technique in the broadcasting of election returns, Lou Frankel, public relations director of WFDR, New York, FM station, was able to rebroadcast telephone reports on election results furnished by nine radio stations in upstate New York. Frankel made arrangements last Tuesday night for pickups from the upstate broadcasters at 8:30, 9:30 and 10:30 p.m.

PICTURE OF THE WEEK



(Photo by Sy Friedman, NBC Television)

This photograph of Vice-President Barkley and his new wife at their wedding reception was made off an NBC television screen in New York City. The cameras of NBC's St. Louis affiliate KSD-TV, picked up the event from the time (11:45 a.m., EST) the Veep and his bride arrived at the church until the wedding luncheon. at the home of Mrs. T. M. Sayman, began, 1 p.m., EST.

Tito Named By Mutual To Production Post

Rocco L. Tito, former CBS producer-director, has joined Mutual as assistant director of production, it has been announced by William Fineshriber, v-p in charge of programs.

Started in 1929

Tito entered radio in 1929 as a CBS staff announcer. He later became an associate director of several CBS shows including "Let's Pretend," "Crime Photographer," "Strike It Rich," and the Norman Corwin series.

Takes WNAX Sales Post

Robert B. Donovan, sales promotion manager for WNAX, Yankton-Sioux City, has been moved to the sales department of the same station. Moving into Donovan's spot as department manager is Dick Harris. Donovan has been with WNAX for 18 months. He was formerly with WLS, Chicago, as assistant promotion manager. He will be located in Sioux City.

Kid Show Rating High

"Straight Arrow," over Mutual, is the first children's radio program to be given a top ten rating in daytime listening by the Nielsen Radio Index, recent figures released reveal. Mutual claims one reason for the high rating is large amount of coin spent this year in promotion and publicity aimed at the kids. Show is sponsored three times a week by the National Biscuit Company for its cereal products.

Seven 52-Week Contracts Added To WHLI's Roster

Four new and three renewal contracts, all for 52-week periods, were signed between Long Island advertisers and WHLI & WHLI-FM, Hempstead, L. I., during the last two weeks of October, it was announced last week by Joseph A. Lenn, v-p in charge of sales at the station.

New Deals Listed

The new deals were: Apparel Shop, Inc., of Hempstead, for four 10-minute programs weekly, 9:35 to 9:45 a.m., on "Rendezvous With Romance"; Coronet Cleaners, Inc., of Glen Cove, Levittown, West Hempstead and Hempstead, for four 10-minute programs weekly, Tuesdays, Thursdays and Saturdays, 8:05 to 8:15 a.m., on "Commuters' Time" and Sunday, 10:35 to 10:45 p.m., on "Melody Caravan"; Monarch-Spahn Co., Inc., of Manhattan, with stores on Long Island, seven 15-minute programs weekly, 3:00 to 3:15 p.m., on "Musical Playhouse," and Wayside Bedding of West Hempstead for three 10-minute programs weekly, 8:35 to 8:45 a.m., on "Commuters' Time."

Renewal contracts included three 52-week agreements with the Mineola Rug and Carpet Co., four 10-minute programs weekly, 2:35 to 2:45 p.m., on "Music That Lives"; Hempstead Bank for six five-minute newscasts weekly, 8:00 to 8:05 a.m., and Second National Bank and Trust Co. of Hempstead for seven 15-minute programs weekly, 3:45 to 4 p.m., on "Musical Playhouse."

The Long Island Lighting Co. re-

TV Set Manufacturers Using Co-op Air Time

A spot check survey of ten major television receiver manufacturers conducted last week by RADIO DAILY revealed that paid radio time to promote the sales of TV sets was being bought either on a cooperative (manufacturer and dealer splitting the nut) basis or by dealers who lumped TV products in with other merchandise being pushed. The general consensus of manufacturers' ad chief's opinion was that the greater part of the money being spent was going to local stations.

Heavy coin, however, was going into TV advertising on a national basis, it was ascertained, and several manufacturers admitted mulling plans for even greater radio and TV time expenditures during the coming year.

Some Cut TV Commercials

Several manufacturers, already sponsoring network AM programs for their other products, are cutting TV commercials into the regular show in cities with TV facilities.

One exception to what seems to be the general rule in the industry is Pilot Radio who recently bought the Lyle Van 11 p.m. news over WOR to plug its anniversary television receiver. Pilot also uses spots over WQXR.

Bogert Named Vice-Pres. Of Hooper Organization

C. E. Hooper Inc. has announced the election of John Lyman Bogert as vice-president and technical director. Bogert, who joined the Hooper firm last April, began his advertising career in 1920 as director of sales and advertising for the Waltham Watch Co. At one time he was director of market research for Lever Brothers.

Hughes Resigns Post

Lawrence M. Hughes has resigned as editor of Sponsor magazine effective December 31st. Hughes succeeded Joe Koehler to the post two months ago and was formerly associated with the trade paper Advertising Age.

Coincidentally with the announcement, Norman Glenn, editor-publisher of Sponsor, announced three additions to the publication's staff. Ellen Davis has been named managing editor and two new senior editors, Hope Beauchamp and Irv Marder have been added.

newed for another 13 weeks its sponsorship of "This Is Your Long Island," Mondays through Fridays, 10:45 to 11 a.m., for familiar music and notes on points of historic interest on Long Island.

New Spot Business

New spot business included The Frock and Bonnett Shoppe of Hempstead, King Kullen Grocery Co. of Jamaica with stores throughout Long Island, Nassau Bicycle Exchange of Mineola and the New York Times.

TELEVISION DAILY

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BAB SURVEYS RATE PRACTICES

TELE TOPICS

THE WEEK'S WASH: As part of its holiday promotion, Ronson will simulcast "Twenty Questions" over the NBC-TV web, WOR-TV and the Mutual AM hook-up for five weeks beginning Nov. 26. Program is aired Saturdays, 8 p.m. Grey agency handles the account. . . . Chevrolet Dealers in Boston are really going all-out in TV. Already bankrolling all 35 home games of the Bruins pro hockey team over WBZ-TV, the group has just signed with the station for a five-a-week quarter-hour variety show. The dealers sponsored Braves and Red Sox baseball over the Westinghouse outlet last season and will repeat next year. . . . WCAU-TV has upped its local class A hourly rate to \$700. Its CBS network rate is \$1,000.

THE NOTRE DAME-NORTH CAROLINA clash last week walked all over its TV competition according to a special Hooper survey. Carried by Du Mont, the game had a rating of 22.2, with 75.1 share of audience. Army-Penn game on NBC was rated 5.5; "Of Human Interest," a film on WATV, had 1.1, and the Navy-Columbia contest on CBS had 0.8. Total sets-in-use in combined AM-TV homes was 34.7 per cent, with video accounting for 29.6 per cent. . . . The Henry Souvaine office, which has been producing intermission features for the ABC Saturday afternoon airings of the Met for the past nine years, will perform a similar chore at tonight's coverage, supervising the pre-curtain and two intermission pickups.

A WEEKLY nite-time half-hour will be made available by WOR-TV early next year to agencies and package firms as a showcase for new programs. Julius Seebach, station's program veepee is looking for a sizeable number, so that "when we start we shall have lined up enough acceptable programs to assure the continuance of the series." . . . New issue of Look mag, out tomorrow, applauds Dr. Allen B. Du Mont as the "Father Of Television." The bit about him is placed next to one about Paul Douglas, former CBS announcer. . . . Allardale Productions has completed four films in a projected series of 26 featuring Ken Niles and titled "Hollywood Startime."

TWO DAILY RACES at Bowie will be aired by WNBW, beginning today, for Gunther Brewing Co., through Ruthrauff & Ryan. Station, owned by NBC, will feed the races to WAAM, ABC affiliate in Baltimore, which carries a daily afternoon sports show for Gunther. . . . Pathe Cine is introducing a 16mm. camera "designed to fill the needs" of TV films. Priced under \$400 and weighing less than five pounds, camera has a full frame focus which permits viewing the picture through the lens while shooting.

Comparative Testing Begins Today In D. C.

Washington Bureau of RADIO DAILY
Washington—Comparative demonstrations of RCA and CBS color and DuMont black-and-white TV will get under way before the FCC today and will continue through tomorrow.
The Commission at the weekend announced the schedule of program material to be scanned. Included are wrestling, boxing, interviews, advertising scenes, chorus singing, variety shows, puppet shows, cooking instructions, flower arrangements and numerous other types of presentations.

To Resume In February
The demonstrations will conclude the initial phase of the Commission's color hearings, which will be resumed in February with demonstrations of the Color Television, Inc., system and additional comparative tests.

Automotive Firms Heavy In Newsreel Sponsorship

Sponsorship of the Telenews-INS weekly newsreel over WHEN, Syracuse, by two local Chevrolet dealers brings to nine the number of markets in which the reel is sponsored by an automotive firm. The others are Detroit, Los Angeles, Minneapolis, New York, Omaha, Schenectady, San Diego and Toledo.

Exploitation

About 3,000,000 children and their parents are expected to see NBC puppet star "Howdy Doody" who will be featured in three Thanksgiving Day parades in the Gimbels parade in Philadelphia, Bob Smith will lead the procession in an open car followed by floats picturing the show's cast. New York's Macy parade will feature a 13½-foot replica of the puppet, while Clarabell, the show's clown, will lead the Bamberger parade in Newark.

Bloomington, Ind. Is Smallest TV City

Bloomington, Indiana — Pride in bigness is an American trait. Thus when a community takes pride in lack of bigness, it's news.

That's the case with Bloomington, a city of 7,300 families, which is proudly claiming to be the smallest city in the nation with a TV station.

The outlet, WTTV, is owned and operated by Sarkes and Mary Tazian and has been on the air since Armistice Day.

Although WTTV was the first in the state to apply for a video license, it followed WFBM-TV, Indianapolis, into operation because chief engineer Morton Weigel and his staff made most of the major equipment used in setting up the station.

Reveals Similarity Between TV, AM Rate Cards

(Continued from Page 1)
sets served." Six months is the most frequently accepted rate protection period in TV, the report said, although considerable variation does result from different methods of measuring the six months. Largest group of stations guarantees rates from the date notice is given of an impending change, while the second of the two largest groups protects only for six months from the date the series contracted for actually begins.

Short Periods Come Higher
Also noted was a tendency among TV outlets to charge more for shorter program periods in relation to their basic hourly rate than the generally accepted ratio in radio. Most TV stations find it necessary to charge 25 per cent of their basic hourly rate for five minute segments, for example, while 20 per cent is the radio recommendation of NAB. For longer periods of time, however, the ratios tend to be identical.

Only nine of the 75 stations whose rate cards were studied do not make any extra charge for use of their studio or film projection facilities unless an abnormal amount of rehearsal time is required. Largest group, 37 stations, make no charge for film projection facilities but do charge extra for live studio shows.

The study was done by Charles A. Baston, assistant director of BAB for tele.

Members Listed

Members of the standardization group are Eugene Thomas, WOIC, Washington, chairman; Arthur Gerbel, Jr., KJR, Seattle; Henry W. Slavick, WMCT, Memphis; E. K. Jett, WMAR-TV, Baltimore; Louis Pead, WDSU-TV, New Orleans; John E. Surrick, WFIL-TV, Philadelphia; James T. Milne, WNHC-TV, New Haven; George W. Harvey, WGN-TV, Chicago; E. Y. Flanagan, WSPD-TV, Toledo; William B. Ryan, KFI-TV, Los Angeles; George Moskovics, CBS; James V. McConnell, NBC; Harold L. Morgan, ABC; Edward Codel, Katz Agency; William H. Weldon, Blair TV; Russel Woodward, Free and Peters, and Henry I. Christal, Edward Petry.

WBNS-TV Sells Hoop Sked

Columbus, Ohio — David Davie-Packing Co. has signed with WBNS-TV for sponsorship of Ohio State University's home basketball schedule of ten games. Marty De-Victor will be behind the mike.

The Week In Television

TV Authority Voted Into Existence By 4-A's

International board of the 4-A's voted into existence Television Authority, an overall group to represent talent in the TV field. Five eastern unions approved the measure, which was opposed by the two film guilds. The step was taken "with the express understanding" that TVA would "mediate all matters that may be in dispute with" the western unions. . . . FCC said it will grant no more okays for TV relay for "non-experimental exhibition purposes," thus cutting off use of channels for theaters until action on applications for frequencies by several movie groups. . . . Madison Square Garden peddling three winter sports packages without success, because of price tags said to be excessively high by both stations and advertisers. . . . Plans are being formulated for construction, atop Empire State Bldg., of a master transmitter antenna mast which could accommodate all stations in the N. Y. area. Only two outlets, W'CBS-TV and W'OR-TV, are believed definitely not interested in the project. . . . Great Britain was drawn into the war between RCA and CBS when Dr. Peter Goldmark returned from London and announced that BBC would begin experiments with the CBS color system. RCA then released a statement by a BBC topper to the effect that Britain was equally interested in all systems and that no arrangements had been made. Goldmark immediately retaliated with the statement that "RCA is again attempting to ride CBS' coattails in color television."

Sedgwick Favors Can. Radio Changes

(Continued from Page 1)
vorcement of government radio and private broadcasting to the extent that CBC operations would be cultural and educational and other private radio enterprise in Canada would take over commercial broadcasting.



SEDGWICK

Commenting on the advantages of separating the CBC from commercial radio, Sedgwick summed up his belief as follows:

(a) "It is the type of activity they were originally designed to perform;

(b) "They can devote their time and staff to the development of distinctively Canadian talent and programmes;

(c) "It will avoid the everlasting criticism from people who like to listen to their radio free from all commercialism;

(d) "Private stations will be put on their toes in an endeavour to measure up to the type of non-commercial public service broadcasting originated by the CBC;

(e) "The continuous friction between the private stations and CBC will disappear;

(f) "As has been said the CBC has a capable staff and they should not be hampered by the limitations imposed by the advertising business."

Wants Indies Free

The Toronto broadcaster said he concurred with the proposal of other Canadian broadcasters "that independent radio stations should be completely free from control and regulation by the Canadian Broadcasting Corporation."

Turning to television he said: "In my view television is a part of broadcasting and TV channels should be made available to broadcasters as soon as possible in order to ensure that Canada does not lose any part of its position on the TV spectrum."

KCMO-FM, Kansas City, Testing Transit Radio

Kansas City, Mo.—Details of a Transit Radio test being conducted by KCMO-FM, Kansas City, in conjunction with the Kansas City Public Service Co., have been disclosed by E. K. Hartenbower, general manager of KCMO and KCMO-FM.

The test started Nov. 1, and is to continue for 30 to 60 days. Thirty motor busses, trolley busses, and other vehicles have been equipped with FM receivers for the test. KCMO-FM will air background music from 6 a.m. to 7 p.m., Monday through Saturday, with news every half-hour.

COAST-TO-COAST

WKAP Building Under Way

Allentown, Pa.—WKAP, 1000-watt independent, has started construction on its new building on North Seventh Street here. The building will be a \$35,000 structure with studios and transmitter combined. Broadcasting is scheduled to start from the new building in March of 1950.

Ball Pro Joins KXOK Staff

St. Louis, Mo.—Ken Johnson, left-handed pitcher for the St. Louis Cardinals, has joined the sales staff of KXOK-FM, the Transit Radio station. Johnson, like many other Cardinal players, has made his home in St. Louis, although he is originally from Topeka, Kansas.

"Homicide" Program On KFWB

Hollywood, Calif.—The subject of "homicide" was discussed on the special Police Dept. show "On The Beat" heard recently over KFWB. A typical homicide policeman and his duties were described. The Police Band under the direction of Edmond Burr, also took part in the program.

KITE Has School Room Program

San Antonio, Tex.—The Junior League is sponsoring the transcribed series "Books Bring Adventure" over station KITE each Thursday afternoon. Programs are aired for special in school listening for children in the 8 to 14 age groups.

Football Banquet On WHBC

Canton, Ohio—Jim Muzzy has done 20 play-by-play scholastic football broadcasts this season for the Sugardale Provision Company in that city. Marking the close of the football season will be the fifth Annual WHBC Football Award Dinner, Tuesday, November 22, at which time the outstanding players will be honored and recognized.

Midnight Disc Show For WTTM

Trenton, N. J.—WTTM extended its 7:00 a.m. to midnight shift by one hour, recently, with the addition of a 60-minute disc-show running up to 1:00 a.m. This new show, "Sepia Express," will be jockeyed by Kid Swingster, well-known Negro radio and nightclub personality.

New WNLK Series Schedule

Norwalk, Conn.—A "Know Your School" series of programs will be given over WNLK every Thursday night from 9 to 9:30 effective December 1. The programs will be in the form of interviews by Nora Walker with members of the Board of Education, school officials, teachers, parents and members of the teachers' union.

WHHT Add Members

Durham, N. C. — Bob Yongue, sports editor; Don Lloyd, announcer; Bob Byrd, vocalist and platter spinner, and Bernard Baker, disc jockey, are the new members of the WHHT staff.

KGVO Construction Under Way

Missoula, Mont. — Construction work on KGVO's new transmitter location now in third week of progress. Bases have been poured for the two new towers and the contractor has already started construction work. Construction cost will approximate \$75,000.

Baron At New Post

Albany, N. Y.—Paul Baron, who joined WOKO as promotion manager and continuity editor in April of this year, has been appointed program manager. He was formerly with WHUC, Hudson, N. Y., and KFMB, San Diego, Calif. in the same capacity.

WLLH Fifteenth Celebration

Lowell, Mass. — Radio stations WLLH of Lawrence and Lowell celebrated their 15th birthday recently. Originally WLEY in Lexington, WLLH moved to Lowell in October of 1934, and since that time, with local service and programs their aim, they have continually increased both their service and coverage.

Joins WABI Staff

Bangor, Maine—Milton Chapman, former senior account executive at WPOR, Portland, has joined the sales staff at WABI in Bangor. This is the third edition in a month to this 5,000 watter which is awaiting FCC approval of new ownership by Maine's ex-Governor Horace Hildreth and Murray Carpenter. WPOR's ex-president and general manager.

KSL Sponsor Contest

Salt Lake City, Utah—The third annual "Voice of Democracy" contest, enabling high school students to express their views on the American way of life, was conducted recently by the Junior Chamber of Commerce and KSL. In order to spark interest in the contest through the whole inter-mountain area, KSL ran spot announcements urging students to enter.

WBT Man Honored

Charlotte, N. C.—Grady Cole, commentator and early morning humorist of WBT, will be honored by the citizens of Alexander County, N. C., upon completion of their new hospital in Taylorsville. A room in the hospital will be named after Cole, who has worked diligently for months helping raise \$100,000 through public donations to pay for the hospital.

Bible Series Set

Norwalk, Conn.—A talk on the Book of Job, Nov. 21, to be given by the Rev. Paul Schade of the Community Baptist Church, will initiate the WNLK series of 12 broadcasts on "The Bible as Literature." The broadcasts have been organized in co-operation with the Norwalk Ministerial Association and will be given every Monday night from 9 to 9:30.

Say Constitution Aids Religion-On-Radio

(Continued from Page 1)
two groups have applied for permission to construct a series of low-powered non-commercial FM stations. Hearing has been ordered by the FCC on Constitutional grounds.

Methods of advancing the cause of religion are actually entitled to preferential treatment under the First Amendment, attorneys Leonard Marks and Bernard Koteen said for the Baptists. They argued that "the free exercise" of religion, as set forth in the First Amendment, "is in a preferred position and must therefore be afforded every opportunity to fullest expression."

Radio channels must therefore "be made available to religious groups to further the purposes of the First Amendment, in the absence of contrary compelling considerations" they argued. They quoted from the Commission's controversial Scott decision—which declared the right of atheist Robert Harold Scott to seek time to answer attacks upon atheism—the statement that "freedom of speech can be effectively denied by denying access to the public means of making expression effective—whether public streets, parks, meeting halls or the radio—as by legal restraints or punishment of the speaker."

In other parts of the lengthy brief filed Friday, they pointed to mailing preferences, draft law preferences, travel exemptions, social security exemptions, tax exemptions and various other means whereby the Government constantly aids religious institutions. Included also was a list of AM and FM stations licensed to religious groups. The point was made that if it is unconstitutional to grant the Baptist applications, then the licenses of other stations owned by religious groups should be withdrawn.

WLW Plans Xmas Shows

Two Christmas programs from Europe will be broadcast over WLW by a Cincinnati woman visiting shrines in Europe. Mrs. Toni Merland will prepare the programs for WLW's Special Broadcast Services department. She plans to visit shrines in France, Portugal, Spain and Italy, stopping in Rome for the opening of Holy Year on Christmas Eve. Mrs. Merland will prepare the two WLW programs from her observations of Christmas activity in European countries.

Roller Derby On ABC

"The Roller Derby," featuring descriptions of roller skating at armories in New York and Philadelphia, will be aired as a special ABC feature on four successive Monday nights starting Nov. 21, 10:30-11 p.m. Joe Hasel and Ken Neidl, who have been handling the commentary on ABC's "Roller Derby" telecasts, will do the same for the radio version.



RADIO DAILY



The National Daily Newspaper of Commercial Radio and Television

VOL. 49, NO. 34

NEW YORK, TUESDAY, NOVEMBER 22, 1949

TEN CENTS

SPECIAL THANKSGIVING PROGRAMS SET

Home-Set Production Six Million For 10 Mo.

Washington Bureau of RADIO DAILY
Washington—Total U.S. production of AM and AM-FM home receivers probably exceeded six million in the first 10 months of 1949, production figures released at the week-end show.

A total of 4,983,456 AM-only sets was reported for RMA members alone, along with 666,352 FM-AM and FM-only. There was no breakdown on these, but it is likely that the vast majority of these sets con-

(Continued on Page 6)

Coast Spot Campaign Set For "Battleground"

West Coast Bureau of RADIO DAILY
Hollywood—M.G.M.'s West Coast premiere of "Battleground" at the new Egyptian on Dec. 1, will be ballyhooed by 300 spot announcements over eighteen local stations between now and opening day, it was announced yesterday. M-G-M considers radio ad expenditures to herald this opening as being one of its "heaviest radio campaigns in years." "Battleground" received a similar radio build-up for the New York opening.

Miller Brewery Extends Contract On Welk Show

The Miller Brewing Company of Milwaukee has signed a 26-week contract extending its sponsorship of the Lawrence Welk Show heard Wednesday nights from 10 to 10:30 p.m., EST. Program has been sponsored by the brewery since June 1, 1949. Pieterse-Dunlap Associates, Inc., of Milwaukee, Wisc., is the agency.

Launch Campaign

The 1949 Christmas Seal campaign in Nassau County was launched yesterday by WOR's John Gambling and Mrs. Theodore Streibert, chairman of the local campaign, in a broadcast over WHLI and WHLI-FM in Hempstead, Long Island. The program was the first in a series telling the story of the Christmas Seal.

Pioneer Poller

Carl Haverlin, president of BMI, Inc., and chairman of the membership committee of Radio Pioneers, yesterday credited RADIO DAILY with recruiting 15 new members for the Pioneers. He said that publication of a story on the Pioneers membership drive last Thursday brought a long distance phone call from Jack Weldon, WWOD, Lynchburg, Va., on Friday and a wire from Howard E. Fill, sales manager of WSFA, Montgomery, Ala. Other new members came in by phone call and mail and all referred to the RADIO DAILY article.

Radio Farm Directors To Meet In Chicago

Chicago—Approximately 250 radio farm executives are expected to attend the sixth annual meeting of the National Association of Radio Farm Directors which will be held here at the Stevens Hotel next Saturday and Sunday (Nov. 26 and 27).

The two-day session will get under way with a noon luncheon on Saturday. True D. Morse, president of the Doane Agricultural Service,

(Continued on Page 2)

Pratt Named President Of Michigan Broadcasters

Lansing, Mich.—Stanley Pratt, president and general manager of WSOO, Sault Ste Marie, has been elected president of the Michigan Association of Broadcasters, succeed-

(Continued on Page 3)

Seven Broadcasters Share In Amer. Freedom Awards

Valley Forge, Pa.—Presentation of radio awards to networks, stations and individuals highlighted first annual Freedoms Foundation Day with General Dwight D. Eisenhower making the American Freedom awards at historic Valley Forge.

The first award for network programming went to ABC for "The Greatest Story Ever Told" with NBC's Cavalcade of America taking

Radio And TV Broadcasters Schedule Holiday Programs In Observance Of Thanksgiving Day

Church Group Plans TV-Film Programs

Syracuse, N. Y.—Plans of the Protestant Radio Commission, representing the major communions and denominations in the country, for production of live and film TV programs at a budget of one million dollars were revealed here over the weekend by the Rev. Everett C. Parker, director of the group.

Addressing 15 national church representatives attending a week's TV workshop at WHEN, Rev.

(Continued on Page 7)

Leisure Heads AFRA Local in San Francisco

San Francisco—Clarence Leisure of KNBC has been elected president of the San Francisco Local of the American Federation of Radio Artists. First vice-president of the

(Continued on Page 2)

NBC Salutes WIS On Opening Of Studios

Columbia, S. C.—A host of NBC talent paid tribute over last weekend and on Monday to station WIS—WIS-FM to commemorate the opening of the station's new studio

(Continued on Page 3)

The four major networks have planned extensive special Thanksgiving Day programming to be broadcast this week. Several of the webs kicked-off on Sunday night and program departments and special events rooms have lined up an array of airmers emanating from New York,

(Continued on Page 6)

Publishers Seeking Facsimile Rights

Toronto — Canada's newspaper publishers yesterday claimed a right of first-choice in the development of facsimile broadcasting, a process by which "printed" news can be brought into the home without the use of printing presses or carrier-bots.

The claim was made during discussion of a brief presented the Royal Commission on National De-

(Continued on Page 3)

New Regulatory Body Urged For Canada

Calgary — A separate regulatory body to license and regulate Canadian radio was urged over the weekend in a brief submitted to the Royal Commission on Arts, Letters and Sciences.

The brief was submitted by the

(Continued on Page 2)

Gratitude

Sydney Mahler, the Brooklyn baker who hit the jackpot by naming the Mystery Melody on "Stop the Music" over ABC two weeks ago, showed up at the network Sunday with two big cakes, one for the network decorated with the words "Thanks for Calling" and the other inscribed "Thank You Walter," for Winchell, giver of the clue.

(Continued on Page 3)



Vol. 49, No. 34 Tues., Nov. 22, 1949 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : Business Manager

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

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WASHINGTON BUREAU

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CHICAGO BUREAU

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360 No. Michigan Ave.

Phone: Randolph 6-6650

SOUTHWEST BUREAU

Paul Girard, Manager

Tower Petroleum Bldg.,

Dallas, Texas

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

FINANCIAL

(November 21)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	77 ³ / ₈	75 ³ / ₈	75 ³ / ₈	— 1/4
Admiral Corp.	15	14 ⁷ / ₈	14 ⁷ / ₈	—
Am. Tel. & Tel.	146 ³ / ₈	146 ¹ / ₈	146 ³ / ₈	+ 1/8
CBS A	25 ¹ / ₈	24 ³ / ₈	25	+ 3/8
CBS B	25	25	25	— 1/4
Philco	30 ³ / ₈	29 ⁷ / ₈	30	+ 3/8
Philco pfd.	82 ³ / ₈	82 ³ / ₈	82 ³ / ₈	—
RCA Common	13	12 ⁵ / ₈	12 ³ / ₈	— 1/8
RCA 1st pfd.	73 ¹ / ₈	72 ⁵ / ₈	72 ⁵ / ₈	— 1/8
Stewart-Warner	12 ¹ / ₂	12	12	— 1/8
Westinghouse	28 ³ / ₈	27 ⁷ / ₈	27 ⁷ / ₈	— 1/8
Westinghouse pfd.	101	100 ³ / ₈	101	+ 5/8
Zenith Radio	29 ¹ / ₈	29	29	+ 1/2

NEW YORK CURB EXCHANGE

Hazeltine Corp.	14 ⁷ / ₈	14 ⁷ / ₈	14 ⁷ / ₈
Nat. Union Radio	2 ⁵ / ₈	2 ⁵ / ₈	2 ⁵ / ₈

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	14 ¹ / ₄	15 ¹ / ₄
Stromberg-Carlson	13 ³ / ₄	15

WFDF SALES STAFF SETS SALES RECORD

Flint, Michigan—Lester W. Lindow, Gen. Mgr. WFDF, announced sales staff had established a new kind of sales record by selling four special Christmas sets within four hours after receipt of program platters from Cardinal Company in Hollywood.

Lindow pointed out the shows, custom-built by Cardinal for local release as "radio Christmas cards," are normally pitched at various sponsors to pro-rata cost, but flat package cost of \$20.00 established by Cardinal for all markets made it possible to unload shows in one sales sweep.

Tagged "Xmas-4," the shows feature a number of headliners, marking first time some have appeared in this type quarter-hour stanza.

CLARK DENNIS, Capitol Records artist, appears in a "Musical Christmas Tree"; THE MODERNAIRES, heard regularly over "Club Filleen" are featured in a "Musical Sleigh Ride"; MARVIN MILLER, noted narrator-actor-anner, in a dramatization of The Nativity; and ART BAKER with "Christmas Stories."

Last minute orders for the package, slanted for Christmas week, are available Cardinal Co., 6000 Sunset, Hollywood, Calif.

Radio Farm Directors Will Meet In Chicago

(Continued from Page 1)

St. Louis, will discuss "The Economic Outlook for Agriculture in 1950."

Television will occupy a prominent part in the agenda. The Saturday afternoon session will deal with "practical RFD Television," with Mal Hansen, farm director of WOW, Omaha, serving as chairman. The group will view a televised presentation from the International Livestock Exposition and offer critical discussion afterward. In addition, farm directors Bill Givens, WGY; Layne Beaty, WBAP; and Tom Page, WNBC, will join Maynard Speece, of the United States Department of Agriculture's radio and television information service, in reports of rural TV projects and problems.

Will Elect Officers

Officers for the new year will also be elected during the farm confab. Present officers are: Wallace Kadderly, KGW, Portland, Oregon, president; Gordon Loudon, Agricultural Extension Service, Louisiana State University, Baton Rouge, vice-president; and Phil Alampi, WJZ, New York, secretary-treasurer. Paul Visser of the NBC Agricultural Department, is general program chairman for this year's convention.

Maurice B. Mitchell, director of the Broadcast Advertising Bureau, will discuss "Farm Programs for Advertisers" Saturday night.

Panel Discussions Planned

Two panel discussions are set for Sunday afternoon. From 2:00 to 3:00 p.m., Roy Battles, farm director of WLW, will moderate a panel on "Selling Farm Programs." Panel members include Joseph G. Bumgarner, agricultural account executive, E. H. Brown, advertising agency, Chicago; Lew Van Nostrand, sales manager, WMT, Cedar Rapids, Iowa; Lowell Watts, farm director, KLZ, Denver; and Leo Olsen, DeKalb Agricultural Association, DeKalb, Illinois.

The second panel, from 3:00 to 4:00 p.m., will be under the direction of Charles Worcester, farm service director, WMT, Cedar Rapids. Joining Worcester in discussing "Servicing the Farm Program and Keeping It Sold" will be: Charles N. Karr, sales promotion manager, tractor division, Allis-Chalmers Mfg. Co., Milwaukee; Ross Wallace, Wallace Advertising Agency, Des Moines; Don Sullivan, commercial manager, WNAX, Yankton, South Dakota; and John C. Drake, sales promotion and publicity director for WLS, Chicago.

Sam Schneider, farm director at KVOO, Tulsa, will be in charge of a general summation and group discussion following the two panel meetings.

Dr. Kenneth McFarland, superintendent of the public schools of Topeka, Kansas, will be the featured speaker at the annual banquet Sunday night which will wind up the two-day affair. Larry Haeg, farm director of WCCO, Minneapolis, will serve as toastmaster.

Leisure Heads AFRA Local in San Francisco

(Continued from Page 1)

local until October 31, 1950, will be Bert Buzzini of KCBS.

Jim Moore of KGO fills the position of second vice-president and Ken Langley is the new recording secretary. NBC singing star Bill Gavin was re-elected treasurer for a third time.

Mutual Rep. Covers Rescue Of Army Flyers

Edythe J. Messerand, Assistant Director of News and Special Features at WOR, in Bermuda on another assignment, got a break in covering the arrival in Bermuda of the eighteen long sought survivors of the B-29 which ditched in angry Atlantic waters last week. The webs were mostly obliged to fly in newsmen with recording equipment to cover the story and get interviews with the airmen. All webs, however, covered the story for either radio or TV, or both.

Mutual Co-op Grows

Bert J. Hauser, Director of Co-Op Sales, MBS, announced yesterday that Marvin Miller's "Behind The Story," originating in Hollywood and on the air since mid-September,

New Regulatory Body Urged For Canada

(Continued from Page 1)

All-Canada Mutually-Operated Radio Stations and presented by H. R. Carson of Calgary, chairman of the organization's executive committee.

"Such a body could establish as a matter of right the principle of private stations joining together in regional or national networks," Carson said.

The private broadcasters and the Canadian Broadcasting Corporation — the present regulatory body — could present evidence to this new body as to what activities and regulations would be in the public interest.

Co-Operative Group

ACMO is a co-operative group of station managers from 10 stations in western Canada and one in Ontario; CJVI, Victoria, B.C.; CKWX, Vancouver, B.C.; CJAT, Trail, B.C.; CJOC, Lethbridge, Alberta; CFAC, Calgary, Alberta; CJCA, Edmonton, Alberta, CFCP, Grande Prairie, Alberta; CKCK, Regina, Sask., CKRM, Regina, Sas., CKRC, Winnipeg, Man., and CKOC, Hamilton, Ontario.

has already picked up bankrollers on 136 Mutual stations including the Don Lee and Yankee networks and CKO. Detroit and WGN, Chicago.

"What do we do now?"



When a scared deer gets loose in a china shop, there's not much you can do except open the door and hope for the best.

But if you timebuyers want a sales kick in Baltimore, you don't have to trust to luck. Cold, hard facts and figures lead you straight to W-I-T-H, the bargain buy in this market.

Yes, sir! If you want to do a lot with a little bit of money, use W-I-T-H, the station that delivers more listeners-per-dollar than any other station in town. Get the full W-I-T-H story from your Headley-Reed man today.



W-I-T-H

BALTIMORE, MARYLAND

Tom Tinsley, President • Represented by Headley-Reed

Eisenhower Presents 'Freedom' Citations

(Continued from Page 1)

each day from 11:30 a.m., to 12:30 p.m., and the show is fashioned to service the radio needs of the Negro community.

Other cash awards and honorable mentions of Freedom Foundation included; to Dr. George S. Venson for his "Land of the Free" program on Don Lee network; CBS for its "You Are There" series; Willard Wilson for his script for "It Might Have Been You"; WWJ, Detroit, for "Twenty-Four Hours Under Communism"; WCAU, Philadelphia, for "The Blessings of Liberty"; KFAC, Los Angeles, for "Spiritual Mobilization for Freedom" and WJR, Detroit, for its "Know Your America" series.

Gold Medals Awarded

Gold medals were awarded to Knox Manning, KNX, Los Angeles, for "Open Letter to Paul Robeson"; Jack Beall for his Anti-Communist series on ABC; Radio Council of the Chicago Schools for "These Things Are America" on WBEZ; NBC for its documentary, "Living, 1949" and Col. Robert McCormick of the Chicago Tribune for "Responsibility in a Free Enterprise State" heard on MBS.

Announcements were made of the winners of 144 cash awards, totaling \$84,000, of 100 gold medals and 500 certificates of merit. They include individuals and organizations who have "spoken up for freedom by words or deeds" within the last two years.

Awards were given in various classifications, including cartoons, editorials, magazine articles, radio programs, motion pictures, sermons, commencement addresses in both colleges and high schools, union publications, company and employee publications, and advertising campaigns.

A jury of 21 prominent persons, including Chief Justices of nine State Supreme Courts, selected the winners after several months of study. Harold E. Stassen, president of the University of Pennsylvania, is chairman of this year's annual award jury.

Pratt Named President Of Michigan Broadcasters

(Continued from Page 1)

ing Milton Greenebaum, WSAM, Saginaw. Other officers elected were, vice-president, Howard K. Finch, WJIM; and secretary-treasurer, J. P. Scherer, WHFB.

Worth Kramer, WJR; Edward Baughn, WPAG; Willis Dunbar, WKZO and WJEF; and Mr. Greenebaum were elected to the Board of Directors. The MAB has been in operation for two years and this year's convention was exceptionally well attended with practically all Michigan broadcasters being represented.



California Commentary . . . !

● ● ● TV PRODUCTION men from Mexico City are in Hollywood and New York as observers as Emilio Azcarraga makes plans for the launching of a commercial TV station south of the border. . . Group of broadcasters and agency executives will go to

Hollywood

Phoenix, Arizona, this weekend to attend the 16th District NAB convention which will be held there next Monday and Tuesday. . . Al Woodbury has signed to score the new 39-week Army Air Force show to be recorded by C. P. McGregor and released to over a thousand stations a week . . . MGM picture studio has okayed a radio series for its child star, Margaret O'Brien. . . Ben Gage's final KTTV video show was kinescoped by CBS and now Harry Ackerman has sent the film east for approval as a web sponsored half-hour program to be released to all of the CBS-TV stations. . . Popular radio maestro Frank DeVol has just finished writing "The Presidential March," which will be sent to President Truman this month and DeVol will also record the selection for Capital . . . Connie Haines, recently signed by MGM to sing three songs in "Duchess of Idaho" is reported to receive \$10,000 for the stint. Connie used to get \$100 a week with Tommy Dorsey, not so long ago. . . Mel Blanc is being kept so busy that the only available time he has is between 3:49 and 4:00 p.m. on Fridays. Surprising that he has that much time left.



● ● ● HARRY HICKOX, Hollywood radio and TV emcee, is huddling with two sponsors this week and if the deal is set his LA TV show, "Truth about Dixie," will be kinescoped for national sponsorship the first of the year. . . United Productions of America will preem TV, entertainment and industrial cartoons Nov. 19-23 in Hollywood's first industry-wide Animation Art Festival; date also marks UPA's sixth anniversary. . . "Vera Vague Show" heard every Thursday over ABC will broadcast from N. Y. for 5 weeks, after which the show will again originate in Hollywood. . . Rumors that Jack Benny will be a feature of the 1951 TV parade with a one-hour show persist with no denials from Jack. . . George "Gabby" Hayes is looking for a "front man" for a prairie radio show next fall. . . Robert Riley Crutcher is adapting a series of radio dramas he wrote for the Silver Theater several years ago for television, under option to O.K. Productions. Stories include "I'll Never Forget" which starred Laurence Olivier, "Magic Darkness" for Jeffrey Lynn, and "Whodunit," which featured Bob Hope. . . Louella Parsons tapes Thanksgiving shopping interviews with Dorothy Lamour, Joan Crawford and Sydney Greenstreet Monday at the Farmers Market, for release on the Parsons Radio Show. . . Ed Wynn was the honored guest at a surprise birthday party backstage at CBS' Studio A last Wednesday. Wynn marked his 63rd birthday anniversary. Many happy returns of the day. . . Cy Howards "Life With Luigi" on which J. Carrol Naish and Alan Reed are starred and which Mac Benoff directs over CBS network every Tuesday night is climbing toward the top of the ratings.



● ● ● "STU" WILSON, zany emcee of KFI-TV's "Are Ya Lookin'," gets fan mail not only from adult viewers every afternoon but from "real young" kids—2 years and up. "I must have universal appeal." Stu says modestly. . . Mutual-Don Lee's "California Caravan" program moved to San Francisco for the broadcast of Sunday Nov. 20th. Show was aired from the Civic Auditorium as an integral part of the "Western Hall of Fame Pageant" being staged in that city. . . Ken MacClelland, signed as art director of the "Ed Wynn Show" on CBS-Television.

Publishers Seeking Facsimile Rights

(Continued from Page 1)

velopment in the Arts, Letters and Sciences by the Canadian Daily Newspapers Association.

Roy H. Thomson, president of the Thomson dailies, and one of five spokesmen for the 19-member delegation, maintained that newspapers should have a preferred position in the allocation of frequency modulation channels as they become available for facsimile broadcast.

Asked by commission counsel Peter Wright if this request would still be made if it were to result in a monopoly of facsimile by newspapers, Mr. Thomson replied:

"Yes. Newspapers are responsible organizations. They know the business of handling news and treat the news with respect. . . They are the logical people who should proceed with a new medium of handling news. . ."

Clifford Sifton of the Winnipeg Free Press said he felt the general view of Canadian publishers was that licensing authority should be "as far removed from day-to-day politics as possible."

Under present radio regulations, facsimile broadcasting would come under control of the publicly-owned CBC.

NBC Salutes WIS On Opening Of Studios

(Continued from Page 1)

and office building as thousands of enthusiastic South Carolinians toured the new edifice. NBC Chairman of the Board Niles Trammell, actors Jay Jostyn and Jan Miner, director-producer Harry W. Junkin, and commentator George Hicks all took part in the opening day ceremonies. G. Richard Shafto is general manager of WIS.

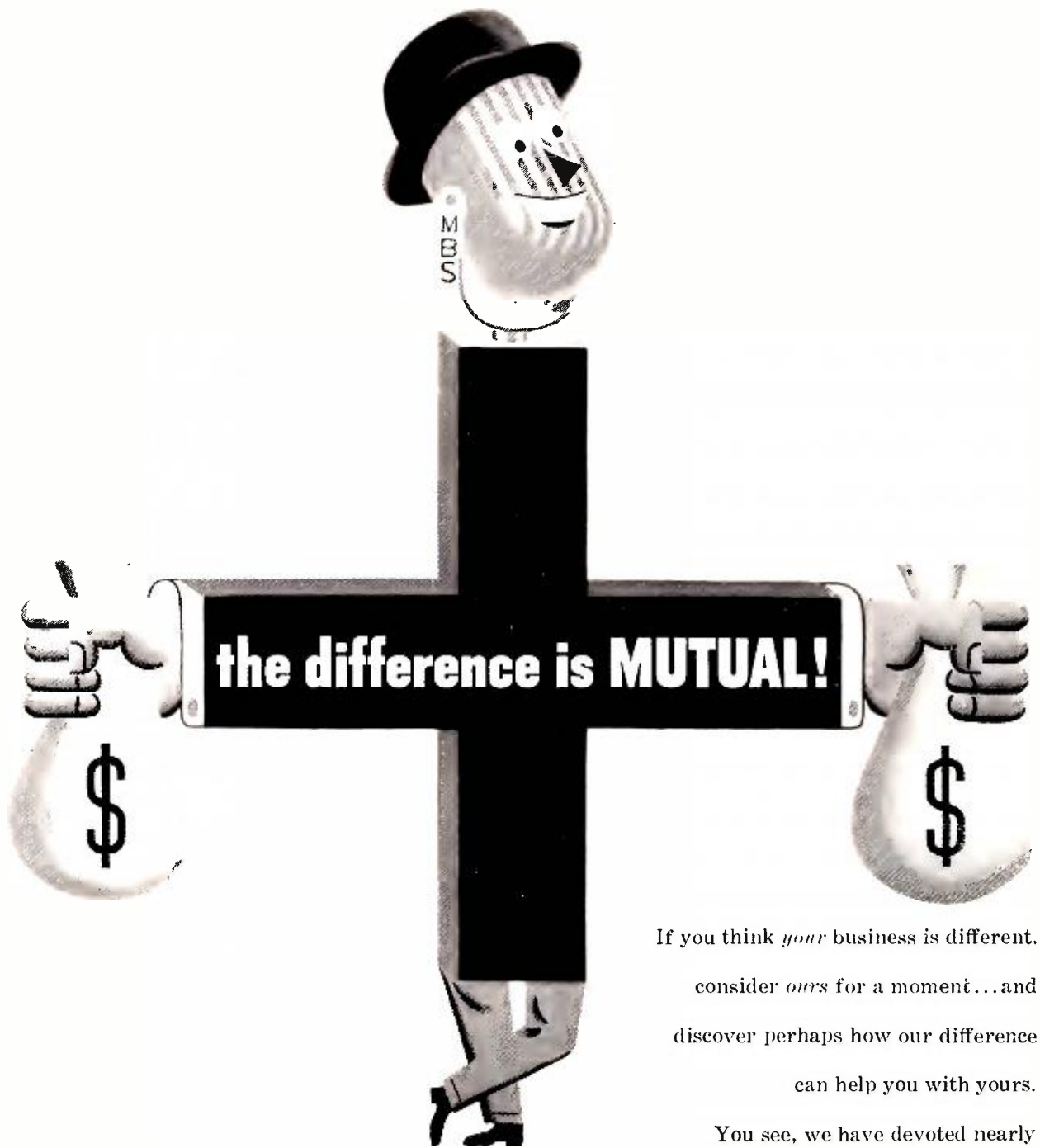
As part of the festive occasion, NBC originated the "Radio City Playhouse" from WIS with Miss Miner in a starring role supported by a cast of Columbians, and George Hicks was cut into the Theater Guild program for his between-the-acts commentary. The dedication broadcast on Saturday featured Mr. Trammell as guest of honor.

Special dedicatory broadcasts were heard over WIS on Sunday featuring salutes from top NBC stars Bob Hope, Claudia Morgan, The Quiz Kids, Ben Grauer and others. Lunt and Fontanne, Roger Pryor and Norman Brokenshire, all appearing on the Theater Guild production, sent a special platter which was broadcast Sunday morning.

Ad agency and station reps, and network officials also took part.

Stork News

Mrs. Richard J. Puff, wife of MBS's Director of Research gave birth yesterday to twin daughters at Peekskill (N.Y.) Hospital.



If you think *your* business is different.
consider *ours* for a moment... and
discover perhaps how our difference
can help you with yours.

You see, we have devoted nearly
15 years to the business of being a
different kind of network.

This gives us quite an edge, in these times
when extra-efficient, better-than-average
marketing techniques are required.

And it gives *you* several new
ways—all of them well tested—
to make your dollars do double duty.

For instance...

On no other network can you raise your sales voice in 500 transmitter-markets—300 of them being the *only* network voice in town. On Mutual you can...**The Difference Is MUTUAL!**

On no other network can you enjoy maximum flexibility in selecting your station hook-up... routing your program as you route your salesmen. On Mutual you can...**The Difference Is MUTUAL!**

On no other network can you locally—at no extra cost—tell your customers *where* to buy what you are selling, as well as why. On Mutual you can...**The Difference Is MUTUAL!**

On no other network can you buy the proven benefits of coast-to-coast radio—and save enough to explore the high promise of television too. On Mutual you can...**The Difference Is MUTUAL!**

On no other network can you s-t-r-e-t-c-h your hardworking dollars to the point where you get *six* listener families for the price of five. On Mutual you can...**The Difference Is MUTUAL!**

These are five of the points which add up to a big plus for the Mutual advertiser. Interested in the proof of any or all of them? Let's sit down together and discuss our differences.



the

mutual

broadcasting
system

Thanksgiving Day Special Shows Planned For AM And Television

(Continued from Page 1)

Hollywood, Europe, and points in-between.

Mutual will present three special shows. Scheduled for airing on the 24th, they include a half-hour pick-up from the Burtonwood, England HQs of the 59th Air Depot Wing, USAAF; a special "Harvest of Song" musical show from the campus of the Oklahoma State Agricultural College, and, honoring father's day off, a "switch" gimmick whereby "Queen For A Day" becomes "King For A Day."

The Burtonwood pick-up includes songs by the Wing's Youth Choir made up for twenty-six GIs, an address by Maj. Gen. E. W. Anderson, and convocations by four chaplains representing all faiths. The "Harvest of Song" will feature a four thousand voice and instrumental group made up of students at the college and at Oklahoma State High School.

Two TV Shows On CBS

CBS, building up to the holiday spirit, screened two Thanksgiving TV programs on Sunday and they've planned an hour-long special simulcast over the full radio and TV net for Thursday. In addition, the "Hallmark Playhouse" will gear its Thursday show to the big day.

Sunday, the "Fred Waring Show" devoted most of its time to Americana music and the "Lamp At My Feet" program featured Mrs. Ralph Bunche who told the story of the first Thanksgiving to a group of children from nay lands. The full hour show on the 24th will feature the "Choraliers," the "Symphonette" and Bambi Linn. "The Hallmark Playhouse" will star David Niven in Longfellow's "The Courtship of Miles Standish."

Rudy Vallee will take the spotlight as MC when CBC-TV screens an hour-long video show that will also feature the music of Guy Lombardo's orchestra, Carol Bruce, Sam Levinson and others.

NBC Skeds Special Programs

NBC also led-into the holiday on Sunday when "Living, 1949" presented a documentary concerning the 2,500,000 migrant harvesters who annually reap the nation's crops. On the 23rd, the web will broadcast a religious program based on the story of the first Thanksgiving in America for a DP war orphan. Lew Aires will narrate and John Payne and Eleanor Parker have been cast in leading roles.

"Cavalcade of America" tonight will present an original radio drama entitled "Us Pilgrims" starring George Tobias and, on the holiday, NBC will broadcast an on-the-spot account of the annual turkey dinner of the Christian Herald Bowery mission where one thousand homeless men will be guests.

On Thanksgiving Day, Mary Pick-

ford, making her initial appearance on husband Buddy Rogers' ABC program, "Pick A Date" will discuss the real meaning of Thanksgiving Day and, on the same program, the Gramercy Boys Club chorus will be featured.

On Tuesday ABC will do a pre-holiday show entitled "Recipe For 200,000 Turkeys" on this week's Department of Defense stanza. Program will include interviews of armed services cooks who will talk about Thanksgiving Day shopping six months in advance. The Air Forces 80-piece orchestra will also be featured.

Regular Thursday programming on all the webs will be tied into the holiday.

Both NBC-TV and CBS-TV will cover the famed New York Macy Thanksgiving Parade with NBC headlining Milton Berle and members of the "Howdy Doody" family. NBC-TV will present an hour-and-a-half video Elgin American All Star program featuring Berle, George Jessel and a host of other stars.

Will Aid CARE Campaign

Station WNBC, New York, will devote its entire day's Thanksgiving programming to a special appeal for CARE, the non-profit relief organization, for the third successive year. Themed on the approach that America's plenty should be shared with Europe's needy, WNBC's programs and personalities will all boost the sending of food parcels to Europe.

CARE officials will be interviewed by Tex and Jinx, Mary Margaret McBride and Tom Page. The remainder of the day's programs will provide data on the organization's services, and station breaks will urge listeners to pledge contributions over the phone or to send them to a special post-box number set up for the drive by WNBC.

Previous WNBC Thanksgiving Day appeals resulted in the shipment of seven tons of food in 1947 and eleven tons last year.

Covering Macy Parade

In observance of Thanksgiving Day, WOR has programmed a day of special programs including an eyewitness account of Macy's twenty-third annual Thanksgiving Day Parade, a play-by-play description of the Penn-Cornell football game and other holiday features.

Reporter John Wingate will cover the parade from the station's Mobile Unit and portions of his report will be re-broadcast on the Lyle Van show later that day.

Byram Samm will do the ball game from Philadelphia's Franklin Field and other regular WOR programs will follow a Thanksgiving Day motif with special guests and features.

Indies Participating

Independent stations in the greater New York area have also

scheduled religious, musical, sports and other programs for the holiday.

The Antique Record Shop over WMCA from 8 to 9 A.M. will use a rare record of James Whitcombe Riley reciting one of his own poems called "Out to Old Aunt Mary's." The disk was made in 1912.

Another Thanksgiving morning broadcast will be the House That Jack Built with Hal Jackson over WLIB from the New York Home for the Aged starting at 7 A.M.

Lionel Barrymore will give his special message on WMGM at 7:15 P.M. Much earlier in the day, the station's health and nutrition expert, Carlton Frederick, will offer advice to those who like to overeat. The time for the talk is 9 A.M.

Memorial Mass on WHOM

A memorial mass marking the 25th anniversary of the death of Giacomo Puccini will be carried by WHOM from St. Lucy's Church in Brooklyn from 12 noon to 1 P.M. Holiday programs in five languages will also be broadcast throughout the day.

This is Thanksgiving, 1949 will be broadcast by WWRL in Woodside from 10:30 to 11 in the morning. The show will be narrated by John Harper and features musical numbers and comments.

WEVD will carry an interview between the president of and secretary of the American Bible Society at 9 P.M. in observance of the holiday.

WINS Carrying Game

The pro-football game between the Brooklyn New York Yankees and Los Angeles on the West Coast will top the bill of WINS. Mel Allen will give the play-by-play description and his assistant will be Curt Gowdy.

A roundtable discussion on the meaning of Thanksgiving will be heard over WHLI and WHLI-FM at Hempstead, Long Island, from 2:35 to 3 P.M. Three guests will speak briefly followed by a question and answer period.

Agnes Morehead will read "The Landing of the Pilgrims" on A Treasury of Thanksgiving over WNEU at 9 P.M. Renditions of Thanksgiving music will also be used on the show.

Three other independent stations, WQXR, WBNX, and WOV, will play appropriate holiday music during the day.

Announce WBS Renewels

The World Broadcasting System announces contract renewals and extensions by five radio stations for the continued use of the World transcribed library service. Among those stations are: WPJB, Providence, Rhode Island, WLAW, Lawrence, Mass.; WSBA, York, Pennsylvania; WFAS, White Plains, N. Y.; WOPT, Oswego, N. Y.

Home-Set Production Six Million For 10 Mo.

(Continued from Page 1)

tain AM bands, yesterday's report said.

With a rough estimate of better than 5,500,000 sets bearing AM bands, observers here estimate that the six-million figure is topped by adding production from manufacturers who are not members of RMA and by inclusion of unreported figures on large combination sets including AM bands.

Last Month Was Highest

RMA members turned out a total of 7,357,421 sets in the first 10 months of the year, including 1,707,613 video. Last month's total was the highest—975,053, including 587,267 AM, and 304,773 TV.

Gets New KSL Posts

Salt Lake City—The general manager of KSL and KSL-TV, C. Richard Evans, has announced the appointment of Wayne Kearn as an account executive for both outlets and Max Roby as news editor of KSL. Kearn has held the post of news editor for KSL since January 1945. He first joined the station in 1945.

Roby has served as assistant news editor to Kearn and has been with the station since 1946.

BALTIMORE Leads the Nation*

TV SHARE OF TOTAL BROADCAST AUDIENCE

AUGUST - SEPTEMBER, 1949

SUN THU SAT EVE * 8:00-10:00 P.M. LOCAL TIME



WMAR-TV
LEADS in
BALTIMORE*

*Based on C.E. Hooper's "TV Audience Index and TV Trends" for Aug.-Sept., 1949

IN MARYLAND
MOST PEOPLE WATCH

WMAR-TV

The Sunpapers Station
channel-2

BALTIMORE, MARYLAND

TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

TELEVISION DAILY

Section of RADIO DAILY, Tuesday, November 22, 1949 — TELEVISION DAILY is fully protected by register and copyright

FCC SEES COLOR-TV COMPARISON

TELE TOPICS

AFTER A VERY SHAKY START at the beginning of the season, when it offered a couple of real turkeys. "Philco Playhouse" on NBC has improved steadily and now, under the guidance of Fred Coe, it is once again one of the better dramatic periods on the air. Too often, however, the story—usually an adaptation of a current best-seller—has not been on the same high level as acting and production. This was exactly the case with this week's edition, "Medical Meeting." As adapted by Joseph Liss from Mildred Walker's novel, the play told the highly-romanticized story of the no-longer-young doctor, and his patiently suffering wife, who is faced with a choice of constructive research or mere money. Although the outcome was apparent from the start, mainly because the story neatly fitted a stock pattern, several convenient contrivances were necessary to bring it about. There were, however, several forceful moments of real drama. . . . Philip Bourneuf's excellent characterization of the lead role was warm, subdued, understanding and entirely credible, and Frances Reid, as his wife, was also outstanding. The supporting performances of Harry Sothorn, Ben Lackland, Katherine Neskill and John Neuland were especially notable. Direction by Gordon Duff was first rate.

"FIFTY-FOURTH ST. REVUE," slated to be axed by CBS after Nov. 25, has been extended at least through Dec. 23 with the possibility that it will continue indefinitely. Aired on alternate Fridays in the 9-10 p.m. spot occupied by "Ford Theater," show's rating has taken an upward turn, which is the reason for the reprieve. . . . World Video has acquired TV rights to Irvin Cobb's Judge Priest stories for a weekly half-hour series. Initial scripts are now being written and prospects for title and supporting roles are being interviewed. . . . Roller Derby rule booklets, prepared by Campbell-Ewald for distribution via Chevrolet Dealers pickups of the sport, has gone into its third printing, with over 30,000 already mailed out.

ED SULLIVAN, in opening his show Sunday night, gave everyone the impression that Bill Robinson had passed away. He spoke at length about the Bill Robinson Foundation and showed a clip of the dancer in "Stormy Weather." Not once during this time did he mention that Bojangles was, at that moment, still fighting for his life in a New York hospital. . . . Abe Burrows came up with the best description of the new femme fashions we've yet heard, when he described a gal singer's garment as a "house-divided-against-itself-type dress." . . . For our money, two of the best pop singers on the air are Connie Russell and Jack Haskell, and it couldn't happen to a nicer show.

Pye Tele Equipment Pleases In Capital

Washington Bureau of RADIO DAILY
Washington—Onlookers were favorably impressed yesterday with the Photicon, compact TV camera unit developed by Pye, Ltd., one of the leading British TV and radio manufacturers. A demonstration was offered for the FCC and others at the TV demonstrations here, as Pye seeks to enter the American market for transmitting equipment.

B. J. Edwards, technical director of the company, said he hopes to sell five million dollars worth of equipment here. Although yesterday's closed-circuit demonstration showed remarkably true black and white television—the equipment has been adapted to the American 525-line standard, Edwards said he was "not claiming anything marvelous—just good, sound low-cost equipment."

Pye has no thought of competing in the home receiver field, he said.

Price Savings Claimed
Prices for Pye equipment, it was said, would run 10 to 15 per cent lower to American buyers than comparable equipment produced by American firms.

Strong ECA support for the sales project has been voiced, with the assistant ECA director, Wayne Chatfield Taylor, expressing his hope that Pye will be able to bring some American dollars back to England. Present British TV standards are for 405-line transmission.

26 Stations Airing WPIX Film Packages

WPIX, New York indie, is the "flagship" of one of the largest "celluloid webs" in video, currently serving 26 stations in 22 cities throughout the country. During the past year, the outlet has supplied film to as many as 37 stations.

With Ed Evans, director of film programs, in charge of national sales, the New York News outlet is currently offering two feature film packages—a group of 36 Westerns now being aired by 20 stations, and "Film Package No. 3," now on 15 outlets. Latter is comprised of 13 features, including "Major Barbara," "A Star Is Born," "Pygmalion" and "The Beachcomber."

Average Of 3 Hours A Week
An average of three hours a week of film is supplied by WPIX to each of the 26 stations, with one taking as much as five-and-a-half hours weekly. A recently concluded series of 24 Alexander Korda films was shown by 22 outlets.

WSAZ-TV In Operation

Huntington, W. Va.—WSAZ-TV, first station in West Virginia, has gone on the air here on channel 5, affiliated with all four major webs. Present for the opening were Gov. Okey Patteson, Frank Folsom, president of RCA, and Joseph McConnell, NBC prexy. Lawrence H. Rogers II is station manager.

Protestant Group Planning \$1,000,000 Program Drive

(Continued from Page 1)

Parker said, "The biggest service the Protestant Radio Commission can perform at present is to provide films for local church groups to use over community television stations. People will be educated by being entertained. Religious leaders must realize this fact. We must learn to present people's personalities and ideas in an interesting manner to other people."

Urging establishment of local TV working committees, staffed mainly by lay persons, he continued, "Church groups must help local television stations produce good local religious programs. I am predicting that television will take a major share of radio's listenership. We must therefore become 'Apostles

of television' or we will find fine preachers, inspiring services and entertaining educational programs being presented to a limited radio audience.

"Television stations must present programs in the public interest or increased government regulation will be the result. Religious and educational groups must educate a new generation of television officials on the need and wisdom of giving public service time to organizations like churches. . . . There is a tendency to think the public service television programs are going to be too expensive. This will not necessarily be so if the churches really cooperate with local television stations."

Show Polychrome By CBS, RCA; B-W Of DuM.

Washington Bureau of RADIO DAILY
Washington—With excellent black and white signal coming through over DuMont equipment nearly all day long, CBS and RCA yesterday gave the FCC a side-by-side glimpse of the two color systems. The CBS showing was as impressive as early last month, when most observers agreed that if it were compatible with present black and white standards it might offer immediate commercial possibilities.

Free Of "Flicker"
The RCA color was still variable, with a pronounced tendency toward heavy pink and red influences, but showed a remarkable freedom from flicker.

There was little important variation in the quality of the signals as the two color systems and the regular DuMont black and white transmission sent out a wrestling match, a performance by the Elder Michaux Choir, a series of paintings, weaving and other difficult color tests. While the DuMont reception was invariably clear, it was exceedingly dull and uninteresting in some of the scenes—especially the showings of colorful Van Gogh and other paintings.

RCA's Dr. C. B. Jolliffe declared that the demonstration made it plainer than ever that his company's all electronic system "offers the best means through which color television can be improved and developed in a reliable service to the public." He said the CBS color disc "has no place in home television." In a statement released by RCA, Dr. Jolliffe laid great stress upon the compatibility of the RCA system.

NTFC To Meet Tonight; Will Discuss AFM Scale

Robert L. Jower, sales rep for WPTZ, Philadelphia, will speak tonight at regular meeting of the National Television Film Council at the Fifth Ave. Brass Rail. Also on the agenda is a discussion of the proposed AFM scale for TV films.

WATV Sells Hoop Sked

Nineteen of the 21 home basketball games of Seton Hall College will be scanned by WATV, sponsored individually by Philadelphia Dairy, Fischer Baking and Pepsi-Cola. Schedule begins Dec. 5 and runs through Mar. 6. Fred Sayles will call the play-by-play.

RADIO DAILY

COAST-TO-COAST

Brotherhood Program

Allentown, Pa.—WKAP's program "For God and Country" heard every Sunday afternoon at 2:30 is a half hour broadcast dedicated to Brotherhood. Speakers of all religious faiths, including Priests, Rabbis, Ministers and Laymen, appear weekly and music of all faiths is also presented.

Symphony Hall

Louisville, Ky.—WAVE's affiliate, WRXW, has inaugurated a new series on its serious music hour, Symphony Hall, having as weekly guests distinguished local and visiting artists who will program various recorded works and supply their own commentary.

Students' Program

Pittsfield, Mass.—News Chief Leon Beeler continues for the 2nd year his program for "in-school" listening. Program, "History in the Making" is written and narrated by Beeler and is designed to simplify for school students, the problems of the day, both local, national and foreign. The program is heard over WBRK, Wednesday mornings at 11 o'clock.

Keynotes By Bailey

Boston, Mass. — Mildred Bailey, food and fashion authority on her WCOP daily show, is now demonstrating her musical abilities on the "Keynotes By Bailey" program. The program is aired Monday through Friday at 2:00 p.m., and features Miss Bailey at the piano.

Yodeler Signs TV Contract

San Antonio, Tex.—Cliff Warren, cowboy yodeler who has appeared on KTSA and WOAI, has signed to appear as singing star of a new TV series to start in January over a Fort Worth outlet. Series will be sponsored by the Falstaff Brewing Co., and will have Dizzy Dean as master of ceremonies.

New WPAT Sponsor

Paterson, N. J.—Milo Boulton, new radio star, is now signed with the Acme Markets for sponsorship of his program "Bargin' Around With Boulton." The program is heard every morning, Monday through Friday, at 11:00 on WPAT.

The Voice of Kansas TOPEKA
 BEN LUDY, General Manager

NETWORK SONG FAVORITES

The top 30 songs of the week (more in case of ties), based on the copyrighted Audience Coverage Index Survey of Popular Music Broadcast over Radio Networks. Published by the Office of Research, Inc., Dr. John Peatman, Director. Survey Week of November 11-17, 1949

TITLE	PUBLISHER
A Dreamer's Holiday.....	Shapiro-Bernstein
A Thousand Violins.....	Paramount
Ain't She Sweet.....	Advanced
Bye Bye Baby.....	J. J. Robbins
Dear Hearts And Gentle People.....	E. H. Morris
Don't Cry Joe.....	Harms
Downhearted.....	Orten Music
Festival Of Roses.....	Witmark
Hop Scotch Polka.....	Cromwell
I Can Dream Can't I.....	Chappell
I Never See Maggie Alone.....	Bourne
I've Got A Lovely Bunch Of Coconuts.....	Cornell
Last Mile Home.....	Leeds
Maybe It's Because.....	Bregman-Vocco-Conn
Mule Train.....	Walt Disney
Over The Hillside.....	Dreyer
River Seine.....	Remick
Room Full Of Roses.....	Hill & Range
Rudolph The Red-Nosed Reindeer.....	St. Nicholas
Slipping Around.....	Peer
Some Enchanted Evening.....	Chappell
Someday You'll Want Me To Want You.....	Duchess
That Lucky Old Sun.....	Robbins
There's Yes Yes In Your Eyes.....	Witmark
Twenty-Four Hours Of Sunshine.....	Advanced
Twilight.....	Ben Bloom
Wishing Star.....	Broadcast Music
Younger Than Springtime.....	Chappell
You're Breaking My Heart.....	Mellin
You're In Love With Someone.....	Kramer-Whitney

Second Group

TITLE	PUBLISHER
A Man Wrote A Song.....	Henry Spitzer
Dime A Dozen.....	E. H. Morris
Envy.....	Encore
Fiddle Dee Dee.....	Harms
Huckle Buck.....	United
Hush Little Darlin'.....	Michael
I Only Have Eyes For You.....	Remick
In Santiago By The Sea.....	Life Music
Jealous Heart.....	Acuff & Rose
Johnson Rag.....	Miller
Just For Fun.....	Paramount
Just Got To Have Him Around.....	Jefferson
Let's Take An Old Fashioned Walk.....	Berlin
Make Believe (You Are Glad When You're Sorry).....	Bregman-Vocco-Conn
Makin' Love Ukelele Style.....	Mayfair
Meadows Of Heaven.....	Laurel
My Bolero.....	Shapiro-Bernstein
My Own My Only My All.....	Paramount
My Street.....	Campbell
She Wore A Yellow Ribbon.....	Regent
Souvenir.....	Beacon
Story Of Annie Laurie.....	Santly-Joy
Too Too Tootsie Goodbye.....	Feist
You're Always There.....	Bregman-Vocco-Conn
You're My Thrill.....	Sam Fox

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AGENCIES

HAL MARC ARDEN resigning as writer-director at WMGM, New York, to join Robert A. Bories Inc. (American Institute of Food Products) as director of radio and television.

BILL WELSH has resigned as general manager of Allied Advertising Agencies to head the radio and television department of Walter McCreery, Inc., successor to the advertising firm of Smith, Bull and McCreery.

AL ALPERSTEIN has joined Pan American Broadcasting Co. as sales promotion manager. He was formerly general manager of the Chas. H. Rogers Advertising Agency.

HARRISON LLOYD TAYLOR, formerly with Remington-Rand, has joined the copy department of Kenyon & Eckhardt, Inc.

JOSEPH TERY, production manager of station WINS, will join WFLN, Philadelphia, as music department head on Dec. 1. He has been with WINS since October, 1948. No successor has been named as yet.

ARTHUR PINE ASSOCIATES have been appointed by Cushman's Sons, Inc., Long Island City, retail bakery chain organization, to serve as publicity-public relations representatives for all media, effective immediately.

CROMWELL ADVERTISING AGENCY, INC., has been named by Topmost Packing Co., packer of Kitchen-Made food products.

HOWARD L. CORDERY, formerly head of the television department of Nasht Productions, has joined the Marshalk and Pratt video department.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 35

NEW YORK, WEDNESDAY, NOVEMBER 23, 1949

TEN CENTS

FILM INDUSTRY BUYS MORE RADIO TIME

High Court Hears NAB In Station-Tax Dispute

Washington Bureau of RADIO DAILY
Washington—NAB told the Supreme Court yesterday that previous decisions by the high court are overturned by the controversial Little Rock, Ark., municipal tax on radio stations and time salesmen.

Previous Supreme Court and other judicial rulings have held radio stations to be immune to privilege and occupation taxes levied by cities and states, said NAB, as it filed a brief as *amicus curiae* in support of a petition for rehearing of an Arkansas case dismissed by the

(Continued on Page 6)

Pontiac Will Sponsor Notre Dame-S. C. Game

The Pontiac Motor Division of General Motors will sponsor the broadcast of the Notre Dame-Southern California football game over CBS on Saturday. CBS Sports Director Red Barber and Van Patrick of WJR, Detroit, will handle the play-by-play description. Southern California, the last team to come close to beating the Irish when they tied last year, will meet Notre Dame at South Bend.

Community Buys Time As Public Service Show

Rochester, N. Y. — The nearby Town of Hilton, an enterprising farming community, has purchased a radio program starring one of its own citizens, to do a Chamber of Commerce type of show. This is believed to be the first time any small upstate community has taken to the air in this fashion to promote

(Continued on Page 3)

Successful Appeal

Detroit — Maybury Sanatorium in Northville, Michigan has received 43 radios following a request by Bob Maxwell of WWJ. Disc jockey Maxwell read a letter on the air from a patient asking for a set and the deluge was on. He finally had to ask his audience to curtail their generosity as no more radios could be handled at the time.

Potent Medium

Huntington, W. Va.—Business was off at Brumfield's Market until Jake Brumfield, the owner, bought a Friday night high school football game on WPLH-FM and advertised sausage, 25c a pound. Result: A sellout of three tons by Saturday noon, plus all other meat in the market.

15-Million Car Sets Forecast By Jan. 1

Four out of every five new automobiles rolling off the nation's assembly lines are equipped with radios, according to the NBC research division. They estimate that 15-million autos will be carrying sets by January 1, 1950.

This figure is nearly double that of the last pre-war year of 1941 when approximately eight-million vehicles were radio-equipped. In 1943, a high of more than nine-million auto radios was reached and then the total fell steadily until on January 1, 1946,

(Continued on Page 3)

Scott Heading Sales Of NBC Radio Division

In line with NBC's recent divorcement of audio and video operations, Harry G. Kopf, vice-president in charge of Radio Sales, yesterday announced the appointment of Walter Scott as NBC's Eastern sales director for Sound Broadcasting. The position is a new one.

Mr. Kopf also announced the ap-

(Continued on Page 3)

New 441-Line Color-Video Now In Work, Says DuMont

Washington Bureau of RADIO DAILY
Washington — Calling for greater color fidelity, Dr. Allen B. DuMont said yesterday that his laboratories are working on a new color system with 441-line definition. He said it will be some time before it can come out of the experimental stage, but that it offers greater color fidelity than either the RCA or CBS color systems.

CBS vice-president Adrian Mur-

Major Producing Companies Giving Radio Larger Spot Campaigns In Key Cities For New Feature Films

AFM Supports CBC In Brief On Radio

Montreal—The American Federation of Musicians has charged independent Canadian radio station operators with being "primarily interested in a profitable operation and not too greatly, if at all, concerned with the development or employment of Canadian artists."

The A.F.M. made the charge in a brief submitted to the Royal Commission on National Development in

(Continued on Page 3)

Crisler Gives Views On Radio Hearing

Washington Bureau of RADIO DAILY
Washington—R. C. Crisler, executive vice-president of Transit Radio said yesterday that the unusual interest and the widespread publicity centering around the recent hearings before the Washington

(Continued on Page 2)

Taylor Renewed By G. M. For Quarter Hour On ABC

General Motors will continue to present Henry J. Taylor on ABC for another year. The weekly quarter-hour of news and comments will be heard fifteen minutes earlier

(Continued on Page 2)

Radio will get a larger slice of the movie producers' advertising dollar this winter through spot campaigns set up in key center cities for the regional premiere of new feature films, RADIO DAILY learned through a survey the past few days. While none of the major companies would

(Continued on Page 5)

CBS Time Sales Up Both In Radio And TV

Claiming an increase of \$5,000,000 in radio and TV billings through new time sales the past month, CBS yesterday reported the sale of the Ken Murray's Blackouts TV show to Anheuser-Busch Corporation of St. Louis.

During the past month CBS has sold four hours of radio network time including two evening half-

(Continued on Page 6)

Lunch Hour Listener Wins Jackpot On WMCA

WMCA, New York, felt yesterday that the station had gotten a concrete idea of the out-of-home listening audience potential when one Tom Kelly, who was listening to the program on his lunch hour on an office radio, won \$800 worth of prizes from the "Tune-O" show. The pro-

(Continued on Page 3)

Anniversary

Broadcast of the 2,000th episode of the Yiddish-language soap opera, "My Mother and I" on WEVD, New York, on Friday will mark the eighth anniversary since the program started as a language feature on the New York station. Program, produced by Sholom Rubinstein, will be heard at 12:10 p.m., and will be followed by a luncheon.

(Continued on Page 7)



Vol. 49, No. 35 Wed., Nov. 23, 1949 10 Cts.

JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor
MARVIN KIRSCH : Business Manager

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

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

FINANCIAL

(November 22)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Rows include DuMont Lab., Stromberg-Carlson, WCAO (Baltimore), WJR (Detroit).

OVER THE COUNTER

Table with columns: Bid, Asked. Rows include DuMont Lab., Stromberg-Carlson, WCAO (Baltimore), WJR (Detroit).

CARDINAL XMAS SALES REPORTED ZOOMING

Hollywood—Joseph F. MacCaughy, proxy of Cardinal Company, radio and TV production firm, announced sales of company's annual Christmas shows are hitting all-time high. Four special quarter-hour Xmas programs, labeled "Xmas-4," have been purchased by over three hundred stations to date.

Custom-built for local station presentation as "radio Christmas cards" the shows feature a number of top names in entertainment business: CLARK DENNIS, Capitol Records recording star, in a "Musical Christmas Tree"; THE MODERNAIRES, top singing group heard regularly over "Club Fifteen"; in "Musical Sleigh Ride"; a dramatization of The Nativity with MARVIN MILLER; and "Christmas Stories" told in the heart-warming style of ART BAKER.

Initially started as a good-will gesture by the company, the entire package is being sold in all markets for a flat price of \$20.00.

Stations desiring the special holiday shows for their area are advised to contact Cardinal Company, 6000 Sunst Boulevard, Hollywood, Calif.

Advt

COMING AND GOING

LUCILLE BALL, star of "My Favorite Husband" on CBS, has arrived aboard an American Airliner. She'll be here a week.

DON DUNPHY, American network sportscaster, off to Detroit, where tomorrow he will broadcast the bout between Ross Virgo and Lester Felton.

JANE TIFFANY WAGNER, director of education at NBC, on Friday will be in Buffalo to address the 39th annual conference of the National Conference of Teachers of English. Her subject, "The Potentialities of Television in Education."

JOHN LOVETON, producer of "Mr. and Mrs. North" on CBS, off to Chicago with MRS. LOVETON for the Thanksgiving holiday.

MORGAN BEATTY, newscaster on NBC, on Friday will leave on a trip to Dallas and Houston. At Dallas, he'll address the members of the Wholesalers and Manufacturers Assn., while in Houston he'll deliver a talk at the luncheon to be given by William P. Hobby, former governor of Texas and now publisher of the Houston Post, operator of KPRC.

EDGAR KOBAK and MRS. KOBAK are in Thomson, Ga., for Thanksgiving Week. While there Mr. Kobak will attend a meeting of the board of directors of WTVA.

KENYON BROWN, general manager of KFWT, Wichita Falls, Tex., in New York for conferences at CBS, with which the station is affiliated.

WALTER WINCHELL, who was called to New York last week by the death of his mother, left town Monday for Miami. He was accompanied by PAUL SCHEFFELS, assistant to Thomas Velotta, ABC vice-president in charge of news and special events.

PHIL ALAMPI, farm director for the American network, now is in Chicago to attend the meeting of the National Association of Radio Farm Directors. He is secretary-treasurer of the organization.

BILL POLGLASE and CHIP CIPOLLA, sportscasters on Fordham's WFUV, are back from New Brunswick, N. J., where last Saturday they broadcast the game between Rutgers and the Rams.

Crisler Gives Views On Radio Hearing

(Continued from Page 1)

public utilities commission can be largely explained by the fact that Washington citizens are disenfranchised.

"They have no representatives in a city council to speak for them, and they are forced to voice their grievances before commissions and the actual governing bodies or through the newspapers. Hearings, particularly those on which there has been advance publicity, provide an excellent opportunity for them to express themselves and inspired by three of the four Washington newspapers and encouraged by the simplicity of a subject which only required an opinion concerning personal tastes, full advantage was taken of this occasion."

Crisler said 13 of 16 associations testifying approved Transit Radio.

Advertisement for KGW-TV, Portland, Oregon, featuring a banner year and affiliation with NBC.

MORT NUSBAUM, disc jockey and emcee heard on WHAM-TV, Rochester, N. Y., in Gotham for a quick week-end.

ALBERT H. JAEGGIN, erstwhile RADIO DAILY staffer and now early-morning newsroom luminary at WOR, will leave tomorrow for Baltimore. He'll spend four days hunting near Havre de Grace.

ROBERTA QUINLAN, vocalist, on Saturday will leave for Chicago. On Dec. 5, she'll be in San Francisco for the sales convention of Mohawk Carpet Mills.

CYD CHARISSE, wife of Tony Martin, singer, has arrived from the West Coast to join hubby, now filling an engagement at the Roxy Theater.

GEORGE GOODALE, publicist for the Los Angeles baseball club, planed back to Hollywood Monday following a week in town discussing his client, Ralph Kiner, with advertising agency officials.

WILTON GUNZENDORFER, of KROW, Oakland, returning to the West Coast this week with a stopover in Chicago.

TOM PAGE, farm director for NBC, is in Washington to attend a meeting of the Food and Agricultural Organization of the U. N. From there he'll go to Chicago for the confab of the Radio Farm Directors.

ALLEN T. SIMMONS, owner and general manager of WADC, Columbia, network outlet in Akron, Ohio, is in New York for a few days on station business.

PHIL DEAN, of the press department at NBC, spent the week-end in Buffalo, where he attended the Saints and Sinners Dinner.

EDITH J. MESERAND, assistant director of news and special features for WOR, today will return from Bermuda, where she did an on-the-scene interview with the survivors of the B-29 crash.

C. R. JACOBS, formerly of CBS and now a studio consultant, is in town from Princeton, Ill., on business.

BERT LOWN, station relations director of Associated Program Service, to Detroit for the meeting of District 8, NAB.

Taylor Renewed By G. M. For Quarter Hour On ABC

(Continued from Page 1)

(8:30 p.m., EST) on Monday nights beginning December 12.

Taylor has been sponsored by General Motors since December 20, 1948 and under the renewal, will continue over 264 ABC stations. The Kudner Agency, Inc., of New York represents the company.

Wedding Bells

Rhoda Cantor, radio and television writer, was married Nov. 19 to Dr. Henry D. Diamond, of Memorial Hospital. They now are vacationing in Cuba and other islands of the West Indies.

Advertisement for RCA Institutes, Inc., a service of Radio Corporation of America, featuring RCA logo and contact information.



Kitten on the Kernels

Since this kitten got a taste of corn on the cob, she can't get enough of it.

And once advertisers get a taste of low-cost results on W-I-T-H, they can't get enough of this BIG independent station with the BIG audience.

W-I-T-H regularly delivers more home listeners-per-dollar than any other station in town. And in addition, a recent survey made under the supervision of the Johns Hopkins University showed that of all radios playing in grocery stores, 42.3% were tuned to W-I-T-H!

So get in on this big bargain radio buy in Baltimore! Get the whole W-I-T-H story from your Headley-Reed man today.

Advertisement for W-I-T-H Baltimore 3, Maryland, featuring a stylized face logo and contact information for Tom Tinsley.

AFM Supports CBC In Brief On Radio

(Continued from Page 1)

the Arts, Letters and Sciences. The union added that because of "our experience for more than 20 years in dealing with independent Canadian radio stations, we are forced to recommend that broadcasting and television in Canada remain under the control of the CBC or similar authority."

Jack Kent Cooke, president of CKEY, Toronto, told the Commission that CBC's sole function should be the production of programs. He said the nationally-owned agency should not own or operate transmitters.

Broadcast Music Incorporated (Canada), Ltd., Elliot-Haynes Ltd., employees of CHML, Hamilton, and CHLC, St. Thomas, Ontario, the Association of Canadian Radio Artists, and the Mastervision Corporation, Ltd., also submitted briefs to the Royal Commission.

Lunch Hour Listener Wins Jackpot On WMCA

(Continued from Page 1)

gram has been on the air only six days. Kelly is employed by the Burroughs Adding Machine Co. The program is on the air from 1:30 to 2 p.m.

No Paper Tomorrow

Thanksgiving Day, a legal holiday throughout the Union, this year falls on Nov. 24, tomorrow. In observance, RADIO DAILY will not be published.

Scott Heading Sales Of NBC Radio Division

(Continued from Page 1)

pointment of Gordon Mills as account executive.

Scott has been with the web since 1938 as an account executive and as such has handled some of the network's largest accounts. Mr. Mills was formerly associated with the Kudner Agency as Assistant Radio Director. He also had been with NBC previously from 1933 to 1943 and prior to that had been Classified Advertising manager for the New York Times.

Takes Research Post

Dale E. Phillips has been appointed director of engineering and research for Market-To-Music, Inc., Storecast Corp. of America affiliate in the Pittsburgh area. Mr. Phillips was formerly associated with West Virginia Radio Corp.

Storecast is cooperating with local Community Chest in Chicago, Philadelphia, Pittsburgh and southern New England on its daily FM broadcasts to super markets and homes.

Community Buys Time As Public Service Show

(Continued from Page 1)

itself. 'Hilton's Bob Caine Show' is aired each Sunday at 5 p.m. over Rochester's WARC. The idea was sold to the Hilton 50 Town Fathers by Tom Kane, who also MC's the program which consists of Scottish ballads, homey philosophy and anecdotes delivered by Caine. His accompanist is 'Mickey' Ophardt, also a Hiltonite.

KLAC-TV Morn Sked Is First On West Coast

West Coast Bureau of RADIO DAILY

Hollywood — KLAC-TV will be first station on West Coast to start telecasting in mornings. "Eddie and Ev" formerly heard during evenings will go on Monday through Friday with their Mr. and Mrs. show starting Monday, November 28th from 10:00 a.m. to 1 p.m. followed by Al Jarvis.

"Eddie and Ev" have been regulars over KLAC for one year. As in the past, there will be no script or format.

Al Jarvis, already on television 25 hours per week, will start a five-hour show every Sunday commencing November 27 from noon to 5 p.m.

With the addition of "Eddie and Ev" and the Jarvis show, KLAC-TV will be telecasting a total of 79 hours per week.

15-Million Car Sets Forecast By Jan. 1

(Continued from Page 1)

only seven and one-half million sets were in use.

The number had increased one-million by January 1, 1947, and a year later, more than 10-million car radios were installed. The first of this year showed about 12-million autos equipped, or more than one in every three.

Musical Series On WNEW Features Psychoanalyst

WNEW, always on the ball with new program ideas, has come up with another innovation. Called "Rhyme and Reason," the program will feature Dr. Nador Fodor, Freudian psychoanalyst, who will "uncover the negative and positive psychological attitudes and implications revealed in well-known song hits old and new."

Program format calls for the playing of four disks of pop tunes and, following each, Dr. Fodor will put their words under the analytical scalpel. First program, on Nov. 28, will offer, for analysis, "I Wonder Who's Kissing Her Now?", "Oh, Daddy," "Homework," and "Alexander's Rag Time Band."

Dr. Fodor is a practicing analyst in New York City.

more advertisers bought spot time

on WOR during September 1949

to sell goods to 36,000,000

people in 18 states

than on any other

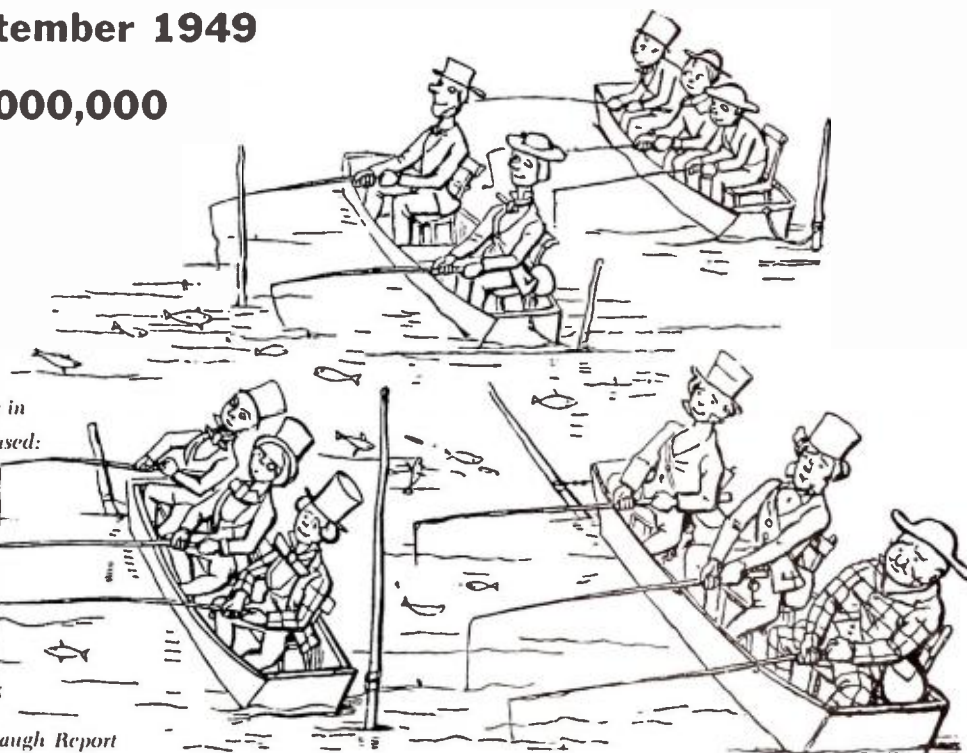
New York station!

In fact, almost $\frac{1}{2}$ (46%) of all spot advertisers in New York during the month of September used:

WOR

that power-full station
at 1440 Broadway in New York

— these facts are based on the latest Rorabaugh Report



SAN FRANCISCO

By NOEL CORBETT

HAL BOCK, TV Director for the KRON-TV opening. With him, his wife, Sybil who now has two TV shows on which she sings and plays her own accompaniment on Hammond Organ.

Grant Holcomb, KCBS Director of Special Events, with Red Barber in tow. Barber was here to do the Stanford-Cal game.

Eddie Cantor, here to cut two of his NBC "Take It Or Leave It" shows, did a special KNBC broadcast with Mayor Elmer Robinson for the Community Chest. Cantor is readying a daytime show which he'll do with Cookie Fairchild. Program will be from Cantor's Beverly Hills home.

Artvogue of California, Inc., has signed a 26-week contract to sponsor "The Damon Runyon Theater" on KGO, beginning December 4, 10:15 to 10:45 p.m. Deal was set by Vincent Francis, KGO sales manager through Elliott, Daly and Schnitzer. Milton Seropan is the station rep.

The F. H. Dailey Motor Company of Oakland, through the Ad Fried adv. agency has purchased three spots a week for 52 weeks on KGO. Harry Morris is KGO rep on the account.

Clarence Leisure, KNBC announcer, has been elected AFRA prexy for 1950. Bert Buzzini, KCBS newscaster is 1st VP, Jim Moore, KGO announcer is 2nd VP, Bill Gavin, singer is treasurer and actor Ken Langley is recording secretary. Terms will expire October 31, 1950.

HERE 'N' THERE. . . . Red Knorp, who is associated with Larry Allen, radio and talent agency, up from Hollywood. . . . Jim Aikens, writer-producer, and Bill Baldwin are in their fortieth week of "The Sunstream Hour." Disc show is sponsored by Standard Building Company. . . . KFRC's Dink Templeton emcee'd the Islam Shrine Big Game luncheon at the Palace Hotel. . . . Piano-player Judy Dean made her first radio appearance back in '28 on the Chronicle's then-owned KPO. Last week she appeared on the Chronicle-owned KRON-TV station on its initial program.

Russell, Harris and Wood, Inc., have acquired the national rights to televise dancing lessons for the Arthur Murray methods of instruction.

AC - DC Transcription Players
Tape, Wire, Disc Recorders
Sales-Rentals-Service
MILLS RECORDING CO.
161 N. Michigan Ave.
Chicago, Ill. De 2-4117



Man About Manhattan. . . !

● ● ● AROUND TOWN: The sharp eye of the FCC has been reported as opening wider and wider to the renewed efforts of certain buyers of block radio time who gobble it up by the basketful and re-peddle it to unwary clients, offering them spot programming on various stations in various cities at various prices. . . . Wrigley bought "Life With Luigi" as of Jan. 10th. First 13 weeks the fee will be \$5,000. If renewed, it goes up to net's original asking price of \$6,000. . . . Is Hooper planning to bring out a gadget that will be attached to listeners' sets—dispensing with the phone call approach? . . . It's an 8 lb. baby gal for the Bill Gernannts. Mom is the famous actress-singer, Lois January. . . . The Stork also visited the Frank Popoiffs (Connie Meade) with a 7 lb. boy, Francis Victor. . . . Mimi Benzell, Metopera thrush opening Dec 6th at the Pierre, guests this Sunday on "This is Show Business." . . . Bonny Maid Versatile Varieties, produced by Charlie Basch and Frances Scott, will continue in its regular time slot (Friday 9 p.m., WNBT) despite earlier reports that the show was fading. . . . Hal Marc Arden, former script writer and director at WMGM, has joined the Bob Bories organization as radio and television director. . . . Russ Hodges' sidekick for the Giant ball-games next season will be Ernie Harwell, one of the real students of the game. What a great team this will make.



● ● ● Inevitable fold-up of FM Ass'n as an organization and impending merger with NAB was forecast many months ago by J. N. "Bill" Bailey, former executive director of the FM organization. Bill, now editor of the Catholic Review at Baltimore, warned some of his FM associates that forces were at work to bring FMA into the NAB fold. At that time he was severely criticized and a rift grew between him and Wm. Ware, president of FMA. Now Ware, a member of the NAB-FM executive committee, is reported to be reconciled to the merger.



● ● ● Leonard Traube comes to the column's rescue this morning with some more of his salty observations. In Russia, he sez they have no trouble about what to call their television programs: Videology. . . . When and if all local TV stations fan out from the mast of the Empire State Bldg., the congestion oughta be something to behold. Only the other day I got a fuzzy but seeable image of an ABC program coming over NBC's channel. Is this a precursor of things to come or merely a freak in the ozone? . . . And talking about freaks, every once in a while I turn to the vacant channel 6 and get WMCA as clear as the proverbial bell. . . . TV is getting into an awful rut when directors, aided and abetted by emcees, etc., insist on guests looking into the "red" camera, i.e., at the unseen audience. How patternized can you become? . . . Not long ago, friends and admirers were saying of him: "Truex crushed to the earth shall rise again." Rise? He's way about the horizon now with the Truex Family on WPIX—slotted ideally, at 7:30 p.m., a time when it has heretofore been a terrible scramble to get something consistently tops. In one household, at least, the scramble is over. However, I like my own title better: "Nobody but nobody but Truex."



● ● ● The decision to televise "Twenty Questions" this week surprised the cast involved just as much as it did the fans. Alexander Harris, Pres. of Ronson, was in a special railroad car coming in from Toronto last Sat. when he suddenly decided to approve of his show going on TV. The time was 7 p.m., exactly one hour from broadcast time, when a wire was dispatched to Bill Slater who subsequently made the announcement on the air while the Ronson execs were glued to the radio in the club car.

CHICAGO

By HAL TATE

ARNOLD CARLSEN, MBS Central Division account executive heading south for his late-Autumn vacation.

George Herro, promotion-publicity director of the MBS Central Division, narrowly missed being hit by a car while chasing his chapeau down Michigan Avenue.

Mary Martha Toedt, MBS Central Division secretary, after limping around Mutual offices after a tussle with a door, turned up with a broken toe and was very pleased because that was the only way she was sure fellow employees would believe her—and not think it was just another "I ran into a door" story.

Roy Rogers, the King of the Cowboys, heard over WGN and the Mutual network on Sundays, 5:00-5:30 p.m., was in Chicago recently to attend the 37th Annual Convention of the National Safety Congress at the Morrison Hotel.

Jane Nilles replaces Kay Holmgren as transcription supervisor for ABC's Central Division effective immediately.

A new show premiered over station WENR-TV on Monday, October 31st, was the "Kiddie Parade." The time is 7:00 to 7:30 p.m., CST. "Kiddie Parade" is emceed by a husband and wife team—Don and Vern Ward. Weekly prizes are awarded to the talent winner and nominal prizes are given to all contestants appearing on each show. Kiddie Parade is sponsored by Tauber's Ford Motor Sales on Broadway for 13 weeks. The show is produced by American National Video Productions, Incorporated, of Chicago.

Jean Jones, of MBS Central Division, is spending a few weeks in N. Y.

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

SOUTHWEST

FRED NAHAS, executive vice-president of Glen McCarthy's KXYZ ABC outlet in Houston, set a precedent by being reelected as Chief Barker of Tent No. 34, Variety Club in Houston. Election also resulted in naming Bill Bryan of Wilhelm - Laughlin - Wilson, Jack Harris of KPRC, and King Robinson of KATL, to the board of directors. John Paul Goodwin of the Houston agency bearing that name was elected national canvasser.

New KWFT, Wichita Falls, personnel includes Pat Halverson and Wm. (Dub) Floyd. Halverson recently joined the announcing staff while Floyd is a new addition to the sales staff. Halverson is well known in Texas radio circles as a newscaster and for his work as the "Texaco Star Reporter" for several years. Floyd's background includes, among other things, several years with Texas newspapers.

Celebrities and guests of the Shamrock Hotel will be featured on the new quarter-hour across-the-board program for the Grennan Cake Division on KXYZ, Houston. Program aired at 10:30 a.m., following ABC's Modern Romances, features Art Finger in the emcee slot and is the second local program to be sponsored by Purity Bakeries on KXYZ. The first program, "Bill Ring Time," premiered recently in the 11:45 a.m. spot.

Happiness Exchange on KLIF, Dallas, 7:30-8:30 a.m., Monday through Saturday, starring Dallas' Jimmy Jefferies, is currently aired with 12 participating sponsors, including Wyatt Food Stores, Texas Bank and Hays Chevrolet Co. Commercials sell for a straight rate of \$7.50 each. Jefferies, as much a part of Southwestern Radio as studios and transmitters, works at the show 'round the clock, making personal visits to the needy. He is assisted by Johnny May, SMU law student and part time announcer at KLIF. Since the show began, it has helped hundreds of people obtain homes, clothing and even dogs for the blind. A "Model Home" has been built and will be given to some deserving person. Jefferies feels so good about the response to the show that he is now planning a Happiness Exchange Hospital.

Stork News

Paul Hancock, stations relation director of NBC, is the father of baby girl born Monday at the French Hospital. The newcomer weighed 6 pounds, 3 ounces.

CAN'T PROMISE MIRACLES . . .

. . . but can do a top notch sales job for you. Heavy experience AM and TV network selling. Will change to agency or local station. Presently employed. Write RADIO DAILY, Box 288, 1501 Broadway, New York City.

Pix Companies Big Buyers Of Spot Time For Features

(Continued from Page 1)

reveal their spot advertising budgets all indicated that this type of advertising has box-office value and has proven effective in test markets. The types of campaigns vary, depending on specific situations, from day-to-day saturations to 52-week contracts calling for current picture plugs.

M-G-M in 65 Markets

Metro-Goldwyn-Mayer, according to reliable sources, is currently spending money for radio advertising in 65 key U. S. markets and in some instances has signed on a 52-week basis. The company recently concluded a heavy spot and station break campaign exploiting the New York premiere of "Battle-ground," and now has a similar campaign under way in Hollywood. Similar campaigns are planned for other cities showing the picture.

Universal Pictures is another major outfit that recently completed a successful day-and-date radio spot campaign in the Milwaukee area in behalf of the premiere of "Free For All." They are now mulling plans to exploit, via radio, the openings of "South Sea Sinner" and "Francis" in key markets after Jan. 1st. Universal is also planning a heavy spot campaign in the New England Area in March to herald the opening of "Ma and Pa Kettle Go To Town." The first "Kettle" flicker received heavy radio build-ups in the Midwest last year.

Co-op Deal With RKO

RKO-Radio Pictures, on the other hand, has evolved a cooperative radio advertising policy whereby RKO records spots, station breaks etc., which they then pass on to branch offices for further distribution among exhibitors. The exhibitor actually buys the time with RKO paying part of the bill. This

AFRS To Carry Game

American G.I.'s in the Atlantic and European areas will hear a broadcast of the Penn-Cornell football game on Thanksgiving Day through the facilities of the Armed Forces Radio Service. WOR, which is carrying the broadcast in New York City, will feed the show to the short wave transmitters of the Service for simultaneous rebroadcast.

policy, according to an RKO spokesman, has also proven successful. Biggest recent exploitation involving use of radio has been on behalf of the "Mighty Joe Young" now playing the national circuits.

Paramount Pictures have gone in for heavy radio exploitation, on a day-and-date saturation basis, on their last three pictures, "Red Hot and Blue," "Chicago Deadline," and "My Friend Irma." According to an agency representative (Buchanan Agency) for Paramount there is allocated a percentage of the exploitation nut for radio depending on circumstances. Paramount is using, and has used, stations in some fifty to sixty key cities and markets.

United Artists Testing

United Artists Corporation recently concluded a \$3,000 saturation day-and-date spot and station break exploitation in the Des Moines-Omaha area for the opening of "Kiss For Corliss" and plan to give the same treatment to territorial openings of "Champagne for Caesar," and "The Men." These latter two films will each get from three hundred to three hundred fifty spots in a territory. UA generally picks up the tab for radio ad expenditures but occasionally engages in cooperative advertising with the exhibitor.

MEXICO

GILLETTE SAFETY RAZOR Co. of Mexico opened its large manufacturing plant last week in this city. . . . Gillette razor blades will be produced here from now on for the Mexican markets. . . . Publicidad General, Mexican representative of Foote, Cone & Belding, handles the Gillette advertising account and a nation-wide press and radio campaign for both Gillette and Toni products, is expected early next year.

Cancer Fund Report Scheduled For ABC Web

ABC will carry a report on the progress of the Damon Runyon Memorial Cancer Fund this Saturday. The quarter-hour program called The Cancer Might will include messages from the president of Notre Dame, the Very Reverend John J. Cavanaugh, Henry J. Kaiser, General Dwight D. Eisenhower, and Dr. Cornelius Rhoads, director of the Memorial Cancer Center in New York.

Walter Winchell, treasurer of the Runyon Fund, will announce several large gifts for research in fighting cancer during the broadcast. Dr. Rhoads will interview a patient who has been aided by the fund.

Midnight Encore

WBZ's new Dick Tucker Show (1:30-2:00 PM Monday through Friday) has proved so popular with listeners (and with sponsors!) that Dick now returns for a midnight encore.. 11:30 to 12:30 nightly, Monday through Saturday. With merry music and a cheery personality, Dick has sold New England on himself. He'll sell your product, too! For availabilities at the witching hour, check WBZ or Free & Peters.

BOSTON
50,000 WATTS
NBC AFFILIATE
WBZ

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

1906 **Henri** 1949
CONFISEUR
FRENCH RESTAURANT
LUNCHEON from \$2.00
DINNER from \$3.00
COCKTAIL BAR
Famous French Candies
15 East 52nd St.
AIR CONDITIONED

High Court Hears NAB In Station-Tax Dispute

(Continued from Page 1)

U. S. Supreme Court two weeks ago. The cases have been brought to court by KGHI and KARK against an annual tax of \$250 on "the conducting or carrying on of the business of producing or generating of electro-magnetic waves within the city of Little Rock for the purpose of broadcasting by radio transmission" or "the operation of the business of intrastate radio broadcasting" within the city.

NAB argued that "the propositions of law which the court, by the dismissal of the appeal in this case, indicates as settled, are in fact not settled, but result in conflict with other decisions of the court."

"Cannot Be Justified"

The court was told that "... if the dismissal is considered as standing for the proposition that a tax laid on the business of radio broadcasting is one validly laid on an intrastate activity, it is in conflict with other decisions of the court. . . . If the dismissal is considered as standing for the proposition that the generation of electro-magnetic waves is a taxable local incident, distinct from the commerce itself, it cannot be justified on the basis of existing decisions of this court."

The brief pointed out that the dismissal leaves the broadcasting industry and state and municipal tax authorities in doubt as to which of two propositions of law the court considers settled:

"... Whether broadcasting to listeners both within and without the state can be called intrastate commerce, or . . . whether the generation of electro-magnetic waves is a local incident which may be Constitutionally taxed."

Cites Previous Decisions

Citing Supreme Court decisions in cases in which firms were engaged in part in interstate commerce, the NAB brief said:

"The Supreme Court has never held that mixed interstate and intrastate activity which is physically inseparable could be reached by an indiscriminate tax upon the business as a whole. It has never been held that a tax could be validly imposed on the privilege of doing an intrastate business, where such business was physically inseparable from interstate activities.

If the Little Rock station's activity is exclusively interstate activity, the brief added, the Crutcher vs. Kentucky case cited by the court in its dismissal "is authority for the invalidation of the tax, not for sustaining it; the privilege of engaging in interstate commerce cannot be taxed."

NAB said broadcasting is interstate, not intrastate commerce, and cited the Fisher's Blend case, "the only case involving state or local taxation of radio broadcasting stations which has previously come before this court."

The Fisher's Blend case, the brief

California Commentary

● ● ● Park Avenue Hillbillie Dorothy Shay recently took two weeks off between personal appearances to rest. During her vacation she quipped twice on CBS' Edgar Bergen-Charlie McCarthy Show and recorded four sides for Columbia Records. They are "Diamonds Are a Girl's Best Friend," "I'm Just a Little Girl from Little Rock," "Fargo Fannie" and "What Fer Didja?" . . . Dick Haymes waxes a Treasury "Guest Star" 15-minute program this week for release to 2750 radio stations nationally this winter to aid in the sale of savings bonds. Doris Day, taking time off from her Bob Hope radio activities, will record three new sides for Columbia Records this week. . . . Arranger-conductor Frank DeVol will appear in the March of Dimes video version of "Pantomime Quiz" in his usual comedy role, being filmed at the RKO studios this week for release to TV stations exclusively for the forthcoming MOD campaign. . . . Peggy Ryan and Ray McDonald will wax an audition platter of their half-hour situation comedy program in December when they return from their European jaunt and agent Eddie Sherman plans to sell the show to the ABC Network on a participation sponsor basis. Fred Heider will script.

Hollywood

★ ★ ★ Jack Benny's Rochester is being considered as the lead for a satirical whodunit, "Five O'Clock Shadow," being auditioned here within the next two weeks. . . . Dore Schary, MGM veepee in charge of production, guested on Louella Parsons' broadcast Sunday, Nov. 6, over the ABC and Mutual webs. Schary discussed stories and behind-the-scenes incidents in making "Battleground." . . . Tommy Dorsey flew in from Houston for a day to huddle on a new video show. . . . Alan Dale of CBS' "Sing It Again" has just signed a contract with Columbia Records. . . . The Metropolitan's lovely mezzo-soprano, Blanche Thebom, who is here with the SF Opera Co. for their current LA season, was a guest on the Standard Hour over NBC.

★ ★ ★

● ● ● Steve Allen, currently deejay on a midnite hour over KNX, the CBS station in Hollywood due for national acclaim. . . . Eddie Cantor, emcee of NBC's "Take It or Leave It," is in San Francisco, where he will tape two shows. . . . Screen Star Van Heflin guested on CBS' "Suspense" show Nov. 10th. . . . Piano sensation Paulena Carter was a guest of Lucille Norman on "Hollywood Music Hall," Nov. 9th over Columbia Pac. Network. . . . Gloria Swanson, old-time movie queen, may be seen on television soon. A TV package with her as star is being readied. . . . George Jessel has rejected a flattering offer to star on CBS-TV because he can't spare the time from his film duties. . . . Emcee Jack Bailey will take Mutual-Don Lee's "Queen for a Day" out of town on two successive weekends, for special performances in Seattle and Tacoma, Washington, and Fresno, Calif.

★ ★ ★

recalled "held unconstitutional a state privilege tax levied on the business of radio broadcasting. There, the tax authorities argued, as they do here, that radio broadcasting is, as a practical matter, intrastate, notwithstanding the fact that radio transmission cannot be confined within state lines. . . . The Supreme Court of the United States . . . rejected this argument and struck down the tax."

NAB General Counsel Don Petty declared that the electro-magnetic energy in question (generated within a microphone by the sound waves striking an electro-magnet) is not of independent value and cannot be sold by the producer and transmitted by someone else, as in the case of electric energy.

The brief added that the issue

should not be regarded as insubstantial enough to warrant dismissal "where (a) there was a division of opinion in the court below and (b) the dismissal results in a holding on the merits which is opposed to the great weight of authority in the state and lower federal courts."

"Attention should also be called to the background of the tax ordinance in question," the NAB brief said, and added:

"It is the result of a studied effort by the National Institute of Municipal Law Officers to devise a tax which would not be subject to the infirmities which had led to the almost uniform invalidation of taxes previously attempted to be laid by states and municipalities upon the privilege or occupation of radio broadcasting."

CBS Time Sales Up Both In Radio And TV

(Continued from Page 1)

hour shows, one afternoon 30-minute program and a five-a-week series. In addition a one-time broadcast has been purchased by Gillette Safety Razor Company for its coverage of the Orange and Rose Bowl football games on January 2. The Ken Murray TV show will be a full-hour Saturday show, 8:00-9:00 p.m., on alternate weeks, starting January 7.

Radio and TV shows included in the \$5,000,000 time sales during past month are "House Party," to be aired Monday through Friday, 3:30-3:55 p.m., EST, starting January 3 under the sponsorship of Pillsbury Mills, Inc.; "Get More Out of Life," Saturdays, 2:30-3:00 p.m., starting January 7 for William H. Wise and Co.; "Skippy Hollywood Theater," Thursdays, 10:30-11:00 p.m., starting December 1 for Skippy Peanut Butter, and "Life With Luigi," starting January 10, 9:00-9:30 p.m. for Wm. Wrigley Jr. Co.; the "Ken Murray Blackouts" TV show; the U. N. television series sponsored by Ford Motor Company; the Thanksgiving Day full-hour simulcast show sponsored by Longines-Wittnauer Watch Co., and the Nov. 24 60-minute TV holiday show purchased by Hotpoint, Inc.

Other Columbia Broadcasting System one-time radio sales announced are the full-hour Xmas Day drama, "Servant in the House," 5:00-6:00 p.m., to be sponsored by Hotpoint, Inc.; and the Notre Dame-Southern California game coverage Nov. 28 to be sponsored by Pontiac Motor Division of General Motors.

WOR's Christmas Fund To Aid 74 Hospitals

Patients at 74 hospitals in the New York metropolitan area will benefit this year from proceeds of the fifth annual Christmas Fund on WOR, New York.

In addition to gifts of toys, clothing and layettes for children in the wards of all 19 New York City hospitals, three New Jersey municipal hospitals, and Grasslands Hospital in Westchester, maternity ward patients in 51 Voluntary Hospitals will share in WOR's Christmas Fund benefits for the first time this year. WOR and WOR-TV staffers have prepared 4,150 layettes for infants born in those hospitals during Christmas week.

Sponsor Who-Dun-It Series

A new who-dun-it series, The Adventures of Mike Shayne, is now being heard over WOR on Friday nights under the sponsorship of Egan, Fickett & Co., distributors of Nevins Indian River fresh oranges and grapefruit. Brett Halliday is writing the shows and the lead is being played by Jeff Chandler, screen and radio star.

TELEVISION DAILY

Section of RADIO DAILY, Wednesday, November 23, 1949—TELEVISION DAILY is fully protected by register and copyright

DUMONT PLANS NEW COLOR-TV

TELE TOPICS

Now In Experimental Stage. Commission Is Told; FCC Asks Field Tests Of Polychrome Systems Using Stock Tele Receivers In Audience-Homes

(Continued from Page 1)

ABC'S COVERAGE of the Metropolitan Opera opening Monday nite was on most counts a vast improvement over last year's effort. No auxiliary lighting was used, yet almost all shots of the action on stage registered with perfect clarity—a tribute to the technical advances the medium has made during the past twelve months. Burke Crotty's direction, assisted by Frank Vagnoni, again showed traces of unfamiliarity with the opera, but for the most part the cameras followed the action effectively. The work itself, "Der Rosenkavalier," was too long for all but the most avid opera lovers and lacked the dramatic impact of last year's opener, "Otello," but because it is a comedy, the awkward postures of the singers were not as detracting. Too often, however, the principals were all but invisible because of the long shots used to capture the huge sets and pageantry of the play. . . . First intermission took viewers backstage, but instead of showing the intricacies of mounting the second act set, the cameras picked up Edward Johnson and a procession of artists and technicians in back-patting interviews. From here they switched to Sherry's where viewers saw scores of formally-attired opera patrons jammed together like rush-hour and staring and waving at the cameras like the low-brows at a wrestling match. During the second intermission. Deems Taylor briefly interviewed about a dozen assorted celebrities.

UPWARDS OF \$40,000 for time will be spent by Hamilton Watch Co. for airing its five-minute "Peggy and Jim" films. Campaign, which began Monday and runs through Dec. 18, covers 30 stations in 16 markets and will show the film, made by Screen Gems, 183 times. BBD&O handles the account. . . . CBS trying to land a bankroller for a series of Saturday nite college basketball and track pickups from the Garden. Web will not carry the sports sustaining, however. . . . Producer Irving Brecher has moved filming of "Life of Riley," on NBC to the Columbia lot in Hollywood where larger sets will make possible greater flexibility. Series, on 35 mm., formerly was filmed on one stage at Filmtone.

NEW-TYPE TALENT SHOW with Robert Q. Lewis as emcee will be auditioned by CBS Dec. 1 as a full-hour simulcast. Produced by Lester Gottlieb, show will be in effect an on-the-air talent audition with various bookers invited to appear on the show to select acts on the basis of their stints on the program. Lou Meltzer will script and Alex Leftwich will direct. No starting date has been set. . . . Larry Racies will unveil a new 15-minute film comedy series starring Jerry Colonna at a press preview Friday.

have to be an expert to see it. The two-day tests have convincingly demonstrated the superiority of CBS color over RCA color and black and white.

During yesterday's demonstrations, FCC engineer Edward Chapin showed a Bendix set to which he had added a switch device, inside the cabinet, to make it possible to receive in black and white the 405-line color transmissions being sent by WOIC, which was originating the CBS signals. The same set, built to the 525-line standard, then brought in the 525-line signals of the other local stations.

Draws RCA Protest

It was later learned that the Chapin demonstration drew protests from RCA, with an accusation that the Commission was "taking sides" in demonstrating a device to make the CBS system seem more attractive. The protest was rejected in a closed-door session during which FCC Chairman Wayne Coy is said to have remarked angrily that the Chapin switch should have been developed by the industry, but that since it wasn't someone had to do it.

As soon as possible, the Commission said, proponents of the various color systems "should start a series of field tests with a reasonable number of receivers distributed both to technical and non-technical persons not connected with the development of the system, in order to determine the adequacy of system as used by

a representative cross section of the public. The tests should be conducted at least one hour per day for a period of at least 30 days to determine not only the usability of receivers in the hands of the public, but to determine if any unforeseen deficiencies come to light that may require modification or abandonment of the particular system.

"While such tests are being conducted, receivers should be used that are representative of commercial production and should include receivers for:

Usages Listed

"(1) Black and white from color transmissions on existing receivers, adapted if required.

"(2) Color reception on existing receivers, converted, and adapted if required, to receive color.

"(3) Black and white from color transmissions on new receivers especially built to receive black and white images from color transmissions in accordance with the proposed standards.

"(4) Color reception on new receivers especially built to receive color images from color transmissions in accordance with the proposed standards.

"The color programs used for these tests should cover a variety of material. During the transmission of color television programs, it is expected that many stations and network problems relating to transmission standards will be revealed."

Sets Reach 3,000,000 Mark; See 7,500,000 By End Of '50

Receiver installations throughout the country totalled 3,025,000 by Nov. 1, Hugh Beville, Jr., NBC research director, announced yesterday. At the same time J. R. Poppele, president of TBA, predicted that ownership would exceed 7,500,000 by the end of 1950.

2,565,000 On Oct. 1
Set installation figures had reached 2,565,000 for Oct. 1. However, this does not mean that there was an actual increase of 460,000 sets during the month of October. Some of this increase took place during the month of September but due to a lag in reporting from several areas it was not picked up until Nov. 1.

During September and October,

1949, 715,000 sets were sold. By Nov. 1, 1948, a total of 718,000 sets had been sold.

Some 27 per cent of the sets are now installed in New York. A year ago New York had 45 per cent of the sets.

"At the rate of 80,000 receivers a week—or better—a minimum of 4,000,000 additional TV sets can be expected on the market during the next year," Poppele said. "This year's output will exceed 2,500,000. Combined with the 1,000,000 sets last year and the 4,000,000 likely to be produced in 1950, receiver ownership will soar to 7,500,000. And this is only the beginning of the expansion of television."

Scenic Artists Strike Against 4 Nets, WPIX

Local 829, United Scenic Artists, yesterday called a strike against five major television broadcasters of New York—ABC, CBS, NBC, DuMont and WPIX.

In a joint statement issued last evening, the five struck organizations declared:

"Ignoring negotiations in progress this evening before the New York State Mediation Service, a strike was called today by the United Scenic Artists, Local 829, against five major television broadcasters in New York City.

"The wage scale sought by the union in the new contract under negotiation would increase the minimum pay for art directors from \$7,540 to \$13,000 a year.

"This demanded wage scale, representing increases up to 73 per cent of the existing minimums, is unreasonable and unjustifiable in the face of present costly television operations.

Charge Dual Purpose

"During the negotiations the union indicated that another primary objective of the strike is to force all television scenic work into the theatrical scenery workshops. The union, in fact, has offered to do the video scenic work on the outside, in union theatrical shops, even if it is necessary to cross the union's own picket lines to deliver the work."

According to Rudy Karnolt, business manager of Local 829, United Scenic Artists, the three-year contract with the webs granted a "38 per cent concession" on wages compared with the movie and stage standards because of TV's infancy. This pact expired Sept. 31 and a new agreement would be retroactive to that date.

Old scale for the workers covered by the union was from \$75 to \$145 a week, Karnolt said, compared with the theater and movie scale of \$135 to \$185.50, which the union is now seeking. While the union's goal is equal wages with those paid in the other two fields, he said, it has authority "to accept something less."

Sales Of Tele Receivers Over 100,000 In Baltimore

Baltimore Sales of 12,281 receivers during October has raised the total number of installations in this area to 100,036, the Television Circulation Committee of Baltimore reported yesterday.

AGENCIES

SALES AFFILIATES, national distributors of Zotos Fluidwave, new beauty salon permanent wave, will sponsor Ann Sothern in "The Adventures of Maisie," beginning Thursday, November 24th, over WMGM, 7:30-8:00 p.m. The agency is Getschal & Richards, Inc.

ADAM J. YOUNG, Jr., INC., has been named national representative for KLEE of Houston, Texas.

DANIEL H. PRICE has become an associate and vice-president of Ritter, Sanford and Price, Inc. The agency was formerly Ritter and Sanford, Inc.

DAVID S. GARLAND is the new head of the copy department at Chambers and Wiswell, Inc., Boston.

LOUIS G. MENNA has resigned as art director of Ted Bates and Co.

DENMAN & BETTERIDGE, INC., Detroit advertising agency, has appointed William H. Botsford as public relations director and account executive. Botsford was with The Detroit News for 15 years and more recently was a vice-president of Sills, Inc., Chicago public relations counsel firm. Denman & Betteridge is the advertising agency for the Fort Industry Company, Detroit.

IVAN T. GALANOY has been appointed publicity director and copy chief of Dinion and Du Brown, Inc. He was formerly editorial director of the Greater West Association Agency in Los Angeles.

C. D. PROCTOR has been appointed manager of the newly created division of sales services of G. M. Basford Co.

G. RANDOLPH ELLIOTT has been appointed field director of television research for Daniel Starch and Staff.

H. W. FAIRFAX ADVERTISING AGENCY, New York, has been named by the Gillespie Varnish Co., Jersey City, makers of Gillespie paints and Bull Dog paint remover.

THE WALKER COMPANY, radio station representatives, is moving to larger quarters at 347 Madison Avenue on November 10.

WBAL
means business
in Baltimore

COAST-TO-COAST

Opera Show Sked.

Boston, Mass.—The Metropolitan Opera Broadcasts, which return to the air over WCOP will be preceded this season by "The Music Gallery," special WCOP broadcast. The show will be conducted by Elsie Sears, and will open with the story of Camille Saint-Saens, composer of "Samson and Delilah," on November 26th.

Hymes Appt'd WLAN Post

Lancaster, Pa.—Frank H. Altdorffer, president of the Peoples Broadcasting Co., announces the appointment of John D. Hymes as manager of Station WLAN. Hymes has been assistant manager and commercial manager of WLAN for the past year and a half and was previously with CBS.

Speechless Emcee

Cincinnati, Ohio—Ruth Lyons of WLW's "Morning Matinee" program, is seldom stuck for words but a recent interview with a resident of Alshley, found her silent for a few moments. The man being interviewed told Ruth he lived north of Beggar Louse Hill, not far from Hog Back Road, near Toad Street, all of them real places.

Mr. & Mrs. Show Set

Stamford, Conn.—Bill and Merry Reynolds open a "husband and wife" program over WSTC and WSTC-FM, next week. The program will be in addition to Bill's duties as regular staff announcer.

Kids Day Program

Hollywood, Calif.—A special half-hour star variety show honoring Kiwanis National Kids Day was aired over KFWB. Featured on the program was such well known stars as Bob Hope, Bergen and McCarthy, Walter Winchell, Jimmy Fidler, Arthur Godfrey, Drew Pearson, Bing Crosby, Dinah Shore and others.

Special Holiday Program

Milwaukee, Wis.—"The Symphonette" and "The Choraliers" will join forces for a special hour-long "Thanksgiving Day Festival" to be presented on WISN at 4:00 p.m., November 24th. Musicians and singers will participate in the program of popular, classical and traditional American songs, celebrating the spirit of the day. Soloists will include Leonard Stokes and Hubert Hendrie, vocalists, and Leonid Hambro, concert pianist. "Thanksgiving Day Festival" will be aired under sponsorship of Longines-Wittnauer Watch Company.

Millisor Joins WSAZ

Huntington, W. Va.—Bob Millisor of St. Marvs, Ohio, and formerly affiliated with a Paintsville, Ky., station has joined the announcing staff of WSAZ. He will also do some off-camera announcing duties with WSAZ-TV.

Program Moves To Riviera

Port Washington, L. I.—"The Port Washington Hour," weekly radio show on Station WKBS, began a new series of broadcasts recently from Long Island's restaurant and supper club, the Riviera. In addition to popular recordings, the show will feature local news and information on forthcoming events in and around Port Washington. Bernie Mann, manager of the Riviera, will describe highlights in the entertainment field.

Late Listening Show

Richmond, Va.—The WMBG "Dance Party" program is heard every night from 11:30 to 1 a.m. The show is slanted at the late time listeners and features music requested by listeners. In addition, disc jockey Ralph Jones interviews personalities in the music world.

Gateway Slogan Contest

Indianapolis, Ind.—Early this month the Floyd Gateway Wood Company, sponsors of "Uncle Wally Reads The Funnies," began awarding prizes to the first boy and girl winners in the new safety slogan contest. The contest ends December 18th. Each Sunday, one line of a two line slogan is given on Wally's broadcast. The kids fill in the last line and send their slogan to station WIRE.

WISN Football Windup

Milwaukee, Wis.—On November 26th, WISN will cover the clash between Notre Dame and Southern California starting at 1:30 p.m. December 3rd, Notre Dame will meet Southern Methodist and the WISN broadcast starts at 1:45 p.m. Both games will be described by CBS sports director, Red Barber.

Swift Contract Renewed

Pittsburgh, Pa.—Jack Swift, KDKA news chief, begins his sixth year under the sponsorship of C. F. Mueller Company with the renewal of the contract for the 12:05 p.m. Tuesday, Thursday and Saturday newscast. Placed through Duane Jones Company, the new contract runs for another 52 weeks.

WDRG 27th Anniversary

Hartford, Conn.—WDRG, which is Connecticut's pioneer broadcaster, is observing its 27th birthday anniversary on December 10. The station was founded by Franklin M. Doolittle, who is now its president. WDRG is a CBS outlet, and also operates a FM affiliate, WDRG-FM.

WHBC Adds Newscast

Canton, O.—The George P. Maloney Motor Company has signed for a 10-minute newscast to be heard at 8:00 a.m. on WHBC. Contract signed by the Chrysler-Plymouth dealer is for one year and the newscaster is John Baker, WHBC's associate news editor.

PROMOTION

Distributing Diary

Nearly one-half million copies of a sixteen page booklet titled: "Report from Europe" featuring NBC commentator Alex Dreier's recent news tour abroad, are about due off the presses for free distribution through about 5,000 Skelly Oil Company outlets throughout the middle-west. The booklet, of Reader's Digest size and printed in two colors, is a datelined, day-by-day "inside" report taken from Dreier's diary, and covers key cities in nine European countries on a trip which extended from August 22 to September 28. It is illustrated with interesting photographs taken enroute and a graphic-center spread showing the commentator's itinerary throughout Europe.

Details of the diary, which promises to "spark-plug" sales at Skelly stations, were developed at Henri Hurst & McDonald, Incorporated, the oil company's advertising agency.

Laundry Tieup

No matter in what direction they look, be it indoors or outdoors, on the back of Brunswick Laundry slips or on posters adorning the fleet of 150 Brunswick Laundry trucks. Northern New Jersey housewives are constantly reminded that Station WBNX is "1380 on Everybody's Dial." This makes "1380" the listening number for thousands of housewives who are invited to listen Monday through Saturday at 1:45 p.m. to "Piano Stylists," Brunswick Laundry's own program. This dual "King" size promotion was arranged by A. Lewis King, WBNX National Sales Representative.

Book Campaign

Phil Cook will open his eighth annual campaign for books this Friday over WCBS. The books are to be sent to shut-ins and hospitalized patients in greater New York.

The drive will continue until Christmas Day and will be conducted in cooperation with the United Hospital Fund. WCBS listeners contributed some 88,000 books last year in the Phil Cook book drive.

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Plagiarism-Piracy-Copyright

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RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 36

NEW YORK, FRIDAY, NOVEMBER 25, 1949

TEN CENTS

TV NET PLANS DAYTIME PROGRAMMING

ABC's AM Take Up; Loss Charged To TV

Although revenues from standard broadcasting operations were 1.4 per cent in excess of those for the first nine months of last year, American Broadcasting Company and subsidiaries reported an estimated loss of \$482,000 for the nine months ended September 30, 1949, it was announced Wednesday. This loss is after reduction for recovery of Federal income taxes under carry back provisions of the Internal Revenue code. For the same period of the previous

(Continued on Page 8)

Levoy Heading East For Video-Film Deal

West Coast Bureau of RADIO DAILY Hollywood — Gordon W. Levoy, president of General Television Enterprises, Inc., left for New York yesterday to confer with four of nation's top-ranking sponsors on production by GTE of a group of 26-52 subject video film series. Levoy is going east — at request of pending sponsors who had been awaiting publication of current program ratings on GTE product before discussing new series.

GTE's present series, of which 52

(Continued on Page 4)

New ET Program Service Planned By Barrere

The need for one source of data on transcribed syndicated programs has been brought out by a recent survey, according to Claude Barrere of the newly-formed Syndicated Program Information Bureau.

Barrere says 12.4 per cent of 2,032 letters and questionnaires sent to

(Continued on Page 3)

Selfish Press Agent Slights Co-workers

Editor's note: A press agent for a Washington radio station last week took credit for the generosity of his station in soliciting blood donors for an ailing WNBW television engineer. What he neglected to report was that all other radio and TV stations entered into the spirit of the appeal and many volunteer blood donors responded. Out of deference to the other broadcasters the facts follow:

Washington's radio and television stations came to the aid of WNBW television engineer Ed McGinley last week, and probably saved his life. McGinley developed serious complications while undergoing a nasal operation at Garfield Hospital. He received over a gallon of blood in transfusions, but the hospital was running out of the rare blood type needed. Station WRC, where McGinley had been a recording engineer, was informed. The WRC newsroom and announcing staff immediately contacted other stations in Washington with a plea for station break appeals for blood donors.

Bulletins, and personal pleas from disc jockeys on other stations, all but swamped the switchboards of the radio and TV outlets. WTOP received a volunteer call from Connecticut. WRC and WMAL each received seventy calls, with the operators unable to handle more. The following morning, the hospital reported McGinley still weak but out of danger. Stations cooperating, and checking on Mac's progress through the evening, were WOL, WWDC, WMAL, WINX, WEAM, WTOP, WASH, WRC, and television stations WTTG, WOIC, WMAL-TV and WNBW.

DuMont Announces 5-Day-Week Sked Using 2-Hour Program For Co-Op Sponsorship In Key TV Cities

Lauds Radio Support Of Fresh Air Fund

Free air time donated to the Herald Tribune Fresh Air Fund by more than 275 cooperating radio stations in the Fund's primary thirteen-state area has accounted for a considerable percentage of children placed with rural families for annual vacations, according to Frederick H. Lewis, executive director. The Fresh Air Fund expects to send more than 10,000 needy New York City chil-

(Continued on Page 3)

Census Slogan Planned By Advertising Council

A campaign to attract public attention to the 1950 census was announced yesterday by Robert R. Mathews, volunteer coordinator of the campaign for the Advertising Council. The slogan "Helping the Census Helps Uncle Sam. Make Sure You Count in America's Future"

(Continued on Page 2)

Coffin Joining RCA-Victor As Director Of Advertising

Camden — Ralston H. Coffin has been named director of advertising for the RCA Victor Division, it was announced by Robert A. Seidel, vice-president in charge of distribution. Coffin will assume his new post

(Continued on Page 3)

A Plan to help develop daytime TV programming in inland cities and bring low-budget advertisers into the medium was revealed Wednesday by the DuMont network in announcing that it will syndicate — a daily two-hour program to affiliates at a cost not to exceed \$100 an hour.

Titled "At Your Service," the program will be fed live to stations on the cable and also via transcription. It will provide for local cuts-in for one minute commercials. Program will be sold to affiliates on

(Continued on Page 7)

Special Xmas Show Features Many Stars

A special Christmas program, "The Joyful Hour," featuring many stars of screen and radio is being readied for broadcast over MBS on Sunday, December 18th by the Rev. Patrick Peyton, producer of The Family Theater.

Among the popular singers to be heard on the Joyful Hour this year

(Continued on Page 3)

So. Calif. Radio Group Continuing Crusade

The Southern California Association for Better Radio and Television, continuing its crusade for better radio and TV programming, will hold its first open meeting on Nov. 28, it was announced this week. Topics for

(Continued on Page 2)

Unique Distinction

Philadelphia — Ruth Welles, who conducts programs for women on KYW, received a medal of honor and a \$1500 cash prize during the Freedom Foundation ceremonies at the organization's Valley Forge headquarters. The women's broadcaster was honored for submitting a cookie cutter which shapes cookies like Freedom Foundation emblem.

Richards Isn't Selling KMPC To NBC; Negotiations Ended

Detroit—Negotiations for the purchase of KMPC, G. A. Richards 50,000-watt station in Los Angeles, by the National Broadcasting Company were called off on Wednesday by mutual agreement of the parties. NBC has long desired to have its own outlet in the West Coast radio capitol and made an offer to Rich-

ards recently which was considered because of Richards' wish to retire. This was in spite of the fact that the offer was considerably less than other offers made for KMPC by NBC in the past. The negotiations were called off when NBC wanted certain guarantees in the purchase

(Continued on Page 3)

On Strenuous Side

The Stork Club, "21," and El Morocco were all by-passed Tuesday night when agency personnel at Benton & Bowles and McCann-Erickson tossed aside their jackets to compete for top billing on the basketball court. Captained by Don Chapman, media, and led in scoring by Ed Walsh, Art Dept. of B & B came out on top—58 to 47.



Vol. 49, No. 36 Friday, Nov. 25, 1949 10 Cts.

JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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

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

FINANCIAL

(November 23)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include ABC, Admiral Corp., Am. Tel. & Tel., CBS A, CBS B, Philca, Philco pfd., RCA Common, Stewart-Warner, Westinghouse, Westinghouse pfd., Zenith Radio.

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Rows include Hazeltine Corp., Nat. Union Radio.

OVER THE COUNTER

Table with columns: Bid, Asked. Rows include DuMont Lab., Stromberg-Carlson.

UNUSUAL SPONSORS TAKING TO AIR

Hollywood—Unusual type sponsors will be taking to the airwaves during the coming holidays as a result of a unique type of program designed by Cardinal Company, radio-TV production firm here.

Joseph F. MacCaughtry, president of the firm, revealed the production organization's four "radio Christmas cards," designed for local station sales and broadcast, are drawing out unusual type of sponsors who find it convenient and feasible to employ the transcribed shows for blanket holiday greetings to friends or customers.

"Xmas-4" sponsors include: doctors, lawyers, employee groups, political figures, service clubs, and civic organizations.

Cardinal's holiday greeting cards consist of quarter-hour shows ranging from holiday music type to dramatization of the Nativity, and are ideal for Christmas week programming.

Last minute orders are being handled from company's Hollywood office, 6000 Sunset Boulevard, Calif.

Adv.

★ COMING AND GOING ★

HUBBELL ROBINSON, JR., Columbia network vice-president and director of programs, today will leave New York for three weeks on the West Coast.

DENNIS DAY is back in Hollywood following three weeks in New York on business. En route back to the Coast, he stopped in Philadelphia to do a benefit for the National Jewish Hospital of Denver.

LARRY BROWN has taken over emcee duties on the "Luncheon at Guy Lombardo's" program over WGBB, Freeport, L. I., which emanates from the band leader's restaurant in that town.

DAVID W. WHITE, producer of "Light Up Time," starring Frank Sinatra and Dorothy Kirsten, is originating the show in New York. The program is scheduled to return to Hollywood about Dec. 19.

JESSE BIRNBAUM, of the press department at NBC, has returned from St. Louis, where he participated in the network's coverage of the Barkley nuptials.

SOL GOLD, commercial manager of WFEA, Manchester, N. H., arrived in Gotham last week for conferences with officials of the Columbia network.

WILLIAM SHAW, assistant sales manager of KNX-Columbia Pacific Network, is back on the West Coast following a short business trip to New York.

CHRIS J. WITTING, assistant director of the DuMont Television Network, on Monday will be in Chicago to confer with Paul Schreiber, general manager of WGN-TV, Windy City affiliate.

JO STAFFORD left town yesterday for the West Coast.

JOHN DERR, assistant director of sports for CBS, is in South Bend, Ind., where tomorrow he will direct and produce the network's coverage of the game between Notre Dame and Southern California.

GENE KRUPA and the members of his band are in Columbus, Ohio, filling a two-week engagement at the Deshler-Wallick Hotel.

HOWARD MEIGHAN, Columbia network vice-president and general executive in charge of the West Coast division, is back in Hollywood following a two-week trip East.

AL HARDING, sales manager of WCCO, Columbia network outlet in Minneapolis, is spending a three-week vacation in Florida.

JACK BECK, director of news broadcasts for the Columbia Pacific Network, who was in New York last week, has returned to his Hollywood headquarters.

DON SEARLE, formerly a veepee at ABC in charge of the Western division and now a prominent Kansas broadcaster, arrived in New York last week.

So. Calif. Radio Group Continuing Crusade

(Continued from Page 1) discussion will include, "Do crime programs on radio and video have any effect on children?," "Should giveaway shows be banned from the air?," and "How can radio be used for both show business and education?" The SCABRT last year went on record as favoring the removal of crime programs from TV broadcast schedules between the hours of four and nine p.m.

Speakers Listed

Panel speakers at the open meeting will include Dr. Walter Kingston, Head of the Radio Division, UCLA; Dr. Richard Atkinson, lecturer; and Mrs. W. J. Armstrong, former PTA radio chairman. Moderator will be Rev. Clifton E. Moore, chairman of the Radio Committee of the L. A. Church Federation.

Census Slogan Planned By Advertising Council

(Continued from Page 1) ture," will be used and other advertising media.

The Advertising Council is cooperating with the Bureau of Census of the Department of Commerce in promoting the advertising. Benton and Bowles is volunteer agency.

Mathews, vice-president in charge of advertising for the American Express Co., says business and advertising groups will contribute thousands of dollars worth of time and space to back the census.

WBEX Changes Hands

Harry Callaway, secretary-treasurer of the Shawnee Broadcasting Co., Chillicothe, Ohio, has announced sale of WBEX, Chillicothe, O., to W. A. Graham and associates, of Lafayette, Ga.

50,000 watts at 800kc.

Now covering a 17,000,000 population area at the lowest rate of any major station in the Detroit Area!



Detroit and Windsor

J. E. Campeau, President

Adam J. Young, Jr., Nat'l Rep. • Canadian Rep., H. N. Stovin & Co.

Are you buying lots of WATTS or listeners?

Sure, there are stations in Baltimore with more wattage than W-I-T-H. And to hear some of them talk, you'd think nobody in this rich market ever listened to any station but theirs.

But those claims won't stand up in the face of facts. We make no such claims for W-I-T-H. But we do claim this:

W-I-T-H delivers more listeners-per-dollar than any station in Baltimore. It covers 92.3% of the radio homes in the Baltimore trading area.

So if you want to make every penny count, buy W-I-T-H, the BIG independent with the BIG audience. If you want low-cost-sales in Baltimore, call in the Headley-Reed man today, and put W-I-T-H on your schedule.



AM WITH FM Baltimore 3, Maryland

TOM TINSLEY, President Represented by Headley-Reed

KMPC Won't Be Sold To NBC; Talks Ended

(Continued from Page 1)
contract which were too difficult of fulfillment by the Richards group.

One of these guarantees was that KMPC would definitely obtain 50,000-watt operation at night within six months. KMPC presently has a construction permit for the higher power but has been operating with 10,000 watts during night hours until engineers could work out a somewhat complicated directional antenna problem.

Without this, and other guarantees which no licensee can make because they are the prerogative of the FCC, NBC then insisted on a move of the transmitter to a new location, with the cost of such a move to be borne entirely by the present KMPC owners. This amounted to a further substantial reduction in price and was unsatisfactory to Richards and his associates.

Advertising Guide To Be Issued Soon

The fourth edition of "A Guide for Retail Advertising and Selling" will be published shortly after January first by the Association of Better Business Bureaus, it has been announced.

Edward W. Gallagher, chairman of the Association's Advertising Standards Committee, says his group has just completed a four-day session in New York to consider revisions to the "Guide." He added that recent Federal Trade Commission rulings, changing merchandising conditions, new advertising and selling methods, and new products, created a need for the revision.

The new edition will be distributed by Better Business Bureaus throughout the United States and Canada, according to Mr. Gallagher. He believed that the price would be a dollar a copy as in the past.

Mr. Gallagher has served on the committee for eighteen years and is now assistant manager in charge of merchandising activities of the Boston Better Business Bureau.

Other committee members working on the revisions are: K. B. Wilson, operating manager of the National Bureau; and K. W. Hood and A. B. Johnston, assistant managers in charge of merchandising in the St. Louis and Chicago Bureaus, respectively.

Hotpoint Will Sponsor Christmas Show On CBS

Hotpoint, Inc. will sponsor a special full-hour dramatic presentation over the full CBS network on Christmas Day. Hotpoint Hollywood Hour will feature an adaptation of Charles Kennedy's "Servant in the House" starring Henry Fonda as narrator, Gregory Peck, Rosalind Russell, Dorothy McGuire, Mel Ferrer, and Charles Boyer.

Radio Praised For Assistance To 'Tribune' Fresh Air Fund

(Continued from Page 1)
dren to the country, each for a minimum two-week stay, next year.

The Fund's use of radio increases each year, said Mr. Lewis, and pointed to the recent announcement of the formation of a Radio Committee, under the chairmanship of Earl C. Pace, manager of WFTR, Front Royal, Vt., as an example of the integration of radio activity into the Fund's overall promotional activity.

N. Y. Stations Give Support
Mr. Lewis said that metropolitan New York stations had given time for more than 200 radio programs in the past year in addition to innumerable station breaks and spot announcements seeking funds. Rural stations, he continued, have done a "tremendous job" in educating host families as to how to go about getting the most out of each visit for the children involved and have accounted for the placement of a great percentage of children with families who had not before played host.

Programming Example Cited
As an example of the latter service category, Mr. Lewis pointed to the job done by Jack Barry, MC of WJOY's "You Asked For It" program. Mr. Lewis said that Barry had accounted for the placement of more than 60 per cent of the 107 children placed for vacations in the Burlington, Vt. area. In addition, Mr. Lewis said, Barry did the job after starting three weeks late in the last ten days of the placement drive.

The Fresh Air Fund is endowed but actually receives most of its \$300,000 annual expenditure through contributions. Vacations are given needy children recommended to the Fund by cooperating social service agencies during the summer months and over the Christmas holidays. The Fund has been in operation for seventy-three years.

Stressing the part that radio publicity plays in the Fund's activities,

Coffin Joining RCA-Victor As Director Of Advertising

(Continued from Page 1)
in Camden on December 1. He has been associated with McCann-Erickson, Inc. as an account executive for the past five years.

Survey Of Wired Music Reported By Muzak

Music at work was favored by 97.4 per cent of the office employees at the Fireman's Fund Insurance Company in New York, according to a recent survey. The music by Muzak is heard at half-hour intervals from 8 a.m. to overtime in the tabulating, statistical, and entry and marine policy writing departments.

115 out of 118 employees favored the Muzak music and the company now plans to expand the service.

Mr. Lewis cited station WHCU, Ithaca, N. Y. He said this station last summer gave time for twenty spots, six Jack Deal shows, 25 Gertrude Grover programs and eight Community Corners programs.

WNBC, New York, this year devoted one whole day's programming to publicizing the Fund's work and most New York local station personalities have given periods of time.

Fund Radio Com. Named

Serving as members of the Fund's Radio Committee along with Mr. Pace are: Charles R. Thon, WEXX, Easton, Pa.; Walter F. Deeming, WDOS, Oneonta, N. Y.; Bill Krough, WGLN, Glens Falls, N. Y.; Michael Hanna, WHCU, Ithaca, N. Y.; A. E. Spokes, WJOY, Burlington, Vt.; Robert E. Johnson, WHOB, Gardner, Mass.; Robert Leshner, WJEF, Hagerstown, Md.; Joseph K. Close, WKNE, Keene, N. H., and Elton Hall, WVPO, Stroudsburg, Pa.

This period of the year is the Fund's second busiest, after the summer months, as the six-man Fund staff sets about lining-up homes for children to visit over the Christmas holidays.

Special Xmas Show Features Many Stars

(Continued from Page 1)
are Bing Crosby, Dennis Day and Ann Jamison. Licia Albanese and Guisepppe Di Stefano, of the Metropolitan Opera Company, and Mario Lanza will handle the classics.

A portrayal of the Nativity scene will include MacDonald Carey in the role of St. Joseph and Ann Blythe as the Virgin Mary. Other stars to be heard are: Don Ameche, Jeanne Crain, Roddy MacDowell, Maureen O'Hara, Ricardo Montalban, and Maureen O'Sullivan.

New ET Program Service Planned By Barrere

(Continued from Page 1)
dio stations have been returned. He adds that only two replies stated that they would have no use for the service. The survey also showed, says Barrere, that 167 stations sought syndicated shows on an average of nine times in the last year.

The Bureau will provide information on available transcribed programs and will be in full operation after the first of the year, Barrere says. The service will be free to the stations seeking information.

for profitable selling **INVESTIGATE**

WDEL

WILMINGTON
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and

WDEL-TV

WILMINGTON
DELAWARE

WGAL-TV

LANCASTER
PENNSYLVANIA

STEINMAN STATIONS

Clair R. McCollough, Managing Director

Represented by **ROBERT MEEKER ASSOCIATES**

Chicago San Francisco New York Los Angeles



SOUTHWEST

TELEVISION staffs throughout the country are learning new things every day, but WBAP-TV, Fort Worth, brought up a new one during a crowded studio audience composed mostly of children. The bazooka-like Zoomar lens was too much of a temptation to one of the youngsters who couldn't find a safe location for his brand-new cowboy hat. When the picture went out several seconds of consternation were consumed before production manager Tommy Thompson discovered the hat had used the Zoomar lens as its resting place.

Levoy Heading East For Video-Film Deal

(Continued from Page 1)
12½ minute subjects have been produced, is currently being aired via Procter and Gamble "Fireside Theater" via NBC-TV, a first run, 30-day revision basis. Talks will take up production of 26 ½ minute subjects with format tailored to sponsor specifications. As in case of "Strange Adventure" series, projected groups of films would be supervised by a minimum of at least four different producer-directors and would draw upon fact and fiction for a variety of subject matter. Levoy expects to remain in Manhattan for several weeks.

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



Windy City Wordage. . . !

• • • Ron Mills and Gene Clears of Mills Recording Co. are both expectant fathers. Offsprings are due in January. . . Lew Green, head of Green & Associates, reports the best season to date for his

Chicago

transcribed "Leahy of Notre Dame" series. More than a hundred stations used the feature this year. . . Mort Jacobson, head of Morton Radio Productions, is back from a business trip to Minneapolis. . . Jerry Joss, head of Joss Radio Features, has sold his "Calling All Detectives" to 10 stations. Three recent sales include WGN, Chicago; KYW, Philadelphia, and KMBC, Kansas City. . . The House of Vision, leading local optical firm, planning to get their feet wet in television shortly.

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• • • Tony Weitzel, columnist for "The Chicago Daily News," has started a nightly five-minute show on WBBM. . . P. K. Wrigley may start plugging his new package of 18 sticks when he starts sponsorship of "Life with Luigi" after the first of the year. . . Roy McLaughlin, president of the Chicago Radio Management Club (he's manager of WENR and WENR-TV on the side), can take a well-deserved bow for the top-notch array of guest speakers he has lined up. Ex-presidential candidate Alf Landon is slated to be the club's next guest speaker. . . Hottest disc jockey in town is Frann Weigel. He has a London recording out which he has done in eight singing voices. . . It's been synchronized so that it sounds like an octet. He'll be the deejay on the Dunn-Joel "Dick Jockey" TV package which bows in as a weekly program series over WGN-television on December 4th at 5:30 p.m.

☆ ☆ ☆ ☆

• • • Ray Jones, hard-working AFRA executive secretary, is back from Kenosha where he scored a victory in negotiations with WLIP, 250-watt indie station. AFRA got recognition it had been seeking for all microphone personalities and three writers. . . ABC's Ell Henry can take a bow for the front page publicity he received by tying up two ABC programs, "Super Circus" and "Larry on Location" in connection with the arrival of Santa Claus by boat Saturday . . . Myron Barg conducting his disc jockey show featuring celebrity interviews from the lounge of the new Telenevs Theater. The programs are broadcast over WMOR.

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• • • Jim Moran, the Courtesy Man of Courtesy Motors, so pleased with the success of his weekly feature film presentation over WGN-TV that he's renewing the show for another 13 weeks. Agency is Malcolm-Howard. . . Tommy Bartlett, host of NBC's "Welcome Travelers" was recently made a member of the Chippewa Indian tribe. He helped some tribe members get foodstuff and clothing. Now they call Tommy a Chippewa off the old block! . . . Fred Kilian, central division director for ABC's TV programs, has appointed Phillip G. Patton executive producer. . . WHBF-TV will join the ABC-TV network on April 1st. And they're not fooling! . . . Linn Burton's "Second Cup" TV show may soon go across the board. . . The Harmonicats are working with NBC comedienne Judy Canova at several dates around the midwest. . . Ex-Chicago radio actress Mercedes McCambridge is drawing raves for her initial motion picture role in "All the King's Men."

AGENCIES

EZRA R. BAKER, formerly sales manager of American Cinefoto Corporation, has been appointed charge of sales for Hollywood Television Productions. Baker has supervised film production work for the National Biscuit Co., Topps Chewing Gum, Aetna Life Insurance, Philco Corp. and Sheffield Farms.

WILLIAM J. MORRIS has joined Wilding Picture Productions, Inc., New York, as account executive. He was formerly connected with the motion picture department of J. Walter Thompson and, more recently, was supervisor of motion picture and television production for Batten, Barton, Durstine & Osborn and The Biow Company.

G. RANDOLPH ELLIOT has been named the field director for television research of Daniel Starch and Staff.

JOHN WOLCOTT, formerly in charge of market research for the Neal D. Ivey, Co., Philadelphia, has been named research director for the Gray & Rogers agency, same city.

JOSEPH E. HALE, for almost 30 years a display representative of the Camden Courier Post News, Camden, N. J., recently joined the sales staff of WCAM, Camden.

CHARLES C. RADOW, former business manager of the Columbus Philharmonic Orchestra, now dissolved, has joined the Cye Landy Advertising Agency, Columbus, O.

Send Birthday Greetings To—

November 25
Miriam Jaffe Rex Maupin
George Cushing Kate McComb

November 26
Igor Gorin Henry Levine
Charles Radcliff Frank Simon
David Stone Larry Lowenstein

November 27
Bill Demling Francis Conrad
George Hogan Ted Husing
Mary Lynch William Miller
Mary Livingston

November 28
Frank Black Joan A. Hewitt
Helen Jepson Reed Lawton
Elliott Lewis William Lundell

November 29
Alan Courtney Claudine French
Margery Knapp Florence Lake

November 30
Jack Brinkley Lillian Stone
Noel Corbett Happy Felton

December 1
B. S. Bercovici Michael A. Fiore
Ted Hammerstein Ray Henderson
Mary Martin Patricia Ryan
Dave Zimmerman

AM TV EQUIPMENT FM FAX

Section of RADIO DAILY, Friday, Nov. 25, 1949

Parts Group Plans To Ease Show Problem

Chicago—The Association of Electronic Parts and Equipment Manufacturers has referred to cooperating trade associations a proposal to solve the problem of multiple trade shows.

The plan provides for a series of regional get-togethers and sales conferences in key cities and the annual Parts Distributors' Show held in Chicago in May. The proposal was made by the Association's industry and relations committee at the November meeting of the Association.

The manufacturer would then be able to confine his participation to the May show, according to the committee. Sales representatives would meet distributors, other salesmen, and customers at the regional conferences.

The Association also reaffirmed its stand against the multiple shows at its meetings.

Mars TV Expands Plant To Double Production

Mars Television, Inc., Long Island City, N. Y., has relocated their assembly plant in larger quarters at Cornia, N. Y., enabling them to double the production of their TV sets, according to Jack Somber, vice-president and sales manager. The new plant is expected to be operating at full capacity by December 1.

NEW TELECRUISER DELIVERED



The gleaming gold and blue DuMont Telecruiser, parked at the doorstep of its new owners, KBTU, Dallas, Tex., announces to Dallas video viewers that the station has overlooked nothing to bring them the best in TV. According to Sam Cuff of Adam Young Television, Inc., who helped put KBTU on the air, the Telecruiser is the only piece of equipment of its kind to be wholly owned by a TV station.

Zenith Elects Ellett V.-P. Research Head

Dr. Alexander Ellett has been elected vice-president in charge of research by the directors of Zenith Radio Corporation, it has been announced by Commander E. F. McDonald, Jr., president.

Since 1946 Ellett has headed Zenith's research laboratories. One of his major contributions has been to Phonevision, a Zenith development which Ellett made commercially practicable. Phonevision is a method of combining the telephone wire with regular TV transmission to provide pay-as-you-see home viewing of first run motion pictures and other theatrical entertainment.

Developed War Devices

Ellett came to Zenith after serving as head of Division 4 of the NDRC, during World War II, where he directed the development of the V-T proximity fuse for bombs and rockets. In June, 1948, Ellett was awarded the President's Medal for Merit, the highest award given to civilians by the President, for his development of the proximity fuse and of printed ceramic circuits.

Before joining NDRC in 1948, Ellett was professor of physics at the University of Iowa, where his major research activities were in spectroscopy, atomic and molecular beams, and in nuclear physics. He served two years in the service in World War I.

Magnavox Xmas Drive Largest Ever Launched

The largest sales promotion campaign ever undertaken by the Magnavox Company and its dealers will get under way the early part of next month. The campaign, aimed directly at capturing Christmas trade for the sale of the company's TV, AM and phonograph instruments will feature magazine spreads as well as promotion kits to all dealers.

Woolworth Plans Special RCA 45 RPM Booths

Philadelphia—Because of the success of RCA's 45 rpm record player and record sales at a special booth in the Woolworth store located on Chestnut Street here, the chain outlet plans to add booths to ten additional stores in Camden, N. J., Wilmington, Del., Allentown, Easton, Jenkintown, Norristown and other stores in Philadelphia, Pa.

ENGINEERS—CONSULTANTS

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Television Consultant

1270 AVENUE OF THE AMERICAS
NEW YORK 20, N. Y.

Tel.: CO. 5-6848

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Consulting Radio Engineers

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Radio Engineering Consultants

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EXecutive 5851

1833 M STREET, N.W.
WASHINGTON 6, D. C.

PRODUCTION PARADE

Plug-In Volt-Amp Tester

A new general-purpose volt-ampere checker that just plugs in between line and connection cord, and provides simultaneous voltage and amperage readings directly off two dials, is announced by Industrial Devices, Inc., Edgewater, N. J. Model 900 Volt-Amp Tester is rugged enough so that it can be safely carried about in the serviceman's tool bag.

Black Tube Available for ITI Sets

Industrial Television, Inc., of Clifton, N. J., has announced that the new "black tube" will shortly be available in all 12½" models of its line. The "black screen" CRT will be optional on the 12½" receivers and will carry a suggested retail price premium of \$10. Cost at the factory will be an additional \$5.

Anniversary TV Set By Pilot

In honor of its 21st year in TV, Pilot Radio Corp., Long Island City, N. Y., has introduced its new 'Anniversary' TV model TV-123. The new model is a 12½-inch unit with built-in antenna, sensitive enough to perform in most areas without outside aerial. The new unit can also receive FM radio and has a phonojack plug-in to which any phonograph can be connected. Set will list for \$269.50.

GE Viewfinder For TV Cameras

A new electronic viewfinder for GE's TV studio cameras has been announced by the company. Company claims it gives the operator a brighter image as well as an exact reproduction of the scene being televised. Circuits are newly developed and show improved performance in eliminating distortion.

PLUG TUNES

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

"HUSH LITTLE DARLIN"

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

You'll LUV this novelty!
IT MUST BE L U V
 MANOR MUSIC COMPANY
 1619 Broadway New York City

Nothing Can Stop This!
"FOREVER WITH YOU"
 by the writer of "My Happiness"
FORSTER MUSIC PUB., INC.
 1619 Broadway, New York 19, N. Y.
 216 S. Wabash Avenue, Chicago 4, Ill.

A HIT is Born!
**"BLUE FOR A BOY—
 PINK FOR A GIRL"**
 Vaughn Monroe on RCA-Victor
Al Gallico Music Co. Inc.
 501 Madison Ave., New York, N. Y.

THE MARINERS
 (featured on Arthur Godfrey
 Radio and TV Programs)

First COLUMBIA RECORD #38624
 "Leprechaun's Lullaby"
 "Island of Oahu"

**THAT LUCKY
 OLD SUN**

sung by
LOUIS ARMSTRONG
 with
GORDON JENKINS
 Orchestra and Chorus
 on
DECCA #24752

ROBBINS MUSIC CORPORATION

WORDS AND MUSIC

By PINKY HERMAN

● ● ● **TIN PAN ALLEY:**—Sophisticates along the Big Apple have agreed that with few exceptions there are four themes in popular songs, namely songs of love for "Mother," "Sweetheart," "Baby" and "Home." . . . yet a glance at the latest group of fifty 'most played songs' of the week lists but two numbers which have the word "love" in the title. . . . "You're In Love With Someone," Kramer-Whitney Music and "Makin' Love Ukelele Style" published by Mayfair. . . . one of the few exceptions, mentioned above is "I've Got A Lovely Bunch of Coccinuts," published by Cornell. . . . what we're trying to establish is that tunesters are cleverly saying the same old things in new and unique ways. . . . another thing is the progress made since those old days of the early talkies when it seemed that all a composer had to do was add the words 'I Love You' to the picture's title. . . . remember "Woman Disputed, I Love You."

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● ● ● Fred Stryker, head of Fairway Music, left for Hollywood Sunday after a week in town. . . . firm has a sure hit in the new blues, "I Don't Know Why I Love You" (But I Do Do Do) written by Red Rowe and Jimmy Wakely. . . . ● Deejay Ted Steele hauled music publishers over the coals last Friday on his WMCA program. . . . doesn't like their inconsistent methods of promoting songs, changing horses (plugs?) in mid-stream and seemingly only seeking 'sleepers.' . . . ● Duchess Music started work on a six-eight tempo titled, "There's Something About A Home Town Band" written by Don Canton, John Nagy and Milt Lance. . . . number has a chance to make the big time. . . . ● That new Adler Shoes jingle which catches the ear, was written by Dick Kissinger. . . . ● The Eugene Francis' (he's heard on "Perry Mason" and seen on Kraft NBTelecasts) expect their first visit from Sir Stork next week. . . . ● Breezy, informative and completely absorbing is our description of Sidney Walton's MBSundays at 1 p.m. series, "Inside News" for Doubleday & Co. . . . ● Cromwell Music, which bowed into the music field with the sensational novelty, "Hop Scotch Polka," has another one by the same composer, Billy Whitlock. . . . new ditty, "Shenani-gans," has a lyric by Carl Sigman, co-writer with Gene Rayburn of the 'Hop' lyrics. . . . ● TV stations are discovering Tune-Dex, the service that radio stations have latched onto for years. . . . ● Organist Jack Ward's daughter Mary Rita, who is cashier at ABC will marry Art Griffith of Eastern Air Lines.

★ ★ ★ ★

● ● ● Maestro Elliot Lawrence will start a series of 15-minute programs Dec. 2 over WNEW in which he'll talk about trends in music. . . . ● Cathy Gregory is touring the southern and western states, calling on deejays and hillbilly artists, with platters waxed by hubby Bobby Gregory and his Cactus Cowboys. . . . ● Deejay Stan Shaw, currently doing a series of morning programs for Ben Tucker Furs, WINSundays, will also plug this outfit's products Sunday afternoons at 3 p.m. starting Dec. 11. . . . ● Now that TV is growing up, execs should give a listen and take a gander at the hilarious clownings of the Kom Kobbler. . . . they've got more musical tricks than any group we've seen. . . . ● Peggy Marshall and the Holidays making friends and influencing people at No. 1 Fifth Ave. with their clever songs and patter. . . . ● WABD's new series of whodunits, "Hands of Murder," is enhanced by the original music composed and played by Lew White, who, instead of merely providing background and bridges, rather composes complete scores, as is done at motion picture studios.

★ ★ ★ ★

● ● ● **ON AND OFF THE RECORD:**—Frank Sinatra's latest Columbia waxing of "The Old Master Painter" and "Lost In The Stars" will more than satisfy F.S. fans. . . . supported by the Modernaires and Axel Stordahl's Orchestra, platter will find itself on a turntable and often.

PLUG TUNES

**Give Me Your
 Hand**

LAUREL MUSIC CO.
 1619 Broadway New York City

Bing Crosby, Gracie Fields,
 Sammy Kaye, Johnny Des-
 mond, Jo Stafford, Doris Day
 Are All On

THE LAST MILE HOME
 LEEDS MUSIC CORPORATION

Making Our Debut With A Hit!
"A NEW SHADE OF BLUES"
 MAYPOLE MUSIC CO.
 22 E. 67th St. New York City
 Phone: REgent 7-4477

I WISH I KNEW

Should step right out in front—
 Just recorded for RCA-VICTOR
 by DOLPH HEWITT
ADAMS, YEE & ABBOTT, Inc.
 216 S. Wabash Ave. Chicago 4, Ill.

My Heart Goes With You

by Thomas G. Meehan

—◆◆—
JAMES MUSIC, Inc.
 1650 Broadway Room 709 N. Y. C.

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

TONY PASTOR'S
 Sensational COLUMBIA Record
 #38577

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

TELEVISION DAILY

Section of RADIO DAILY, Friday, November 25, 1949 — TELEVISION DAILY is fully protected by register and copyright

DuM TO FEED DAYTIMERS TO NET

TELE TOPICS

THE ONE FACTOR most important in the success of "Actors Studio"—which led to a Peabody Award when the show was on ABC last season—is its selection of material. Using the best short stories available, the program developed a technique of telling a tale simply and effectively, without undue frills. Always the story is paramount and the adaptations usually follow the original as closely as possible. Now on CBS, the series goes along with a consistency of excellence that is hard to match. . . . This week's story was Thomas Hardy's "The Three Strangers," adapted by Alvin Sapinsky. The opening shots of Gilbert Haycox' fine set, combined with effective use of sound effects, quickly established the mood of the piece without a word of dialogue. The atmosphere was maintained throughout the half-hour as the characters appeared and the story was developed and resolved. Not a line nor a gesture was out of place and it all added up to truly outstanding video. . . . Produced by Donald Davis for World Video, program was directed by David Pressman, and fine performances were given by the entire cast—Stephen Hill, John Randolph, Will Hare, Howard Weirum, E. G. Marshal, John McGovern and Frances Ingalls.

"CITY AT MIDNIGHT," the WNBT show aired live on location at 11 p.m., has been beset in the past with both technical and script difficulties. This week most of the production bugs were ironed out and lighting and audio were good. But the same old story trouble was still present. While good in spots and better than its predecessors, the script lacked dramatic continuity and was merely a semi-connected series of vignettes. Good scripts would be in the smartest investment the producers of the low-budget show could make. . . . Cy Kneller, editor of Radio and Television Weekly, has been named winner of the DuMont new name contest, with Betty Stone, Broadcasting luminary, as runner-up. . . . Showcase performances of the Theater Wing's training program will be held Monday and Tuesday at 4 and 8:30, 432 W. 44th.

VASTLY IMPROVED Teletranscription has been developed by DuMont. As shown to the press Wednesday the film revealed excellent clarity of detail and fine light values. Developed by web staffers, the improved system is now being used for all recorded shows. . . . Producer Arthur Lesser will emcee a new talent showcase on WOR-TV, Fridays, 7:30-8 p.m., beginning Dec. 2. . . . The most complete story on color in the general press that we've seen to date is in the new issue of Time. . . . New series of Christmas commercials have been filmed for Firestone and Philco by Murphy-Lillis Productions.

Sets In-Use At Night 93.8% In Milwaukee

Milwaukee—93.8 per cent of all receivers in the Milwaukee area are turned on during an average week-day evening for an average of three hours and 55 minutes, a recent survey by WTMJ-TV, the only station in the city, has revealed. Saturday evening 88.4 per cent of the sets are in use an average of 3.43 hours and on Sundays this climbs to 96.2 per cent and 3.61 hours.

Weekday sets in use average for afternoon programming is 68.6 per cent and 1.91 hours. This is boosted on Saturdays to 76.6 per cent and 2.26 hours and on Sundays to 77.9 per cent and 2.97 hours.

Monday through Friday, average number of viewers per set is 3.05 in the afternoon and 3.99 at night. Saturday figures are 4.08 and 4.30, and Sundays, 4.33 and 4.85.

Program preferences by type reported by the survey reveal sports first, followed by variety, drama, news, mystery, music, western, travel, amateur, discussion, quiz, children's and women's.

Sullivan Leaves WPIX

B. O. Sullivan has resigned as sales manager of WPIX for reasons of health and Scott Donahue, assistant sales manager, has been named acting sales manager.

Sullivan was a member of the advertising department of the New York News, parent of the station, for 20 years and was assigned to the news project that was to become WPIX in June, 1947. He was named sales manager in January, 1947.

RMA, IRE Groups Begin Equipment Standardization

A joint committee of RMA and IRE has taken initial steps to effect standardization of station equipment, recommended several months ago by the TBA engineering committee. Raymond F. Guy, chairman of the TBA group, announced earlier this week.

Procedures to study and establish equipment standards have been formulated, Guy said. Standardization of transmission levels will be undertaken by RMA, while drafting of the methods of measurement of transmission levels will be handled by IRE.

RMA also will start work on standardization of patch cords, plugs and jacks; camera cables and asso-

Hooper's Top Ten (Network—October)

Texaco Theater, NBC.....	69.4
Talent Scouts, CBS.....	55.8
Godfrey Friends, CBS.....	49.7
Toast Town, CBS.....	45.6
Olsen-Johnson, NBC.....	40.9
Fireside Theater, NBC.....	39.2
Philco Playhouse, NBC.....	38.7
Stop Music, ABC.....	37.6
Amateur Hour, NBC.....	35.4
Cavalcade Stars, DuM.....	35.3

Webs Not Worried About Strike Effects

Network production sources reported on Wednesday that they expect visible effect on programs as a result of the strike called Tuesday night by Local 829, United Scenic Artists.

Sets for several top commercial shows are designed by artists hired on a free-lance basis by the agencies handling the shows and these jobs are paying the scale set by the union. Rudy Karnolt, business manager of the local, said that at least nine such artists are on the job.

For other shows, the webs said that they will get along using stock sets. A spokesman for ABC said the web "hasn't thrown out a single flat" since flagship WJZ-TV went on the air over a year ago. He added that all flats were made so that they would match each other and could be lashed together.

Most DuMont shows use standing sets, as do many programs on NBC and CBS.

Stations To Pay Not More Than \$100 An Hr.

(Continued from Page 1)

a percentage of rate card basis, but cost will not be more than \$100 an hour and this will be reduced as additional stations sign up. Nine outlets have contracted for the series to date.

Mortimer W. Loewi, director of the net, said that big nighttime network shows are so expensive that only major national advertisers can afford them. "Many advertisers are being priced out of the market today," he said, adding that space must be made in TV for smaller bankrollers.

Wants "Thousand Advertisers"

"We can't live on 25 or 50 national advertisers. . . . We want to bring in a thousand advertisers instead of going out for just the one."

Providing for a maximum of ten local spots an hour, the two-hour program will be set in a mythical department store and will include fashion, decorating, dramatic, music, and other service features. Target date of Dec. 5 has been set for inauguration of the service, but may not be met because of the scenic designers strike and other factors.

Already signed to take the show are WTVN, Columbus; WXEL, Cleveland; WJBK-TV, Detroit; WSPD-TV, Toledo; WHIO-TV, Dayton; WJAC-TV, Johnstown, and DuMont owned-and-operated outlets WABD, New York; WTTG, Washington, and WDTV, Pittsburgh.

TV Not "Blue-Chip" Operation

"This project," Loewi said, "will certainly destroy once and for all the idea that television is a 'blue-chips' operation, reserved exclusively for the ten or twelve wealthiest advertisers in the country who for so long dominated radio. Through this new service, hundreds of small advertisers in every city with a transmitter will be able to take advantage of TV's peculiar selling ability and still stay within the most modest of budgets; this, because they will be able to purchase small segments of time at low, daytime rates."

In essence, Loewi added, the move makes DuMont "a manufacturer of entertainment," distributing it to affiliates who in turn make it available to advertisers.

"The substantial support that we are getting from affiliates and they are getting from local business enterprises indicates that we shall be able to offer a splendid program structure on a sound economic base," he added.

Paper Asks FCC Test Of 'Service To Public'

Washington Bureau of RADIO DAILY
Washington — In a case which might follow in some respects the pattern of the Horvitz newspaper action in Lorain, Ohio, now the matter of a Government anti-trust suit, Steitz Newspapers, Lebanon, Pa., this week called upon the FCC to eliminate from the hearing scheduled for January 4, issues relating to technical qualifications and engineering and program matters. The company has asked for a station in Lebanon.

Left for the Commission to prove are the charges by WLBR, Lebanon, that the Lebanon News, published by Steitz, has unfairly battled WLBR for the advertising dollar and otherwise acted contrary to the public interest. The Commission has ordered hearings to determine whether the policies of the publisher "have been calculated to hinder WLBR from providing a broadcast service in the public interest, with particular reference to the following:

Two Possibilities Outlined

"A. Whether rates charged for newspaper advertising relating to broadcasting have been discriminatory.

"B. Whether newspaper advertisers who also use radio advertising have been discriminated against or whether such discrimination has been threatened."

The Commission has also indicated its intention to determine what policies Steitz might follow with respect to joint advertising rates for newspapers and radio, if it wins a grant, or any other joint operation.

The charges on which these issues were based were termed "self-serving" on the part of WLBR.

Counsel for Steitz wrote "unfortunately, consideration of the instant application by the Commission occurred at the time publicity was being given to the Horvitz case being prosecuted by the Department of Justice. No claim is made by WLBR or anyone else that the petitioner's parent corporation or responsible officials thereof have engaged in the practices therein alleged to be present. Yet petitioner is being painted with the same brush.

"Petitioner welcomes the opportunity of demonstrating its qualifications to be a broadcast licensee as well as dispelling the aroma with which WLBR has attempted to engulf it."

Duncan Guest Of Poole

Raymond Duncan, toga-clad brother of the late dancer, Isadora, will guest on the Bob Poole Show over Mutual today to make a plea for toys, clothing, and shoes to be sent by listeners to the Foster Parents Plan. Highlight of the show will be a conversation in Greek with nine-year-old Barbara Nicoli, a Greek War Orphan.

COAST-TO-COAST

WCCO Man In Who's Who

Minneapolis, Minn.—Dr. E. W. Ziebarth, WCCO news analyst, has been included in the 1950 edition of "Who's Who in the Midwest." The book is similar to "Who's Who in America." Ziebarth is heard over WCCO Monday, Wednesday and Friday at 10:15 p.m. with a news analysis sponsored by Studebaker.

Drama Show Joins WISN

Milwaukee, Wis. — The "Skippy Hollywood Theater," dramatic series, has joined the WISN Thursday night line-up at 9:30 p.m. This program features stars of stage and screen in original radio dramas. Les Mitchel, producer-host-director, has recorded six programs in London, England, with the Abbey Players. These will be the first six productions of the series.

Anniversary Party

One hundred "in person" children have helped Eileen O'Connell celebrate her third anniversary as mistress of ceremonies of WMGM's "For Children Only" program. Eileen has also narrated several children's albums, written many children's columns and her program has been recommended by the New York City Board of Education for school and home listening.

WSB Presents Economics

Atlanta, Ga. — A new series, "Knowledge in Action" made its debut on WSB, recently. Produced in cooperation with the Emory University Radio Workshop, the series is devoted to phenomena currently affecting everyday life. The first three programs, produced and directed by Marcus Bartlett, station program director, were titled "Heat Endurance," "Home Sweet Home" and "Education for Marriage."

WMBG Aids Red Cross

Richmond, Va. — Recently the Richmond - Henrico - Chesterfield chapters of the American Red Cross held a huddle with program officials of radio station WMBG in an effort to secure 150 volunteer workers for rehabilitation work with patients at the McGuire's Veteran Administration Hospital. After the conference with station officials, it was decided to have four appeals made for volunteer workers.

Takes KRMG Post

Peoria, Ill.—Montez Tjaden, promotion and publicity director at WEEK in Peoria for the past 2½ years, has joined the staff of KRMG in Tulsa as promotion manager. Miss Tjaden's radio background includes promotion and radio work in Wichita, Oklahoma City and Tulsa. She served as a public relations officer in the Navy for 3½ years. KRMG which expects to begin operations soon is the new 50,000 ABC outlet in Tulsa.

Snyder Appointed WTTM Post

Trenton, N. J.—WTTM announces the appointment of Arnold Snyder as station news editor. Snyder is a former newsman at WFIL, Philadelphia, and news editor of WKDN, Camden.

WTIC Symphony Society

Hartford, Conn.—Paul W. Morency, vice-president and general manager of station WTIC, confirmed the date for a coast-to-coast broadcast by the Hartford Symphony Orchestra. The local symphony will be heard over NBC on Saturday, January 14, 3:00-4:00 p.m., in the "Pioneers of Music" series which features civic orchestras of the nation weekly throughout the winter.

Prof. Airs Newscast

San Antonio, Tex.—Marvin Alisky, journalism professor at Trinity University will inaugurate a 15-minute newscast each Sunday night over KMAC. Alisky will broadcast a roundup of local and Texas news. Prior to joining the staff of the school, Alisky was on the news staff of WOAI and more recently with KPRC, Houston.

ABC's AM Take Up; Loss Charged To TV

(Continued from Page 1)

year the net income (after Federal income taxes) was \$440,000.

While the network offered no explanation for loss item it is believed that it was due to ABC's heavy investment in television stations, programming and operations.

WKRC Appointments Set

Cincinnati—WKRC national and local sales accounts are now being handled by Harvey Cary, formerly program director of the station, according to Herman Fast, WKRC manager. Fast also announced that Paul Shumate, one-time production manager of KMOX, St. Louis, has taken over as program director.

Cary was chief announcer and night supervisor in the CBS Chicago outlet, WBBM, before coming to Cincinnati in March, 1947.

New Disc Show Planned


Arthur Gary, NBC announcer who is heard on "Easy Listening" and other programs, now has in work a disc jockey show of entirely new type, dedicated, he says, to "life, love, liberty and the pursuit of happiness."

• faces • facts • figures • wins •

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

AMERICANS, SPEAK UP!

10:45-11:00 P. M.
MONDAY



A series of inspiring, informative talks by prominent Americans. These excellent public service programs are available for sponsorship on WINS. Variety says: "Commercial Possibilities Are Good."

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

WINS

50KW NEW YORK

CROSBY BROADCASTING CORPORATION



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 37

NEW YORK, MONDAY, NOVEMBER 28, 1949

TEN CENTS

SOUTHWEST RADIO MEN OPTIMISTIC

Hyde Reports To FCC On NARBA Problems

Washington Bureau of RADIO DAILY
Washington—Commissioner Rosel H. Hyde of the FCC, head of the U. S. delegation to the NARBA conference, was in Washington over the weekend for conferences with FCC and State Department officials. He said the proceedings are at a "critical stage" and he was trying to work out the most acceptable steps to take from here on.

Hyde said his delegation is still in contact with the Cuban representative.
(Continued on Page 8)

Reports On Russia Scheduled For ABC

"Russia Today," a two-stanza program designed to present a first-hand view of life behind the Iron Curtain, will be presented by the Special Events department of ABC on Nov. 28 and Dec. 5 from 10:15 to 10:30 P.M.

On the Nov. 28th program, ABC will present Joseph Newman, special correspondent for the *New York Herald-Tribune* who was refused official permission to return to Russia by the Kremlin. He will
(Continued on Page 3)

English Teachers' Award Goes To 'NBC Theater'

The National Council of Teachers of English Saturday gave its sole annual award to the "NBC Theater" as "the program which during 1948-49 school year has done most to promote greater understanding and appreciation of our literary heritage. . . ." The award was made
(Continued on Page 6)

Broker Using Radio To Sell Women Stock

Boston—An investment house has bought time on a disc jockey show to sell public utilities stocks to the housewife consumers. WCOP's sales department revealed yesterday. Whiting, Weeks and Stubbs, Boston investment brokers, purchased two 10-minute segments weekly on Howard Malcolm's noontime "Record Rack" show on WCOP. Commercials urge the housewives to buy A. T. & T and Boston Edison stock.

Farm Directors Meet For 3 Days In Chicago

Chicago—Some 125 representatives of the National Association of Radio Farm Directors gathered in the Stevens Hotel Sunday for the annual meeting of the NARFD.

Opening the sessions for the annual meeting on Saturday was True D. Morse, president of the Doane Agricultural Service. Afternoon discussions were devoted to "Practical
(Continued on Page 6)

Fordyce Heads Sales For Bendix Radio Division

Towson, Md.—R. W. Fordyce has been named general sales manager of the Bendix Radio Division replacing E. C. Bonia, who resigned, it was announced this week by W. A. Mara, general manager of the Television and Broadcast Receiver
(Continued on Page 2)

16th Dist. NAB Group Reports On Biz As Convention Gets Under Way At Phoenix, Arizona

Five Stations Tell FCC Their Petition Yr. Old

Washington Bureau of RADIO DAILY
Washington—The FCC on Friday received a letter commemorating "the first anniversary of the filing of a petition" on behalf of a group of daytime stations for a rule-making proceeding to permit greater flexibility of time on the air. Attorney Marcus Cohn, who wrote the Commission in June of this year a
(Continued on Page 8)

Wants More Latitude For FM Broadcasters

FM stations associated with daytime-only AM stations should not be required to operate at night, according to a letter submitted to the FCC by Elias I. Godofsky, president of WHLI and WHLI-FM, Hempstead, Long Island.

Godofsky urged a revision of the
(Continued on Page 2)

New Members Added To Radio Pioneers Club

Two well-known West Coast broadcasters have been accepted for membership in the Radio Pioneers, NBC's William S. Hedges, president
(Continued on Page 2)

By ALLEN KUSHNER
West Coast Bureau of RADIO DAILY
Phoenix, Ariz. — Over 100 broadcasters from Arizona, Southern California and New Mexico gathered here for the 16th District NAB convention, report business picking up and prospects for 1950 to be good especially in the national spot field. The broadcasters, who represent sta-
(Continued on Page 6)

CBS Ratings Soar; Lead Nielsen List

CBS, following last week's sweep of twelve of the top seventeen Hooperatings for Nov. 1-7, this week captured the first seven spots of the national Nielsen - Rating Top Programs, eleven of the top fifteen and fourteen of the top twenty evening shows. The web also won top honors in day-time program-
(Continued on Page 2)

Voice Of Democracy Judging Begins Today

Washington Bureau of RADIO DAILY
Washington—The finals of the annual Voice of Democracy contest begin this week in Washington, according to the NAB, one of the sponsors.

All 48 states, the District of Co-
(Continued on Page 2)

Video-Set Market Booming; Call Is For Larger Pictures

Washington Bureau of RADIO DAILY
Washington — As if any proof were needed of the booming market conditions for TV set sales, RMA announced Friday that nearly twice as many cathode ray tubes were sold in the first nine months of this year as in all of last year. Sales of TV receiver-type picture tubes totaled 2,129,210 units valued at \$62,525,446 in the first three quarters of 1949 compared with

1,309,176 units valued at \$33,459,554 in the full year 1948.

The sharp trend toward larger pictures in TV receivers was obvious. Sixty-five per cent of the picture tubes sold to set manufacturers in the third quarter were 12 inches or larger, whereas in 1948 tubes of this size represented only six per cent of sales to set manufacturers. The largest classification of tubes
(Continued on Page 7)

Award

Dayton, Ohio—"In recognition of exceptional accomplishment" for its Public Service program. "This Is Dayton," WING in Dayton last week received the "Certificate of Achievement" from the Dayton Chamber of Commerce. The award was presented to Adna Karns, general manager, and J. P. Williams, executive vice-president of WING.

Anniversary

St. Louis—KFUO, non-commercial station owned and operated by Concordia Seminary, St. Louis, will celebrate its 25th anniversary on Dec. 4 with a special program at 3:30 p.m., featuring the conferring of an honorary Doctor of Divinity degree on Dr. Herman H. Hohenstein, station manager. The International Lutheran Hour airs from KFUO.

RADIO DAILY



Vol. 49, No. 37 Monday, Nov. 28, 1949 10 Cts.

JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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

WEST COAST OFFICES
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6425 Hollywood Blvd. Phone: Gladstone 6438
WASHINGTON BUREAU
Andrew H. Older, Chief 6417 Dahlgren Rd.
Phone: Wisconsin 3271
CHICAGO BUREAU
Hal Tata, Manager.
360 No. Michigan Ave.
Phone: Randolph 6-6650
SOUTHWEST BUREAU
Paul Girard, Manager
Tower Petroleum Bldg.,
Dallas, Texas
Phone: Riverside 3518-9

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

FINANCIAL

(November 25)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
ABC	7 1/2	7 3/8	7 1/2	— 1/8
Admiral Corp.	29 3/4	29 3/4	29 3/4	— 1/2
Am. Tel. & Tel.	146 3/8	146 1/2	146 5/8
CBS A	24 3/4	24 1/2	24 3/4
Philo	30 3/8	30 1/8	30 1/4	— 1/4
RCA Common	12 1/2	12 1/8	12 1/4	— 1/4
RCA 1st pfd.	73 3/4	73 3/4	73 3/4	+ 3/8
Stewart-Warner	11 7/8	11 7/8	11 7/8	— 3/8
Westinghouse	28 1/2	27 7/8	27 7/8	— 1/8
Westinghouse pfd.	102 1/2	102 1/2	102 1/2	— 1/8
Zenith Radio	29	28 5/8	28 5/8	— 1/8

NEW YORK CURB EXCHANGE				
	High	Low	Close	Net Chg.
Hazeltine Corp.	15 1/8	15 1/8	15 1/8	— 1/8
Nat. Union Radio	2 5/8	2 1/2	2 1/2

OVER THE COUNTER		
	Bid	Asked
DuMont Lab.	14 1/4	15 1/4
Stromberg-Carlson	14	15 1/2

HOLIDAY PROMOTION

PAYING OFF FOR CARDINAL

Hollywood—A unique type of company promotion was reported to be paying for Cardinal Co., national radio-TV production firm.

Each year Cardinal has packaged series of special Christmas shows for distribution to stations throughout country to acquaint station managers with quality of organization's transcribed product. To maintain attractive features of deal Cardinal decided to sell four "radio Christmas cards," featuring name talent and top-quality production, for total flat price of \$20.00.

According to Joseph F. MacCaughy, firm's proxy, indications are over 400 stations will be carrying "Xmas-4" during coming holidays.

In view of sponsors that local stations will convert into year-around clients, and subsequent stations Cardinal will pick up from satisfied station managers, Christmas promotion by company is considered to justify writing off expense of production not covered by flat price quoted for all markets.

Company is still distributing package from 6000 Sunset Blvd., Hollywood, Calif.

Advt.

Wants More Latitude For FM Broadcasters

(Continued from Page 1)
FCC rules requiring FM stations to stay on the air three hours before and after six P.M. He said "Each licensee should have the freedom of choosing for himself, based on his knowledge of local requirements and best hours."

The WHLI president said that in New York it is not necessary for an FM station affiliated with a daytime-only AM station "to operate its FM facility for a limited number of hours as long as manufacturers continue to turn out poor FM receivers."

The FCC has already proposed to revise its rules on the operation of FM stations and has requested briefs or statements before December 19, 1949. The new rules would require FM stations associated with full-time AM stations to stay on the air from six A.M. to midnight.

Daytime-only AM stations, under the proposal, would be required to keep their FM affiliates on the air simultaneously with AM and a minimum of four hours from six P.M. until midnight.

FM-only stations will require a minimum of three hours before and after six p.m. on the air during the first year of operation, if the FCC approves the new rules. In the second year, four hours in the daytime and four hours after six P.M. would be necessary. Eight hours before six P.M. would be the minimum in the third year, and four hours at night.

Voice Of Democracy Judging Begins Today

(Continued from Page 1)
lumbia, Alaska, Hawaii, and Puerto Rico are represented in the national finals, in which judging will be done by means of broadcast transcriptions. The competition began in October when students were asked to write and record a five-minute radio script on the subject "I Speak for Democracy."

The first contest of this kind was conducted last year and some 250,000 students took part. The sponsors, the NAB, the U. S. Junior Chamber of Commerce, and the RMA, expect more than twice as many participants this year.

The judges who will listen to the state and territorial finalists are: Associate Justice Tom C. Clark of U. S. Supreme Court; J. Edgar Hoover, director of the FBI; James Stewart, motion picture star, Edward R. Murrow, CBS commentator; Douglas Freeman, editor and author; and Andrew Holt, president of the National Education Association.

Four national winners will be chosen and they will each receive a \$500 college scholarship and a trip to Washington. The visit to the capital will include a call on Congress, the President, and Cabinet members. The winners will also be entertained at a dinner in Williamsburg, Va.

The names of the state winners will be announced later this week.

New Members Added To Radio Pioneers Club

(Continued from Page 1)
of the club, announced last week. Earle C. Anthony, owner of KFI, who first came into radio twenty-eight years ago; and Harry C. Butcher, owner of KIST, Santa Barbara who began his radio career twenty years ago when he established CBS's Washington office.

Mr. Anthony was one of the early presidents of the NAB, having served from 1926 through 1928.

Other new members include Owen F. Uridge, WQAM; Ernest La Prade, NBC director of Music Research; Zac Freedman of Coll & Freedman, radio publicists; D. G. Little of Westinghouse Electric; and Ford Billings, WWCO.

Margaret Cuthbert a Member
Also accepted were Phil Hoffman, WOL; Glenn D. Gillett, Washington consulting engineer; Edward R. Hitz, ass't. director of NBC network sales; Margaret Cuthbert, NBC public affairs director; Harold H. Beverage, RCA vice-president; Julian E. Skinnell, WLBR; and E. T. Darlington, WLIB.

Other additions to Pioneer ranks include: Ewen C. Anderson, an RCA vice-president; Dorothy McBride of NBC's continuity acceptance department; A. F. Van Dyck of RCA Laboratories and former president of the Institute of Radio Engineers, and William F. Malo, WDRC, Hartford, Conn.

CBS Web Ratings Soar: Leader In Nielsen List

(Continued from Page 1)
ming with eight of the first ten and eleven of the first fifteen shows aired.

First seven evening shows are, "Lux Radio Theater," "Jack Benny," "Arthur Godfrey's Talent Scouts," "My Friend Irma," "Charlie McCarthy," "Amos and Andy," and "Mystery Theater."

First eight day-time shows are, "Arthur Godfrey" (Liggett & Myers), "Arthur Godfrey" (Nabisco), "Romance of Helen Trent," "Aunt Jenny," "Ma Perkins," "Wendy Warren and the News," "Big Sister," and "Arthur Godfrey" (Gold Seal).

Columbia also won positions 1, 2, and 3 on Saturdays.

Fordyce Heads Sales For Bendix Radio Division

(Continued from Page 1)
Division of the Bendix Aviation Corp. Mr. Fordyce has been active in radio and television for the past twenty-five years.

Changes Stations

Market to Music, Inc., Storecast Corporation of America affiliate in Pittsburgh, has completed the switch-over from WKJF, FM station in Pittsburgh to KQV-FM, Pittsburgh, for its "Music to Buy By" broadcasts in the area.



Free Ride

The baby squirrels are all set for a free ride on the back of the friendly shepherd dog. It's great fun and doesn't cost them a penny.

Of course, advertisers on W-I-T-H don't quite get a free ride. But they do get the nearest thing to it in Baltimore radio. For every buy of time on W-I-T-H is a real, honest - to - goodness BARGAIN!

W-I-T-H, you know, delivers more listeners-per-dollar than any other station in town. And that means that just a LITTLE bit of money does BIG things on W-I-T-H.

So if you want plenty of low-cost results from radio in Baltimore, use W-I-T-H, the BIG independent with the BIG audience. Get the whole story from your Headley-Reed man today.

W-I-T-H
Baltimore 3, Maryland
TOM TINSLEY, President
Represented by Headley-Reed

LOS ANGELES

By ALLEN KUSHNER

FRANK DeVOL, popular radio maestro, has an offer to guest-conduct the Dallas Symphony Orchestra in January, flying to Dallas for the concert between his CBS Oxydol Show broadcasts.

Martin and Lewis, comedy act in which NBC has invested some \$60,000, are reported to be winding up their radio series soon, with full time and attention devoted to TV. Bob Redd, who currently produces their radio show, will continue to produce their TV effort.

Bob Steele, the famous "Sheriff" of Western pictures, is latest to benefit from re-run of old pictures on television. He is negotiating a deal which will bring him to the home screens in person.

Marion Morgan this week started cutting the first of 26 half-hour transcribed shows for the War Department, to be scheduled on 1,500 small stations throughout the nation. The series of shows will pitch reserve corps recruiting. All will be musical variety shows.

Eddy Howard will broadcast nightly over MBS when he begins his engagement at the Deshler-Wallick Hotel in Columbus on Dec. 5th.

Connie Haines NBC "Sweet and Lovely" TV program series will originate in Hollywood this winter.

Carlton E. Morse has signed Mercedes McCambridge, for the starring role in his next three-week chiller for Mutual's "I Love a Mystery" entitled "Million Dollar Curse." Story will be broadcast coast-to-coast beginning Dec. 19th and will emanate from New York.

West coast ballroom operators have voted Frank Veloz "king of dance" in conjunction with National Dance Week. Their "queen" is Betty Grable. Veloz stars on "The Veloz Show" Sundays over KNBH.

United Productions of America's first public display of TV, movie and industrial film cartoons was a standout success, drawing capacity crowds during the five-day exhibition at the Burbank studios.

Jack Bailey, emcee of the "Queen for a Day" program is very busy lining up material on his personal experiences for his starring role in the motion picture version of "Queen for a Day."

Reports On Russia Scheduled For ABC

(Continued from Page 1) describe fully Soviet labor and police methods. The program, supervised by Michael Roshkind, will originate from Paris.

Edmund Stevens, staff correspondent for the Christian Science Monitor will report, from London, on Dec. 5, on Soviet internal politics. Stevens was formerly ABC's Moscow correspondent. He has spent more than a decade in Moscow.



Man About Manhattan. . . !

● ● ● WEEK-END CUFF NOTES: Amazing report from the coast sez that Bob Hope has been offered \$40,000 weekly by an auto firm to put on a weekly half-hour TV show. So far he's showing no interest whatsoever. . . . Ed Gardner planning to return his "Duffy's Tavern" airings to the U. S. (Puerto Rican origination proved to be a first-class aspirin-inducer). . . . "Broadway Revue," bankrolled last year by Admiral, being eyed in a capsule version by an auto outfit. . . . Eddie Cantor doing a dramatic stint on CBS' "Suspense" Dec. 22nd. . . . CBS auditioned two five-minute audience participation shows, "How Do You Rate?" and "Spell a Tune," both emceed by Warren Hull. . . . Web also auditioned a new full-hour simulcast, "The Show Goes On," emceed by Robert Q. Lewis and produced by Lester Gottlieb. Program will showcase vast pool of professional performers lined up through regular auditions with prospective buyers of talent being used as guests. . . . After riding the video dials during Thanksgiving Day, Jack Perlis observes that not all the turkeys were on the dinner tables. . . . There'll soon be a Joan Davis blouse on the market. Sounds like an interesting role to fill. . . . Virginia Travers, who resigned recently as publicity head of Complan agency, has become managing editor of the Alho and D.A. Publishing Companies, which put out a group of monthly mags. . . . Recommended: Those delicious Maine Lobsters served up at Guy Lombardo's East Point House Restaurant in Freeport. Seems like most of Tin Pan Alley moves out there Sunday nites. . . . Herb Shriner puts it this way: In my home town, there's no television. If you wuz caught lookin' in a window you wuz a Peeping Tom.



● ● ● Dick Rubin, the demon MCA salesman, just came back from an extended tour of Calif. and Texas. During the trip he stopped in San Antonio, had a beer or two, changed a dollar bill and received a half buck in exchange dated 1824. Just out of curiosity, Dick had the coin appraised and found it to be worth four bucks. At that rate of exchange, it's better than selling radio shows.



● ● ● WASHINGTON ROUND-UP: Walter Compton, who used to be well-known hereabouts as quizmaster on "Double or Nothing," is now doing a superlative job managing DuMont's Washington outlet, WTTG. Having worked on both sides of the microphone, Walter knows what the viewers want and what's more gives it to them. . . . Another former localite who's made the grade in the Capital City is Nancy Osgood, now Washington's top femme gabber. . . . Still another former New Yorker down there is Jeanne Warner, whose nitely TV Journal is high on the list of local favorites.



● ● ● THE MORNING MAIL: "Things aren't tough enough at a TV preem," writes our old pal, Herb Polesie, "but this hadda happen on 'Twenty Questions' Sat. nite. We had a new make-up man and he made me lie down on the couch. Said he couldn't make me up sitting or standing. I asked him if he knew what he was doing and he assured me he was top man in his last job. 'In H'wood?' I asked him. 'No,' he sneered. 'At the Walter B. Cooke Funeral Parlor in N. Y.'"



● ● ● A holiday mood prevailed in studio A at WEVD Friday for the cast of "My Mother & I," the Yiddish soap opera, which was celebrating its 2000th performance in seven years of broadcasting. Lou J. Gumpert, veepee of B. T. Babbitt, Inc., makers of Bab-o, was there and congratulated Harry Kalmanowitz, scripter of the five-a-week. Molly Picon, whose program precedes the soaper, added her congrats.

AGENCIES

THREE assistant advertising managers of Bristol-Meyers Co., have been promoted to advertising managers for certain products, radio and television shows, it was announced last Tuesday. In his new post, Wallace T. Drew will handle the Break the Bank radio show, Sal Hepatica, Benex Brushless Shave-Cream, Ingram Ammonium Tooth Powder, and Ingram Shave-Cream. Donald S. Frost will have the Trushay, Ammen's Antiseptic Powder, and Vitalis accounts. Roger C. Whitman will supervise the Mr. District Attorney radio and television shows, the Lucky Pup television show and the Ipana, Bufferin, Mum, and Minute Rub accounts.

NORMAN WEXLER is a new member of the research division of Brooke, Smith, French and Dorrance, Inc., in Detroit.

JAMES F. ROCHE, director of public relations and advertising of Moore-McCormack Lines, has been elected a director of the New York Kiwanis Club.

RALPH E. de CASTRO has been elected a vice-president of C. J. LaRoche and Company. Crawford Paton, vice-president in charge of copy research for the agency, has been made manager of the research department. M. James Manning has been made assistant treasurer of the company.

RADIO PROGRAMAS CONTINENTAL network of the Republic of Panama has appointed Melchor Guzman Company, Inc., as its United States and Canadian representatives. **RADIO PROGRAMAS CONTINENTAL** network is the first and only broadcasting system covering the entire Republic of Panama, with 13 transmitters in the eight most important cities of the country.

FORJOE & COMPANY, INC., national representatives for radio and television stations, announces the removal of their Los Angeles office to larger quarters at 1127 Wilshire Blvd., Los Angeles, under the management of Lawrence Krasner.

To Merchandise Novelties On ABC Web Programs

Radio Offers Co. is sponsoring a pair of ABC shows for two performances to plug their novelties before Christmas. The Shoppers Special was carried by the company on Saturday and will be presented again this week. Tonight's and Friday night's presentation of Pick A Date With Buddy Rogers will also be sponsored by Radio Offers. The four broadcasts will be heard over the same 55-ABC station line-up as usual. Huber Hoge and Sons is handling the account.

WE'VE LIGHTNING

EVERYBODY'S WATCHING

KLAC-TV

Represented by THE KATZ AGENCY—NEW YORK

LUCKY CHANNEL 13

DAYTIME PROGRAMMING

Here's the Biggest News That's Hit Television!!

HOOPER RATINGS

At the beginning of the second week of

AL JARVIS MAKE BELIEVE BALLROOM

The first television program that dares to be different!

HOOPER RATINGS SHOW . . .

Average tune-in	10.1%	KLAC-TV average share of audience	76.5%
Highest two-hour average tune-in	12.9%	KLAC-TV highest two-hour share of audience	80.8%

PULSE RATINGS SHOW . . .

Average tune-in	15.6%	KLAC-TV average tune-in	77.6%
Highest tune-in	20.5%	KLAC-TV highest tune-in	84.6%

Everybody's Climbing Aboard the KLAC-TV Band Wagon!!

Your Best Buy In Television and

GOT

IN THE BOTTLE

EVERYBODY'S LISTENING TO

KLAC

Represented by ADAM J. YOUNG—NEW YORK

570 ON YOUR DIAL

DAYTIME PROGRAMMING

Take a Look at These Batting Averages!!

HOOPER RATING SHARE OF AFTERNOON AUDIENCE

KLAC 10.1

Network Station A	8.0	Independent Station A	5.6
" " B	11.8	" " B	6.6
" " C	23.4	" " C	3.2
" " D	13.0	" " D	2.2

(Latest available HOOPER figures as of August and September)

The Fastest Growing Radio Station In America

Radio Is **KLAC** and **KLAC-TV**

Broadcasters Report Southwest Biz Good

(Continued from Page 1)

tions large and small in competitive and non-competitive markets. approve the NAB decision to keep Broadcast Advertising Bureau within the fold and look forward to receiving some sales and promotion guidance from BAB during the coming year. BAB, they feel, is important as a department of NAB and without it the industry organization would find it difficult to retain its paying membership.

Calvin Smith, general manager of KFAC, Los Angeles, district director, was among the early arrivals at Paradise Inn for the two-day session. Smith said that advance reservations indicated good attendance and that the meeting would be "a down-to-earth, grass roots, business session."

Other early arrivals include Carl Haverlin, president of BMI, Inc., A. E. Joscelyn of CBS, Hollywood; Ken Baker, acting president of Broadcasting Measurement Bureau; Maurice Mitchell, director of BAB; Don Lee's Don Tatum of Los Angeles and Kolin Hager, representing SESAC of New York.

Sessions Start Today

The first session will be called to order at 10 a.m. today by the NAM district director, Smith. The morning program will include a preview of the BMB study by Dr. Kenneth Baker, NAB director of research and acting BMB president, and a sales pow-wow presided over by Austin Joscelyn of KNX.

Sales techniques and aids will occupy the opening part of the afternoon meeting with an address by BMI president Carl Haverlin on music matters concluding the business for the day. A cocktail party and dinner are scheduled to follow and wind up the first day.

The cost of labor, personnel, technical, and programming will be covered in tomorrow morning's session. The broadcasters will hear an address by Justin Miller, NAB president, during the final gathering in the afternoon. This will be followed by a forum, discussion, resolutions, and the homeward trek.

Among Early Arrivals

Among the week-end arrivals of the California delegation were:

Frank Samuels, manager ABC and ABC-TV; Lewis S. Frost, assistant to vice-president, NBC; Merle S. Jones, manager KNX and Columbia Pacific network; William J. Beaton, manager KWKW, Pasadena and president Southern California Broadcasters Association; Arthur H. Groghan, manager KOWL, Santa Monica; Gene DeYoung, manager KERO, Bakersfield; Galen O. Gilbert, manager, KGER, Long Beach; Robert J. McAndrews, managing director SCBA; John C. Merino, manager, KFSD, San Diego; Mort Werner, manager and Harry Engle, sales manager, KVEN, Ventura; Clifford Ogden and William T. Stubblefield, Capitol Records;

★ THE WEEK IN RADIO ★

Movie Spot Business Shows Increase

By BILL SILAG

A RADIO DAILY survey revealed a large scale plan by the movie industry to utilize radio advertising to promote interest in the premieres of new pictures in key cities throughout the nation. MGM, Universal, United Artists, RKO, and Paramount were shown to be using radio spots, station breaks, and programming in more than 65 markets at the present time in connection with picture openings. . . . CBS claimed an increase of \$5,000,000 in radio and TV billings and the NAB told the Supreme Court that a Little Rock, Ark., municipal tax on radio stations and time salesmen overturned all previous Court rulings which had held that radio stations are immune to privilege and occupation taxes levied by cities and states. The NAB asked for a re-hearing of an Arkansas case dismissed by the U.S. Supreme Court two weeks ago. . . . And, in another legal action, the American Federation of Musicians accused the CBC of being "primarily interested in a profitable operation, and not too greatly, if at all, concerned with the development of Canadian artists."

The Department of Justice has completed its investigative work prior to filing an anti-trust action against three major webs (NBC-CBS- and ABC) Standing Committees of the NAB were out to nine in line with association's streamlining process. . . . Mutual's billings were increased by \$3,800,000 and CBS took the first four top flooperatings and twelve of the first seventeen positions. . . . A Broadcast Advertising Bureau revealed a similarity in radio, TV rate practices. . . . Raymond F. Guy was elected president of the Institute of Radio Engineers and George Benson resigned as Mutual's national sales manager after a four-year association.

The major webs announced extensive special programming in connection with Thanksgiving Day utilizing Radio, TV, and simulcast transmission. Most weekly shows were tied into the holiday spirit and Radio and TV big-name talent made appearances in one-shot holi-

day shows. Milton Berle headlined Macy's Thanksgiving Day parade. . . . Recent figures revealed that production of home AM and AM-FM receivers probably exceeded six million sets in the first ten months of the year. . . . WIS, Columbia, S.C. opened large new studio and office quarters and received a tribute from the entire NBC web. . . . And the Protestant Radio Commission announced plans to spend more than one million dollars in TV programming.

Stanley Pratt was elected president of the Michigan Association of Broadcasters and the Radio Farm Directors met in a two day session in Chicago. . . . The All Canada Mutually-Operated Radio Stations urged the establishment of a new regulatory body to license and regulate Canadian radio.

Negotiations for the purchase of KMBC, Los Angeles, by NBC were called off by mutual agreement when the web asked certain guarantees that KMBC's present owners felt were too difficult to fill. NBC has long wanted its own outlet in LA, and G. A. Richards, present KMBC head, wanted to retire. . . .

RADIO DAILY, in a front page editorial, took a Washington, D. C. press agent to task for neglecting to report all angles of the story on how all Washington Radio and TV stations went to bat for Washington NBC engineer who needed blood transfusions following an operation.

Frederick H. Lewis, executive director of the Herald-Tribune Fresh Air Fund, lauded the 275 radio stations in the Fund's primary thirteen-state area who devoted free time to building interest in Fund's activities. Lewis said that, in some instances, radio publicity accounted for as much as 60 per cent of the homes found for the more than 10,000 needy New York kids who will have been given free vacations in the country this year.

The Southern California Association for Better Radio and Television again attacked crime programs on the air.

Ralston H. Coffin was named director of advertising for the RCA Victor Division.

Zwahlen WMRC Mgr.

Greenville, S. C.—Guy Zwahlen, formerly North Carolina representative for the Frederic W. Ziv Company, has been named general manager of WMRC, 5,000-watt ABC affiliate in Greenville.

Louis Teagarden, Standard Radio; Walter Davison, Lang-Worth Transcriptions; Tracy Moore, Robert Black, KONA; Bert Horswell, of C. P. MacGregor Transcriptions; Lee Little, KTUC; Garry O'Brien, KTUC; Wayne Sanders, KONA; Stan Spero, KFAC; Jack Gross, KFMB; Leo Schemblin, KPMC; Paul Bartlett, KERO and David Milsten, SESAC.

WMGM Sells Two More

WMGM, New York, has announced two more sales of transcribed program series featuring Metro-Goldwyn-Mayer stars and screen properties.

One Show Has Started

Sales Affiliates, Inc., sponsoring "The Adventures of Maisie," starring Ann Sothern, Thursday, 7:30-6 p.m., started Nov. 24, for Zotos Fluid Wave. Getchall and Richard, Inc., is the agency. Transvision Television is sponsoring the "M-G-M Theater of the Air" series on WMGM, Friday, 7:30-8:30 p.m. H. J. Gold Co., handles the Transvision account.

Farm Directors Meet For 3 Days In Chicago

(Continued from Page 1)

RFD Television" and discussion viewpoints were provided by Bill Givens, WGY; Layne Beaty, WBAP; Tom Page, WNBC.

Saturday evening the A&P Company served as host of a buffet supper. Highlight of the evening was a speech by Maurice B. Mitchell, director of the Broadcasting Advertising Bureau, on the subject "Farm Programs and Advertisers."

On Sunday, the day's activities opened with a breakfast given by the Foundation for American Agriculture which was followed by the annual business meeting of the NARFD. Highlight of the afternoon session was the discussion topic, "Selling Farm Programs," during which Roy Battles, of WLW, Cincinnati, served as moderator.

Others on the program included Joseph G. Bumgarner, agricultural account executive, E. H. Brown advertising agency, Chicago; Lew Van Nostrand, sales manager, WMT, Cedar Rapids, Ia.; Lowell Watts, KLZ, Denver, and Leo Olsend, De Kalb Agricultural Association, De Kalb, Ill.

Following this discussion the subject of "Servicing the Farm Program and Keeping It Sold" was held under the mentorship of Chuck Worchester, WMT, Cedar Rapids, Iowa. Participating in this discussion was Charles N. Karr, sales promotion manager of the tractor division, Allis-Chalmers Manufacturing Company, Milwaukee; Ross Wallace, Wallace Advertising Agency, Des Moines, Iowa; Don Sullivan, commercial manager, WNAX Yankton, South Dakota, and John C. Dree, director, sales promotion and publicity WLS, Chicago.

Armour and Co. hosted at a cocktail party that evening. This was followed by the annual NARFD banquet, during which Larry Haeg, WCCO, first president of NARFD, served as toastmaster. Speaker for the banquet was Dr. Kenneth McFarland, superintendent of Kansas Public Schools, Topeka, Kansas.

English Teachers' Award Goes To 'NBC Theater'

(Continued from Page 1)

at the 39th annual meeting of the organization in Buffalo, N. Y.

Among other programs given honorable mentions were "You Are There" and "Invitation To Learning," both CBS.

The award was presented by Leon C. Hood, chairman of the teachers group Radio Committee. "NBC Theater" originates in Hollywood and is directed by Andrew C. Love.

Stork News

Harrison "Chick" Kimball, director of artist bureau at WSB, Atlanta, is the father of a son born to Mrs. Kimball Nov. 13. Baby will be named J. Carlton.

TELEVISION DAILY

Section of RADIO DAILY, Monday, November 28, 1949 — TELEVISION DAILY is fully protected by register and copyright

TELE-RECEIVER MARKET BOOMING

TELE TOPICS

ON RADIO, the Longines-Wittnauer special Thanksgiving Day show on CBS, probably was very pleasant listening. On TV, most of it was sheer boredom. Featuring the Longines Symphonette, conducted by Mishel Piastra, and the Wittnauer Choraleers, under Eugene Lowell, the program was primarily audio and under the restrictions of AM duplication, did not belong on video. There were three dance numbers, featuring Bambi Linn, during the hour-long stanza and the remainder was merely orchestral and choral music. There were many unimpressive shots of the orchestra and singers, with the latter reading from a score. Apparently cognizant of the fact that music cannot be seen, the producers tried to gimmick the show by screening film clips to illustrate various songs. Thus we saw pictures of hills for "Hills of Home," a man in a horse-drawn cart for "Going Home," and other films, all equally imaginative. . . . Show was produced and directed by Alan Cartoun, with choreography by John Butler. Frank Knight was the announcer.

THE SECOND special holiday show seen by this reviewer was also a bit disappointing. Although much better than last year's counterpart, the Elgin-American show on NBC was at best a spotty affair. With the exception of the Ritz Bros., none of the stars showed to best advantage and the high spots were supplied by lesser-known performers. Emcee George Jessel offered his usual supply of quips about Jo'son, Cantor and Zanuck as well as plugs for his pictures. Milton Berle, who had done an excellent job that morning on the Macy parade pickup, used many of the oldest jokes at his command. Phil Regan and Frances Langford sang two songs each, and neither seemed very happy when Jessel got in on the act. The broad comedy of the Messrs. Ritz registered very well in their opening song routine, but became quite flat in a bit about "Snow White."

STANDOUTS IN THE 90-minute show were Los Gatos, a sensational tumbling trio, and Florence Hin Lowe, a graceful, amazing contortionist. Miss Lowe, incidentally, was unannounced because Jessel was building up an intro for the Ritz Bros. when she came on. Similar treatment was received by Avon Long, who danced to a song by the Charioteers. The concert hall routine of Mata and Hari was good, but has been on video several times now. Dance numbers were excellent, thanks to Esther Junger's choreography and the efforts of a group of spirited young dancers. Production was a bit sloppy, with closing production number interrupted for the end commercial followed immediately by chain break.

New Film Recording Developed On Coast

Development of a new automatic system making possible simultaneous recording, on original film, of a live broadcast without interruption of the show or additional personnel was announced at the weekend by the Wootten Engineering Co., of Hollywood, Calif.

System consists of a "coordination unit" that converts a standard 16 mm. Mitchell camera into an automatic unit controlled by the video camera.

Two additional automatic instruments, used in the laboratory, convert the films into release prints suitable for rebroadcast, eliminating necessity for splicing, editing, etc., Wootten said. Release prints are obtainable in a matter of minutes after processing of the negatives has been completed, it was said.

System was invented by William A. Wootten, Los Angeles 16-mm. film producer. Arthur Michaud is business manager of the firm.

New Musical Film Series Planned By Fairbanks

New series of 26 film musicals starring Danny O'Neil was scheduled yesterday by Jerry Fairbanks Productions for production early next year. The 15-minute featurettes are planned as a sequel to "Paradise Island," now being aired by 33 stations.

Untitled as yet, series theme will be western in contrast to tropical settings of "Paradise Island."

Filming is tentatively slated for

Receiver Production Under Way In Can.

Montreal—Television sets destined for Ontario are coming off assembly lines in Montreal. This city is still without TV facilities apart from freak reception over long distance but has a station at a local plant, where only technicians and employees of the company compose the audience. There is no license to transmit, so there is no reception outside the four walls of the plant.

About 12 Canadian firms have inaugurated or plan receiver production, and by the end of 1949 Canadian output may reach 7,000.

Canadian Marconi Busy

Canadian Marconi Co. is turning out sets at its Montreal factory. S. M. Finlayson, general manager, said that not only had the company been producing sets since late summer but that cross-Canada experiments were being made to test reception possibilities under present conditions.

"We are very keen to obtain a license to operate a television station here in Montreal," he said, "if private licenses were granted now, areas could be opened up and Canadian stations in operation by the end of next year."

At RCA Victor, Canada's only operative 12 channel test transmitter provides tests for receivers now in production.

the producer's facilities at Churubusco studios in Mexico City where "Paradise Island" was shot early this year. Work on scripts for the 26 quarter-hour shows was started early this week.

The Week In Television

FCC Concludes First Phase Of Color Hearings

The FCC concluded the initial phase of its color hearings with two days of comparative demonstrations of CBS and RCA color and Du Mont black and white. The Commission proposed that the proponents of the various color systems conduct field tests for at least one hour a day for 30 days "with a reasonable number of receivers distributed both to technical and non-technical persons not connected with the development of the system." At the same time, Dr. Allen B. Du Mont revealed that his firm is working on a 441-line color system, still in the experimental stage, but with greater color fidelity than either the CBS or RCA systems. . . . A plan to syndicate two hours of daytime programming daily to stations on and off the cable was announced by Du Mont. Stations would pay for the shows, not more than \$100 an hour, and sell local participations. . . . A large degree of similarity between AM and TV rate customs was reported by a BAB survey, with shorter rate guarantee periods, higher charges for shorter program periods in relation to basic hourly rate and extra charges for studio use the major differences.

Nine Months Of '49 Exceeded Whole Of Last Year

(Continued from Page 1)

sold in the third quarter of 1949 was from 12 to 13.9 inches, constituting 44 per cent, but tubes of 14 inches and over represented 21 per cent.

Manufacturers reported sales of 648,823 units valued at \$17,154,450 during the third quarter of this year, a slight decline from the 777,054 units valued at \$23,123,698 sold in the second quarter of 1949.

A breakdown of the RMA cathode ray tube statistics shows 609,517 tubes valued at \$15,926,047 sold to equipment manufacturers in the third quarter bringing the total for the three quarters to 1,992,541 units valued at \$58,253,474. Tubes sold to users and distributors, the U. S. Government, and for export comprised the remainder.

700,000 to New York-Newark

TV receiver manufacturers reporting to RMA have sent more than 700,000 sets into retail stores in the New York-Newark area. RMA reported Friday, with 503,352 sets having gone out to 49 cities during the third quarter of this year. A total of 2,209,724 sets are said to have been shipped thus far to these areas (since Jan. 1, 1947) by RMA members, with 1,255,346 having gone this year.

More than 100,000 sets have gone to six cities, with Philadelphia reporting 253,303, Chicago 209,600, Los Angeles 190,294, Boston 110,928, in addition to New York's 505,703 and Newark's.

RMA members account for approximately 80 per cent of the sets manufactured.

New York was the destination of 90,055 sets in the third quarter, with 33,842 for Newark, Los Angeles received 52,962, and Chicago 52,906, while Philadelphia was the shipping terminal for 48,842 sets and Boston for 30,695.

Radio Aid Emphasized In Xmas Seal Drive

Radio has been called "a vital factor" in the fight against tuberculosis by Dr. James E. Perkins, managing director of the National Tuberculosis Association. He pointed out that radio has assisted health education programs of the tuberculosis associations and the annual Christmas Seal campaign. Said Perkins: "We wish to express our sincere thanks to radio for its splendid support."

Five Stations Tell FCC Their Petition Yr. Old

(Continued from Page 1)

petition for immediate consideration, pointed out that there has been no action at all on either of his two filings.

The stations include WNYC, New York; WOI, Ames, Ia.; WKAR, East Lansing, Mich.; WNAD, Norman, Okla.; and WHCU, Ithaca, N. Y.

Cohn wrote that:

"The inactivity of the Commission in connection with this matter has had the effect of denying to the public an opportunity of hearing programs in the public interest. Equally important, this very inactivity has effectively denied the petitioners their rights under Section 4 (d) of the Administrative Procedure Act and Section 1.702 of the Commission's rules which specifically provide that petitions may be filed to institute rule making proceedings. I am aware of the great volume of work before the Commission. Nevertheless, I think it is unfair to the petitioners effectively to deny their petition by inactivity. If the Commission desires to deny the prayers of the petition, it should act upon the petition and deny them rather than to continue to ignore them."

More Co-operation Urged By Missouri Newsmen

Jefferson City, Mo.—The Missouri Association of Associated Press Broadcasters, meeting here, emphasized radio's role in the exchange of news and directed that the Association's Continuing Study Committee explore the matter further. The greatest challenge, according to the meeting, lies in developing a cooperative spirit on the news front.

The news broadcasters agreed, by a majority hand vote, to accept collect calls from other members when the members wished to relay news of primary importance to the accepting station.

Bruce Barrington, news director of KXOX, was elected president of the group and Jim Monroe, KCMO, vice-president. Merrill Chilcote, managing editor of the St. Joseph News-Press was guest speaker. He discussed the prejudice, among newspapers, against sharing a story with another member in the same territory.

Emerson Dividend

Emerson Radio stockholders will receive a 10 per cent stock dividend on December 23, 1949, the company has announced. The board of directors in voting the dividend said that rapid expansion of television dictated the necessity of conserving funds to meet any requirements that might arise. The Emerson Radio and Phonograph Corporation paid cash dividends of \$1.30 per share in the fiscal year ending October 31, 1949.

COAST-TO-COAST

WTTM Editor Interviews Guest

Trenton, N. J.—Commemorating the 204th broadcast of the Rutgers University Forum, aired over WTTM each Saturday at 12:30 p.m. Arnold Snyder, station news editor, will act as one of three interviewers on the Saturday, November 29th broadcast featuring as guest speaker Dr. Charles R. Erdman, Jr., commissioner of the Department of Conservation and Economic Development.

Disc Jockey Defeated

Washington, D. C.—Jerry Strong, WINX morning man and disc jockey, has been spinning the records his listeners want to hear for the past ten years. However, Strong was forced to admit defeat recently, when he received the following from a request listener. "Please play Margaret Truman's recording of 'Mule Train.' Any morning between 7 and 8 will be fine.

WDAR Covers B-29 Search

Savannah, Ga.—WDAR sent its Program Director, Milton Bellah, and Chief Engineer, Howard Jewett, out to cover the search for the survivors of the B-29 which crashed while flying to Bermuda. These two men were airborne for seventeen hours, and while the plane they were on did not locate the survivors, they came back with an interesting story for a fifteen-minute broadcast.

Urges More Simplicity In Planning Advertising

Roanoke, Virginia—The need for simple and straightforward advertising was emphasized by Leonard W. Trester, chairman of the Advertising Committee of the United States Chamber of Commerce, in an address before the Roanoke Advertising Club last week.

Trester said there is a challenge to those engaged in advertising to answer critics "not only by creating a better public understanding of the purpose and function of advertising, but also by cleaning the stables where necessary." He continued "The Federal Trade Commission has been looking with a jaundiced eye on distribution methods which in particular lines are inseparable from nationally advertised brands."

The Chamber of Commerce representative told the club that "Consumer publications, generally critical of our distribution system and of its keystone-advertising have tripled in circulation since the war. Also, according to the Psychological Corporation, the number of people who believe advertising increases the cost of goods is at an all-time high."

Trester, who is also Director of Public Policy for the General Outdoor Advertising Co., Inc., said public opinion was made locally. He urged clubs to reach people through local action.

U. S. Rep. Speaks On WDRC.

Hartford, Conn.—United States Representative A. A. Ribcoff, who has just returned from a six-week's tour of Europe, describes his reactions and his opinions on foreign policy in a broadcast over WDRC, Monday, Nov. 28, at 6:30 p.m. The broadcast was arranged by the Foreign Policy Association.

Lux Contest Results

Dayton, O.—The WHIO-Lux Radio Theater "Prettiest 15-Year-Old Girl Contest" came to a climax in the WHIO listening area November 21, with the announcement of Betty Jean Tompkins as local winner during Bob Campbell's "Teen Time" program on WHIO-TV.

Holt Resigns WHAY Post

New Britain, Conn.—Hillis W. Holt has resigned as general manager of radio station WHAY to become chairman of the board of directors and chief engineer. This announcement is made by the stockholders of the Central Connecticut Broadcasting Company.

WCSI Aims IC Contest

Columbus, Ind.—Radio Station WCSI-FM again this year has completed arrangements to broadcast the Big Four Christmas basketball tournament, The Indiana Classic, to be held in Butler Fieldhouse, Indianapolis. This is the second year that WCSI has broadcast the event.

Five New Programs Being Packaged By CBS

CBS has packaged five new shows which have been auditioned and may become part of the web's schedule within the next few months. All were created by the network's program department under veepee Hubbell Robinson.

"The Show Goes On," full-hour variety series starring Robert Q. Lewis will be auditioned as a simulcast on Dec. 1. If it clicks, CBS may spot it in the 10 P.M. period on Tuesdays. "Up For Parole," a half-hour dramatic series based on case histories of decisions granted by state parole boards, has been developed and now waits programming action.

A five-a-week daytime serial "Halfway To Heaven" also awaits action as do two 5-minute quiz shows, "Spell A Tune" and "How Do You Rate."

Round Table Discussion Set

Cambridge, Mass.—"Are Christianity and Capitalism Compatible" will be the topic of a special ABC forum from Cambridge High and Latin School on December 3. Author Clare Booth Luce and Dr. Reinhold Niebuhr of Union Theological Seminary will speak. A students' round table will follow the discussions on the full-hour broadcast.

Hyde Reports To FCC On NARBA Problems

(Continued from Page 1)

tatives, and that he cannot tell yet how it will come out. The NAB resolution of last month, by NAB's Fourth District, did not help matters at all, he said. The NAB group had called for economic sanctions against the Cubans, and for permission to American stations now bound to protect Cuban broadcasters up to their power and effectively spoil the Cuban signal because of charges that Cuban stations have for several months been interfering with American stations in contravention of the expired agreement.

Statement by Hyde

"I have no desire to spat with NAB" Hyde said, "but it is unfortunately true that the resolution did make it more difficult for us to negotiate with the Cubans."

He said that although Mexico is not formally participating, there is a Mexican observer on hand and that he is hopeful there will be no great difficulty with Mexico once a new agreement is achieved.

Big Brother Group Seeks Aid Of Radio

Philadelphia—The Big Brothers of America, a leading volunteer agency in the fight against juvenile delinquency, has enlisted the aid of sponsors and stars of network radio shows to promote the observance of Big Brother Week throughout the U. S. and Canada Jan. 15-21. Members of the Public Relations Advisory Committee for Big Brother Week include Donald W. Thornburgh, president of WCAU; H. A. Batten, president, N. W. Ayer and Son, and Norman W. Geare, of Geare-Marston, Inc. The Advertising Council is also cooperating in the observance.

NAB Sends FM Members Revised Ownership Study

Washington Bureau of RADIO DAILY
Washington—NAB announced Friday that it is sending FM members a revision of its 1948 study "Procedures for Determining FM Set Ownership by Communities." The study is by Dr. Kenneth H. Baker, research director, and outlines inexpensive methods to estimate set ownership for those stations which need special circulation figures.

It was suggested that now or early next year is an excellent time for such studies.

Patton Joins ABC, Chi.

Chicago—Appointment of Phillip G. Patton as executive producer for ABC here was announced last week by Fred Killian, Central Division program director. Patton will be in charge of directors and program assistants and will maintain general supervision over continuity and film departments.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 38

NEW YORK, TUESDAY, NOVEMBER 29, 1949

TEN CENTS

NARFD NAMES OFFICERS, LISTS AWARDS

Mitchell Talk Feature Of Dist. 16, NAB, Meet

Phoenix, Ariz.—The 16th District, NAB, convention opened here this morning with greetings from Hon. Dan E. Garvey, Governor of Arizona.

The meeting was called to order by Calvin J. Smith, NAB district director, and Austin Joscelyn, KNX, who introduced Maurice B. Mitchell, director of BAB. Mitchell gave his famous "Mitch's Pitch" on "Increasing Radio's share of the Advertising Dollars," "National Spot Business" and "How to Turn People into

(Continued on Page 8)

Hedges Named Chairman Of March Of Dimes Drive

William S. Hedges, NBC vee-pee in charge of planning and development has been named chairman of the Radio & Television Broadcasting Stations Division of the fund raising drive for the National Foundation of Infantile Paralysis, it was announced by Emil Schram, chairman of the greater New York 1950 March of Dimes. Mr. Hedges is also president of the Radio Pioneers.

According to Mr. Schram, a quota

(Continued on Page 2)

GOP Publicity Director Dies Suddenly On Sun.

Washington—William C. Murphy, Jr., 51, publicity director of the Republican National Committee, died on Sunday in his sleep of a heart ailment.

Murphy assumed the Republican party post in May, 1945, after having served for 25 years as a political reporter in Washington. His news-

(Continued on Page 8)

Nightlifers

After midnight radio programs draw American tourist trade, Corey Thompson, manager of CKVL in Quebec, told the Massey Commission on Arts, Letters and Sciences. He submitted to the Commission that all state-owned transmitters should give service 24 hours a day to attract holidaying Americans in Canada.

Col. Records Sets Radio Spot Campaign

Columbia Records will use spot radio in local markets throughout the country in a special pre-Christmas campaign to plug their LP line. The spots will be in addition to the regular co-op shows used by local record dealers.

The radio advertising will be supplemented by ads in local newspapers and national magazines, according to Ken McAllister, Co-

(Continued on Page 2)

Hearing By FCC Dec. 20 On WHOM Shift To N. Y.

Washington Bureau of RADIO DAILY Washington—The FCC has scheduled oral argument for December 20 on its proposal to deny the application of WHOM to move its studios from Jersey City to New York, it said yesterday. The studio shift had appeared to be merely a matter of formal approval, but ran into a policy shift during the long period in which it was pending. An initial decision is now out denying the change.

W. U. Hits AT&T 'Monopoly' At Hearing On Video Relays

Washington Bureau of RADIO DAILY Washington—The right of AT&T to monopoly in TV relay was examined by the FCC yesterday, as it held hearings on its initial decision ordering the company to permit inter-connection with privately-owned relay systems for the intercity sending of TV programs. Western Union registered a stiff protest against the Commission order as drawn, on the ground that

Roy Battles Prexy; Phil Alampi Veep; 10-Year Farm Broadcasters Cited; Association 'Handbook' Ready

New England Group Form Regional Web

Boston—Twenty-one stations in six New England states have formed the New England Broadcasting System, Kettle-Carter, radio representatives in Boston, has announced.

NEBS says the stations will be sold as a single unit, or by parts. The newly formed network is holding a sales meeting at Boston's Ho-

(Continued on Page 8)

WJR Aids Farm Directors With Mobile Studio In Chi.

Chicago—The complete facilities of WJR's mobile studio again were made available to the nation's radio farm directors meeting in Chicago for the National 4H Congress and the International Live Stock Exposition. The studio is lo-

(Continued on Page 2)

KHQ Tower Damaged In Northwest Wind Storm

More than 400 feet of the 826 foot tower owned by station KHQ, NBC outlet in Spokane, Wash., lay crumpled on the ground following the severe wind storm which last Saturday lashed the Pacific north-

(Continued on Page 8)

Chicago—Roy Battles, farm director of WLW, Cincinnati, was elected president of the National Association of Radio Farm Directors at the group's sixth annual convention held here at the Stevens Hotel over week-end. Some one hundred and twenty-five farm directors were present here for the

(Continued on Page 5)

Fax Presentation Made To Columbia 'U'

A facsimile transmission and receiving system has been turned over to the Columbia University Graduate School of Journalism by the New York Times, Dean Carl W. Ackerman announced yesterday.

The equipment will enable students to study the techniques in the field of electronic communications, according to the dean. He says the

(Continued on Page 5)

Taylor Denies Charges Of 'Monopoly' By FTC

Henry J. Taylor, ABC news commentator, yesterday denied Federal Trade Commission charges that his Package Advertising Company "tended to create a monopoly" in unpatented wax paper wrappers which Taylor is alleged to have

(Continued on Page 5)

Anniversary

The second anniversary of the establishment of the State of Israel by the United Nations will be observed by a special broadcast over WLIB today. The station will broadcast recorded excerpts from UN proceedings two years ago when the state was approved. The program will also include music appropriate to the occasion.

Reticent

Washington—Assistant Attorney General Herbert A. Bergson, head of the anti-trust division of the Justice Department, has refused comment on reports that his division must decide shortly whether it will proceed with an all-out anti-trust suit against the three major nets. Bergson was absolutely unwilling to answer questions regarding the probe.

while it would require interconnection, for instance, with Philco's microwave relay setup between New York and Philadelphia, it would not require inter-connection of AT&T circuits with Western Union facilities between Philadelphia and New York.

The Commission proposal is that the Bell System be required to permit the use of the privately-owned

(Continued on Page 7)



Vol. 49, No. 38 Tues., Nov. 29, 1949 10 Cts.

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FRANK BURKE : : : : Editor

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

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Hal Tate, Manager.
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SOUTHWEST BUREAU

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

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

FINANCIAL

(November 28)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	7 3/8	7 1/4	7 1/4	
Admiral Corp.	29 1/4	29	29	
Am. Tel. & Tel.	146 7/8	146 3/8	146 7/8	+ 1/4
CBS A	25	24 7/8	25	
Philco	29 7/8	29 3/4	29 7/8	
RCA Common	12 3/8	12 1/8	12 1/4	
RCA 1st pfd	73 1/2	72 5/8	73 1/2	+ 1/2
Stewart-Warner	11 3/8	11 7/8	11 7/8	+ 1/8
Westinghouse	28	27 1/2	27 1/2	- 1/8
Westinghouse pfd	102 1/2	102 1/2	102 1/2	
Zenith Radio	28 3/4	28 3/8	28 3/4	+ 1/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	15 3/4	15 1/8	15 3/4	+ 3/4
Nat. Union Radio	2 1/2	2 1/2	2 1/2	- 1/8

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	14 1/4	15 1/4
Stromberg-Carlson	13 3/4	15

GOODWILL GESTURE BRINGS IN RETURNS

Hollywood — Goodwill promotion of stations throughout country via special Christmas shows sold at flat price in all markets was reported to be in final stretch by Joseph F. MacCaughy, president of Cardinal Co., radio-TV production firm.

Organization packaged top names in four quarter-hour programs featured for one-time broadcast during ensuing holidays. Labeled "Xmas-4" the entire package has been made available to all markets for flat price of \$20.00. Response to this station promotion has been terrific, according to MacCaughy. Indications are a minimum of 400 stations will carry Cardinal Christmas shows during holidays.

Four shows are designed to be broadcast as late as December 25th, if not before.

Company is filling orders from its Hollywood headquarters at 6000 Sunset Boulevard, Hollywood, Calif.

★ **COMING AND GOING** ★

A. E. JOSCELYN, director of operations for CBS in Hollywood, and MERLE JONES, general manager of KNX-Columbia Pacific Network, are returning to the film capital after having attended NAB's District 16 meeting in Phoenix, Ariz.

EARL MULLIN, publicity manager of the American network, is back at his desk following a week-long vacation.

HERMAN GUERIN, development-group administrative assistant in the engineering department of NBC, is in Camden, N. J., attending a meeting on television lighting.

MORTIMER W. LOEWI, director of the DuMont network, is resting up for awhile in Hollywood, Florida.

JOHNNY LONG and the members of his band are in New Bedford, Mass., another stop in their current series of personal-appearance engagements.

PHIL ALAMPI, form director at WJZ, is due back today from the annual meeting of the Radio Farm Directors, which was held at the Stevens Hotel in Chicago.

WJR Aids Farm Directors With Mobile Studio In Chi.

(Continued from Page 1)
cated across the street from the Stevens Hotel. Last year 42 different stations transcribed programs at the WJR studio for re-broadcast over their own stations. The records and facilities were offered at no cost to the radio stations as a Goodwill station public service. Many types of programs were recorded varying from transcriptions of 4H Club and Live Stock Exposition news highlights to interviews with local winners of National 4H Club and Livestock awards.

General Manager Harry Wismer led a WJR delegation consisting of Farm Editor Marshall Wells, promotion manager, James Quello, and producer engineers Bert Vangeisen and Keith Kinney. The WJR studio usually functions under the direction of Farm Editor Wells to bring radio to the farmer and to rural Michigan and Ohio areas. It has been a popular feature at many state and county fairs and agricultural conferences.

Arch Kepner

Arch Kepner, continuity editor of WQXR, died Sunday at New York's Mount Sinai Hospital after a two-month illness. Kepner was born in Frankfort, Kentucky and graduated from Princeton University. He joined WQXR in 1937 as an announcer and was chief announcer for the station when he joined the Navy. After his service, Kepner returned to WQXR as head of the continuity department.

A champion bridge player, he reached the quarter finals of the 1949 Vanderbilt knock-out team-of-four national tournament.

Wedding Bells

Mike Dann, NBC trade publicist, and Joanne Himmell, of WNBC's "Tex and Jinx" staff will be married Friday, December 2. The newlyweds will honeymoon in Nassau.

W. W. CHAPLIN, commentator for NBC and narrator on the network's "Report to America," is expected back tomorrow from Houston, Texas.

MAURICE B. MITCHELL, director of the Broadcast Advertising Bureau of the NAB, today is in Los Angeles to address the Advertising Club of the movie city on the subject, "Increasing Broadcasting's Advertising Dollars."

GORDON GRAY, vice-president of WIP, Philadelphia, is in Chicago on business. He'll be there through tomorrow.

JOHN DERR, assistant director of sports at CBS, back from South Bend, Ind., where on Saturday he directed and produced the network's broadcast of the Notre Dame-Southern California game.

GEORGE CASE, manager of WNAO, Raleigh, N. C., is spending some time in Gotham on station business.

JOE WEIL today is flying to Hollywood to supervise production of a special fund trailer and several television spots.

Hedges Named Chairman Of March Of Dimes Drive

(Continued from Page 1)
of \$4,000,000 has been set as the goal of the 1950 drive in the greater New York area. The national case load of infantile paralysis is expected to reach 40,000 with nearly 2500 cases in New York City alone.

Col. Records Sets Radio Spot Campaign

(Continued from Page 1)

lumbia's manager of distribution and promotion. He says the ads will concentrate on the new LP model 103, the older 102 model and LP records in general.

Columbia is also working on film spots to be used for television, but there is doubt that this media will be used before Christmas.

Noma Using TV Spots To Sell Xmas Novelties

Noma Electric Corporation is using TV for the first time to advertise their line of Christmas decorations. The first of the one-minute film spots appeared last night and others will be run over 32 stations in 11 cities throughout the country from now until December 21st.

H. J. Williams, advertising manager for Noma, says this is the first step along this line. He adds that radio was tried some years ago, but with little success. Williams says that color television might make television ads for them much more effective. The Albert Frank-Guenter Law Co. is the Noma agency.

He means business!



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

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

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

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



W-I-T-H

BALTIMORE, MARYLAND

Tom Tinsley, President • Represented by Headley-Reed

Jamison has something on his mind...



As a matter of fact, our Mr. Jamison, one of the brightest young men in town, has *plenty* on his mind.

Although he is much more salesman than statistician, he has a ready fund of facts and figures on the broadcasting business that is the envy of many a representative twice his age.

"I look at it this way," he will tell you. "There is nothing secret about most of the information I carry around in my head (where I can always find it). Most of it is available in various standard or special sources of information. The rest you can get for the price of a phone call to the right man. But the point is this: when an advertiser or a broadcaster wants information, he is very likely to want it fast. And the man who can give him the most information fastest is the man who is serving him best. Radio representation, as you know, is a *service* business. We don't actually own anything but the furniture—Spot Radio, the product we sell, we sell for somebody else.

"The fact that my clients appreciate this fast service helps me sell more time—the *right time*—either to them or for them. And the fact that any Weed and Company representative can do the same lets us today do more business for our clients (advertisers and broadcasters alike) than ever before."



Weed
and company

*radio and television
station representatives*

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

AGENCIES

BROOKE, SMITH, FRENCH & DORRANCE, INC., Detroit and New York advertising agency, announces the addition of William Ross Fry as a creative supervisor in the Detroit division. Fry, a graduate of Columbia University, has had 23 years' experience in the advertising field with General Motors, Chrysler, the Geare-Marston Agency in Philadelphia, and Campbell-Ewald in Detroit.

MANNIE GREENFIELD ASSOCIATES, publicity, now handling singer Jo Stafford in collaboration with the Margaret Ettinger office of Hollywood. The Greenfield organization has also added Capitol Records' musical director, Paul Weston to its stable.

PAUL ROBERTS, formerly a radio director at NBC, has joined the radio department of Benton & Bowles as script editor and radio director.

THE ADVERTISING COUNCIL will give radio bulletin and car card support to the American Heart Association next February during the drive for funds that month.

DAVIS BROS. FISHERIES COMPANY, INC., of Gloucester, Mass., has selected James Thomas Chirung Company, Boston and New York, as its advertising agency to promote two of its products in nation-wide markets. These products are a new cat food and a new addition to the famous Deep Sea Dave line: fresh-frozen fish fillets. Davis Bros. will be served through the Chirung Boston office.

VISION-CRAFT CO. of Newark has named H. W. Hauptman Co. to handle television shows and other advertising.

D. C. BERRY, advertising manager for McKesson and Robbins, Inc., has been promoted to vice-president in charge of advertising.

JOHN W. CUNNINGHAM has joined Sloane-Stoll, Inc., as an account executive.

INSULINE CORPORATION OF AMERICA of Long Island City, radio electronic parts manufacturer, has named Bass and Co. as their agency.

FRANK BRINE has been named advertising manager of The Babb Co.

Sales Executive
TELEVISION and RADIO
PACKAGE SHOWS
available

Excellent contacts with Agencies and Sponsors of Big Time programs. Write or Wire Box Number 289, RADIO DAILY, 1501 B'way, N. Y.



California Commentary . . . !

● ● ● Absence of broadcasters who are attending the NAB District convention at Phoenix leaves radio row rather deserted this week. . . . practically all of the top broadcasters made the Arizona trek. . . . Pat Patricoff, former Steve Hannigan

Hollywood

publicist, showed the film colony a trick or two when she produced a movie short, "Santa's Workshop" and planted it as an entertainment feature on 40 TV stations. . . . Pat's film was a plug for North Pole, N. Y., on Whiteface Mountain in the Adirondacks and carried a smart plug for a new line of toys. . . . "Kornegie Hall," comedy TV musical show, featuring Freddy Fisher and his Snicklefritz orchestra, has been added to the program sked of KLAC-TV. . . . Joseph T. Ainsley, director of the "First Nighters" for the past 15 years is handling the new Jay Lee Rocca-Hal Davis production. . . . Irene Ryan begins her third year on the Bob Hope show with tonight's broadcast on NBC. . . . west coast staffers of NBC are betting that more executive changes will be made in the radio department of the network in New York before January 1st. . . . Glenn Langan plans to halt transcriptions of his "Mystery is My Hobby" on the Mutual web and to go "live" around January 1st under Knox pharmaceutical sponsorship.



● ● ● There are now better than 260,000 TV receivers in the Los Angeles areas. Figuring five viewers per set, this gives a total of 1,300,000 regular TV fans. Statistics are really jumping. . . . MJB Company, coffee, and American Tobacco Co., have renewed on Don Lee TV-KTSL. Coffee Co. account is placed through John Blair Co. & BBD & O agency, San Francisco. . . . Bill Shaw, KNX-CPN assistant sales manager, returned from a three-week trip to New York and Chicago on a sales stint. . . . Teddy Hart has entered the TV producing field through Teddy Hart Production, which will make thirteen subjects, 15 minutes each. Studio space now is being set, with shooting to start late in December. . . . Radio Station KSJO, San Jose, California has renewed their contract with World Broadcasting System for use of their transcribed library service. . . . Jerry Devine is recording his December 2, 9 and 16th ABC "This Is Your FBI" broadcasts, so that he can take a combined business and vacation trip to New York with his family. Jerry needs a well deserved vacation. . . . The Lyon Van & Storage Co., Los Angeles, will sponsor a 13-week series of six weekly participations in the KNX "Housewives Protective League-Sunrise Salute" programs featuring Knox Manning. Order was placed through Smalley, Levitt & Smith, Inc., Los Angeles. Meredith Pratt is the KNX account executive.



● ● ● Sterling Drug, Inc. has signed a 52-week renewal of "Bride and Groom" broadcasts over 222 stations of the American Broadcasting Co.'s radio network effective January 2nd, 1950. Show is emceed by John Nelson and produced by Marvin Beck. Jack McElroy is singer-announcer. Dancer-Fitzgerald-Sample, Inc., handled the deal. . . . The famous Santa Claus Lane parade, in which NBC and KNBH stars appear, was televised by KNBH, from the corner of Sunset and Vine, Hollywood, on last Wednesday. . . . Larry Finley Productions will open another office in Portland, Ore., this week as distribution center of radio stations in the Pacific Northwest. . . . Bill Gillett, v.p. and director of TV for Young and Rubicam, Inc., agency, is in from New York to visit Hollywood office for ten days. . . . Les Mitchel, producer-director of "Skippy Hollywood Theater," returned to Los Angeles after three weeks in London, England, where he produced six special "Skippy" shows to be heard over CBS.

SOUTHWEST

RALPH WIDMAN, Sports Director of WFAA, Dallas, was the unwitting originator of a new "bowl" game to stop all further trends in that direction. A mere mention, on one of his sports broadcasts, of the interest in several Eastern "midget games" brought forth an open challenge from the little town of Gause, Texas, which boasted an undefeated and untied "midget" football team. San Saba, Texas, promptly challenged the challengers and when Midman told the story, the Cameron, Texas, Chamber of Commerce was flooded with demands for sponsorship, with the result that the "Milk Bowl" game was arranged for December 10. WFAA, Dallas, will carry the entire game and give the little fellers the same treatment they accord Southwest Conference games. The future grid stars, who will shine in the first "Milk Bowl" fracas, are all under 13 years and under 100 pounds.

Roy Hofheinz, President of KTHT, MBS outlet in Houston, was honored speaker, at-the-breakfast-table, before the Executives Association of Houston. Bill Bennett was program chairman and introduced Hofheinz to the club which holds regular breakfast meetings at 7:30 AM each week.

Bob Hope will make a personal appearance in Fort Worth December 2 at Will Rogers Coliseum. Proceeds from the show go to the Free Milk and Ice Fund of the Star-Telegram WPAP's newspaper affiliate. The entire production, publicity and promotion of the show is being handled by station personnel. In addition to his personal appearance, Hope is in Texas to look after oil interests, go bird hunting, attend the Notre Dame game and a smoker, and to play an exhibition golf match at Rivercrest Country Club in Fort Worth. He arrives by plane Wednesday, November 30.

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

Tele-Set Production Rapid, RMA Reveals

Washington Bureau of RADIO DAILY
 Washington—Production of television receivers by RMA member companies is going along at a rapid rate, with the weekly turnout for the month of October amounting to 76,193 for a total of 304,773 sets during the month. This was about 35 per cent better than the September total—and RMA estimates that non-member companies turned out enough sets to push the October figure to more than 360,000. This brings the year's figure to 1,707,613 sets for members, with total production for the first 10 months probably well over two million sets.

FM-AM and FM-only sets turned out last month totalled 83,013, compared with only 70,936 the month before, with FM bands on 50,545 of the TV sets which came off the lines last month. The year's high was chalked up in the production of AM-only sets, with 587,267 reported.

October total for all three kinds of sets was 975,053 sets—the 1949 high.

Taylor Denies Charges Of 'Monopoly' By FTC

(Continued from Page 1)

licensed on a royalty basis, other wax paper manufacturers to use. The FTC said that Mr. Taylor, who purportedly collected \$1,300,000 in royalties in the years 1931-45, manufactured and sold under his own trade mark, Ad-Seal-It, printed inserts and outserts used by bakers for advertising media in transparent wrappers.

Taylor Denies Charges

Taylor stated yesterday that the FTC was late in bringing the charges to light and said that he had "nothing to cease and desist from" since all licenses referred to by the Commission had been rewritten two years ago. He likened his situation with that of a lessee in an apartment who had a dog and who, after signing a lease and moving in, found that a new apartment regulation prohibited dogs. "The only thing to do," said Taylor, is to re-write the lease, and, in our case, we did that more than two years ago."

A commission spokesman said that the proceedings had started in 1946 and that the FTC found that Taylor held two patents, one covering the method of applying the advertising bands to the wrappers and the other covering the package resulting from use of the method patent. However, the FTC charged, Taylor does not own any patent right which gives him control over the manufacture and sale of Ad-Seal-It bands.

The proceedings were brought under the FTC law which charges the commission with enforcing the statute against unfair trade practices.

Taylor said that the FTC charges were "entirely academic" since the

Battles Named President Of Radio Farm Directors

(Continued from Page 1)

meet. Other officers elected were: Phil Alampi, WJZ, New York, vice-president, and Chris Mack, WNAX, Yanktown, South Dakota, secretary-treasurer.

Panel discussions occupied a major part of the confab with members agreeing that with increasing economic competition the farm department of a station could no longer be a luxurious step-child but from now on must stand on its own two feet. In summing up the panel discussions Sam Schneider of KVOO, Tulsa, said that successful farm programming is not a one man job but must be a co-ordinated effort from all departments of the station including sales, publicity, programming and promotion together with the co-operation of the advertiser and agency.

Citations were awarded farm directors who have served as agricultural broadcasters for more than ten years. Special recognition was given the following at the annual banquet here Sunday night, for more than twenty years service: Arthur C. Page, WLS, Chicago; John Merryfield, WWJ, Detroit; Wallace Kadderly, KGW, Portland, Oregon; George C. Kister, KMMJ, Grand Island, Nebraska; Bill MacDonald, KFAB, Omaha; Ken Gapen, United States Department of Agriculture, and Charley Stookey, KXOK, St. Louis.

Ten-Year Men Listed

Farm broadcasters receiving citations for more than ten years service were: Herb Plambeck, WHO, Des Moines; Jim Chapman, WTAM, Cleveland; Harry Campbell, WBBM, Chicago; Sam Schneider, KVOO, Tulsa; Charles Worcester, WMT, Cedar Rapids; Glenn C. Lorang, KHQ, Spokane; Layne Beatty, WBAF, Fort Worth; Amos Kirby, WCAU, Philadelphia; Everett Mitchell, NBC, Chicago; Phil Evans, KMBC, Kansas City and Emil Farmer Bill, WMBD, Peoria.

For the first time regional meetings will be held with farm broadcasters from each respective area as well as colleges and others being invited to participate. Regional chairmen who will conduct the area confabs sometime during 1950 are: Mel Hanson, WOW, West North Central; Glenn C. Lorang, KHQ, Pacific Northwest; Henry Schact,

Producer On "Sardi's" Today

Frances Scott, radio and television producer, today will be one of Bill Slater's guests on "Luncheon at Sardi's" over WOR at 1 p.m.

licensing agreement referred to had terminated in March along with the patents of the bread wrapping method. His company, which also manufactures the wrappers, issued licenses without charge, Mr. Taylor said, and required from the licensees a uniform royalty on sales actually made.

KNBC, Pacific Southwest; Homer Martz, KDKA, East; and a chairman to be selected for the East North Central region.

Chuck Worcester, chairman of the professional guidance committee, and farm director of WMT, Cedar Rapids, Iowa, announced that work has been completed for the groups' "Radio Handbook of Farm Broadcasting" and will be available shortly after the first of the year. Believed to be the first work of this kind ever assembled, the handbook will be of immeasurable aid to stations desiring to set-up a farm department, for new stations, colleges and others.

Now comprising one hundred and seventy-five members, a drive will be instituted under the chairmanship of the new secretary-treasurer, Chris Mack, to increase the group's membership. The NARFD will also get together in Washington this summer, prior to Congressional adjournment, for meetings with the Department of Agriculture, Farm Congressional committees and farm organization people. Next year's annual confab will again be held in Chicago, just as this year, in connection with the 4-H Convention and International Livestock Exposition.

Fax Presentation Made To Columbia 'U'

(Continued from Page 1)

apparatus has been installed in the Journalism Building on the Columbia campus.

The gift includes a complete scanning assembly for recording of copy and 16 console receivers, spare parts and special paper for facsimile transmission. The equipment was manufactured by the General Electric Co.

Calvin B. Conway

Calvin B. Conway, 36, staff organizer for WFAH, Alliance, O., and well-known dance band leader in that area, was killed Nov. 22 in a head-on automobile crash five miles east of Canton, O. He was also formerly employed by WHBC, Canton. Conway had his own orchestra in Canton for many years. His wife and two children survive.

Will Sponsor Basketball

Newark—Atlantic Refining Company has signed as sponsor for the twenty-one home basketball games of Seton Hall College over WNJR. It was announced by Harry Goodwin, station general manager. Bill Moore, WNJR sports staffer, will do the play-by-play with the second man yet to be named.

Fashion Note

Can you name the *only* radio personality who was (1) a speaker at the 1949 Fashion Designer Lecture Series at Carnegie Institute, (2) elected a regional director of the Pittsburgh branch of Fashion Group, Inc., (3) invited to accompany a recent Fashion Study Tour of France and England? Answer: Janet Ross, director of the KDKA Shopping Circle (9:30-10:00 AM, Monday through Friday). Can you give the number of replies pulled by two recent announcements on the Shopping Circle? Answer: 3,375, from 86 counties. Do you know how economically you can get your product on the Shopping Circle? For the answer call KDKA or Free & Peters.

PITTSBURGH
 50,000 WATTS
 NBC AFFILIATE

KDKA



WESTINGHOUSE RADIO STATIONS Inc

WBZ • WBZA • WOWO • KEX • KYW • KDKA • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV;

for WBZ-TV, NBC Spot Sales

PROMOTION

News Program Contest

Promotional contest for "Wendy Warren and the News" over CBS is under way for a thirteen week period, according to an agency spokesman at Benton & Bowles.

Contest calls for the submission of women's news items by women news commentators to Wendy Warren. Items selected for broadcast by Wendy Warren will earn a handsome Benrus desk clock for their originators. One item will be used each week and, at the end of thirteen weeks, the item selected as best will earn a week's visit in New York as guest of Wendy Warren for its originator. No limit is set as to the number of items that may be submitted by any one contestant.

News items will be judged by Wendy Warren, Doug Edwards, CBS newsmen; and Mrs. Betsy Talbot Blackwell, of Mademoiselle.

Observe Hockey Anniversary

Radio station KOWH and its sports director, Jack Sandler, remembered the 10th anniversary of hockey in Omaha. On Wednesday, November 16, 1939, the first professional hockey game was played in Omaha with the Omaha Knights defeating the Tulsa Oilers 3-2. Ten years later, November 16, 1949, the Omaha Knights celebrated the occasion by beating the Louisville Blades 6-1.

In addition to the ice presentation, a special 30-minute radio program was aired over KOWH Sunday, November 20, consisting of a wire recording of the ice ceremonies and the presentation of the birthday cake.

Special RCA Brochure

RCA recorded program services have prepared a brochure to call local advertiser's attention to the new Claude Thornhill Win a Holiday show being presented on the Thesaurus label. The listeners will take part in the recorded program by identifying an untitled melody played by Thornhill. RCA services explain how prizes will be awarded in the local-national contest.

WOHI On 1490-Kc.

WOHI, East Liverpool, O., will begin broadcasting Dec. 1 on a 1490-kilocycle spot recently vacated (11-27) by WWSW, Pittsburgh, which will switch to 970 kilocycles. WOHI is owned by the East Liverpool Broadcasting Co., with Richard V. Beatty president and general manager. Station will have a staff of 17.

Anniversary Album

WRBL of Columbus, Georgia, has published a radio album marking the 21st anniversary of their station. The booklet includes details of WRBL's new studios, the Columbus market, and the station's coverage in the area.

NETWORK SONG FAVORITES

The top 30 songs of the week (more in case of ties), based on the copyrighted Audience Coverage Index Survey of Popular Music Broadcast over Radio Networks. Published by the Office of Research, Inc., Dr. John Peatman, Director.
Survey Week of November 18-24, 1949

TITLE	PUBLISHER
A Dreamer's Holiday	Shapiro-Bernstein
A Thousand Violins	Paramount
Ain't She Sweet	Advanced
Bye Bye Baby	J. J. Robbins & Sons
Crocodile Tears	Johnstone-Monte
Dear Hearts And Gentle People	E. H. Morris
Don't Cry Joe	Harms
Huckle Buck	United
Hush Little Darlin'	Michael
I Can Dream Can't I	Chappell
I Never See Maggie Alone	Bourne
I've Got A Lovely Bunch Of Coconuts	Cornell
Jealous Heart	Acuff & Rose
Just For Fun	Paramount
Last Mile Home	Leeds
Mule Train	Walt Disney
My Street	Campbell
Now That I Need You, (Where Are You)	Famous
River Seine	Remick
Room Full Of Roses	Hill & Range
Rudolph The Red-Nosed Reindeer	St. Nicholas
She Wore A Yellow Ribbon	Regent
Slipping Around	Peer
Some Enchanted Evening	Chappell
Someday You'll Want Me To Want You	Duchess
That Lucky Old Sun	Robbins
Through A Long And Sleepless Night	Miller
Toot Toot Tootsie Goodbye	Feist
Way Back Home	Bregman-Vocco-Conn
You're Breaking My Heart	Mellin
SEASONAL CHRISTMAS SONGS	
Santa Claus Is Comin' To Town	Feist
White Christmas	Berlin

Second Group

TITLE	PUBLISHER
A Man Wrote A Song	Henry Spitzer
Charlie My Boy	Bourne
Dardanella	Fred Fisher
Envy	Encore
Festival Of Roses	Witmark
Hop Scotch Polka	Cromwell
I Only Have Eyes For You	Remick
I Want You To Want Me To Want You	Mills
If I Ever Love Again	Paxton
Johnson Rag	Miller
Let's Harmonize	Santley-Joy
Make Believe (You Are Glad When You're Sorry)	Bregman-Vocco-Conn
Makin' Love Ukelele Style	Mayfair
Maybe It's Because	Bregman-Vocco-Conn
Meadows Of Haven	Laurel
Music Goes 'Round And 'Round	Santley-Joy
Scattered Toys	Goldmine
Sweetest Words I Know	Life Music
Where Are You Blue Eyes	Knickerbocker
Younger Than Springtime	Chappell
You're Always There	Bregman-Vocco-Conn

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NEW BUSINESS

KTSL, Los Angeles: American Cigarette & Cigar Co. has renewed its three-times-weekly film spot participation in "Lee's Lair" Mon.-Thurs.-Fri. Sullivan, Stauffer, Colwell & Bayles placed the account through the John Blair office, New York. Klever Kook Food Co., for its product, Klever Kook Flour, purchased one five-minute participation spot weekly for 13 weeks on "The Norma Young Show." Lockwood-Shaklewood agency placed the account. Ford Dealers Association of Southern California have placed a series of one-minute film spot announcements ending Dec. 30. Spots will be used Tuesday and Friday nights, respectively, at approximately 10:00 and 10:30 p.m. J. Walter Thompson Co. placed.

Van Camp Sea Food Co., for its Chicken - of - the - Sea Tuna, has bought a series of 13 one-minute film spot announcements ending February 1950. Brisacher, Wheeler & Staff placed account that is scheduled for Thursday nights at 9:00 p.m. Metropolitan Buick Dealers Association, Inc., of Los Angeles, are extending their KTSL purchases to include a series of eight one-minute film participations in the "National Professional Football Highlights" program, Tuesdays, 7:30-8:00 p.m. The McCarty Co. placed. National Premium Beer has bought a series of 104 one-minute film announcements running to Nov. 3, 1950, to be seen on Monday and Friday nights at 10:30. Owen & Chappell, Inc. placed.

KFBI, Wichita, Names Mattison Program Chief

Wichita, Kans.—Henry Mattison has been named program director of KFBI, Wichita, succeeding Justin Bradshaw, who has resigned to become manager of KLMR, Lamar, Colo.

Mattison joined KFBI earlier this year as program production chief. He began his radio career in 1934 with the Central States Broadcasting Co., Lincoln and Omaha, Neb. In other staff changes at KFBI, Bob Page becomes director of news, and Bob Gadberry becomes director of community and special events as well as sports editor and chief announcer.

Two More In Radio Pioneers

Waterbury, Conn. — Milton H. Meyers, general manager of WWCO, Waterbury, and Ford Billings, commercial manager, have been admitted to membership in Radio Pioneers, the minimum requirement for which is 20 years service to the industry.

News Analyst On 'Girls' Show

John Cameron Swayze, NBC news commentator, will be on the spot Sunday night when he appears as guest on "Leave It to the Girls" over NBC-television at 7 p.m.

TELEVISION DAILY

Section of RADIO DAILY, Tuesday, November 29, 1949 — TELEVISION DAILY is fully protected by register and copyright

"MONOPOLY," SAYS W. U. OF AT&T

TELE TOPICS

A CREDO for TV programming which, we hope, will be given serious consideration by the powers that be, was voiced by Jack Gould, radio editor of the N. Y. Times, last week in a talk over KFMV (FM), Hollywood. Some excerpts follow: "It must reflect the entire contemporary scene and every facet of human endeavor, and it must provide for minority preferences if it is not to degenerate into repetition and sameness, more vaudeville and more mysteries. . . . Entertainment is a gamble, and creativeness is the most illusive thing in the world. We can never be sure of what or who will catch the public's fancy. Therefore it is common practice for sponsors and broadcasters to look for the sure thing—box-office stars and programs which have already met public acceptance. They want to reduce show business to known certainties. But television, which burns up talent at a prodigious rate, must show a willingness to replenish our culture, to try new ideas and new talent. Diversity is absolutely essential."

IN VIEW of these statements it should be pointed out that public investment in TV, according to the TBA quarterly report, is estimated at \$700,000,000, and should reach one billion by the beginning of 1950. Station investment is estimated at \$36,000,000. . . . Results of a just-completed nationwide poll on "Television In America" will be reported by Elmo Roper on his CBS AM series Dec. 4. Included in the survey are set ownership in various income groups, viewing habits and impact on family life. . . . Mark Goodson and Bill Todman, of giveaway fame, have closed a deal with Billy Rose for a series of hour-long shows to be titled "By Billy Rose." Four short stories would be dramatized on each installment. . . . ABC will scan the Pillsbury Grand National Recipe Luncheon at the Waldorf Dec. 13. Art Linkletter will emcee and Mrs. Eleanor Roosevelt will present the awards.

"CITY AT MIDNIGHT," sponsored on WNBT by Bedford Stores, will be dropped after tonight's stanza. We still think the location show has great dramatic possibilities and we'd like to see it return. . . . Comic Billy Vine will take over the emcee chores on CBS-TV's "54th Street Revue," beginning Dec. 9, replacing Al Bernie. . . . Mike Hunnicutt has been signed by WMAL-TV, Washington, for two shows a week. One is a 15-minute stanza with his wife, Polly, and the other a musical with Charlie Keaton. . . . Luigi Pirandello's "Henry IV," adapted by Maurice Valency and starring Richard Purdy and Mary Sinclair, will be done by "Studio One" next week.

Speidel Cancels Wynn After Format Dispute

Disagreement between CBS and Cecil & Presbrey agency over the format of the Ed Wynn show has brought about cancellation of the recorded airtel by Speidel, Inc., at the end of next month.

The program had been slated to go on a bi-weekly basis at the beginning of its second cycle in January. Speidel and the agency insisted that the show be extended to a full hour, with dual sponsorship, with Wynn augmented by the use of additional guests. CBS, which owns the package, turned thumbs down on this, holding out for the present half-hour format.

CBS sources said that a new bankroller for the show, on a weekly half-hour basis, is expected to be signed shortly.

Jane Rydstrom Promoted

Baltimore — Jane Rydstrom, assistant producer at WAAM, has been promoted to producer-director. Her first assignment is a daily woman's show, "Kitty Dierken Shops For You."

WOR-TV Hoop Sked

Schedule of 21 college basketball games has been lined up by WOR-TV beginning Dec. 2 and running through Mar. 8. Home teams will be Columbia, St. Francis and the New York Athletic Club.

Cost Of Canadian Video Web Estimated At \$25,000,000

Montreal—The first estimate ever made of what it would cost Canada to set up a TV network was given at the Royal Commission on National Advancement of Arts, Letters and Sciences today by Stuart Finlayson, general manager of Canadian Marconi Co.

His minimum estimate: \$25,000,000. Rt. Hon. Vincent Massey, Commission chairman, asked Finlayson for the estimate, saying that to date everyone had replied with the words "stupendous, colossal."

"Put the estimate in dollars, not superlatives," Massey requested.

Finlayson warned that his figures were not definitive but added that each station would cost a minimum of half a million dollars. As at least 50 such stations would be needed in

Miles Signs "Queen" For 39-Wk. KTSL Test

Hollywood — Miles Laboratories, for Alka-Seltzer, will test Jack Bailey's "Queen For a Day" for video via a 39-week run on Don Lee's KTSL beginning soon after the first of the year. Contract was signed over the weekend through Wade agency.

TV version will follow the AM format established on Mutual during the past five years, but will not be done simultaneously. It will be done in a nighttime half-hour, once a week.

Program was seen locally on Don Lee's experimental station for almost two years, 1946-1948, but the Miles contract marks its commercial debut.

Sundial Buys 'Lucky Pup'

Sundial Shoe Division of International Shoe Co. has signed with CBS for sponsorship of the Friday night installment of "Lucky Pup" beginning Jan. 20. Hoag & Provandie, Boston, is the agency. Program is sponsored on Thursdays by Bristol-Myers for Ipana.

WFIL-TV Sells Wrestling

Philadelphia — Jacob Hornung Brewing Co., through Clements agency, has signed with WFIL-TV for sponsorship of a weekly wrestling program, effective Nov. 28, originated by the Du Mont web.

Hits FCC Edict On Interconnection Of Relays

(Continued from Page 1)

links for segments of the overall relay distance—a requirement the Bell System has bitterly fought.

The FCC, however, appears to look upon inter-connection as only a temporary measure, having made it plain that it feels TV relay will eventually be a common carrier operation and having warned it would be unwise to make any long-term investment in private TV relay facilities.

Private companies, on the other hand were urged to try to amortize present investments as early as possible.

Western Union feels that the Commission is unfairly discriminating against it if it fails to order inter-connection on the same basis between Western Union and telephone company facilities as between private and telephone company facilities. WU argued for continued competition in the TV relay field as the best assurance of constantly improving service.

It was argued that the Bell System has more equipment in the New York-Philadelphia link than in all the rest of the country—because that is where the heavy competition is.

Spokesmen for DuMont, TBA and Philco were also heard in protest against a Bell System monopoly, while counsel for the telephone company said the company is not pointing toward monopoly.

Race Results Aired Via New Projector

Miami—The Resultscope, a new device developed by Max J. Weisfeldt, vice-president of the Charles Anthony Gross agency, will be used by WTVJ beginning tomorrow to air results of local horse races under sponsorship of Blatz Brewing Co.

Using special gauge motion picture film, the Resultscope shows winning horses passing a picture of the grandstand of the park in which they are racing. The pictured horses, not the ones in the actual race, wear the numbers of the actual winners. Prices paid are shown on a close-up of a tote-board. Each result together with opening and closing commercial runs about a minute. After demonstration before Blatz officials in Milwaukee last week, the brewery contracted with Weisfeldt and WTVJ to sponsor the entire results of Tropical, Hialeah and Gulfstream.

Mitchell Talk Feature Of Dist. 16, NAB, Meet

(Continued from Page 1)

Customers." He also discussed sales techniques of the other media and BAB sales aids.

The agency viewpoint on broadcasting research was discussed at length by Gene Duckwall, business manager of Foote, Cone and Belding, Los Angeles. Duckwall made the following statement:

"Radio facilities are now suffering competitively because of the lack of basic research. All station and networks must first have coverage figures. Such figures to be usable should be standardized. These are now available from BMB. The second BMB study will be much more usable than the first and will be used much more by the time-buyer."

"Secondly, stations and networks, especially the urban facilities, need program measurement figures which indicate the audience in specific time periods. Facilities are not fully prepared to sell time until they have this fundamental research."

In addition to the previous listed arrivals, the following also attended:

Allen B. Alexander, KRUX, Phoenix; Wallace Boone, KNBH, Hollywood; George Bradley, KTUC, Tucson; Bill Connelly, KOOL, Phoenix; William Cook, KTCK, Tucson; Bob Garland, KOOL, Phoenix; Harold Gates, KTAR, Phoenix; Riley Gibson, KXO, El Centro; Harry Hamleton, KNOB, Nogales; Bill Harvey, KTAR, Phoenix; Sam Marcus, KNOG, Nogales; John C. Merino, KFSD, San Diego; Don Metclafe, KYUM, Yuma; Gail Hummel, KTKT, Tucson; Albert Johnson, KOY, Phoenix; Lee Little, KTUC, J. E. Miller, KTAR, Phoenix; Jack Murphy, KSUN, Bishop, Ariz.; Harper M. Phillips, KVOA, Tucson; Don Rankin, KOY, Phoenix; Charles E. Salik, KCBQ, San Diego; Wayne Sanders, KCNA, Tucson; Ray Smucker, KYUM, Yuma; Robert E. Spiro, KOY, Phoenix; Jack Tighe, KTI, Porterville, California; Victor A. Vaac, KRUX, Glendale.

Mitchell spoke most of the morning and early afternoon and many of the delegates expressed themselves as being completely sold on his remarks.

BAB Mails Folder On Furniture Business

The first of the BAB retail information folders carrying descriptive material on different retail enterprises have been received by NAB member stations. The folders contain an analysis of the operation, economics, merchandising, and advertising problems.

The first release was on furniture and the next one to be released on December 1 is on the jewelry business. The Bureau says other folders will be published monthly to bring salesmen at the local level up to date in each of the businesses he serves.

COAST-TO-COAST

Oil Co's Set Contract

Columbus, Ind. — Arrangements were completed recently for the Sinclair Refining Company, the Snider Oil Company and the Sinclair Distributor, for the companies to bankroll 15 fifteen-minute programs per week over Station WCSI. The arrangements were completed by Graeme Zimmer, radio director of WCSI and Edgar L. Snider, president of the Snider Oil Company.

WMAL Store For Needy

Washington, D. C.—Jim Gibbons has opened his WMAL, Country Store with a broadcast over WMAL from the store located on F Street in front of the Capitol Theater. Canned food, toys and other useful articles contributed by the people of Washington to the the Country Store will be distributed by the Christmas Bureau of the United Community Services to the needy families. Each day, from Monday through Friday, a special program will be broadcast from the Store at 4:30.

M. Fonda Visits Home Island

Trenton, N. J.—WTTM engineer Michael Fonda is enroute to the island of Malta to revisit his birthplace for the first time in eighteen years. Fonda carries with him special WTTM recording equipment which he will use to tape interviews and highlight events for broadcast over the station early in December.

Farm Hour Feature Renewed

Pittsburgh, Pa.—Med Maxwell's feature on KDKA's Farm Hour, "Let's Go Visiting," has been renewed for another 52 weeks by Allied Mills, Inc., through Western Advertising Agency, Inc. The program is heard Tuesday and Thursday mornings on the Pittsburgh Westinghouse Stations.

No Replacement Set For CBS Sun. Programs

CBS has not yet set program replacements for the two Sunday afternoon half-hour segments dropped this week by the Longines-Wittnauer watchmaking company effective December 18. Time slots at 2 p.m. and 5:30 p.m., were formerly respectively occupied by Michel Piastro's Symphonette and the Choralers. Longines-Wittnauer had been bankrolling both shows for the past year. Their withdrawal leaves CBS with practically no sponsored programs on Sunday afternoon.

Wrigley Renews Autry

William Wrigley, Jr. Company, Chicago, has renewed its sponsorship of CBS' "Gene Autry Show" for another 52 weeks effective December 24, it was announced yesterday. Series is aired Saturdays, 8:00-8:30 p.m., EST. Agency is Ruthrauff & Ryan, Inc., Chicago.

KTAR Men Get Movie Roles

Phoenix, Ariz.—Three members of the KTAR production staff appeared in supporting roles of a movie filmed around here by Ventura Productions, a subsidiary of Eagle-Lion. The picture, titled "Blaze of Glory," stars Billie Burke, Lon McAllister, and Lois Butler. Those appearing in the film from KTAR are Rol Laughner, Paul Hughes, and Bill Peterson.

WHBF Contest Winner

Rock Island, Ill. — WHBF and WHBF-FM presented a 17-jewel wrist watch to Barbara Wilson, 17-year-old winner of the local "I Speak For Democracy" contest sponsored by the Rock Island Junior Chamber of Commerce. Over two hundred persons attended the speech competition, in which nine high school students participated.

Cutting Joins KITO

San Bernardino, Calif.—Dick Cutting, formerly of CBS Western Division News and Special Events, has joined the staff of KITO. Cutting was also program and music director for KFAC in Los Angeles. While on the announcing staff of KNX (Los Angeles), Cutting was announcer for the Norman Corwin summer series. At KITO he will take charge of special events and news departments.

KEX Christmas Series

Portland, Ore. — The annual Christmas children's program series began by KEX with the initial broadcasts of two regulars, "The Cinnamon Bear" and "Letters to Santa." Broadcast Monday through Saturday, "Letters to Santa" is aired at 4 to 4:15 p.m., and "The Cinnamon Bear" is heard at 4:45 to 5 p.m.

KHQ Tower Damaged In Northwest Wind Storm

(Continued from Page 1)

west with gales of ninety miles an hour, and gusts up to 105 miles per hour. The damage to the KHQ tower was the only interference with radio transmission that was reported, according to traffic officials at the major network's New York headquarters.

KHQ officials estimated that 375 to 400 feet of the slender steel structure still remained standing.

Young Joins WCBS

Chet Young has joined the sales staff of WCBS, New York, as an account executive effective immediately it was announced by Don Miller, sales manager. For the past five years Young has been a member of the WOR sales staff and previously was associated with the Associated Press radio department and the traffic department of United Air Lines.

New England Group Form Regional Web

(Continued from Page 1)

tel Statler today to meet with advertisers.

"Buy the Boston Station of Your Choice—NEBS Delivers the Rest of New England" has been selected as a slogan.

Maine stations included in NEBS are: WABI, Bangor, WLAM, Lewiston-Auburn, WFOR, Portland, and WTVL, Waterville. Listed from New Hampshire are: WFEA, Manchester, WKNE, Keene, WLNH, Laconia, and WMOU, Berlin.

WJOY, Burlington, and WSKI, Montpelier-Barre are in the web from Vermont. Massachusetts stations are: WACE, Chicopee-Springfield, WALE, Fall River, WBEC, Pittsfield, WBKA, Brockton, WBSM, New Bedford, WEIM, Fitchburg, WHAV, Haverhill, WKOX, Framingham, and WNEB, Worcester. The lone entry from Rhode Island is WHIM, Providence, and from Connecticut, WHTT, Hartford.

GOP Publicity Director Dies Suddenly On Sun.

(Continued from Page 1)

paper career began in 1920 with The Washington Post following his graduation from Wabash College and the Catholic University of America.

He later worked with The United States Daily, Universal News Service, The Philadelphia Public Ledger, and The Philadelphia Inquirer. He was chief of the Washington Bureau for the Inquirer for eight years before becoming Republican publicity director.

Murphy is a former president of the National Press Club and vice-president of the White House Correspondents Association.

He is survived by his wife, Mrs. Maybelle Murphy; a son, William Gainer Murphy; and a daughter, Mrs. Thomas C. Fraser. A requiem mass will be offered at St. Ann's Roman Catholic Church today in Washington. Murphy, a second lieutenant in the first World War, will be buried in Arlington Cemetery.

Hope Plugs Balloons

Hollywood—Bob Hope and West Coast disk jockey Johnny Grant headlined a special five-minute ABC broadcast, Johnny on the Spot, sponsored by RCW enterprises of Los Angeles yesterday.

Cowan and Whitmore Agency handled the program which was carried over the full ABC network to plug RCW's circus balloon toys.

Mack To Speak On ABC

A report on the national economic outlook will be made on the ABC broadcast of Headline Edition tonight by Walter S. Mack, president of the Pepsi-Cola Co. Mack will be interviewed in Dallas, Texas.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 39

NEW YORK, WEDNESDAY, NOVEMBER 30, 1949

TEN CENTS

MILLER HERALDS ERA OF PROSPERITY

Weekend Listening Increases In New York

Weekend morning and evening listening increased in November, but afternoon listening dropped considerably and midweek listening was down in all periods, according to the latest Pulse radio survey in the metropolitan New York area.

The top-rated programs in the period of Nov. 1-7 were, evening, Jack Benny, 21.0; Walter Winchell, 19.3; "Lux Radio Theater," 18.8; "Amos 'n' Andy," 17.0; "Suspense," 14.5; "Godfrey's Talent Scouts," 13.5; (Continued on Page 2)

Capehart-Farnsworth Buy Xmas Program On Mutual

Taking its first dip into network advertising, the Capehart-Farnsworth Company, an International Telephone & Telegraph Company subsidiary, has signed with Mutual as sponsor of the one-shot "A Christmas Carol" featuring Lionel Barrymore as Scrooge on Christmas Day over the entire MBS web. Previously, Capehart-Farnsworth dropped most of its advertising coin in magazines and newspapers. J. M. Mathes is the agency.

Quick As A Flash Show Moves From MBS To ABC

Audience participation program, "Quick As A Flash" moves from Mutual to ABC starting December 12, sponsored by Quaker Oats, it was announced yesterday. To be heard on 211 stations, the program will be presented by Quaker Oats (Continued on Page 2)

Worldwide Coverage

"Russia Today," the special two stanza ABC broadcast on the Soviet Union featuring Joseph Newman and Edmund Stevens, will be transmitted to Africa, Europe, Asia and South America by the Voice of America, it was announced yesterday. Newman and Stevens are both seasoned foreign correspondents who covered Moscow for U. S. papers.

Survives Crash

Dr. Luis de la Rosa, president of the Mexican Association of Broadcasters, was reported among the passengers who survived the crash of the Mexico City bound American Airlines plane at Dallas, Texas, yesterday. Dr. de la Rosa was taken to the Parkland Hospital along with 15 other injured passengers. Thirty others were killed in the airline disaster.

Global TV Network Forecast By Jolliffe

The possibility of a world-wide television network was presented yesterday to 198 graduates of RCA Institutes by Dr. C. B. Jolliffe, executive vice-president in charge of RCA laboratories.

Dr. Jolliffe, in his address at the exercises held in Radio City, said "Transoceanic planes, flying a pre-determined distance from each other, could serve as radio relay stations and speed video programs (Continued on Page 8)

Beatty Covers Air Crash For NBC News Broadcast

Morgan Beatty, NBC "News Of The World" commentator, scored a radio news beat yesterday when he broadcast an on-the-scene description of the American Airlines' DC-6 disaster near Dallas. Beatty, who normally does his "News Of The World" program from New (Continued on Page 5)

Cold Remedy Advertisers Increase Spot Campaigns

Seasonable upturn in national spot business for cough and cold remedies coupled with the introduction of the new antihistamine has brought a sizeable increase in business to stations throughout the country with advertisers using both the large and small markets, RADIO DAILY learned yesterday.

Listed among the spot users are Guards Cold Tablets, 4-Way Cold Tablets, Pine Cough Drops, Smith

NAB President Tells Southwest Group That Both AM Radio And Television Will Prosper In Years Ahead

College Basketball To Be Aired By WMGM

College basketball games in New York City will be broadcast by WMGM this winter. The schedule calls for the airing of 54 games from Madison Square Garden, eight from the 69th Regiment Armory, and other post-season games.

The games will be sponsored by the Adler Shoe Stores, Buddy Lee Clothes, Dynamic Stores, Nedick's and the New York World-Telegram; (Continued on Page 2)

Studio Transmitter Links Getting FCC Approval

Washington Bureau of RADIO DAILY Washington—The FCC announced yesterday a proposed change in the rules regarding studio transmitter links to license such links to AM stations. These stations would operate in the 925-940 mc. band, (Continued on Page 3)

Will Honor Gertrude Berg With Presentation

New York's Cinema Lodge of B'nai B'rith will pay tribute to Mrs. Gertrude Berg, star of "The Goldbergs," CBS television and radio (Continued on Page 5)

Phoenix — Justin Miller, president of NAB, addressing the 16th District NAB meeting at Paradise Inn yesterday, forecast prosperous years ahead for both radio and television and said "more radio sets are being sold than ever before, which discounts the theory that video will put ra-

(Continued on Page 5)

Town Meeting Cutting To Half Hour Program

"America's Town Meeting of the Air," currently a full-hour program on the ABC network, will cut to a half hour with the broadcast of either January 3rd or 10th and will continue on the network as a co-op sponsored show, it was announced yesterday.

In adopting a half-hour format the program will use only two (Continued on Page 2)

Mutual Will Broadcast All-Star Football Game

For the eleventh consecutive year, Mutual will broadcast, over the entire web, a play-by-play description of the annual all-star East-West football game Dec. 31. This year's game is the twenty-fifth annual clash between the all stars and (Continued on Page 3)

Distinction

Hartford—WTIC has been cited for distinguished service to farm safety during the year ending August 1, 1949 by the National Safety Council. The award was one of 14 given to stations throughout the country and the only one received by a New England station. It was made at the annual conference of Radio Farm Directors in Chicago.

(Continued on Page 8)



Vol. 49, No. 39 Wed., Nov. 30, 1949 10 Cts.

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

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

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

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

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

FINANCIAL

(November 29)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	7 1/4	7	7 1/8	- 1/8
Admiral Corp.	28 3/4	28 3/4	28 3/4	- 1/4
Am. Tel. & Tel.	147 1/8	146 7/8	147	+ 1/8
CBS A	25	24 3/4	25	- 1/4
Philco	30	29 3/4	30	+ 1/8
Philco pfd.	84	82 1/2	82 1/2	- 1/4
RCA Common	12 1/2	12 1/4	12 3/8	+ 1/8
RCA 1st pfd.	73 1/4	73 1/4	73 1/4	- 1/4
Stewart-Warner	117 1/2	113 1/4	113 1/4	- 1/4
Westinghouse	27 3/4	27 1/8	27 1/2	- 1/4
Westinghouse pfd.	100 3/4	100 3/4	100 3/4	- 1/4
Zenith Radio	28 5/8	28 5/8	28 5/8	- 1/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	15 1/8	14 3/4	14 3/4	- 1/2
Nat. Union Radio	2 5/8	2 1/2	2 1/2	- 1/4

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	14 1/4	15 1/4
Stromberg-Carlson	13 3/4	15

Wedding Bells

Enid Rae Levy, daughter of Nat Levy, RKO Radio eastern division sales manager and Mrs. Levy, was married Sunday to George Robert Pager, of this city. The ceremony took place in the Waldorf Astoria Hotel. Miss Levy has for the past few years been active in the production end of the Ted Mack "Original Amateur Hour" on Radio and TV.

THIS IS KGW'S BANNER YEAR

KGW

PORTLAND, OREGON

AFFILIATED WITH NBC

NATIONALLY BY EDWARD PERRY CO., INC.

★ **COMING AND GOING** ★

O. B. HANSON, vice-president and chief engineer at NBC, and LESTER LOONEY, assistant manager of radio allocations, together with FREDERICK SMITH and HAROLD MITLER, television engineers, are in Camden, N. J., for a meeting of the NBC-RCA Victor liaison committee.

FRED BERNSTEIN, sales manager of WTTM, Trenton, N. J., is vacationing with his family in Charleston, S. C.

ANDRE ROBERT, press representative of CKAC, Montreal, sailed from New York yesterday aboard the De Grasse.

CHARLES ADAMS, executive producer of West Hooker Telefeatures, Inc., is in New Hope, Pa., for conferences on a new, half-hour dramatic package.

CY HOWARD, producer of "My Friend Irma" and "Life With Luigi" on CBS, is back in Hollywood following a week in Chicago and Milwaukee.

JOHNNY OLSEN, emcee on "Ladies Be Seated" over ABC; his wife, PENNY, and the entire cast of the show are in St. Louis. The show will originate the remainder of the week at the St. Louis Food Fair.

SARA BRENER, that telephone-operator voice on the Jack Benny program over CBS, is in town from Hollywood.

G. L. CARRINGTON, president of the Altec Companies, and DR. E. M. HONAN, engineering manager of the Altec Lansing Corp., both of whom had been in New York on business, have returned to the West Coast.

JESSE B. MASS, American network news writer, yesterday left for his annual three-week vacation at Miami Beach, Fla.

SAMUEL R. SAGUE, president of WSRB, Cleveland, spent the Thanksgiving week-end in Washington, and now is in New York on a business trip.

KEN SPARNON, of the BMI field staff, is en route to Rochester, N. Y., where on Friday he will address the radio class of the University of Rochester on the subject, "Music in Radio and TV."

BERT LOWN, station relations director of Associated Program Service, attended this week's NAB regional in Phoenix, Ariz., and now will go on to San Francisco for the District 15 confab and then to Salt Lake City, where District 14 will meet.

College Basketball To Be Aired By WMGM

(Continued from Page 1)

the five firms are also footing the bill for the coverage of professional basketball.

The first broadcast will be tomorrow night when N.Y.U. plays Vanderbilt and L.I.U. opposes Texas A & M at the Garden. Marty Glickman and Connie Desmond will handle the Garden games and Glickman, Bud Palmer, and Curt Gowdy will rotate the broadcasts from the Armory.

Will Air Post-Season Games

WMGM will also carry two afternoon broadcasts and five evening broadcasts of the National Invitation Tourney after the regular season ends in addition to three evening broadcasts of the National Collegiate Athletic Association finals and the East-West All Star game.

Town Meeting Cutting To Half Hour Program

(Continued from Page 1)

speakers with part of the time being allotted to a question and answer period. At present four speakers are used on each program.

The program was launched 15 years ago by George Denny, Jr., and patterned after the New England Town Hall meetings. It has been the recipient of many public service awards and Denny recently returned from a world tour at which time the program originated in many foreign capitals.

Quick As A Flash Show Moves From MBS To ABC

(Continued from Page 1)

on Mondays, Wednesdays, and Fridays replacing the cereal company's sponsorship of "Talk Your Way Of It." Bill Cullen will emcee. The agency is C. J. LaRoche & Company of Chicago.

Weekend Listening Increases In New York

(Continued from Page 1)

"Inner Sanctum," 12.2; Louella Parsons, 12.0; "My Friend Irma," 11.5; and "Crime Photographer," 11.5. The top three evening programs held the same positions in the October Pulse.

Arthur Godfrey led the day-time 5-a-week ratings with 9.7. Other top rated day-time programs were: "Rosemary," 8.3; "Grand Slam," 7.9; "Helen Trent," 7.7; "Our Gal Sunday," 7.5; "Big Sister," 7.4; "Aunt Jenny," 6.9; "Ma Perkins," 6.9; "Wendy Warren," 6.7; and "Young Doctor Malone," 6.7.

All ratings among the evening shows have showed a drop compared with the same period last year. Benny dropped 1.3, Winchell dropped 3.0, and Lux Radio Theater dipped 4.2.

Pulse found 22.4 radio average quarter-hour sets in use for the week.

Tery To Leave WINS For Music Post At WFLN

Joseph Tery, production manager of WINS, New York, since October, 1948, will join WFLN, Philadelphia, on Dec. 1, as head of the music department.

In other staff changes at WINS, Helen Sherritt, formerly of WOKO, Albany, has been named assistant to Dorothy Aden, continuity editor. Miss Sherritt replaces Grace Whiting, who has been appointed assistant traffic manager.

KTLA Gets Fight Film

"Greatest Fights Of The Century," film feature sponsored on the NBC interconnected web by Chesebrough Manufacturing Co., has been extended by the bankroller to include KTLA, Los Angeles. Effective Jan. 4, 26-week pact with the outlet was placed through Cayton, Inc.



Power—under control

Big Ruth is one of the most powerful beasts under the big top. But it's power under control. She's also one of the best trained animals in the circus.

When it comes to producing low-cost results from radio, W-I-T-H has high power, too—power to control sales and profits.

W-I-T-H covers 92.3% of all the radio homes in the Baltimore trading area. And you can buy this BIG audience for amazing low cost. Yes, sir! W-I-T-H delivers more listeners-per-dollar than any other station in town.

That means you can get BIG results from LITTLE money on W-I-T-H. Call in your Headley-Reed man and get the full story today.



WITH

Baltimore 3, Maryland

TOM TINSLEY, President
 Represented by Headley-Reed

★ **AGENCY NEWSCAST** ★

FRANK BRADEN, top advance man for the Ringling Brothers-Barnum & Bailey circus, has been engaged by Paramount to do radio and press promotion work for the picture, "Samson and Delilah" in key center cities.

J. A. MAURER, INC., Long Island City, New York, manufacturers of 16 mm. professional cameras and other camera accessories have appointed **J. M. Hickerson, Inc.**, New York, for advertising, publicity and public relations effective Dec. 10.

JOSEPH FIELD has been appointed publicity director of Compton Advertising, Inc.

THE HOUSE OF WESTMORE, Inc., New York and Hollywood, has announced the appointment of the **Harry B. Cohen Advertising Co.** as advertising agency for Westmore Cosmetics. The appointment is to take effect immediately. The 1950 campaign will feature full page, four-color advertisements in leading magazines.

PATRICIA M. RANDOLPH has been named director of radio and television for the **Adrian Bauer Advertising Agency, Inc.**, Philadelphia. Miss Randolph was formerly assistant radio and television director of the agency.

CHARLES ADAMS, Detroit theatrical and TV producer, has been appointed executive producer of **West Hooker Telefeatures, Inc.**, West Hooker, president, has announced. Adam's Detroit office merges with the Hooker organization with plans now under way for a New York-Detroit operation. As executive producer for Hooker, Adams takes charge of all TV productions.

Studio Transmitter Links Getting FCC Approval

(Continued from Page 1)

sharing with other services and with the understanding that they must accept interference which might develop from medical equipment, even though it is not likely such interference will amount to much.

STL's for FM stations would be continued in the 940-952 mc. band, and where the frequencies are available both types of stations would be permitted to use STL's both at their main studios and at other studios.

New Gardiner Series

Don Gardiner has been signed by ABC for a weekly five-minute news summary on Monday evenings starting December 19. He will precede **Henry J. Taylor's** analytical news comment which will move into the 8:30 to 8:45 p.m. (EST) time slot on that date.

WILSON A. SHELTON has been named vice-president in the creative department of **Dancer-Fitzgerald-Sample, Inc.** He was formerly associated with **Kenyon & Eckhardt, B.B.D. & O.**, and **The Biow Co.**

CLARK-WANDLESS-MANN, Inc. take pleasure in announcing their appointment as exclusive United States representatives for **WAPA, San Juan, Puerto Rico.**

ARMY AND AIR FORCE recruiting programs are to be handled by **Grant Advertising Inc., Chicago.**

GEORGE F. SWARTZ has been named an assistant to the president in charge of advertising and promotion for **Textron, Inc.**

CHARLES C. RADOW, former business manager and promotion director of the **Columbus (O.) Philharmonic Orchestra Assn.**, has joined the **Cye Landy Advertising Agency, Columbus, O.**, as an account executive.

PHILIP F. BERNE has been appointed to succeed **Ralph Easton** as account executive of **Kal, Ehrlich & Merrick, Inc.**, advertising agency, Washington, D. C. Berne has been with **Goldenberg's** department store as advertising director for the past four years and prior to then with the U.S. Treasury Department's publicity staff and the New York newspaper **PM.**

RUTH HAVILAND, former New York sales promotion and advertising manager of **United Air Lines**, has joined the **Tanis Company** marketing, to co-ordinate New York affairs. She will work out of the main office in Philadelphia.

Mutual Will Broadcast All-Star Football Game

(Continued from Page 1)

will be played for the benefit of the **San Francisco Shrine Hospital** at **Kezar Stadium, San Francisco.** Broadcast time has been set for 5:10 p.m. (EST).

Foot Clinic On Coast ABC

Los Angeles—"Flying Feet," a program of interviews, will be sponsored by the **Hiss Clinic** on behalf of its foot clinic starting December 3 over five California stations. Booked for 52 weeks over ABC owned and operated stations **KECA** and **KGO**, the program will also be heard over **KFMB, KITO** and **KARM.**

Pat Withrow Hospitalized

Charleston, West Va. — **Pat B. Withrow, Jr.**, national director of **Veterans Hospital Programs**, entered **Charleston General Hospital** Saturday for a gall bladder operation.



He Doesn't Let It Grow Under His Feet

Manicuring the lawn with a mechanized mower or trimming the ears off a "shilly-shallying fuzzy-duzzy," he is a tireless worker who cuts through grass and the complexities of big government with equal facility.

As a widely listened-to network news commentator, he brings his intense energy to bear nightly on "the top of the news as it looks from Washington." His aggressive reporting has built a weekly audience estimated at 13,500,000, great numbers of whom regard him with esteem akin to religious fervor.

Currently sponsored on more than 300 stations, his broadcast—the **Fulton Lewis, Jr.** program—is the original "news co-op." It offers local advertisers network prestige at local time cost, with pro-rated talent cost.

Since there are more than 500 MBS stations, there may be an opening in your city. If you want a ready-made audience for a client (or yourself), investigate now. Check your local Mutual outlet — or the Co-operative Program Department, **Mutual Broadcasting System, 1440 Broadway, NYC 18** (or **Tribune Tower, Chicago, 11**).

The Mailbag

Thank You, Mr. Hedges

"I would be very remiss were I not to acknowledge the splendid support which you have given the Radio Pioneers. Likewise I think you can take some bows for being a "potent medium" because of the immediate response that was given the publication of Carl Haverlin's story on the Pioneers' membership drive. Both Carl and I have received letters from applicants who are far, far away from New York. One of them was Rex Howell of KFXJ, Grand Junction, Colorado. Another was from Charles G. Burke, of KFGO, Fargo, North Dakota.

"The applications are really pouring in and I have every expectation that by next March we will succeed in doubling the membership. I am going to put them to work on gathering the historical data and I will let you know when we are ready to spring that story.

"Many thanks for the many things that you and RADIO DAILY have done to boost the Pioneers.

Cordially yours,
William S. Hedges
President
Radio Pioneers

Public Spirited

"I would like to point out to you that, although station WNAR did not receive an award, it considered the awards made by Freedoms Foundation of sufficient importance, on an over-all basis, to broadcast the presentation ceremonies as a live remote.

"We feel particularly proud of this public service program inasmuch as the other stations that covered the event were doing so—to a degree—because of their personal or network interest in the awards. And, if memory serves me right, the other radio coverage was all playback and not live.

"It would be helpful, if for no other reason than to indicate that the radio industry . . . at least our part of it in this case . . . doesn't operate with selfish motives in mind. Our concern was strictly for the benefit of the public, and the opportunity it provided for educating Americans in this area to what is going on in this country for the benefit of the people themselves. And that is the primary purpose of Freedoms Foundation."

Sincerely,
J. Arthur Lazell,
News-Special Events,
WNAR, Norristown Pa.

Tom Williams

Tom Williams, the Ole Dirt Dobbler, who for 16 years conducted the "Garden Gate" program over CBS, died of pneumonia in Nashville, Tenn., on Monday night, Nov. 28. Williams, a noted horticultural expert and author, was 58 years old. He is survived by his wife, and one daughter, Peggy Jean.



Man About Manhattan. . . !

● ● ● AROUND TOWN: Lever Bros. execs. who apparently never heard that "life begins at 40," are rejecting all job applications of persons over 40 in the reorganization and expansion of their operations. Rejects include some ex-network executives with many years experience in radio, promotion and advertising. Isn't that just dandy? Without meaning to make a pun, Lever Bros. figure you're all washed up at 40. Wonder who they're grooming to take over for Bob Hope! . . . Decline of network giveaway programs in the Hooperatings have caused manufacturers to tighten up their flow of free merchandise in return for plugs. . . . Hooper intensifying his romancing of the trade press. He's tossing another luncheon this week. . . . Cut rate TV set dealers are using the mails to stimulate set sales as the Christmas season approaches. . . . Ethel Colby resumes her former position as drama and movie critic of the Journal of Commerce as of Dec. 1st. . . . Marian Young (WOR's Martha Deane) has been elected to the Board of Governors of the Fashion Group—the sole radio representative on the board. . . . Employment Note: Moss Associates looking for a gal that is plenty hep and handy in giving the housewives the lowdown on recipes and cookery for a weekly TV cooking show. If you're the gal, contact Stan Lee, of Moss' TV dep't.

★ ★ ★ ★

● ● ● Staats Cotsworth will appear as 'Hastings' in the all-star revival of "She Stoops To Conquer" being produced by Maurice Evans at the City Center Dec. 28th, with Celeste Holm, Brian Ahearne, Burl Ives and Ezra Stone. . . . Looks as tho' Wilbur Stark and Jerry Layton engineered another coup d'etat (who dat?) when they signed film star Roscoe Karns for radio and TV. . . . Judy Canova and Rodgers & Hammerstein may get together after all for a B'way musical show now that she can do her air show from N. Y. (They've been trying for 2 years to get her to head a road company of "Annie Get Your Gun"). . . . John Tillman signed to handle the salespiel on WIPX's hour-long "Voice of the People." . . . Paul Lukas' criminology series for TV, owned by Roberts & Carr Productions and handled through Wm. Morris, is very close to the signing stage. . . . Mimi Benzell is just what the Metopera needs more of. She's talented, pretty, charming, warm and besides, we like her. . . . Herb Sheldon's "You Don't Say" film short opens today at Grand Central Terminal newsreel thittir. . . . ABC's Joe Hasel is like the U. S. Mail. Neither rain, or snow, etc. keeps him from doing his old stuff. Which is by way of saying that Joe did a great job calling the plays in the Chi Bears-Detroit Lions game Thanksgiving Day despite the snow and sleet.

★ ★ ★ ★

● ● ● Ivan Black (Harvard man) will tell all to Tex McCrary (Yale man) on the "Tex and Jinx" show on WNBC this morning when Black reveals the inner workings of a public relations office. . . . Alan Dale, originally booked into the Copa for 2 weeks, will stay on for the remainder of the current show on the insistence of Jimmy Durante. Dale is set for the Berle show on the 6th. . . . The Bill Gernannts (Lois January) have named her Jan. . . . It's a boy at the Robert A. Whites. He's sales manager for Bob Bories. . . . Mady Christians' guesting on the Whiteman TV'er, reading the Dorothy Parker piece, "The Waltz," hugged the applause. Mady oughta be great on her own telestanza, "Everything for Angela," which has WNBT execs in daily huddles with producer Roger Kay. . . . Phil Spitalny's all-girl crew opens at Las Vegas' Last Frontier nitery Dec. 16th at \$11,500 weekly. . . . Cy Howard, with two commercial CBS packages, (My Friend Irma and Life with Luigi) has another creation in the auditioning stage, "The Prof. and Mrs. O'Reilly."

PROMOTION

Farm Youth Exchange

Station WTIC and The Hartford, Conn. Courant have announced the start of a campaign to raise \$1,000 so that Connecticut may take part next year in the International Farm Youth Exchange.

The money will be used to pay the steamship fare of a Connecticut farm boy or girl who will visit Europe for a three-months stay next summer, and to pay the traveling expenses in this country of a European farm youth sent to America in exchange.

The objective, broadly stated, is better understanding between nations. It is a grass-roots attack on the problem of world peace. The Connecticut delegate selected for the trip, whether a young man or a young woman, will live with a farm family overseas, work and play with them, come back with a genuine understanding of how at least one European family pays its bills and educates its children, and how one family abroad looks at the United States, the danger of war, and the chance for lasting peace.

Romancing Market

WWRL is launching a heavy promotion-publicity campaign in New York City's Negro-populated areas to back up its Afternoon Swing Session. Record shop window displays and theater-newspaper tie-ups are being used. Three theaters are running trailers on the screen plugging the station and are receiving spots in return on WWRL. New York Age, a Negro weekly, is working on a space for time deal.

SESAC Bulletin

The monthly bulletin of SESAC takes the form of a Christmas greeting in December and covers special Christmas music and other regular features. The folder, printed in red and green, has a revue of the growth of choral music and its use in U. S.

Stork News

St. Louis, Mo.—Two members of the KXOK staff became fathers recently. Robert V. Nicholas, assistant to the chief engineer, is the father of a 7-pound, 7-ounce boy, and Charles E. Burge, salesman, is the father of a 6-pound, 11-ounce boy.

1906 1949

Henri
CONFISEUR

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

Famous French Candies
15 East 52nd St.
AIR CONDITIONED

Miller Forecasts Era Of Great Prosperity

(Continued from Page 1)

dio out of business." "There will be a healthy competitive race between radio and television with each medium getting its share of the advertising dollar,"



MILLER

"Anyone who believes that radio or TV is hurting the newspapers can look at newspaper advertising revenue which right now is three times greater than radio," Miller declared.

It was announced at yesterday's meeting that NAB would conduct its February meeting of the board of directors in Phoenix. C. E. Arney, Jr., secretary-treasurer, in making the announcement credited the Arizona climate and the hospitality of the Southwest broadcasters for the decision.

Guests of Broadcasters

The visiting broadcasters were guests of Phoenix broadcasters at a cocktail party and steak fry on Monday night and yesterday the closing session of the two-day district meeting was given over to the subject of television with Rex Schopp, KPHO-TV, Phoenix; Wallace Boone, KNBH, Hollywood and William B. Ryan, KFI and KFI-TV, leading a panel discussion.

Resolutions commending the Arizona broadcasters for their hospitality and expressing confidence in the recent action of the board on the Broadcast Advertising Bureau decision were among those adopted.

The NAB delegation including President Miller, Maurice Mitchell, Ken Baker and Secretary Arney left here last night for the District 15 meeting which will be held in San Francisco, December 1 to 3rd. This meeting will be followed by the 11th District session at Salt Lake City on Dec. 5th and 6th.

In New Role

Gabriel Heatter, news analyst, will pull a switch this Wednesday night when he undertakes a dramatic role on Mutual's Mr. Feathers dramatic airer. Heatter, who has two daily shows on MBS—"Mail Bag" and Gabriel Heatter Presents the News—will be cast as Gabriel Heatter, noted newscaster.

Beatty Covers Air Crash For NBC News Broadcast

(Continued from Page 1)

York, was in the Texas City attending a Wholesalers and Manufacturers Association meeting.

One of the first reporters to reach the site of the crash, Beatty immediately started to phone details into the network newsroom in New York. His 8 a.m. account of the crash scene was the first on the scene coverage.

Beatty has fallen onto some of his biggest news stories while ostensibly on other assignments. The Mississippi Flood of '27, the San Juan Hurricane of 1930, and the Texas City disaster a few years back were all covered by him "while on other assignments." He won the Headlines Award for his Texas City coverage.

Will Honor Gertrude Berg With Presentation

(Continued from Page 1)

program, for her ceaseless efforts in promoting interfaith understanding, at the Hotel Astor, Tuesday evening, December 13th. Saul E. Rogers, president of the entertainment industry unit of B'nai B'rith has announced.

Ed Sullivan, Broadway columnist and TV star, will present the Cinema Lodge 1949 Interfaith Award to Mrs. Berg before leaders of the television, radio and motion picture industries. Louis A. Novins, Paramount Pictures executive and former counsel to the Anti-Defamation League, will be the key speaker of the evening.

Round-The-Clock Sked Set By Ripley At WPTR

Albany—In the first major move since he became manager of WPTR a month ago, Fred R. Ripley has put the station on 'round-the-clock operation. It is the first time an Albany station has regularly broadcast for 24 hours. New policy, which went into effect Monday, is the result of many requests from listeners in the area served by WPTR for an "all night station," Ripley explained.

The six-hour period, from midnight, is being filled by "Northeast Night Owl," disc jockey show featuring Ray Jensen. Jensen joined WPTR as engineer several months ago.

He is a graduate of the Syracuse University Radio School.

New WOR Account Execs.

Carlo F. Zezza and John W. Doscher have been named WOR account executives, according to John W. Nell, sales manager. Zezza, who came to the United States in 1934, has been in charge of industrial sales in the New York area for the Pyle National Company of Chicago. Doscher has been with the Nash Co., Hearst Newspapers and the American Tobacco Co.



Hey ma!
Have You
heard the
NEW
Lang-Worth
Transcription?

LANG-WORTH FEATURE PROGRAMS, Inc.

113 WEST 57th STREET, NEW YORK 19, N. Y.

Network Calibre Programs at Local Station Cost

Lang-Worth Feature Programs, Inc.
113 West 57 St., N. Y. 19, N. Y.

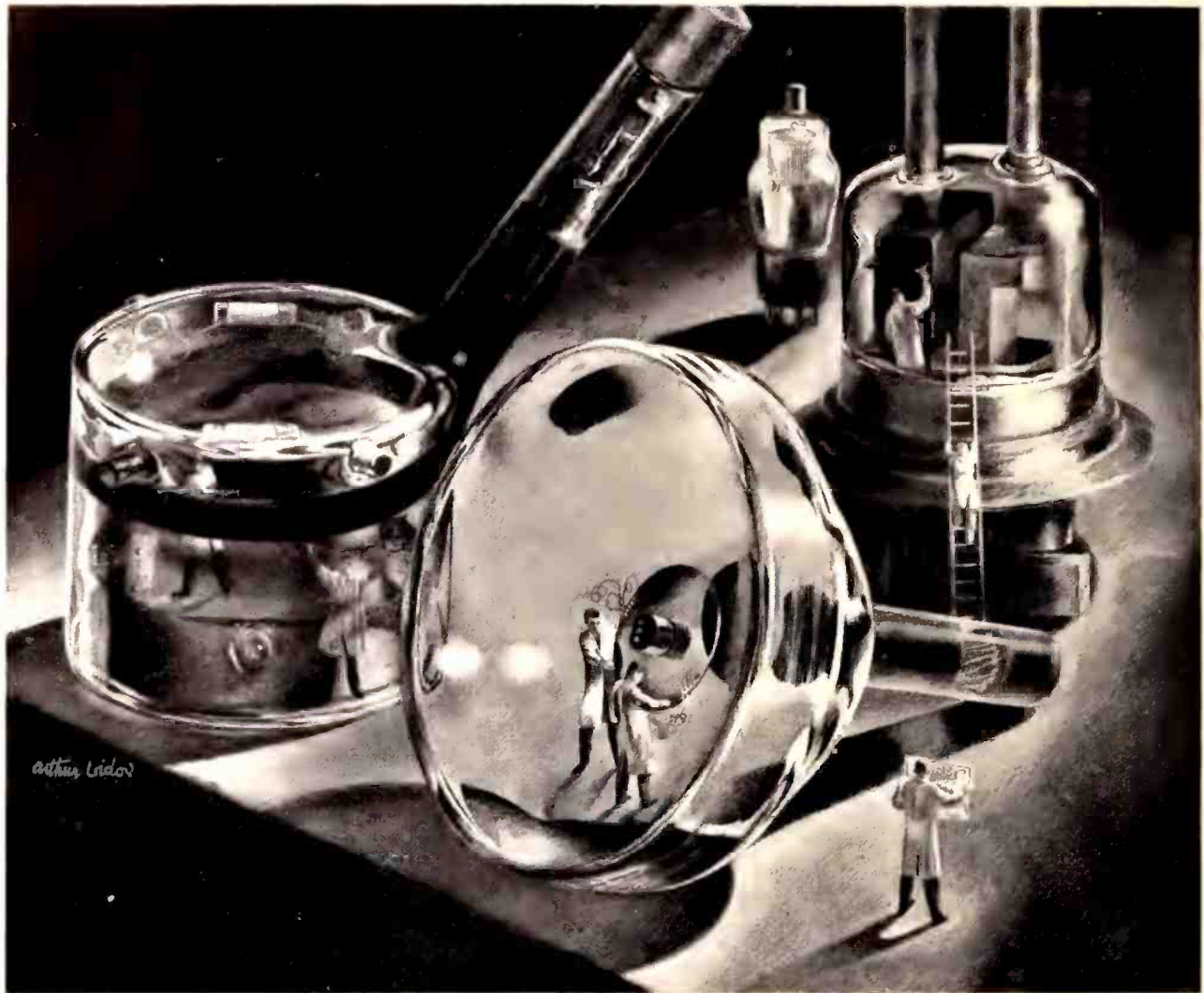
Gentlemen:

Speak up—I'm listening! Send me, without charge or obligation:

- Complete information on the New Lang-Worth Transcription
- Sample of the New Lang-Worth Eight-inch Transcription

NAME _____
TITLE _____ STATION _____
CITY _____ STATE _____





Scientists at RCA Laboratories solve exacting problems within the "nothingness" of vacuum tubes.

Inside story of Better Television

Now television is flashing *visual* entertainment, news, and educational material to millions of people. The "inside story" of its rapid growth is the history of some remarkable tubes. Inside these tubes, electrons are put to work—to perform, for your benefit, the miracle of long-distance vision.

The screen of your direct-view television receiver is actually the face of a tube—the kinescope developed by Dr. V. K. Zworykin and his colleagues of RCA Laboratories—on which electrons in motion "paint" pic-

tures. A tube, too, is the "eye" of RCA's supersensitive Image Orthicon television camera, which can "see" clearly by the light of a match.

And since you asked for big-picture television, they developed projection receivers—also a way to "weld" glass and metal, thus speeding the production of 16-inch direct-viewing tubes . . . at lower cost.

To these basic "firsts," RCA scientists have added advance after advance, which are daily bringing television into the lives of more and more people.

How you profit

Advanced research in television tubes is just one way in which RCA Laboratories work in your interest. Their leadership in science and engineering adds *value beyond price* to any product or service of RCA and RCA Victor.

Examples of the newest advances in radio, television, and electronics—in action—may be seen at RCA Exhibition Hall, 36 West 49th Street, New York. Admission is free. Radio Corporation of America, Radio City, New York 20.



RADIO CORPORATION of AMERICA

World Leader in Radio — First in Television

TELEVISION DAILY

Section of RADIO DAILY, Wednesday, November 30, 1949—TELEVISION DAILY is fully protected by register and copyright

STATION TIME HASSLE CONTINUES

TELE TOPICS

WATCH FOR concerted action by Independent Television Producers Association to gain agency and network acceptance of its proposed code of practices. When formalized by the group the code will include provisions of the West Coast producers' code of ethics so that both might serve as a basis for negotiation on a national level. ITPA counsel James Lawrence Fly, former FCC chairman, reports favorable response to the code in informal talks with agency and web execs. Code includes provisions on standardization of contracts, rights, credits. . . . At its last meeting, the ITPA board named Irvin Paul Sulds president pro tem to fill out the unexpired portion of Martin Gosch's term, which ends April 15, 1950. Gosch resigned the presidency because of the pressure of business and illness, and moved into Sulds' former position as treasurer.

R. J. REYNOLDS TOBACCO CO. reported ready to pick up the tab for the Ed Wynn show on CBS which is being dropped by Speidel at the end of the year. Company will continue "Man Against Crime," with Ralph Bellamy on the same web. . . . Esso has cancelled out of the 7-7:30 p.m. Sunday seg on CBS, now occupied by "Tonight On Broadway" at the end of its current cycle. . . . Receivers in Britain are being sold at the rate of between 5,000 and 6,000 a week, with a total of a million expected by Christmas. The number sold last month was only 6,000 less than the figure for all of 1947. . . . Films of the Dallas air crash yesterday made by WBAP-TV staffers, were put on a plane to Chicago at 12:30 p.m., EST, landed at the Windy City at 6:28, then flown in a Cub to Lakeside airport where a car picked them up, rushed them to the Merchandise Mart for airing on the Camel newsreel on NBC at 7:45 p.m. . . . KFI-TV, Los Angeles, which has been on the air from noon to 6 p.m. seven days a week, will back up to 9 a.m. sign-on beginning Dec. 5.

HERBERT MARSHALL journeying to New York to audition the radio series, "The Man Called X" for NBC. . . . Budweiser sponsorship of Ken Murray's "Blackouts" over CBS beginning Jan. 7 will be the brewery's first broadcast advertising since 1931 when it bankrolled a 15-minute musical stanza over the CBS AM web. "Blackouts" will be aired every other Saturday, 8-9 p.m. . . . Robert Woodburn, former WBKB writer-director, has joined Television Features, Inc., as assistant to prexy Larry Gordon. He'll coordinate sales, production and story departments, serving under production veepee William Van Praag. . . . Ben Grauer signed for the Ford Dealers Kay Kyser show which bows on NBC tomorrow nite.

Three N. Y. Realtors Sign RCA Antenaplex

Builders of three large New York apartment projects yesterday signed with Commercial Radio Sound Corp., RCA sound products representative, for installation of RCA Antenaplex systems in their new buildings, which will house 1,000 families.

The three projects installing the system and the principals who signed for them are Schwab House, 11 Riverside Drive, owned by the 11 Riverside Drive Corp., Julius Perlbinder, president; 40-44 Park Avenue, owned by Pierpont Estates, Inc., Samuel Rudin, president; and 715 Park Avenue, owned by the 715 Park Avenue Corp., Francis J. Kleban, president. Schwab House, with approximately 700 units, will have the largest TV mass viewing system ever installed, RCA stated.

Frank M. Folsom, president of RCA, said that the concerted action of the three apartment owners, leading to the signing of contracts for the Antenaplex system, is believed to be the first in which realtors have joined to solve the TV reception problem for their tenants.

WABD Sells Wrestling

Two De Soto dealers, Nat Patterson Motors and Jackson Motors, and a trade school, New York Tech, have signed with WABD for joint sponsorship of Saturday night wrestling from Chicago. The 52-week contract was placed through Moss Associates.

Dailies' Circulation Upped In 33 Of 42 TV Cities—E&P

The TV industry's contention that video would aid rather than hurt other ad media was supported this week by a survey by Editor & Publisher showing a daily circulation increase during the past year for papers in 33 of 42 TV cities.

Reported by Jerry Walker, the study found that "In the 33 'plus' cities sales gained more than two per cent, which is double the percentage of gain for the nation's dailies a year ago. . . . Moreover, the total circulations in the 42 cities is slightly under half the total for the country. The Post Office statements showed for this group: 1948—27,880,171; 1949—27,958,101."

"In the nine 'minus' cities," E&P said, "circulation losses either were

'Mother' Goes Net

Sterling Drug Co. yesterday signed a 52-week contract with DuMont extending Dennis James' daytimer, "Okay Mother," now on WABD, to three other web affiliates—WFIL-TV, Philadelphia; WAAM, Baltimore and WTIG, Washington. Other stations are to be added later, according to Tom Gallery, web sales director. Effective Dec. 12, pact was placed through Dancer-Fitzgerald-Sample.

Ziv Completes Deal For "Cisco" TV Films

John Sinn, president of Ziv Television Programs, has completed arrangements with Hollywood film producer Philip N. Krasne for production of half-hour TV films based on the "Cisco Kid" stories. Contract calls for 52 films a year for ten years.

Looking forward to color, Krasne will shoot the films in 16 mm. Kodachrome at a cost of \$15,000 each.

Program will star Duncan Renaldo and Leo Carrillo, who appear in the theatrical "Cisco Kid" movies produced by Krasne for United Artists. Sinn produces the series for radio, rights to which are controlled by Ziv.

Sponsors of the radio version of the show will get first crack at the films.

Lack Of Outlets Seen Hurting Web Sales

The major problem faced by networks, agencies and advertisers in placing a new show on the air, clearance of station time, will continue for at least one to two years. This is the consensus of trade opinion in view of the fact that the freeze probably will not be lifted until another six months or a year have passed.

The FCC has not licensed a new station since the freeze first was put into effect Sept. 30, 1948. Most of the CP's outstanding at that time are already on the air and all will be in operation by spring at which time the total number of stations will be 111. There are 352 applications for stations on file.

Of the 54 markets covered by 91 stations now on the air, only four have enough stations to provide full time affiliation for each of the four major networks. These are New York (7), Chicago (4), Washington (4) and Los Angeles (7).

Only five cities—Baltimore, Cincinnati, Columbus, Detroit and Philadelphia—have three stations each. This means that the four webs must compete for time between two stations, or in most cases on only one, in the remaining 45 cities.

Both broadcasters and manufacturers are burned over the prolonged duration of the freeze, which was originally scheduled to last six months. The networks want new stations to eliminate the time clearance hassle and to increase circulation.

Many station operators with the only outlet in a market are eager for competition because the pattern throughout the country has shown a sharp increase in receiver sales after the second station in an area went on the air.

The manufacturers are pressing for an end to the freeze because new stations mean additional markets for receiver sales.

Pulse Top Ten

(7 Cities—Nov.)

Texaco Theater, NBC	59.9
Talent Scouts, CBS	46.9
Goldbergs, CBS	40.4
Godfrey Friends, CBS	40.3
Toast Town, CBS	39.3
Stop Music, ABC	34.7
Fireside Theater, NBC	34.2
Studio One, CBS	33.9
Philco Playhouse, NBC	31.3
Suspense, CBS	29.1

Global TV Network Forecast By Jolliffe

(Continued from Page 1)

to and from England and Europe." He told the newly graduated radio and television men "Don't be afraid to speculate and dream—they are fine companions for work."

The RCA veep also suggested to the graduates the idea of a "practical portable television receiver—providing an adequate sized picture from a set weighing less than 20 pounds." He said this involved the "lowering of power requirements and developing an efficient picture-reproducing system which can be folded up."



JOLLIFFE

Dr. Jolliffe pointed out the scarcity of fine teachers and the wartime uses for television. He said it could be used to demonstrate scarce equipment to large numbers of men at widely separated points.

The president of RCA Institutes, George L. Van Deusen, delivered a welcome address at the ceremonies held in NBC's studio 8H. The invocation and benediction were delivered by Rabbi Daniel L. Davis.

The class was the largest to be graduated from the Institute, which was founded in 1909 by Marconi. The courses given in radio and television servicing, broadcasting, and technology required a regular daily schedule for the students over a period of nine months to two years.

Xmas Concert Planned By Municipal Station

A Christmas concert from Carnegie Hall will be heard over WNYC on Saturday, December 17th from 2:30 to 4:30 p.m., EST.

The story of the Nativity with narration will be enacted by the Anita Zahn dancers, with chorus and soloists. Christmas music by Nicholai Berezowsky and Morton Gould will complete the program.

The presentation will be the first of two Gabilowitch Memorial concerts by the National Orchestral Association designed especially for young music-lovers.

The schedule of Wednesday rehearsals in January and February by the Association heard over WNYC from 6 to 6:45 p.m. has also been announced. It includes two programs selected for the annual American Music Festival of the Municipal Broadcasting System.

The February 15 program features Deems Taylor's "Through the Looking Glass." The broadcast on February 22 includes Aaron Copland's "Quiet City" and "Music for the Theater."

COAST-TO-COAST

WCSI Plans Xmas Party

Columbus, Ind.—Arrangements are being completed to conduct a special Christmas party for all of the members of the WCSI Woman's Club of the Air, over Station WCSI-FM. Bob Westermeier, maestro of the program, is completing arrangements to obtain the use of the Crump Theater for the party. Invitations are being mailed to 1,000 of the club members.

Child's Show Televised

Philadelphia, Pa.—The WFIL "Magic Lady" children's program, was televised for the first time November 25, by WFIL-TV. Sponsored by Lit Brothers, Philadelphia department store, the video show will be aired simultaneously with the radio broadcast every Friday at 6 p.m.

Bob Tyrol, MC, Returns

Hartford, Conn.—When the U.S. Coast Guard Academy Glee Club appeared on the "Songs from New England Colleges" series over WTIC last Sunday at 4:30 p.m., it was the homecoming day for announcer Bob Tyrol. Before the war, Tyrol was sent to New London weekly to announce the WTIC "U.S. Coast Guard on Parade" broadcasts. He grew so fond of the academy that he enlisted in the service, continuing his announcing assignment during his boot-training period.

Miller Heads WGAL

Lancaster, Pa.—Harold E. Miller has succeeded Walter O. Miller as station manager of WGAL, Inc. (AM, FM, TV).

WWSW Gets More Power

Pittsburgh, Pa.—WWSW, the oldest independent radio station here, became a more powerful independent when the city's Mayor David L. Lawrence pressed the button putting an all new, completely modern 5,000-watt transmitter on the air at new frequency of 970 kilocycles.

WCSS Receives Award

Amsterdam, N. Y.—Station WCSS has been awarded the Disabled American Veterans' Distinguished Service Plaque for outstanding contributions to the cause of disabled veterans. In special ceremonies held in the station's studios and broadcast simultaneously, Commander Al Zeppieri of Chapter 100 made formal presentation of the plaque to Cecil Woodland, WCSS president and general manager.

KDKA Handling Cotton Bowl

Pittsburgh, Pa.—KDKA will carry the Cotton Bowl football game, January 2, beginning at 2 p.m. R. J. Reynolds Tobacco Co. of Winston Salem, N. C. will sponsor the broadcast.

Get's Teenage Fan Mail

Boston, Mass.—Jack Chase, Day News Editor of WCOP, was recently surprised when a Watertown, Mass. Junior High School English-Speech teacher arrived at the WCOP Newsroom with a batch of fan letters written by her 7th grade class to Jack. Flattering as it was to receive hand-delivered mail, it was even more gratifying for Jack to learn that he had been a class project. WCOP sent Jack out to visit the class and Jack gave a news lecture to the class.

Anniversary Program

Washington, D. C.—Commemorating the 60th anniversary of the Washington Board of Trade, WMAL presented an hour-long radio program on Monday, November 28. The ABC network broadcast of "This Is Our Town" honored Washington and the Board of Trade Tuesday night over WMAL.

KECA Program Change

Hollywood, Calif.—KECA's garden expert, Mirandy, moved last Saturday morning to the earlier hour of 8:45. In her first broadcast at the new weekly time, Mirandy discussed planning spring garden for earliest blooms, and what you can be doing in your garden now.

Cold-Remedy Firms Increase Spot Drives

(Continued from Page 1)

they regard the antihistamine group as competitive for the cough and cold business and as a consequence are placing more radio advertising. Among the antihistamine group who have come to radio are the Anahist Co., Inc., Yonkers, N. Y.; Grove labs antihistamine product, "Antamine" and Bristol-Myers new "Resistab."

Bristol-Myers Company, through Kenyon & Eckhardt, will promote sales of its new antihistamine cold-killing drug, Resistab, with local radio spots and a hitch-hike on its NBC's "Break the Bank" program.

Agency Adopts Orphans

Two children will be adopted by Kenyon & Eckhardt, Inc. in behalf of newspaper and magazine people with whom the agency works during the year.

The agency will support a 15-year-old Italian boy, Sergio Visentin, and Kalliopi Kazakou, a 12-year-old girl from Salonika, Greece, in 1950 as a Christmas gift to the people on the publications. The costs of the youngster's maintenance will be assumed under the Foster Parents' Plan.

Kenyon & Eckhardt, Inc. adopted one child as a Christmas gift last year and two years ago sent CARE packages.

DEC. 1ST THURSDAY DEC. 1ST

LISTEN TO!

WALT DISNEY'S

GREATEST SONGS FROM HIS GREATEST PICTURE

"CINDERELLA"

INTRODUCED ON CAMPBELL SOUP'S

CLUB 15 by

DICK HAYMES
EVELYN KNIGHT
THE MODERNAIRES

and

JERRY GRAY & HIS ORCHESTRA

ON CBS' ENTIRE NETWORK 7:30 EST 9:45 PST

THURSDAY, DECEMBER 1ST

WALT DISNEY MUSIC CO.

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