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FINANCIAL

(December 13)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: DuMont Lab., Nat. Union Radio. Includes Bid, Asked columns.

OVER THE COUNTER

Table with columns: Stromberg-Carlson. Includes Bid, Asked columns.

Treynor Is Joining NAB In Station Relations Post

(Continued from Page 1)

headquarters, then go on an extended field trip to bolster NAB membership. He started in radio in 1939 with WOL. In July, 1942, he enlisted in the Marine Corps and saw action as a combat pilot in the Pacific. He received the Distinguished Flying Cross, Navy Citation, Presidential Citation and three battle stars.

In March, 1946, Treynor rejoined WOL and in November, 1948, he went to WOIC, now WTOP-TV, as director of sales and research. He became account executive in July, 1950, when majority stock in the CBS facilities was purchased by Eugene Meyer, Washington Post publisher.

'Freedom' Is Theme Of TV Spots

Using as a theme, "Freedom Is Everybody's Job," NBC-TV has produced a series of film public service spots which will be shown on their owned and operated TV stations including WNBT in New York. The series of "spot" announcements are based on historic documents from the Library of Congress and the accompanying narration is spoken by Kenneth Banghart, WNBC newscaster. First in the series are two Lincoln classics, "The Gettysburg Address" and "The Emancipation Proclamation."

FCC Defers Hearings On Coast Tariff Skeds

(Continued from Page 1)

proposed tariffs. The proposed tariffs, which represent an increase over past tariffs, were to have become effective Dec. 20. They embraced Long Lines transmissions for AM and FM operations, the Commission said.

Heretofore, the Public Telephone & Telegraph Co. has filed tariffs for West Coast use, with the West Coast Telephone Co. concurring. Commission sources said. In the present case, however, West Coast filed separate tariffs, proposing increased charges and new charges for AM and FM aural broadcast transmission.

The Jan. 22 hearing will be before an FCC hearing examiner.

Radio And TV Stations Meet Toledo Emergency

(Continued from Page 1)

shut off appliances and turn down thermostats on heating devices, as a result of a break in the main supply line which drastically lowered gas pressure. The Ohio Fuel Gas Co. on its 10:30 half-hour television show, "The Gasco Theater," devoted all three of its commercial periods to an explanation of the gas failure, and announced that employees had isolated the break in the main supply line, and that barring unforeseen emergencies, normal service would be restored in a few hours.

Col. Kirby Aids Santa

Washington—The Military Amateur Radio System was given a major test last week, but instead of transmitting warnings MARS handled greetings and other messages from several hundred boys who were guests of their fathers at the National Press Club's annual Father and Son night.

Col. E. M. Kirby, chief of the army's radio branch and member of the club, through the cooperation of the Chief Signal Officer, made it possible for the sons of Washington's news corps to send messages via MARS to relatives and friends in all parts of the country.

In the Press Club main ballroom, where the fathers and sons were entertained, Maj. W. K. Perrin, representing the Chief Signal Officer, and Sgt. 1/c A. C. Slight set up the Signal Corps control room. Messages were transmitted direct to the Pentagon and from there were relayed to their respective destinations.

TV Newsreel Exchange Setup By WPIX And KTTV

(Continued from Page 1)

stations with greatly increased news film coverage. It makes available to TV viewers in one city news events filmed in the other city only 12 to 15 hours before. In recent weeks, WPIX newsreel films of the Long Island railroad disaster, the big storm, and the UN meetings have been aired by KTTV.

Oberlin College Award Goes To WWCA, Gary

Gary, Indiana—WWCA, Gary, has received the Oberlin Award, annual presentation of the Lake County Medical Society to the organization making an outstanding contribution to public health and welfare in the area.

The award was presented for the series of ten weekly quarter-hour programs broadcast on WWCA last spring titled, "Drama—M.D."

Daytime Hour Sellout Reported By NBC-TV

(Continued from Page 1)

tory of the industry and shows the confidence that national advertisers of all sizes have in the effectiveness of daytime television.

Earlier in the week NBC sold segments of the "Kate Smith Hour" to the Corn Products Refining Company (C. L. Miller Co.), Simmons Company (Young & Rubicam), Andrew Jergens Company (Robert W. Orr Associates), Chesebrough Manufacturing Company (Cayton, Inc.), and Hazel Bishop, Inc. (Raymond Spector Co.). The original advertisers of the "Kate Smith Hour"—American Home Products Corporation (W. Earl Bothwell, Inc.), Minute Maid Corporation (Ted Bates, Inc.) and Durkee Famous Foods, Inc. (Mildrum & Fewsmith)—will continue their regular segments. The agency for Hunt Foods, Inc., is Young & Rubicam, and the agency for Procter & Gamble Company is Dancer-Fitzgerald-Sample, Inc.

Wedding Bells

Syracuse, N. Y.—Announcement is made of the marriage of Miss Vivian Call Vinal of Brewerton, N. Y., and Westcott B. Phoenix, Syracuse, photographer for WSYR-TV. The couple were married Saturday, Dec. 2 in the Church of Christ.



You get a lot for a little\*

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

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



## Six AM Applicants Received By FCC

Washington—Applications for six new AM stations and one TV outlet have been accepted for filing by the FCC. The AM facilities sought are:

Greater Illinois Broadcasting Co., St. Charles, Ill., for 1560 kc., 500 watts daytime only.

Kenneth Beubrecht and Monroe MacPherson, doing business as Ionia Broadcasting Co., Ionia, Mich., for 1430 kc., 1 kw., daytime only.

Booth Radio & Television Stations, Inc., for 1470 kc., 1kw., daytime only, at Lansing, Mich.

Kelly Bell and J. C. Stallings, doing business as Brazosport Broadcasting Co., Freeport, Tex., for 1490 kc., 250 watts, unlimited.

City Broadcasting Corp., Nashua, N. H., for 1340 kc., 250 watts, unlimited, contingent on WEIM vacating 1340 kc.

Detroit Lakes Broadcasting Corp., Detroit Lakes, Minn., for 1050 kc., 1 kw., daytime only.

WOOD, Chattanooga, Tenn., has filed for a TV station on Channel 3, with effective radiated power of 27.7 kw. visual and 13.9 kw. aural and antenna height 1055 feet above average terrain.

Applications to change facilities have been accepted by the following: KBMY, Billings, Mont., to change from 1240 kc. to 920 kc, and increase power from 250 watts to 1 kw., amended to change transmitter and studio locations.

KDSX, Denison, Tex., change from 1220 kc. to 950 kc and hours of operation from daytime only to 1 kw., days, 500 watts, nights.

### Power Plant Aids WIBX

Utica, N. Y. — When the storm struck Central New York recently, WIBX, CBS outlet here, was the only local station to continue to serve the area. The reason is that over a year ago WIBX prepared for times like these by installing an emergency power plant in its new 5,000-watt transmitter station at Clark Mills. When the power from Niagara thru the Mohawk Niagara Corp. failed at 3:48 p.m. Saturday, the automatic switch from commercial power to the WIBX powerhouse supply was made and WIBX was enabled to continue to provide its regular program service. Their 11 p.m. news gave a comprehensive coverage of the highlights of the disaster, with actual tape recordings of interviews with fire chiefs, police chiefs and other civic leaders in this area.

### Sponsored Appearance

Philadelphia — A five-year-old Philadelphia girl who recovered from rheumatic fever through the help of that city's Community Chest was a special guest on CBS-TV's "Ken Murray Show," Saturday, Dec. 2. Her appearance was sponsored by the Community Chests of America, of New York, national parent organization of the charity in 1,250 cities.

## FCC HEARINGS

Washington Bureau of RADIO DAILY  
Washington—Several hearings are scheduled the week of Dec. 18 before the FCC. The hearing calendar follows:

### Monday, Dec. 18—

10 a.m.: AT&T et al. for a certificate under Sec. 221 (a) of the Communications Act; Western Union and the Pacific Telephone & Telegraph Co. and Bell Telephone Co. of Nevada for certificates under Sec. 214 of the Act, before the Commission en banc.

10 a.m.: Vermilion Broadcasting Corp., Danville, Ill., for a CP for new station on 980 kc. 1 kw unlimited; parties respondent—KMBC, Kansas City; WSIX, Nashville; WONE, Dayton, before Hearing Examiner Leo Resnick.

10 a.m.: WOOK, Silver Spring, Md., for CP to change hours of operation, frequency, power and studio location; Parties respondent—WWL, Woodside, N. Y.; WHRY, Ann Arbor, Mich.; WFRG, Reidsville, N. C., before Hearing Examiner Leo Resnick.

10 a.m.: Charles H. Chamberlain, Bellefontaine, Ohio, for CP for new station on 1390 kc. 500 watts, days; parties respondent—WKJG, Ft. Wayne, Ind.; WING, Dayton, before Examiner Jack P. Blume.

10 a.m.: Allen B. DuMont Laboratories, Inc., (complainant) versus AT&T et al. (defendants), in matter of AT&T et al. allocation of usage of intercity video transmission facilities, before Examiner Hugh B. Hutchison.

10 a.m.: Room 2704 Temporary T building, before Jack P. Blume, examiner; Pre-hearing conference in regard to mobile and base facilities, involving 12 applicants.

2 p.m.: Oral argument before Commission en banc in applications of Kenyon Brown, Tulsa, Okla., for a CP on 1340 kc. 250 watts, unlimited, and George E. Cameron, Jr., for the same facilities.

### Tuesday, Dec. 19—

10 a.m.: Application of Blanfox Radio Co., Inc., Cumberland, Ky., for a new sta-

tion on 1490 kc. 250 watts, unlimited; Party respondent—WOPI, Bristol, Tenn., before Examiner Basil P. Cooper.

10 a.m.: Oral argument before the FCC en banc; Argument No. 1—Hamtramck Radio Corp., Hamtramck, Mich., and Atlas Broadcasting Co., Hamtramck, Mich., for a new station on 1440 kc. 500 watts, daytime. Argument No. 2—Surety Broadcasting Co., Chadlotte, N. C., for a new station on 930 kc. 1 kw, nights, 5 kw, days, and application of WRRF, Washington, N. C., to change facilities to 930 kc. 1 kw, nights, 5 kw, days. Argument No. 3—Mid-Island Radio, Inc., Patchogue, N. Y., and Patchogue Broadcasting Co., for new station on 1580 kc. 250 watts, daytime only. Argument No. 4—New Suffolk Broadcasting Corp., for new station at Patchogue, N. Y., on 1370 kc. 500 watts, daytime only.

10 a.m.: Before Examiner Elizabeth C. Smith, applications of William Marvin Bunker and Tribune Publishing Co. for new stations in Tacoma, Wash., on 1400 kc. 250 watts, unlimited, and of Bruce Bartley, trading as Bremerton Broadcast Co., Bremerton, Wash., to change facilities to 1400 kc. 250 watts, unlimited.

### Wednesday, Dec. 20—

10 a.m.: Application of WTOD, Toledo, to change hours on 1470 kc. 1 kw, unlimited, and applications of the following for WTOD's facilities: The Midwestern Broadcasting Co., The Toledo Blade Co., The Rural Broadcasting Co. of Ohio, and Radio Corp. of Toledo, before Examiner Fanny N. Litvin. (These are further hearings).

### Wednesday, Dec. 20—

10 a.m.: Before Examiner J. D. Bond, in the matter of the Chesapeake & Potomac Telephone Co. of Virginia for a certificate that its proposed acquisition of facilities from Central Mutual Telephone Co., Inc. will be of advantage to the persons to whom service is to be rendered and in the public interest.

## Gives Radio Credit For Business Boom

(Continued from Page 1)

E. Gordon in a statewide radio hook-up.

Sen. LeBlanc said that in two and one-half years, with a borrowed \$2,500, he has built Hadacol into a corporation with assets worth \$7 million. The net profits of the LeBlanc Corp. this year will be about 6 million on a 20 million gross, LeBlanc added.

If he can get enough materials, he continued, the gross next year will be from \$75 to 80 million.

LeBlanc said that he purchased \$500,000 worth of toys for the Christmas parties his 576 radio stations will stage in theaters throughout Hadacol's market area.

### Joseph Doncourt

Joseph Doncourt, retired vaudeville actor and father of CBS-TV star, Ken Murray, died Friday afternoon in North Hollywood, California, after a long illness. He was 68 years of age.

In addition to Murray, Mr. Doncourt is survived by his wife, Janet, and a daughter, Mrs. Anthony Graniero of New York. Burial will be in New York City.

## Ohio Technicians Form Service Association

Toledo, O.—The Electronic Technicians Assn. of Toledo has been organized to police radio and television servicing and repairs, and its initial membership of almost 100 is composed of dealers, servicemen, and wholesale distributors of radio and television equipment interested in eliminating unfair practices in service calls.

The association has adopted a code of ethics which will be administered by a three-man committee made up of two directors and one appointee. It will be their duty to handle complaints and make suggestions for correcting them, and to study service charges and make recommendations.

The code of ethics calls for, among other things, the proper treatment of customers and their property; accurate and comprehensive statements and records of work; guarantees on work; use of quality parts, and elimination of unreasonable promises and misleading advertising.

### Named to Civic Committee

Robert Wilson of WADC, Akron, has been named a member of the advisory committee for the fourth annual Greater Akron Trade Exposition sponsored by the Junior Chamber of Commerce, to be held February 15-25 at East Market Gardens.

for profitable selling **INVESTIGATE**

**WDEL**  
WILMINGTON  
DELAWARE

**WGAL**  
LANCASTER  
PENNSYLVANIA

**WKBO**  
HARRISBURG  
PENNSYLVANIA

**WRAW**  
READING  
PENNSYLVANIA

**WORK**  
YORK  
PENNSYLVANIA

**WEST**  
EASTON  
PENNSYLVANIA

**WDEL-TV**  
WILMINGTON  
DELAWARE

**WGAL-TV**  
LANCASTER  
PENNSYLVANIA

and



STEINMAN STATIONS

Clair R. McCollough, Managing Director

Represented by **ROBERT MEEKER ASSOCIATES**

Chicago San Francisco New York Los Angeles

# N. J. Web Conducts "Emergency" Test

(Continued from Page 1)

existence of the state-wide radio alert system.

At 1:05 p.m., the office of civil defense in Trenton notified the New Jersey state police to alert all AM and FM stations for a 2 o'clock emergency broadcast. Advance information of the test was known only to four top officials.

Promptly at two, a network of radio and FM stations, covering the entire state, aired a six-minute broadcast originated by WTOA (FM), Trenton. It consisted of talk on the emergency defense setup by Governor Alfred E. Driscoll, and Leonard Dreyfuss, state director of civil defense.

Preliminary reports on the special broadcast indicate it was an operational success, a defense spokesman said. Many stations cancelled their commercial programs to air the emergency test broadcast. And in addition, most stations interrupted their regular broadcasting to air announcements calling attention to the 2 o'clock broadcast.

The New Jersey emergency radio network operates by an FM relay system.

## WFIL Reports News Beat

Philadelphia—Within a half-hour of the sentencing of Harry Gold as a courier for a foreign spy ring, WFIL aired an exclusive statement by U. S. Attorney Gerald A. Gleeson, who prosecuted the case against the Philadelphia chemist. The sentence was handed down by U. S. District Judge James P. McGranery shortly before noon, and the station broadcast Gleeson's remarks at 12:15 p.m. WFIL special events man Jim Rubenstone took a minitape recorder to the courtroom and interviewed the prosecutor immediately after the sentence was announced.



By ETHEL ROSEN

## California Commentary

● ● ● The new KTLA Studio Theater, the largest exclusive television theater in the west, started housing "Dixie Showboat," the 11th. This is the second Paramount television production to emanate from the new facility. The Ina Ray Hutton All Girl Show has been originating from the theater since its acquisition by KTLA. . . . KTLA's "Movietown, RSVP" weekly charade program, emerged Sunday (3rd) with a new format and a new sponsor, Rexall Drugs. Dick Lane remains as emcee, with Carroll Carroll and Jack Johnstone continuing on board of experts. . . . Martin Lewis, Paramount studio radio director, returned from New York over the weekend where he conferred at the home office on tieups for the Bing Crosby starrer, "Mr. Music," which will be company's Christmas release.



● ● ● Arch Oboler, producer-director and writer, has completed a full length motion picture titled "Five," based on his very popular idea of ten years ago which was presented on radio many times under the title of "The Word." Film which was filmed in secrecy, concerns itself with five people who are left alive in the world after radio-activity atomic dust has wiped out every other human being on earth. . . . Judy Canova has had her option taken up by Colgate for another year—now going into her sixth year under that sponsorship. . . . Harry Babbitt is the new emcee on KTLA's "Bandstand Revue" and "Hollywood Opportunity." . . . Paul Harvey contestant whom Ralph Edwards sent to Africa to look for a diamond returned not only with the diamond but the skins of two mane lion which he actually killed while on a safari. . . . Jimmy Wakely has returned from New York after guesting on Bob Hope's Thanksgiving Day TV show. . . . Don C. Martin, director of School of Radio Arts, has expanded their educational program to include the complete field of television instruction. . . . The Jack Benny show will be heard from Palm Springs for the next two weeks, returning here for the Dec. 17th broadcast. . . . Roy Rogers touring 28 metropolitan centers on a good-will and safety campaign, did not change his itinerary—despite record smashing wind and snow storms, as per schedule, he appeared in Huntington, W. Va., on the 29th, winding up his tour in Birmingham, Dec. 3rd. . . . The Dennis Day show has been renewed on NBC for 52 weeks by Colgate-Palmolive-Peet. . . . Fin Hollinger has resigned as manager of KIST (Santa Barbara) after 3½ years to become general manager of KPOA, Mutual affiliate in Honolulu, effective January 1. President Harry C. Butcher will personally supervise KIST.



● ● ● As a result of N. Peter Rathvon's venture in producing the first Pulitzer Prize Playhouse film for video, "The Pharmacist's Mate," understood several major studios are interested in putting in a bid for the filming of Pulitzer Prize Playhouse shows out here. Schlitz Beer Company is financing the project. Y & R is the agency. . . . A top Hollywood talent agency is readying TV shows for both Bob Burns and Burl Ives. . . . Shirley Mitchell and Cathy Lewis have become regulars on the "Great Gildersleeve" show. . . . Dorothy McCarthy, Composer Victor Young's secretary, has joined the Ken Lane Singers on the Carnation Contented Hour, as well as being heard in the Lucky Strike commercials on the Jack Benny program. . . . Thirty children from a Los Angeles orphanage will take part in the two-hour "Jack Gregson Show" Christmas Day and will be gifted with toys sent in by viewers in a drive started by Gregson, Nov. 27th.

# New Security Code Issued By MacArthur

(Continued from Page 1)

no way as censorship or in any way a threat to the press."

Col. Marion P. Echols, General MacArthur's public relations officer, made the announcement to representatives of radio networks, TV webs, wire services and to correspondents from newspapers and magazines. Col. Echols said that correspondents in Korea would be asked to file with the nearest public relations officers copies of all articles concerning military operations within forty-eight hours after filing.

## Four Subjects Outlined

Four subjects were outlined by Colonel Echols as information that correspondents should refrain from discussing. These subjects are:

1. Information regarding planned military operations or movements in progress—except movements of troops in contact with the enemy of which the enemy naturally was aware.
2. Enemy movements with respect to United Nations military boundaries—division lines between corps or divisions, for example—or "weaknesses in our positions or undefended portions of our lines."
3. Effectiveness of specific items of United Nations or enemy material—guns, tanks, planes and other equipment.
4. Reported actions or locations of friendly troops below division strength or separate United Nations units except when "in firm contact with the enemy."

## Music Stressed On WDAS

Philadelphia, Pa. — During the holiday season and throughout the year, an almost endless procession of music will flow daily from WDAS. By the express wish of the station's new owner, Max Leon, himself a musician of note, music programs on the station will be varied enough to suit every taste. "Morning Music Hall," which starts at 8 o'clock, will provide light classical music. Directly after that, at 9, is "Kiddie Klassics," the inning for small fry. Fast-moving polkas and westerns follow and are climaxed at noon by "Hitchin Post," which is emceed by Slim and Ruthie Swigert. Latest recordings of name bands occupy most of the afternoon. From 5 to 6, show music makes up the fare of "Music a la Carte," and evening listeners hear the "Hour of Nocturne" featuring concerti and symphonies.

## Gets WEVD Renewal

The Jewish Philosopher, radio's longest running Jewish program, has been renewed for the fourteenth consecutive year by the Carnation Company, through Erwin, Wasey & Co., Inc. The Jewish Philosopher appears daily at 2:00 p.m. exclusively over station WEVD, New York.

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



WHAT'S THE BRAWL  
ABOUT?

NOT A BRAWL,  
MY DEAR —  
AN OCCASION! IT'S  
THIS **NEW ERA'S** FIRST  
BIRTHDAY AND WE'RE  
HAVING SOMETHING OF  
A WHOOP-DE-DOO!

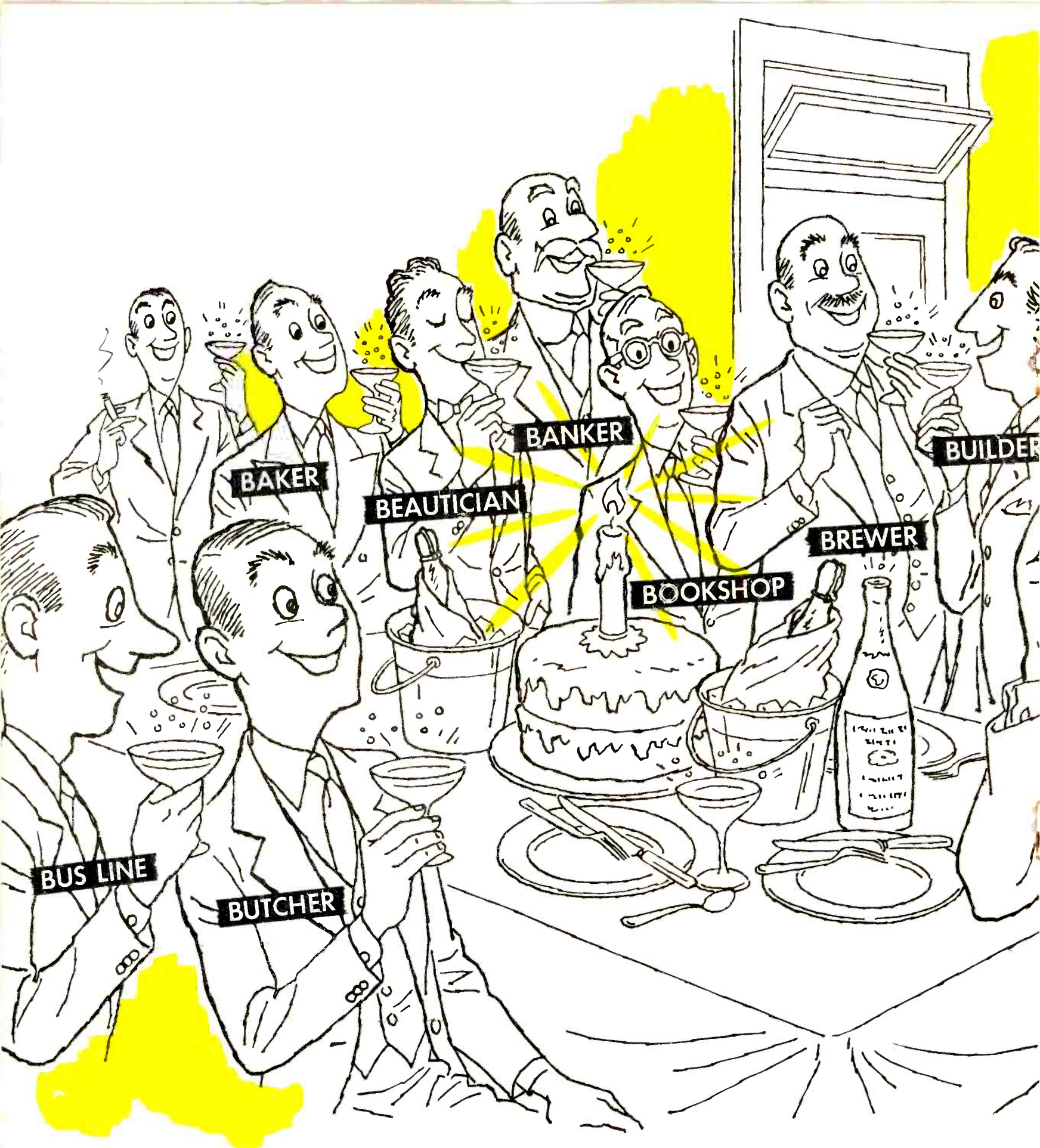
Champagne or not, whooping it up with **THESAURUS** is everyday common sense for saleswise broadcasters, because **THESAURUS** productions put sponsors in the big time at affordable cost. Not only put 'em there, but hold 'em there—with the showmanship and big names that pile up the listening.

One year ago, **THESAURUS** promised something new and different in ready-to-air programs. Subscribers tell us the results are even *better* than promised!


The "new era" in

*Thesaurus*

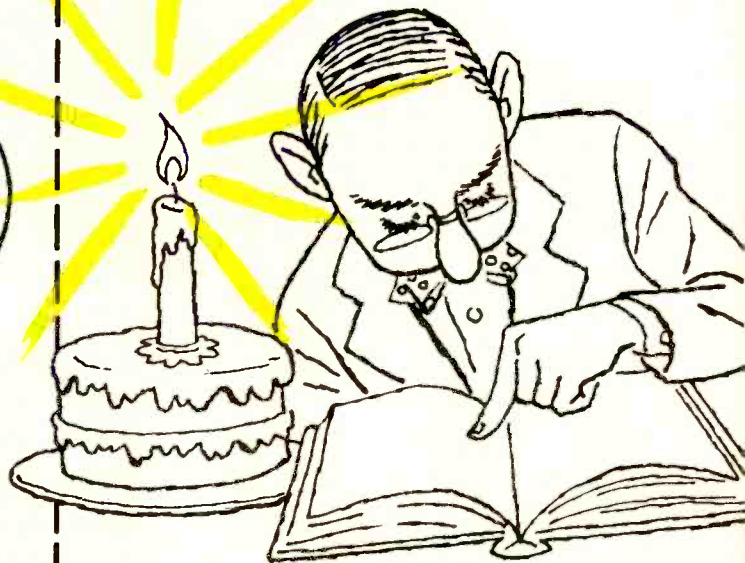
... A PROGRAMMING  
PLEDGE FULFILLED!



A broadcaster's best friend...



THIS YEAR'S  
EXCITING "NEW ERA" IN  
**THESAURUS** HAS BROUGHT  
US BUSINESS WITH  
A CAPITAL "B"!



## **L**ook

at THESAURUS' record! 10 great new shows . . . 25 new top name artists—and all this in one action-packed year.

Yes, THESAURUS productions are complete commercial programming packages, designed with **you** and **your sponsors** in mind . . . written, produced and transcribed by people who know radio and its specific needs. THESAURUS shows are fully scripted. They have the themes, voice-tracks, tie-ins, cross-plugs—everything it takes to win sponsorship and build listenership.

THESAURUS provides you with plenty of selling ammunition too:

SPONSOR-SELLING BROCHURES AND  
MERCHANDISING PLANS  
AUDIENCE-BUILDING PROMOTION KITS  
SALES-CLINCHING AUDITION DISCS

Plus . . .

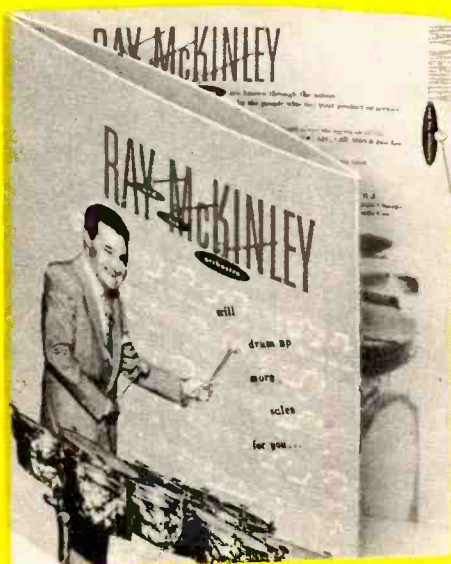
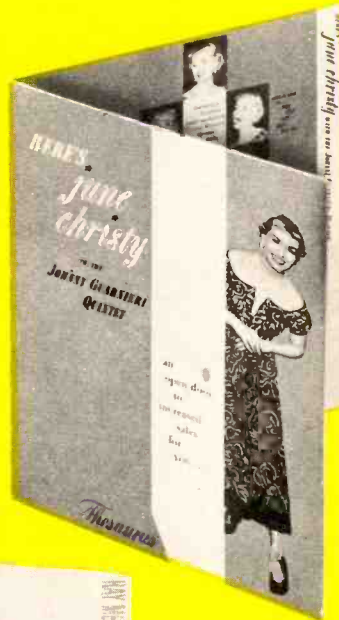
hit tunes before they're hits  
inspiring mood music  
special holiday programs  
time & weather jingles  
commercial jingles  
many production "extras"

*Thesaurus'* "new era"

is one  
year  
old!



Spread one of these  
on a prospect's desk  
...and you've got  
another sponsor!



recorded  
program  
services

Radio Corporation of America  
RCA Victor Division

120 East 23rd Street  
New York 10, N. Y.

Chicago • Hollywood

A broadcaster's best friend... *Thesaurus* the "new era" in



## FCC Examiner Rules On Richards Motions

Detroit—FCC Examiner James D. Cunningham has ruled on three motions by attorneys for G. A. Richards and reserved ruling on another FCC hearing on the license renewal applications of KMPC, WJR and WGAR, three 50,000-watt stations owned by G. A. Richards.

Cunningham denied a motion by Attorney Joseph W. Burns to strike memos and letters from Richards to Leo Fitzpatrick, former WJR general manager. Burns made the motion because the letters and memos expressed private opinions rather than instructions and did not relate to KMPC broadcasts. In denying Burns' motion, the Examiner said the memos were relevant to the issue of whether or not instructions were issued to promote personal political, social and economic viewpoints on the air.

### Reserves Newscast Ruling

The Examiner reserved ruling on Burns' motion to strike all evidence relating to KMPC newscasts from July, 1942 to September 29, 1947. Burns based the motion on charges that the FCC suppressed recordings and memo sheets monitored by radio reports. In delaying his decision, the Examiner said the motion to strike was very comprehensive and he would submit a decision later when deciding the entire KMPC case.

Burns' motion to strike the testimony of R. P. Anderson, former KMPC newscaster, was granted because of Anderson's status at KMPC. Anderson was a substitute for two weeks for KMPC newscaster Norman Nesbitt, and testified another KMPC newscaster had told him to play down Henry Wallace.

### Won't Subpoena Cottone

Cunningham also denied Burns' motion to subpoena FCC counsel Benedict Cottone to produce additional records and documents relating to radio reports. Cunningham said, "If FCC counsel will state he was no more records, that is sufficient."

Richards' request for license renewal application of his three stations has received strong support from business, civic and veteran leaders.

When the hearing moved to Detroit, the Michigan State Commanders of the American Legion, Veterans of Foreign Wars, Amvets and DAV, held a special meeting and criticized the FCC for bringing the hearing to WJR. The veteran leaders cited the numerous awards Richards, personally, or his stations have received for distinguished service to veterans and said they would support Richards in his battle for freedom of speech.

### City Council Pays Tribute

The City Council of Detroit volunteered its support for the Goodwill Station by unanimously passing a resolution urging the FCC to grant WJR a license renewal.

## "Shop In Worcester" Campaign Pays Off

Worcester, Mass. — Radio has shown once again that it can do a job in helping move merchandise. According to a Federal Reserve Board survey, the City of Worcester led New England in retail trade gains during September. The city had a 13.7 per cent gain as compared with the New England average of 8 per cent.

A front page story in a recent Worcester Evening Gazette reports most local store managers credit the rise to the new Wednesday night store openings—a project which WTAG is helping publicize and promote by a weekly half-hour "Talent Shop" broadcast from the stage of Worcester's largest movie theater.

The story credits WTAG with an important share in producing the increase, not only through the Wednesday night talent shows, but through a unified cooperative campaign conceived by the station, and inaugurated five days before the first Wednesday night opening on September 6.

On September 1, the station instituted a series of hourly station identification tags, 7 days a week, on the "shop in Worcester" theme.

Their aim was to impress upon Central New England residents that Worcester is their shopping center.

One department store manager estimated that fifty per cent of his Wednesday night business was out-of-city. Another store manager reported that eleven of his first fifteen sales immediately after 6 o'clock one Wednesday night were out-of-city shoppers.

The weekly half-hour "Talent Shop" is broadcast Wednesday nights at 9, immediately after the stores close. This four-way cooperative promotion, sponsored jointly by WTAG and the newspapers, has the cooperation of the Chamber of Commerce and Loew's Poli Theater. Contestants on the program come from county industrial establishments, and winners receive weekly prize jackpots from Worcester retailers. The grand prize is to be a trip to Bermuda on the Furness Lines' USS Queen of Bermuda. "Commercials" on the program are devoted to civic promotion as well as to urging listeners to shop Wednesday nights before coming over for the show.

The general "shop in Worcester" campaign will continue for at least a year on a daily, round-the-schedule basis. Since September 1st, over 800 station break plugs have thus far been aired, with additional uncounted plugs, mentions and interviews included in the station's "chatter" programs.

## 'Barber' At Met Saturday

Rossini's comic opera, "The Barber of Seville," on Saturday will be broadcast over the American network in its entirety from the stage of the Metropolitan Opera House, New York. Lily Pons will be heard on the coloratura soprano role of Rosina.

## Motorola's Galvin Asks Educational-TV Bands

Pledging his support for the assignment of television channels for educational use, Paul Galvin, president of Motorola Inc., today became the first of the major television manufacturers to support the move which was urged on the FCC last week by Merlin Aylesworth, former NBC prexy, and seconded by Frieda Hennock of the FCC. Galvin's statement maintained: "Television can be the greatest teacher of all time, effective in every educational field from children's education to medicine, agriculture and all phases of adult education."

Stressing that this is a question of planning and establishing principles, Galvin noted that full scale utilization of television in education is many years away, if only because of the financial limitations of most educational institutions. As the educators who now are urging the use of television presently conceive their plans, channels would be assigned to non-commercial educational use or commercial stations would devote specified numbers of hours to educational programs, produced by schools and colleges. In either case, educational institutions would be expected to pay program costs to station owners, Galvin said, adding:

"Since some \$7,000,000,000 in public and private funds now is being spent on education each year, it is conceivable that a portion of this money be spent on teaching by television."

## Call For Auto Radios Grows, Study Shows

(Continued from Page 1)

working order, 42.7 per cent had a radio turned on during three to four o'clock on Saturday afternoon.

2. In automobiles with radio turned on, 69 per cent of those questioned identified a particular program.

3. In automobiles with radio turned on, 69 per cent of those questioned identified a particular station.

4. Average number of passengers in the 1,088 automobiles was 2.1 per auto, representing 1.0 men, .8 women, and .3 children.

Interviews were made while automobiles halted for traffic signals.

## Vadeboncoeur Honored At Premiere Of Movie

Syracuse, N. Y.—E. R. Vadeboncoeur, vice-president and news commentator at WSYR, was awarded a scroll of commendation for his "keen interest in civic affairs and his daily impartial analysis of the news" at the conclusion of his special broadcast recently from the stage of the Paramount Theater, Syracuse, by Richard Feldman, theater manager.

The news analyst's 12:15 broadcast was aired from the theater stage in conjunction with the first showing here of "An American Guerrilla in the Philippines."

## RADIO EXECUTIVES' CLUB OF NEW YORK CHRISTMAS LUNCHEON THURSDAY, DECEMBER 14th

The Unoriginal Amateur Hour  
complete with audiometer

Murray Grabhorn, Pianist Extraordinary

Shannon's Shambles

Produced by Jayne Shannon

ABC's Tom Shea

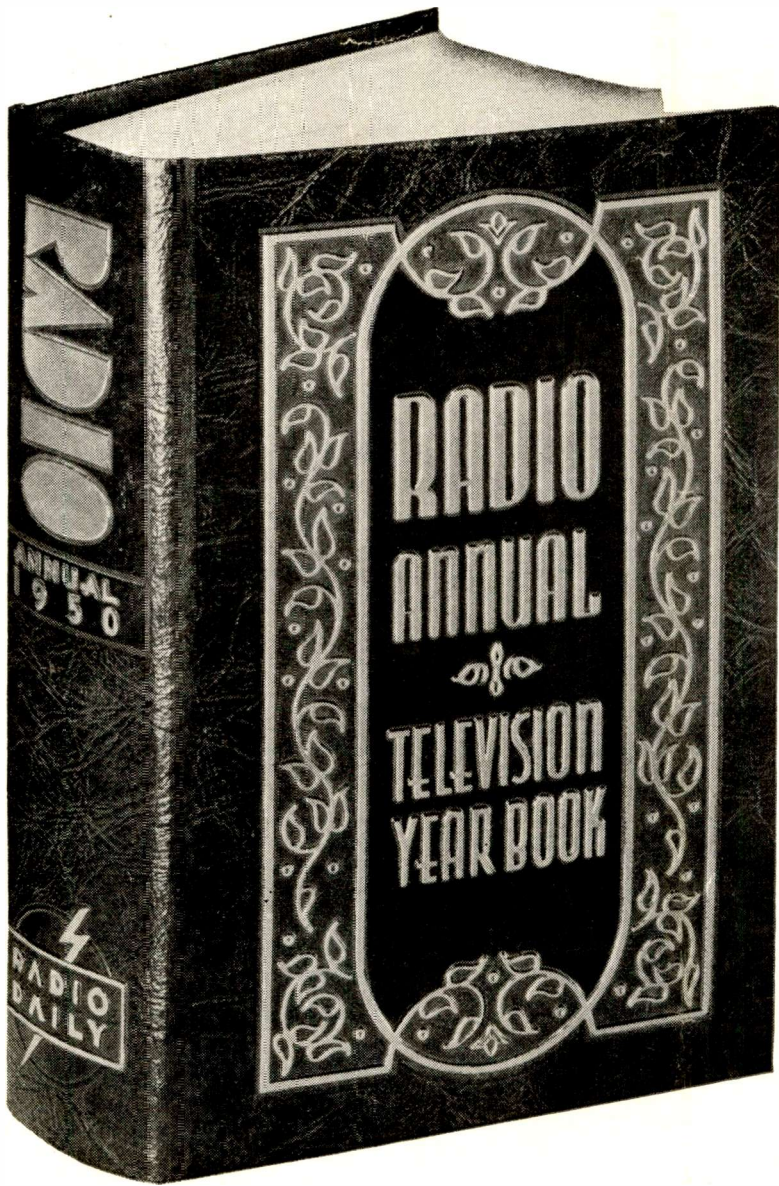
You, too, will do your stuff

WALDORF ASTORIA  
STARLIGHT ROOF

12:30 sharp

Please call Claude Barrere  
for reservations

Murray Hill 6-0238



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Send me the 1950 RADIO ANNUAL (1280 pages) and the next 260 issues of Radio Daily (full year's subscription).

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NAME .....

TITLE .....

COMPANY .....

STREET ADDRESS .....

CITY AND STATE .....

## TV 'Real' Medium, Weaver Tells SBC

(Continued from Page 1)  
Broadcast Conference in Chicago yesterday.

Maintaining that those who don't watch hits are "statistically insignificant," Weaver said that the first aim of NBC television is to attract as many viewers as possible by presenting programs that appeal to most of the viewers most of the time. This does not mean, he emphasized, that shows must be leveled at the lowest common denominator, but, instead, that the most popular categories must be determined and then the programs within these classifications made as good as possible.

Weaver called television "the most important single factor in the American family today," and said that rather than catering to special interests he believed that at the present time existing shows should be used to widen the interests of the average viewer, such as using operatic sequences on programs now being televised rather than devoting large segments of time to complete operas.

### "Vanguard of New Adulthood"

Termining television "the vanguard of a new adulthood," Weaver predicted that video will make man "contemporary with his era for the first time," by giving him the opportunity to see all important events and personalities in action.

After this basic programming is a reality, Weaver pointed out, then programs of special interest can be produced which will be devoted to special interests. He cited the project he termed "operation frontal lobes," which he hopes will be a reality by the Fall of 1951, as an answer to this. In this instance one hour a week, in different time slots, will be devoted to special subjects. During a month one program would be devoted to music, one to drama and two to special subjects.

Earlier in the day an open forum discussion on radio and television was conducted by Adelaide Riedl, radio-TV chairman of the Chicago region of the Illinois Congress of Parents and Teachers. In this meeting it was brought out that television is one of the most important factors in visual learning and ways to control and direct the viewing habits in school were discussed.

George Jennings, director of radio and television for the Chicago public schools, presided at a discussion of the services available to schools through the facilities of the radio council.

John Scupham, head of school broadcasting for the BBC, discussed the use of the BBC in British schools.

### WHA Announcer To WDSU

New Orleans, La.—Latest addition to the WDSU announcing staff is Cliff Roberts, formerly chief announcer at WHA, Madison Wisc.

# ★ ★ TELE TOPICS ★ ★

"OUR ANTAGONIST IS OUR HELPER," Sir Edmund Burke told Commons in 1770, defending the American Colonists, but it remains to be seen if the Great Conciliator's sentiments carry weight today in our very mundane television industry. For a case in point—If, and when, Paramount Theaters acquires the ABC network—as has been bruted about these many months—the movie company will be faced with its own television COMPETITION in some cities. Paramount is a stockholder in DuMont, which operates WABD, while the American network, itself, points with pride—and not without reason—to its WJZ-TV. In Chicago, United Paramount now operates WBKB and would get WENR-TV through an American network acquisition. On the West Coast, Paramount Pictures owns KTLA, Los Angeles, and the American network television station KECA-TV.

★ ★ ★ ★

**T**ODAY'S TV Personality: JOHN E. FEITZER comes to TV after thirty years in the radio broadcasting business. He started in radio as an engineer and helped build a number of the pioneer stations in the Midwest. Later he was a consulting engineer at home and abroad and passed through the entire gamut of radio jobs from announcing to president. John is president-owner of the Fetzer Broadcasting Company, operating WJEF, CBS outlet in Grand Rapids, WKZO, also CBS in Kalamazoo and WKZO-TV, which is affili-



FETZER

ated with the four TV networks. In addition, he is vice-president of KXEL, 50 kilowatt ABC outlet in Waterloo, Ia. John is a veteran of ten years on the NAB Board. During the war he served with Byron Price in the Office of Censorship as the Radio Censor and later joined the famous Eisenhower radio mission in ETO. Since the war John, in addition to building Kalamazoo's new Radio City for AM and TV, has also found time to serve on the board of directors of the American National Bank of Kalamazoo.

★ ★ ★ ★

**I**N REVIEW: When it comes to slick professional production, the Vaughn Monroe stanza on CBS-TV, Tuesday nights stands out favorably among the best TV has to offer. It is smooth, moves at a fast pace, and is always appealing to the eye. True, the show doesn't hit the mark every week, but considering that the basic elements comprising the musical, consists only of a name singer (Monroe), his band and a small vocal and dance chorus, it is a tremendous credit to the imaginative production staff, that the series presents such slick, interesting musical entertainment. . . . A top-flight movie, a rarity on television, is scheduled by WABD, New York, for Saturday at 7 p.m. It's "The Private Life of Henry VIII," starring Charles Laughton. . . . CBS-TV will present a religious drama build around the modern conception of the Third Commandment, "Remember the Sabbath Day to keep it Holy," on Sunday, Dec. 17, at 4:30 p.m. . . . The "Christmas Overture," composed by CBS-TV musical conductor Ben Ludlow, will be performed by the Philadelphia Orchestra under Eugene Ormandy at Philly's Academy of Music preceding the holiday. . . . A word of praise to WCPO-TV, Cincinnati. A few hours after the spectacular Cincinnati Waterproofing Company explosion and fire which killed three persons and injured 18, the station aired on-the-spot films taken by its own cameramen during the height of the blaze.

★ ★ ★ ★

**S**CREEN STARS Edmund O'Brien and Olga San Juan—his wife in private life—should add luster to "The Peter Lind Hayes Show," when they guest on the NBC-TV stanza tonight at 8:30 p.m. . . . Carole Roberts, versatile red-headed actress, has been added to WOR-TV's "Jack Linder's Bowery Music Hall" cast. . . . Local disc jockey Hal Tunis now doing seven weekly TV shows over four different stations. . . . Lisa Kirk, Broadway singing star, is considering several offers for her TV package show, "Letter from Lisa." . . . Jerry Fairbanks has begun production of a new commercial film featurette, "The Big Moment," with radio announcer Ken Carpenter narrating. . . . Diana Lynn and Lon McCallister are slated for lead roles in CBS-TV's Lux Video Theater's offering on Monday, Dec. 18. More and more motion picture names are joining the TV bandwagon—with their studio's permission of course. At this point, only three major movie outfits are still holding out against the impossible. They are Warner Brothers, 20th Century-Fox and Metro. . . . Don Ameche appears with Jimmy and Rita Carroll on their DuMont airer this Friday. . . . Two annual football classics, the Orange Bowl and the Rose Bowl games, will be presented on film over the CBS-TV network, according to present plans. WTVJ, Miami, will carry the Orange Bowl live, and three outlets—KTTV, Los Angeles; KPIX, San Francisco, and KFMB, Chicago—will pick up the Rose Bowl for California viewers.

★ ★ ★ ★

## Radio Advisory Unit Meets Truman Today

(Continued from Page 1)  
tary of State Dean Acheson at 10:15 a.m. Following a brief session with the Secretary of State the broadcasters and manufacturers composing the council will meet with Edward W. Barrett, Assistant Secretary of State, and Francis H. Russell, director of the State Department Division of Public Affairs.

At 12:15 p.m. the group will call on President Truman, then go to the Pentagon for lunch with department heads of the department of defense, including Clayton Fritchey, director, Office of Public Information, and the heads of the Information and Radio Divisions of the Armed Services.

General George C. Marshall, Secretary of Defense, will receive the council at 2 p.m. and give a briefing on the international situation as it relates to defense.

At 4:30 p.m. the council is scheduled to meet with Secretary of Commerce Charles Sawyer and Administrator William H. Harrison of the National Production Authority.

Judge Miller said today's session comprises an "exploratory mission." He recalled that in World War II broadcasters volunteered their services early in the emergency and "today they will offer full cooperation again."

Serving with Miller on the broadcast advisory council are J. R. Poppele, TBA president; Robert C. Sprague, R-TMA president; Seymour N. Siegel, president, National Assn. of Educational Broadcasters; Frank White, MBS president; Frank M. Russell, NBC vice-president; Robert Hinckley, ABC vice-president; Earl Gammons, CBS vice-president; Chris Wittig, director, DuMont TV network; M. C. Watters, WCPO-AM-TV, Cincinnati; Arthur B. Church, KMBC, Kansas City; William H. Fay, WHAM-AM-FM-TV, Rochester, N. Y.; J. Howard Lane, Field Enterprises; Gilmore Nunn, the Nunn Stations; G. Richard Shafto, WIS, Columbia, Miss.; Clair R. McCollough, WGAL, Lancaster; Roger W. Clipp, WFIL, Philadelphia; I. R. Lounsberry, WGR, Buffalo; A. Frank Katzentine, WKAT, Miami Beach; Ralph W. Hardy, NAB director of government relations, who serves the council as secretary, and Robert K. Richards, NAB director of public relations.

### WWRL Signs 3 Renewals

Three renewal contracts were received by WWRL, New York, from the F. & M. Schaeffer Brewing Company. Schaeffer renewed for 52 weeks, the half-hour, weekly "Continental Varieties" program conducted by Max Wessels, effective yesterday. The beer company also renewed for 26 weeks its weekly soccer news program, and is continuing its spot contract of six announcements weekly for another 26 weeks. Batten, Barton, Durstine & Osborn, Inc. is the agency.

## AGENCIES

**BENTON & BOWLES**, New York, has issued telegraphic invitations to the Washington trade press to meet Jack Barry, moderator, and the young panel members of the MBS' "Juvenile Jury" at brunch at 10 a.m., Thursday in the Statler Hotel, Washington. The youthful jury members were guests of the National Press Club Wednesday night at the annual Father and Daughter night. An honorary life member named Harry S. Truman and his daughter, Margaret, also were guests.

**GEORGE S. McMILLAN**, vice-president of Bristol-Myers Company, will address the Advertising and Selling Course of the New York Ad Club on Thursday. His topic, "Advertising and Selling—The Biggest Job Ahead."

**ADVERTISING CLUB OF NEW YORK**, at its Christmas luncheon Tuesday in the Astor Hotel, raised \$20,000 in contributions from the members and guests for the Light-house Association for the Blind. Fifteen-hundred persons were present.

**WILLIAM JACOBY** has been appointed art director for the Emil Mogul Company, Inc. He was formerly art director for Dorland, Inc.

**TERRANCE A. HAYWARD** has joined the Los Angeles office of the Katz Agency, Inc.

**ADELE GODWICK** has returned to her job as advertising and publicity manager for Starrett Television Corporation, after a month's absence.

**MARY DOWNES**, formerly with Sophie Goode Stewart, has joined the creative staff of Hilton & Riggio, Inc.

### MacGregor Adds Stations

Hollywood—MacGregor Transcription Company announces new contracts signed on their music library and dramatic shows. Stations recently signed include KATO, Reno, Nevada; KENM, Portales, New Mexico; KLCB, Libby, Montana; KFDR, Grand Coulee, Washington; KDLA, DeRidder, Louisiana; WKBS, Oyster Bay, L. I., New York. Two more stations taking the "Obsession" mystery show are, KFRE, Fresno, California, and WBBM, Chicago, Illinois. Two additional subscribers taking the "Hollywood Theater of Stars" program are, WOC, Davenport, Iowa, and WONW, Defiance, Ohio.

### WWRL And PAL Gather Toys

WWRL, in co-operation with the New York Police Athletic League, has begun its annual "Toys for Tots" campaign. Toys donated by listeners are distributed by PAL to needy youngsters at Christmas.

## COAST-TO-COAST

### Korean Authority On WTIC

Hartford, Conn. — WTIC's "Yale Interprets the News" series recently demonstrated the timeliness of its discussions of news behind current headlines when the program presented Richard L. Walker, assistant professor of History at Yale and an authority on Far Eastern military and political strategy, in a discussion of "The New War in Korea." Walker had lived for several years in the Far East. The Yale broadcasts are presented by WTIC as a public service and are conducted by the station's public relations director, Bernard Mullins, who travels to New Haven weekly to originate the show on the Yale campus.

### WHOP Has Public Service Program

Hopkinsville, Ky.—WHOP airs a 30-minute program every Sunday afternoon, paying tribute to some citizen of the community or to one of its outstanding charitable, civic, religious or educational organizations. The program is designed to acquaint the public with the deeds of these outstanding citizens in an effort to promote civic-mindedness within the community. The tributes to the organizations are produced with the same thought in mind, and feature the "inside story" of the operation of these organizations. The human interest angle is often used and guest speakers participate frequently.

### Church Of The Air For WTAG

Worcester, Mass. — The CBS "Church of the Air" originated at the WTAG studios, Dec. 10 and featured the Most Rev. John J. Wright, Bishop of St. Paul's Cathedral in this city. Topic of Rev. Wright's sermon was "Christ in The Bible," a subject geared to National Bible Sunday. Music was furnished by the Assumption College Monastic Choir, who sang Gregorian chants from the 11th and 12th century. Also, the choir of Holy Cross College provided some selections from Palestrina. The program was produced by A. J. Brissette, WTAG program director.

### WCDL Leads Fund Drive

Honesdale, Pa. — WCDL recently set the ball rolling on a drive for funds to furnish the day-room of men from the 109th Infantry, Pennsylvania National Guard, now stationed at Camp Atterbury, Indiana. The station, which recently covered the disastrous train wreck which killed 33 men of the division en route into Federal service, was asked to issue an appeal for funds to properly equip the day-room of the camp which had just reopened to accommodate the federalized guardsmen. The station received a citation for meritorious service from Commander Donald W. Pender of the Gerald Buckley Post, Veterans of Foreign Wars.

### KXOK Stresses Human Relations

St. Louis, Mo. — "Handle With Care" is the title of a series of programs devoted to human relations to be presented on the Wake Up program at 7:30 p.m. Saturdays over KXOK. The programs, six in number, are being presented in co-operation with the local Council on human relations. The first program was a dramatization dedicated to the preservation of human dignity and freedom, and was aired December 2nd. Title of the broadcast was "Today, the Ideal and the Action." Joseph M. Darst, mayor, made a personal appearance on the first program. Succeeding programs in the series will be combinations of drama and discussion of human relations as it pertains to this city and will be discussed by authorities on the subject.

### WFEC Adds Italian Hour

Miami, Fla.—WFEC has secured the services of Natale Archangeli, formerly of WBNX, New York, who will join Prof. Alterio in conducting six Italian programs a week, called "La Voce Italiana." Slanted toward the 26,000 Italian population in Greater Miami, the program will feature classical and popular recorded music.

## BEHIND THE MIKE

**JOE GRAHAM**, one of ABC top radio directors, is a natural for television. His wide experience and talents would assure the success, production-wise, of any TV program put into his capable hands.

Tony Lane and his Airline Trio, who are such big clicks on the WJZ-TV "Fitzgeralds" show, will soon start their own TV series.

A bow to Hank Sylvern's orchestra on CBS-TV "This is Show Business"—Hank really sparks the show with top-notch music.

Edward R. Murrow to head round table discussion, bringing together half score of top newsmen for CBS Radio-TV report. Chevrolet is the sponsor.

Shirley Eggleston becoming one of TV's busy actresses. Shirley just finished a picture for Coleman Pictures, and was called to appear in "The Windfall" with Gene Lockhart and Peggy Conklin on Nash Airflyte Theater via CBS-TV.

TV comics standing in line at Eve Wygod's studio for grooming men. . . . Seems those old fashioned hair pieces were funnier than their gags.

NBC-TV's Kathi Norris is quite in demand these days as guest speaker at various organizations. By the way, when will NBC really exploit this gal's ability by coming up with a network show for her?

The stars of  
today and  
tomorrow  
are

*Yours for more Sales*

... with the new era in

*Thesaurus*

*"Fran Warren Sings"*



The new Thesaurus brings you bigger and better programming packages with top sponsor-appeal . . . top name artists, including famed RCA Victor recording talent! You get comprehensive programming, promotion, publicity . . . a steady flow of current tunes and material . . . network-quality production. Wire or write today for full details!



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# RADIO TELEVISION DAILY

SPONSORS  
BUSINESS  
AGENCIES

VOL. 53, NO. 35

NEW YORK, TUESDAY, NOVEMBER 21, 1950

TEN CENTS

## TV BROADCASTERS STUDY KINE TERMS

### Ask Formal Transfer Of Don Lee Properties

#### FCC Gets Request For Assignment To Gen. Tire

Washington Bureau of RADIO DAILY

Washington — Applications for the formal transfer of Don Lee network properties to the General Tire & Rubber Co., Akron, headed by William O' Neill, who also heads Yankee Network, have been submitted to the FCC for filing, the Commission announced yesterday. These ap-

(Continued on Page 2)

#### Summer Listening Up, WNEW Survey Shows

Declaring that figures prove radio has been selling itself short on the number of out-of-home listeners who tune in radio every day, Ira Herbert, vice-president and sales manager of WNEW, New York, yesterday released the results of out-of-home surveys made by Pulse in 12 counties in the Metropolitan New York-New Jersey area. The survey

(Continued on Page 5)

#### Phone Walkout Halts Allocations Hearing

Washington Bureau of RADIO DAILY

Washington—The telephone strike has resulted in postponement of the FCC's hearing into the allocation of usage of inter-city video transmission facilities, scheduled to open yesterday in Washington. On petition of

(Continued on Page 6)

#### DuMont And Sprague Oppose "Profits" Tax

Washington—Robert C. Sprague, the president of the Radio-Television Manufacturers Assn. and Dr. Allen B. DuMont, president of the DuMont Laboratories, opposed the proposed excess profits tax in testimony yesterday before the House Ways and Means Committee. Dr. DuMont called the proposed tax a "masquerade" and not the real solution to inflation.

Charles R. Sligh, Jr., chairman of the taxation committee of the NAM, also opposed the excess profits tax as "unsound, unworkable, inflationary and vastly over-rated as a good revenue producer."

#### Name Chatfield Pres. Of News Directors Broadcasters Named To Advisory Council

Ben Chatfield, news director of station WMAZ, Macon, Georgia, was elected president of the National Association of Radio News Directors last Saturday at the final session of the organization's three-day convention in Chicago.

Other officers elected are Jim Bormann, WMT, Cedar Rapids, first vice-president; Tom Eaton, WTOG, Hartford, Conn., second vice-president; Soren Munkhof, WOW-TV, Omaha, secretary, and Sheldon Peterson, KLZ, Denver, treasurer.

Earlier in the day Dr. W. R. G.

(Continued on Page 4)

#### Demands Action Now In Richards Dispute

Washington Bureau of RADIO DAILY

Washington—In a lengthy brief filed with the FCC, Hugh Fulton, on behalf of G. A. Richards, KMPC, Hollywood; WJ R., Detroit, and WGAR, Cleveland, requested that the Commission reconsider its design-

(Continued on Page 6)

Washington Bureau of RADIO DAILY

Washington — Ten broadcasters have been added to the Broadcasters Advisory Council, which was set up at the request of Dr. John R. Steelman, assistant to President Truman.

Organized by NAB president Justin Miller in October, the council is designed to unify the radio industry in such a manner that it will be immediately available to the government in event of need during an emergency.

Judge Miller named these ten: Clair R. McCollough, WGAL, Lan-

(Continued on Page 5)

#### Christmas TV Program Set By Father Peyton

West Coast Bureau of RADIO DAILY

Hollywood—Plans to produce another full hour religious program for TV titled, "The Joyful Hour" for the Rev. Patrick Peyton and the Family Theater was announced yes-

(Continued on Page 2)

#### TvA Demands For Kine Repeats Studied

Although the TVA strike against the networks was averted Sunday through the signing of a two-year agreement, the broadcasters were faced yesterday with the problem of solving the union's demand on kinescopes and the possible extension of negotiations for actors' scales on the

(Continued on Page 5)

#### NAB Appoints Hough To Form TV Board

Washington Bureau of RADIO DAILY

Washington — Harold Hough, WBAP-TV, Fort Worth, has been named chairman of the special NAB-TV committee which will set up a separate TV organization within the NAB and recommended nominations for a TV board of directors. Other members of the TV committee are Robert D. Swezey, WDSU-TV, New Orleans, who presented a resolution

(Continued on Page 7)

#### Mars Candy Renews Howdy Doody On NBC-TV

Renewal of two 15-minute segments of the Howdy Doody Show on NBC television by Mars, Inc., candy manufacturer, was announced yesterday by George Hoge, NBC Chicago TV sales manager. The candy

(Continued on Page 2)

#### AM Radio Stations Function During Blackout In Boston

Boston—Power failure in Boston and suburbs Sunday night failed to work any hardship on radio stations and broadcasters were able to carry on with emergency transmitter equipment after being off the air from one to three minutes.

The power breakdown occurred between 6:22 to 7:17 p.m., and most of the city was thrown into darkness. Radio stations in co-operation

with the police department carried emergency bulletins advising the public of the power failure and urging them to be calm until service was restored. Portables and car radios were able to receive and convey this information.

A preview of Ed Sullivan's "Toast of the Town" program was in progress at the Boston Opera House

(Continued on Page 7)

#### Cotton Bowl To NBC

The fifteenth annual Cotton Bowl football game will be broadcast exclusively by NBC Monday, Jan. 1, 1951 from Dallas, Tex. The game will be the second one broadcast by the network and sponsored by R. J. Reynolds Tobacco Company for Camel cigarettes. Bill Stern will describe the play-by-play action between the contestants.

#### Safer On TV?

Louisville, Ky.—Departing from the pre-arranged plot at Tuesday night's wrestling in Columbia Gym, an irate fan in the balcony hit WHAS-TV sports director Finnegan with an empty bottle, aimed at the referee who had just disqualified one of the gladiators. Both wrestlers jumped to Finnegan's assistance and helped him clean up.

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FINANCIAL

(November 20)

NEW YORK STOCK EXCHANGE

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

OVER THE COUNTER

Table with columns: Bid, Asked. Row: Stromberg-Carlson.

WDRRC CONNECTICUT'S PIONEER BROADCASTER

THE TEST STATION IN HARTFORD—THE COUNTRY'S NO. 1 TEST CITY\*

\*According to Sales Management Survey (Nov. 10th Issue)



COMING AND GOING

J. HAROLD RYAN, of the Fort Industry stations, and ROBERT T. MASON, president of WMRN, Marion, Ohio, both were in Washington last week and sat in with the NAB board of directors. Ryan is a former chairman, Mason a former member of the association's directorate.

CHARLES J. LANPHIER, president of WFOK, Milwaukee, Wisc., spent last week in New York conferring with the national representatives of the station.

EDWARD SHURICK, radio market research counsel for CBS, on Friday was in Charlotte, N. C. to address the Sales and Advertising Club of that city.

PEGGY WOOD, star of "I Remember Mama" on CBS television, yesterday went down to Baltimore with Gen. Lucius Clay, to help launch the Arthritis and Rheumatism Fund Drive of the Maryland Chapter.

FAYE DAY, assistant research manager for CBS Radio Sales, is on a business trip to the Southwest.

WILLIAM S. LACKEY, winner in the CARE contest at WCOP, spent the week-end in New York doing the town as a guest of the American network. A recording made during the party given him aboard the French liner Liberte will be heard on the Johnny Olsen Luncheon Club program.

E. C. HORSTMAN, chief engineer of ABC's central division, arrived in Gotham last week for conferences with officials of the network.

PAUL WHITEMAN a visitor in Chicago last week.

PAUL MOWRY, of ABC's New York sales department, in Chicago on business.

FRED BERNSTEIN, station manager of WTTM, Trenton, N. J., accompanied by MRS. BERNSTEIN, is vacationing with his family in Charleston, S. C.

LOWELL THOMAS, Columbia network newscaster, on Friday was in Chicago to address the convention of the National Assn. of Radio News Directors which consumed three days at the Hotel Sherman.

HAL DAVIS, vice-president and director of publicity for Kenyon & Eckhardt, Inc., and HERB LANDON, director of radio and television publicity, on Sunday were in Boston on a special promotion in connection with the Boston remote of Ed Sullivan's "Toast of the Town."

JACK DONOHUE has arrived from Hollywood and has taken over production of the Frank Sinatra show on CBS.

AL MORGAN, script staff writer on "This Is New York" over WCBS, off by plane for Portland, where he'll spend three weeks combining business with pleasure.

EDMUND CHESTER, director of news at CBS, is spending his two-week vacation in Florida.

GRANGE CUTHBERT, JR., commercial manager of WTMA, Charleston, S. C., conferred here last week with the national representatives of the station.

CLARK DENNIS has completed a number of radio and TV guest spots in New York and has gone to Washington for a four-week engagement at the Mayflower Hotel.

JACK KNELL, director of news and special events at WBT, Charlotte, N. C., returning to the station after having attended the NARND convention in Chicago.

HENRIK HAHR, chief of the central program department of the Swedish Broadcasting System, a recent visitor to Chicago.

PAULA CARR, of Roberts & Carr Productions, has left on a trip to Cleveland, Dayton and Columbus, where she's confer with television-station officials.

FCC Gets Application For Don Lee Transfer

(Continued from Page 1)

Applications involve the following: Consent to transfer from Ben H. Brown, special administrator of the Thomas S. Lee estate to the First National Bank of Akron, trustee of the retirement plan for salaried employees of the General Tire & Rubber Co. and certain subsidiary companies, the following properties: KTSL, Hollywood; KDB, Santa Barbara; KGB, San Diego; KHJ, Hollywood, and KM2XBD, KM2XCY, KM2XDF, KM2XCV.

Consent to assignment of license of KDB to Lincoln Dellar.

Consent to assignment of TV authorizations to the First National Bank of Akron.

Consent to assignment of TV authorizations from the First National Bank of Akron, to CBS.

Consent to transfer control of KHJ-AM and FM, Hollywood; KGB, KFRC and remote pickups from the First National Bank of Okron to the General Tire & Rubber Co.

Moshier Joins KGW

Portland, Ore.—Bill Moshier, from the standpoint of continued service one of the oldest farm broadcasters in the eleven western states, has been hired by radio station KGW to handle the last quarter-hour of the "Farm Time" program.

Christmas TV Program Set By Father Peyton

(Continued from Page 1)

terday by Jerry Fairbanks, Hollywood TV producer. The production will be filmed this month by the Fairbanks studios and will be distributed to the TV networks for Christmas presentation.

The "Joyful Hour" is the second TV program sponsored by Father Peyton. Last Christmas the Family Theater group presented, "The Triumphant Hour." The new TV film will feature name personalities of Hollywood, portraying biblical roles.

Mars Candy Renews Howdy Doody On NBC-TV

(Continued from Page 1)

company will use 40 interconnected network stations and eight non-interconnected outlets of NBC. Grant Advertising Agency negotiated the contract for the sponsor.

ET Equipment Added

Hollywood — Two new four-ton presses that squeeze hot slabs of plastic into 16-inch transcriptions of Hollywood's top radio entertainment go into action this week at Allied Record Manufacturing Co., Hollywood. The new machines add a production capacity of more than 5,000 transcriptions a week to the batteries of presses at the Allied plant—already the world's largest producer of 16-inch custom transcriptions.



You get a lot for a little\*

\*More listeners-per-dollar than any TV or radio station in Baltimore

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





During the world series, all 3 Detroit TV stations carried the televised broadcasts of all 4 games.

Videodex ratings showed that WWJ-TV's share of the listening audience was **GREATER THAN BOTH OTHER STATIONS COMBINED . . . FAR greater!**

Here is proof indeed that WWJ-TV is the outstanding television station in the great Detroit market . . . and countless advertisers count on its leadership to get **BIG** business out of Detroit via WWJ-TV.

FIRST IN MICHIGAN

**WWJ-TV** Owned and Operated by **THE DETROIT NEWS**

*NBC Television Network*

*National Representatives:* **THE GEORGE P. HOLLINGBERY COMPANY**  
**ASSOCIATE AM-FM STATION WWJ**

## AGENCIES

**WILLIAM H. GREEN** and George W. P. MacGregor have been elected vice-presidents of Kenyon & Eckhardt, Inc. Green has been an account executive with the agency since 1943. George P. MacGregor joined K&E as an account executive in March, 1949.

**COMPTON ADVERTISING, INC.** has been appointed by The Hubinger Company of Keokuk, Iowa, as its ad agency.

**WALTER KANER ASSOCIATES**, New York, have been named to handle publicity and promotion for the 7th Annual National Antique Show, to be held in Madison Square Garden, March 5 to 11, 1951.

**JOSEPH J. PTACIN**, former advertising auditors for Admiral Corporation, has been named assistant to Seymour Mintz, advertising director.

**GILBERT J. SUPPLE**, formerly with McCann-Erickson, Inc., has joined the radio and television copy department of Lennen & Mitchell, Inc.

**RICHARD H. GORDON, Jr.**, president of World Video, has joined Foley and Brockway as a partner and vice-president in charge of production. Gordon is transferring his World Video holdings to Foley and Brockway.

**RICHARD MULLINS**, formerly with Benton & Bowles, has joined the staff of the Advertising Federation of America.

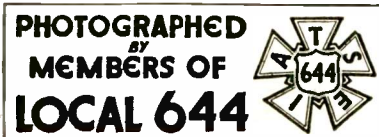
**KEITH A. CULVERHOUSE** has rejoined the copy staff of Dorrance-Waddell, Inc., formerly O'Brien & Dorrance, Inc., following his return from the West Coast, where he was connected with the advertising activities of the Fernstrom Paper Mills of Pomona, Calif.

**BERNICE E. CONNOR**, formerly with Geare-Marston, Inc., has been named director of radio and television for the Buckley Organization, Philadelphia.

**DONALD ARTHUR BLOMQUIST**, formerly with Sullivan, Stauffer, Colwell & Bayles, Inc., has joined the television department of William Esty Company, Inc.

**ROBERT COWAN**, art director for Anderson, Davis & Platte, Inc., has assumed the additional responsibilities of Television art director.

FOR QUALITY OF WORKMANSHIP  
Look For This Label



By SID WHITE

### Man About Manhattan . . . !

● ● ● **TAKING THE NEWS PULSE:** Now that Pittsburgh daily newspapers have resumed publication, the radio stations can take a low bow for the services rendered the area during the strike. Not alone did they do an excellent public service job, but they aided in keeping the community informed with news on the local level. An interesting development has been the number of new advertisers which turned to radio during the emergency who are remaining on the air after sampling the effectiveness of the medium. . . . The motion picture, radio and TV industries will combine early next year to give a testimonial dinner to Bob Hope—and it's about time. He's their top good-will ambassador to the world. . . . Hubert Pryor's patty-caking the CBS News Team in the current Look is prob'ly the most complimentary tribute any mag has yet given a network. George all the way. In the same issue of the mag, the Look Applauds Dep't singles out WNBC's gen'l manager, Ted Cott, and refers to him "at 33, he's radio's 'boy wonder.'" . . . Jerry Lester flew his whole "Open House" troupe to Cleveland over the week-end for a special show for the Newspaper Guild there and goes to Baltimore this week-end for a show for the Catholic Charities there. . . . Al Helfer thinks they oughta call it the COLORumbia Broadcasting System now.



● ● ● Jack Barry created his "Juvenile Jury" originally as a satire on panel shows—but his talented tots don't just satirize their elders, they pulverize 'em. When Milton Berle guested on a stanza recently, he bragged to the kids about his beautiful new girl friend who had "floated down from Heaven" and landed in front of him. 10-year-old Dickie Orlan snapped: "I saw her, Miltie. Too bad she landed on her face!"



● ● ● With TV talent costs upped, potential sponsors will be searching for first rate shows that don't empty the treasury, so to speak. They might (as some already have) take a few hints from George Putnam's inexpensive, but high-g geared, "B'way to H'wood" sessions via DuMont Wednesdays at 10 p.m. This jet-propelled little stanza has rung up a 14.0 rating competing against shows costing ten times as much. Secret of George's success is simple. He merely hands out exclusive news beats, offers outstanding guests and delivers his stuff in dynamic fashion, thass all. This 6'2" movie-handsome reporter with his rich radio news background and his deft handling of people and stories on his six half-hour DuMont slots weekly, is the logical choice for any sponsor looking for a real TV buy.



● ● ● Jack Perlis tells of the two songwriters who were talking shop the other ayem. One insisted that he loved the classical composers such as Chopin, Liszt and Tschaiakowsky. "Not Tschaiakowsky," fumed the other. "The last two songs I stole from him were flops."



● ● ● This Makes Sense Dep't: Ed Madden, NBC's veepee in charge of video operations and sales, was asked by the Daily News' radio ed, Ben Gross: "On what do you base your opinion that television won't kill radio?" Ed's answer: "Because I think that if radio offers an outstanding program, such as our Sunday nite, 'Big Show,' for example, it will draw a big audience, despite TV. In other words, a top-flight radio show will attract more listeners than a poor TV one."



## PROMOTION

### Circus Gets Ballyhoo

Orlando, Fla.—Tom Sawyer, disc jockey for WHOO, ABC's outlet in Orlando, Fla., who runs an early morning Wake Up show and also an afternoon show, went all out to let Central Florida know the circus was coming to town. For two weeks prior to the Circus Date he ran a "Circus Jingle Contest" The best rhyme or jingle about the circus each day was awarded two tickets to the circus.

### Emphasis On "740"

Orlando, Fla.—Emphasis on the number "740" will feature the promotional effort of WORZ, Orlando, throughout 1951. The NBC affiliate's address is 740 North Orange Avenue, the Post Office Box number is 740 and Sammy Roen, promotion manager, has reserved 740 with the Florida Auto License Bureau as an identifying symbol on the cars of station personnel. WORZ broadcasts with 1,000 watts on 740 kilocycles.

### Name Chatfield Prexy Of Radio News Directors

(Continued from Page 1)

Baker, vice-president of the General Electric Corporation, spoke on the future of radio and television. CBS commentator Lowell Thomas was the banquet speaker.

### Stork News

Washington—Jim Gibbons, morning man and sports director of WMAL and WMAL-TV, and Mrs. Gibbons announce the birth of their fourth child, a daughter, on November 11, at Georgetown Hospital. Gibbons does color for the college football games played on Saturdays during the season, and carried over the entire ABC network, and the Redskins pro football games on Sundays.

**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



# Broadcasters Named To Advisory Council Kinescope Problem To Fore In Wake Of Strike Settlement

# Summer Listening Up, WNEW Survey Shows

(Continued from Page 1)  
 caster; Roger W. Clipp, WFIL, Philadelphia; I. R. Lounsbury, WGR, Buffalo; A. Frank Katzentine, WKAT, Miami Beach, Fla.; Mort C. Watters, WCPO-TV, Cincinnati; Arthur B. Church, KMBC, Kansas City; William A. Fay, WHAM, Rochester, N. Y.; Gilmore N. Nunn, WLAP, Lexington; G. Richard Shafto, WIS, Columbia, S. C., and J. Howard Lane, Field Enterprises, Chicago.

Other members, named last month, are Robert C. Sprague, president, Radio - Television Manufacturers Assn.; J. R. Poppele, president, TBA; Richard B. Hull, president, National Assn. of Educational Broadcasters; Robert E. Kintner, president of ABC; Frank Stanton, president of CBS; Frank White, president of MBS; Joseph H. McConnell, president of NBC; and Mortimer W. Loewi, director, DuMont TV network.

Charles R. Denny, executive vice-president of NBC, will act as alternate for McConnell and Christ J. Witting as alternate for Loewi. Other alternates will be named shortly.

## OK Power Application

Washington — FCC Hearing Examiner James D. Cunningham has issued his initial decision looking towards grant of the application of Giddens and Rester to increase power of WKRG, Mobile, Ala., from 250-watts to 500-watts nights, and 1 kw days on 710 kc. Cunningham proposes to deny application of James Cullen Looney for unlimited operation of KURV, Edinburg, Tex., on 710 kc, with 1 kw days and directional antenna nights. KURV currently is licensed for daytime operation only on 710 kc with 250-watts.

## Wedding Bells

Bette Chapel, featured on "Garroway at Large" over the NBC television network (Sundays, 10:00 p.m., EST), will be married on Saturday, Nov. 25 to William Robert Wilkes, Chicago businessman. The wedding will take place at the St. Boniface Church, in Bette's native Cincinnati, Ohio.

local levels in sixty-three TV cities. The kinescope issue is far from settled. TvA asks that if a kinescope is repeated in an area in which it has once been shown, the performer must receive his original fee. The union regards this as the basic and most important principal that performers want established in a contract.

The Screen Actors Guild, which at present is at odds with TvA jurisdiction over actors in television, are also expected to take a stand on the kinescope issue. The SAG, according to reports, seeks to retain jurisdiction over artists who make special films for TV while TvA would receive jurisdiction over kinescope recordings. The SAG-TvA issues are being heard by Daniel J. Harrington, representing the NLRB sitting in Los Angeles.

## Surprise Settlement

The settlement of the TvA strike against CBS, ABC, DuMont and WOR-TV came with dramatic suddenness on Sunday morning at 7:25. TvA had broken off the negotiations with them but had continued talks with NBC. Early Sunday, NBC invited the other webs to re-open conversations with George Heller and his TvA associates and terms of a two-year contract were reached. The strike against the other webs called for 8 a.m., Sunday, was then called off and the terms of settlement later revealed by Heller.

The contract for television performers is now up for ratification by the five member unions represented by TvA, AFRA, AGVA, AGMA, Equity and Chorus Equity. The major terms of the contract revealed by Heller, national executive secretary of TvA, follow:

## Terms Are Announced

Actors with five lines or more on a 15-minute program, \$70, including five hours of rehearsal; half-hour shows, \$125, with 12 hours rehearsal, and one-hour shows, \$170, allowing 22 hours rehearsal time. Those with less than five lines will receive \$50 for a quarter-hour show with four hours of rehearsal, a half-hour show will bring \$62.50, allowing six rehearsal hours, and a full-hour program, \$75, including nine

(Continued from Page 1)

hours of rehearsal. Actors will also receive \$5 an hour for extra rehearsal time.

Standard vaudeville acts will be paid \$200 for a single, \$275 for two performers, \$375 for three, \$475 for four, and \$100 for each additional person over four. This includes six hours of rehearsal.

## Sportscasters' Scale

Sportscasters voicing the play-by-play of major sports events will receive \$200 an event, up to \$550 weekly for seven events of the same sport. The assistant sports announcer will earn \$125 an event, and \$350 weekly. Play-by-play announcers of lesser sports will receive \$150 an event, and \$350, for seven times a week. His assistant will be given \$100 an event, or \$225 weekly.

Walk-ons and extras will get \$20 for a 15-minute show with three hours of rehearsal, \$35 for a half-hour program with six rehearsal hours, and \$45 for a one-hour show with nine hours of rehearsal. They will also be paid \$3 for each extra hour of rehearsal.

The minimum fee for performers on sustaining programs will be 80 per cent of the commercial rates, Heller said. He pointed out that the sustaining scale was "much higher" than the one which prevails in radio.

## Comments on Kines

In the matter of kinescopes, film recordings of "live" telecasts, the union contract restricts the use of kinescopes to one time in areas where the live show had not been viewed. The recordings must be shown within 60 days of the original telecast. Heller said, "no kinescopes will be shown in any area where a program was previously carried without written consent of Television Authority."

The AFRA settlement with the major radio networks resulted in a tentative agreement calling for increases of 15 per cent to 30 per cent in the wage scales of actors and announcers, according to Frank Reel, national executive secretary of the union. But the pact was still incomplete on the matter of wage scales for staff announcers at WJZ, New York. Reel said. He added that an agreement is still to be reached with the Don Lee stations in Los Angeles and San Francisco.

## Chicago Agreement Reached

Chicago, Ill. — Threatened local strike of Chicago AFRA members was averted last weekend when union negotiators and representatives of 5 local stations reached an agreement. Under the new terms AFRA announcers working on WMAQ, WBBM, WENR, WGN and WSL received a base pay increase to \$135 a week. Sound men employed at WBBM and WGN, the only two local stations currently using AFRA sound men, received an increase of 15½ per cent. The new terms also provide six weeks severance pay.

(Continued from Page 1)

revealed, among other things, that one person out of four listens to the radio on the average broadcast day.

In announcing the Pulse report, WNEW claims more out-of-home listeners than any other station every day of the week during August. The station also lists one auto listener in every four tuned to WNEW in August and that the station had the largest weekday at-work audience, about 26.5 per cent of all at work radio listeners.

During the past summer that station added special programs for listeners away from home as well as the usual music and news features. Their special features included weather reports from resort areas; traffic reports from main highways; tide information; fishing and other sports data and suggestions for weekend recreation.

## Gernannt In Hollywood

Hollywood — William Gernannt, new vice-president in charge of sales and executive assistant to the president of Jerry Fairbanks Productions, returned to Hollywood the past weekend following a month's stay in New York where he supervised reorganization of the firm's Manhattan sales staff.

## Need A Dash Of PRESTIGE!

If it's your business to wrap up neat radio or TV packages . . . or produce commercial pictures . . . or if you're a radio station needing a place where you can bring in the right audiences for your prestige events . . . or if you break the big news of the products, services, ideas or policies of Big People . . . you'll want to know more about this 200-seat theatre, high in an important New York skyscraper.

Fully equipped stage . . . dressing rooms . . . switchboard . . . projection booth . . . all facilities for audience comfort . . . create that important first impression that you're first class . . . help you prove it later on.

Used and liked by major networks, picture producers, agencies, stylists, nationally-known industrialists . . . this theatre is now available on long-term lease . . . with or without 2,000 square feet of adjoining office space . . . principals only.

Box No. 191, RADIO DAILY  
 1501 Broadway, New York 18, N. Y.

**AMERICAN**  
**to LOS ANGELES**  
 THE MERCURY—DC-6 SKYSLEEPER SERVICE  
 Lv. Midnight—Ar. 8:30 a.m.

11 hrs. 30 min.

## Seeks Action Now In Richards Dispute

(Continued from Page 1)

nation of applications for license renewals of the three stations and grant them without further hearing. Fulton offered two alternatives:

(1) Motion that the FCC strike all the issues specified in its order of Sept. 28, 1949, and specify as the sole issue whether the performance of the licensees during the period since the last regular renewal of each of their licenses establishes that a grant of applications would serve the public interest;

(2) Motion that the FCC modify the order of consolidation to conclude the presentation of evidence on the application of KMPC and to prepare an initial decision upon the application before proceeding with the hearings on applications of WJR and WGAR for renewal.

### Calls Hearing "Protracted"

Fulton's brief charged that the KMPC hearing is so protracted and costly and the record so voluminous that the public interest "requires this case be decided before continuing with a burdensome hearing on the applications of WJR and WGAR."

He alleged the Commission has no power and authority to control the content of any program; that the Commission is prohibited by the Constitution and Sec. 326 of the Communications Act from controlling or censoring the content of news broadcasts; that the contention of the FCC that it does have this power is asserted for the first time in the current case.

If the FCC is to establish standards governing the presentation of news on all stations, it should be done after a public hearing, the brief contended.

Fulton further charged that the FCC counsel's "attitude and conduct exhibited a bias and prejudice which have prevented a fair hearing for the applicants, and have induced erroneous rulings which cannot be corrected."

The Richards' stations were placed on temporary licenses and hearings designated after Cleve Roberts and other former members of the KMPC news staff charged they had been instructed to slant newscasts.

## Promotions Announced By NBC Press Dept.

Two promotions in the NBC press department — Samuel Kaufman to editorial director and Phil Dean to exploitation manager—were announced yesterday by Joseph C. Dine, director of the division.

Kaufman was previously supervisor of radio publicity and will, henceforth, coordinate the news and photo operations of the department for both AM and TV. Dean, who joined the network's press staff as a writer in 1948, was previously public relations officer in the Eighth Army in Yokohama, Japan.

## California Commentary

● ● ● William Gargan and Frank Conniff, war correspondent, are completing plans in New York to record interesting experiences of war correspondents overseas, and wax the results into a radio show for early release. . . . The William P. Massings were visitors

**Hollywood** in Hollywood last week-end and were entertained by the SCBA's Board of Directors and their wives on a cruise aboard the yacht "La Jota," owned by Calvin J. Smith. William P. is chief of the license division of the FCC. . . . The Jack Bennys will be honored by the LA lodge of the B'nai B'rith on Nov. 26th as "Mr. and Mrs. American Citizen" at a dinner dance at the Ambassador. Award is being tendered to the couple "in recognition of unselfish service to humanity and for outstanding accomplishments as loyal and devoted Americans." . . . Nat Winecuff has resigned as head of sales-promotion at Jerry Fairbanks to become general manager of the Oakhurst Music Publishing Company. . . . Kellogg has assigned "Rice Krispies" to sponsor the Clyde Beatty show, Commodore production, which makes its debut coast-to-coast over the Mutual network on Jan. 1. . . . Wade Crosby is in town on a brief business trip for conferences with Larry Finley of PBS. . . . Alan Young has been called to New York December 2, to meet Esso executives and Marshall and Pratt, to speak before the annual sales meeting of the group. . . . Dick Haynes celebrated his 4th anniversary on KLAC, November 18th. Four years of spinning records from 6:00 to 9:00 a.m. every morning without fail, is quite a record. . . . Lou Crosby and his wife, the former Linda Hayes, have completed a Pilot film of a new idea in "Mr. and Mrs." show with stellar bracket guests for TV and expect to conclude a deal shortly with a national sponsor.

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● ● ● Cowan and Whitmore have re-entered the local radio field by presenting transcribed musical shows over KFVB, KLAC and KRKD Mondays through Fridays. At KLAC, the firm is using five-minute spots five times a day on the Al Jarvis show. At KFVB, Cowan & Whitmore are putting on five-minute shows five times a day through the Bill Anson and Bill Leyden programs. Ten-minute shows three times a day are presented over KRKD. All plugs are focused on C & W's pre-Christmas Wild West toys' campaign. . . . Frances Scully, KECA's Star Gazer, has been on the sick list with a case of the shingles. Mikeman Bill Crago carried on the broadcasts, with the aid of Joe Thompson. . . . KLAC-TV is the earliest TV station to hit the screens, with "Keep In Tone" at 8:30 a.m. Audience participation show, with Alan Lane as host. . . . SCBA will sponsor their annual Christmas Party of L. A. Advertising Club for the fourth successive year, at the Biltmore Bowl, Dec. 19th. . . . Harry R. Lubcke joins a panel discussion on "What is the place of TV general speech education" at the Santa Barbara College of the University of California, Nov. 24th. . . . Carroll, member of the Board of Experts on KTLA's "Movietown, RSVP," is in New York for a few weeks. Sally Solomon is filling his spot on the program during his absence. . . . Ray Noble has composed a complete musical score, including a brand new Thanksgiving song for the Edgar Bergen-Charlie McCarthy television show Thanksgiving Day. Song is titled, "We've Got Plenty to be Thankful for."

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● ● ● Al Burton joins N.T.G. to introduce a new "teenster" feature, "Weekly High School Salute," where youthful talent from different local schools weekly will compete against others on the "Hollywood Road to Fame" program on KTSL. . . . Bob McAndrews will address the University of California at L. A. Communications Arts School, November 24th, on "Independent Station Operation." . . . Although Faye Emerson in taking credit for being the first television performer to announce her engagement during a television show, the honor really belongs to Monty Margetts who surprised her viewers last July by announcing her engagement to Harold McDonald on her KFI-TV "Cook's Corner" show.

## Phone Walkout Halts Allocations Hearing

(Continued from Page 1)

AT&T, the Commission, through Examiner Hugh B. Hutchinson, continued the hearing to Dec. 11 and denied a petition of the Allen B. DuMont Laboratories opposing the continuance. Another DuMont request that the FCC hold a pre-hearing conference of interested parties, has not been acted upon.

### Wampler Needed Elsewhere

AT&T filed the postponement request on the grounds that Charles E. Wampler, general manager of the Long Lines department, was needed to keep service going, in view of the strike called by certain Western Electric employees. He also was to testify in the FCC hearings.

Meanwhile two more movie firms filed as intervenors. Petitions to intervene have been filed by 20th Century-Fox Film Corp. and National Theaters Corp.

The Theater Owners of America earlier had filed petition to intervene.

## WABD Moves Up Sked

WABD, key station of the DuMont TV network, will advance the opening of its telecast daytime programming fifteen minutes and will also re-schedule its popular "Your Television Shopper" to an earlier time period, today, James L. Caddigan, director of programs for the station announced on Friday.

Under the new schedule the station will begin its day at 9:15 a.m. with "Morning Chapel." "Your Television Shopper," with Maggie Johnson, will switch to the 9:30-10:00 a.m. slot with "TV Baby Sitter" following. At 10:30, a new 30-minute program, "TV Department Store," will be presented by Television Department Stores, Inc. with items featured that can be ordered by mail or phone.

## Takes Promotion Post

Cincinnati—William B. Hines has been named sales manager of Radio Cincinnati, Inc., Frederic Gregg, public relations director for the station announced. Radio Cincinnati operates WKRC-AM, WDRC-FM, and WDRC-TV. The new sales promotion manager will take on many of the duties of Joel Stovall, who last month was named sales manager of WKRC. Hines will handle research, market survey, merchandising and product presentation for WKRC's radio transit and television operations.

## Wedding Bells

Montgomery, Ala.—Miss Katherine Pill, daughter of President Howard E. Pill of WSFA, and Ralph O'Sullivan Howard, member of the WBML staff in Macon, Ga., were married at a church ceremony here on Nov. 10. The bride was a journalism and radio major at the University of Alabama last year.

## AM Stations Function As Boston Blacks Out

(Continued from Page 1)

when the power failed. Sullivan asked the crowd of 2,600 persons to give first consideration to disabled veterans in making exits from the theater. Power was completely restored when the Sullivan telecast got under way on the CBS network at 8 p.m.

TV stations suffered more inconvenience than radio in the emergency. Stations had program schedules between 6:30 and 7:30 p.m. disrupted.

WEEI, CBS radio outlet in Boston, reported losing only one minute and 10 seconds of air time during the emergency. They were able to operate both AM and FM transmitters with emergency battery equipment.

## Dome To Be Honored With Annual IRE Award

Robert B. Dome, electrical consultant for the General Electric Company, will be awarded the Morris Liebmann Memorial Prize for 1951 by the Institute of Radio Engineers, it was announced. The award, for contributions to the inter-carrier sound system of TV reception, wide-band phase-shift networks, and various simplifying innovations in FM receiver circuits, will be presented at the IRE's annual banquet March 21, 1951, at the Waldorf-Astoria, New York.

At the same time, the professional society will award several other engineers for special citations.

### Alan MacNee To Be Cited

Alan B. MacNee, assistant professor of electrical engineering at the University of Michigan, Ann Arbor, Mich., will receive the Browder J. Thompson Prize for his paper "An Electronic Differential Analyzer," which appeared in the November, 1949 issue of the Proceedings of the I.R.E.

The Harry Diamond Memorial Award, given only to persons in government service, will be bestowed on Marcel J. E. Golay, Signal Corps Engineering Laboratories, Fort Monmouth, N. J., for his contributions in the over-all Signal Corps research and development program, and particularly for his accomplishments leading toward a reduction in the infra-red-radio gap.

Willis W. Harman, associate professor at the University of Florida, Gainesville, Fla., will receive the Editor's Award, established to stimulate the use of good English in technical writing, for his paper "Special Relativity and the Electron," which appeared in the November, 1949 issue of the Proceedings of the I.R.E.

### Stork News

Montgomery, Ala.—Billy Smith of WSFA announcing staff is the father of a daughter, Linda, born to Mrs. Smith on Oct. 26 at Professional Center Hospital.

# ★ ★ TELE TOPICS ★ ★

**JERRY JORDAN's** first study on "The Long-Range Effect of Television and Other Factors on Sports Attendance," sponsored by the R-TMA contains a lot of food for thought. In his summary, Jordan points out that five major factors, in 1950, were conducive to a decline in admissions—weather, shifts in performance, levelling out, new TV set owners and excess of sportscasts. And his conclusion is that, "No one factor alone determines the size of attendance at sports events." Taking baseball as his theme, Jordan states that 1950 was a good year, in many ways. Attendance, according to his report, was the fourth highest in history, exceeded only by 1947, 1948 and 1949, and while there were non-televised teams showing gains and others with losses, just so there were televised teams with gains and others with losses. Jordan's analysis—too lengthy to repeat here—first goes into the effect of weather on major league attendance, and the means by which, as well as the methods, employed by major league clubs to fill in their rained-out games. As to TV, the Jordan report points out that regardless of TV, the teams that improved their performance had a much better attendance record than those which did not. (This, incidentally, is a theme which RADIO AND TELEVISION DAILY has been hammering at for many months past—when sports promoters can deliver a top show, the public, as always, will knock the gates down to get in).

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**TODAY's TV Personality:**

**RICHARD DOAN** has been director of programs for WCBS-TV, New York, since May of this year. He was born in Pratt, Kansas, in 1910 and after graduating from the University of Kansas he worked for several California papers, including the Pasadena Post. Later, Doan came East and became night bureau chief for the AP in Albany. Following his stint in the state capital, he was successively a public relations officer in



DOAN

★ ★ ★ ★

the Navy for three years during World War II, wire photo editor in the New York bureau of AP, and associate editor of Advertising Age. Doan's next connection was assistant radio and television editor of Variety, following which he became administrative head of Martin Stone Associates. He is married to Dorothy Doan, star of the CBS television program "Vanity Fair." The Doans make their home in Silvermine, Connecticut.

**CBS-TV's** demonstration of color-television for the press at their Fifth Avenue demonstration hall yesterday highlighted carrot-topped Arthur Godfrey, who proved to be a good choice for both entertainment and color. Those assembled who'd long tired of hearing the red-head laud Hawaii's great beauty found his relaxed presentation of Hawaiian songs (a la his ukulele) downright refreshing. Vivid-hued leis around Godfrey's neck showed up well on TV but contrasted so greatly with his famed brick-top that some viewers were disappointed to see his crown come through as dark auburn. Joining him in the twenty-minute tidbit of Hawaiian song, dance, and easy chatter were Janette Davis, hula-dancer Momikai (of the Hotel Lex's Hawaiian Room) and hostess Patty Painter. While all lengths of camera shots were tried—closeups, mediums, and long—a closeup of artificial flowers held by Miss Painter undoubtedly provided the most exciting picture. As to commercial products demonstrated (boxes of soap, etc.) color TV should raise the commercial prospects of audience-recognition-of-product by a good fifty per cent. . . . Alice In Wonderland," long awaited, will be produced by the Ford Theater on CBS-TV around Christmas time. Starring in the show will be Iris Mann, who will also be seen tonight on the CBS-TV program, "Danger."

★ ★ ★ ★

**ONLY** trouble with Eva Gabor's debut over ABC-TV on Friday night was that the fifteen minutes went by too quickly. . . . Frank Sinatra did a special one-time guest shot at Frankie Palumbo's "Click" bistro in Philly last night. . . . Lorraine Anderson, formerly comedienne in Ken Murray's "Blackouts," has been signed a new regular part on Ken's CBS-TV series. . . . A fire in the phone company's building across the street from WDTV, Pittsburgh, gave the tele station an opportunity to register another "first" by covering the scene, last week. . . . "Van and the Genie," WPIX stars, will be in the annual Macy Thanksgiving Day parade. . . . The first Gilbert & Sullivan musical on TV will be presented on the "Nash Airlyte Theater," CBS-TV network, Thursday, Nov. 30 at 10:30 p.m. when Patricia Morrison will star in "Trial By Jury." . . . Navy discipline will be defined and explained on tonight's telecast of "Drill Call" over WOR-TV. The program is the seventh in the series of instructional television programs produced by the Third Naval District for Naval Reserve recruits at 19 training centers in the New York area. . . . Eight charity functions were substantially aided during WAAM's, Baltimore telecasting of the Yale-Princeton game on Saturday. A Baltimore firm paid for the TV time and specified that it should not be given any mention of the sponsorship and that all announcements be devoted to charitable causes.

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## NAB Appoints Hough To Form TV Board

(Continued from Page 1)

adopted by the NAB board that association establish an autonomous TV committee; Eugene Thomas, WOR-TV, New York; William Fay, WHAM-TV, Rochester, and George Burbach, Jr., KSD-TV, St. Louis.

Plans are to hold a convention of TV station managers after Jan. 1, since the TBA is scheduled to have its annual meeting Dec. 1. Because 42 stations are members of the NAB, the association board felt that TV should have autonomous representation.

The board in its last day of a three-day meeting, voted to alter the by-laws, subject to approval by the membership, to enforce a 90-day notice on resignations (the NAB reported 33 resignations since June 12), the board also voted to make dues payable on a fiscal rather than calendar year basis.

## WRIA's License Revoked By FCC Without Hearing

*Washington Bureau of RADIO DAILY*  
Washington — The FCC has revoked the license of one station and denied the petition of another for renewal of license without a hearing.

In an order announced recently, the Commission revoked the license of WRIA, Caguas, Puerto Rico, for failure to comply with FCC rules and regulations. Inter-American Radio Corp., licensee, was given 15 days to file for a hearing, in which event the revocation will be suspended pending outcome of the hearing.

In a memorandum opinion and order the FCC denied petition of St. Joseph Valley Broadcasting Corp., licensee of WJVA, South Bend, Ind., for renewal of license without hearing. FCC placed WJVA on a temporary license May 1, 1948, on the charges that ownership control had changed without Commission approval.

## Sponsor Pantomime Quiz

Hollywood — William F. Brody Productions, Inc., represented by M.C.A. and Stuart Reynolds, announced that sponsorship for their first block of 13 films in the "Pantomime Quiz" television series has been sold to the Studebaker dealers in the San Francisco area. Debut of "Pantomime Quiz" in the Bay City will take place today, emanating from KPIX. The weekly program in Los Angeles will continue to be sponsored by Globe Mills.

## West Willcox Opens Studio

West W. Willcox, assistant general manager and program director at WHOM for 11 years, has opened a vocal studio in Steinway Hall, where he is specializing in voice placement and coaching of singers for both radio and television. Willcox was a well known singer and critic prior to entering the executive field of radio.

## COAST-TO-COAST

### Special Ceremony Aired On WCSC

Charleston, S. C.—The "Church of the Air" originated a program at WCSC, and fed to CBS network from coast-to-coast, Sunday, November 19th on the occasion of the Bicentennial Celebration of the Congregation of Kahal Kadosh Beth Elohim, founded in 1750, second oldest synagogue in the U. S. The program featured talks by Dr. Allen Tarshish, Rabbi of the Congregation, and Mayor William McG. Morrison, who will be presented by Thomas Tobias, president of the Congregation and seventh-generation decendent of the Temple's first president. The Beth Elohim Choir, directed by Mrs. H. I. Matthews, sang, with cantorial solos by Jacob Renzer. Russell Long, program manager for WCSC, produced the program.

### New WLAW Account Executive

Lawrence, Mass.—Reginald E. Cox, Jr., has joined the sales staff of WLAW as an account executive. Cox is a graduate of Georgetown University.

### Handles Hubby's Radio Chores

Trenton, N. J.—WTTM's regular afternoon disc show, "The Tom Durand Show," changed recently from an emcee to a femcee program. In Tom's absence, Mrs. Durand took over, reading commercials, spinning records, et al. Listeners had nothing but praise for Tom's lady understudy. reports WTTM.

### New Show Features Air Force

Springfield, Mass.—News of Westover Air Base and its personnel is featured on "Westover on a Platter," a new program on WMAS and WMAS-FM every Friday at 10:30 p.m. The half-hour program was originated and is piloted by Tech. Sgt. Eric Bruton. He introduces "time-tested tunes transcribed" and gives the latest news of Westover and the Air Force to the citizens of Pioneer Valley. As a feature of each program, Sergeant Bruton will interview some prominent Westover airman or officer.

### Well Done, WOOD

Grand Rapids, Mich.—In an all-night Marathon Broadcast, WOOD garnered more than \$1,600 to bolster the lagging Kent County Community Chest fund drive just ended. The pledges taken by telephone in the all-night show topped the 100 per cent quota which the Chest Drive had set for raising over \$778,000. As guests during the show, WOOD invited personnel from other local stations, WJEF, WLAV, WGRD and WFUR. Network sponsors relinquishing time on regular Thursday night schedule included General Foods, Fatima Cigarettes and Gulf Oil. Special guest for the evening was Don Wilson, regional General Foods representative, who took the nod for his company's cooperation.

## 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 10-16, 1950

TITLE	PUBLISHER
A Bushel And A Peck.....	E. H. Morris
A Marshmallow World.....	Shapiro-Bernstein
All My Love.....	Mills
Best Things For You.....	Berlin
Can Anyone Explain.....	Valando
Christmas In Killarney.....	Remick
Could Be.....	Broadcast Music
Dream A Little Dream Of Me.....	Words & Music
Goodnight Irene.....	Spencer
Harbor Lights.....	Chappell
I'll Always Love You.....	Famous
I'll Get By.....	Bourne
I'm Forever Blowing Bubbles.....	Remick
I'm In The Middle Of A Riddle.....	Robbins
Just Say I Love Her.....	ABC
La Vie En Rose.....	Harms
Let's Do It Again.....	Robbins
Life Is So Peculiar.....	Burke-Van Heusen & Assoc.
Looks Like A Cold Cold Winter.....	Lombardo
Mona Lisa.....	Paramount
Nevertheless.....	Chappell
Ocarina.....	Berlin
Orange Colored Sky.....	Frank
Patricia.....	Bregman-Vocco-Conn
Petite Waltz.....	Duchess
Rudolph The Red-Nosed Reindeer.....	St. Nicholas
Silver Bells.....	Paramount
The Thing.....	Hollis
Thinking Of You.....	Remick
Time Out For Tears.....	Republic

## Second Group

TITLE	PUBLISHER
A Rainy Day Refrain.....	Leeds
Au Revoir Again.....	Ben Bloom
Beloved Be Faithful.....	Pickwick
Bonaparte's Retreat.....	Acuff-Rose
Can't We Talk It Over.....	Advanced
Do I Worry.....	Melody Lane
Dream Awhile.....	Miller
Frosty The Snow Man.....	Hill & Range
Goofus.....	Feist
I Don't Mind Being All Alone.....	Mills
I See A Million People.....	Mellin
It's A Lovely Day Today.....	Berlin
Longing.....	Knickerbocker
Mambo Jambo.....	Peer
Music Maestro Please.....	Bourne
No Other Love.....	Walt Disney
Sleigh Ride.....	Mills
Sugar Sweet.....	Spitzer
Where Do I Go From You.....	Paxton
You're Just In Love.....	Berlin
You've Got Me Crying Again.....	World

Copyright 1950 Office of Research, Inc.

## BEHIND THE MIKE

**H**ANK COLMAN, formerly with Ross Reports, upped to staging coordinator at NBC-TV.

Betty Tunell just back from Hollywood after three months of picture making and TV.

Did you see Georgie Hale's novelty dance routine on the "Four Star Revue" via NBC where the dancing girls did a puppet number with Ed Wynn manipulating the strings?

Ed Herlihy is still cackling about the egg he laid on his "Date In Manhattan" TV show. As a gag, Ed opened the show wearing a hat with feathers and a nest—but he didn't know one of his "helpers?" had sneaked a raw egg into the nest. Ed leaned over, the egg was laid with a ploop on the studio floor—on camera.

Jesse Cimberg, a cute one, again on the Ed Wynn show.

Rex Marshall, TV salesman, has been signed by Gruen Watch to handle the commercials on ABC's "Blind Date." Show is televised, Thursdays, with Arlene Francis, femcee.

Alan Young, as a result of a recurrence of a strained sacroiliac, bedded in Hollywood. He was forced to miss last week's Hollywood Women's Press Club men's day luncheon. Ralph Edwards did the replacement. Young now meets at home with his writers Leo Solomon and Dave Schwartz.

Edwin C. Hill will again deliver his Old Fashioned Thanksgiving Story, which he has been presenting for the last 20 years, on the ABC network. It will also be broadcast to the Armed Forces Wednesday, Nov. 22, 11:15 to 11:30.

Ben Grauer's impressive closing on Ed Herlihy's "Date In Manhattan" on the power of strengthening Democracy and defeating Communism was big time.

Mary Howard, former MGM star, making TV rounds.

Add wonderful gimmicks: The advertising on the front page of Sunday's N. Y. Times plugging the Dean Martin-Jerry Lewis "Colgate Comedy Hour" TV show this past week end.

Jimmy Durante going into the "Big Show" rehearsal at NBC saying "Ain't it funny rehearsing for radio, its like sneaking into a silent movie."

Fred Allen juggled for the first time on TV last Sunday at 8 p.m. on Colgate Comedy Hour; years ago Allen's Vaude Billing was "World's Worst Juggler."

National Dog and Pet Exposition due at Grand Central Palace December 17th, will feature personal pets of leading radio stars.

Popular TV musical director Hank Sylvern has been signed to serve in that capacity on the "Mark Trail" radio show, via Mutual.

Several packaging outfits angling for the TV rights to Larry Spivak's mystery books. Larry is publisher of Mercury publications.

Cesar Romero being set to star in a set of TV musicals.

#605

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New York 19, N.Y.

EQUIPMENT  
PRODUCTION  
STUDIOS

# RADIO TELEVISION DAILY

SPONSORS  
BUSINESS  
AGENCIES

VOL. 53, NO. 45

NEW YORK, WEDNESDAY, DECEMBER 6, 1950

TEN CENTS

## RCA COLOR SHOWS BIG IMPROVEMENT

### Flat Rate Levy Better In Tax Bill—Du Mont

Washington Bureau of RADIO DAILY  
Washington—Appearing yesterday before the Senate Finance Committee, Dr. Allen B. DuMont, head of the laboratories bearing his name, urged that an emergency profits tax in the form of a flat rate levy on corporate income replace the excess profits tax bill.

He appeared as chairman of the National Conference of Growth Industries and gave testimony similar to his statement before the House Ways & Means Committee two weeks ago.

Dr. DuMont warned that the ex-

(Continued on Page 7)

### School Broadcast Confab Skedded For Chicago

Chicago—The 14th annual meeting of the School Broadcast Conference will attempt to stimulate a wider use of radio and television for educational purposes, it was announced yesterday. This year's clinic will be held at the Sherman Hotel from December 12 through the 14th.

Educational leaders, university heads, teachers and representatives from the broadcasting industry will take part in the three-day session.

The first day's discussions will in-

(Continued on Page 2)

### Two Senators Today At School-TV Hearing

Washington Bureau of RADIO DAILY  
Washington — Two Senators are scheduled to appear before the FCC today to urge the assignment of TV channels for non-commercial educational stations. Sen. Leverett Saltonstall (R.—Mass.) will be the first witness at 10 a.m. in the De-

(Continued on Page 7)

### Better Than Words

Baltimore—In place of verbal testimony at the educational-TV hearings in Washington, Dr. Deglev W. Bronk, president of Johns Hopkins University, yesterday invited members of the FCC to tune in last night to the WAAM-DuMont telecast of an X-Ray operation on an injured man, with the X-Ray picture impression picked up direct. Broadcast simultaneously was the three-way conversation on the case by doctors in Baltimore, New York and Washington.

### Wage Increases Won By Stagehands In TV

Television stage hands in New York have won increases under a new contract agreement negotiated for them by the Protective Theatrical Union No. 1 with the TV networks and stations. The contract, retroactive to September 1, is for two years.

Under the new agreement, full-time stage hands will receive 8½ per cent over their old weekly minimum

(Continued on Page 2)

### NPA Warns Steel Men Cutbacks May Be Needed

Washington Bureau of RADIO DAILY  
Washington—Members of the steel products industry advisory committee were warned yesterday by NPA Administrator W. H. Harrison that expanding defense requirements will mean the need for greater steel pro-

(Continued on Page 2)

### Advanced System Shown In Washington Features Fidelity Much Superior To That Exhibited In April

By FRANK BURKE

Editor, The Radio and Television Daily

Washington—Displaying a vastly improved all-electronic color television system, RCA yesterday invited the press to a preview showing of their new tri-color-tube sets and proved that the electronic system had been greatly refined since the last experimental showing in April.

The color pictures produced yesterday showed improved color fidelity, picture texture and brightness. The three-color receivers were the 12½ inch console model, receivers similar in appearance and size to the conventional black-and-white sets.

In commenting on the demonstration Brig. General David Sarnoff, chairman of the board of RCA, said the electronic system had been developed to the point where it was presentable commercially. He indicated, however, it would take from one to two years to get in full commercial production

of the tri-color, electronic-tube sets if the system is approved by the FCC.

General Sarnoff said that RCA was ready to place their electronic system on a competitive basis with the CBS mechanical scanning sys-

(Continued on Page 8)

### Says Business Firms Can Aid TV Education

Washington Bureau of RADIO DAILY

Washington — Educational programs via TV should be turned over lock, stock and barrel immediately to commercial interests because "commercialism brings money which can bring top brains and know-how to such programs," Sig Mickelson, CBS director of public affairs, told the Washington Advertising Club yesterday.

"Industry, advertising agencies and TV must co-operate now, and

(Continued on Page 5)

### Radio Aud. Constant While TV Triples

Average radio listening time in New York during November dropped a negligible percentage (.1 of a quarter-hour weekly) from the Nov., '49 average, according to the latest survey by Pulse. An increase of 5.2 quarter-hours weekly was revealed in the average amount of time TV sets were in use during the

(Continued on Page 4)

### FCC Orders Studio Origin For Bulk Of Non-Web Fare

Washington Bureau of RADIO DAILY  
Washington — Effective Jan. 18, each AM or FM station must originate a majority of its non-network programs from its main studio or from other points within the city where its main studio is located, the FCC announced yesterday.

In a report and order the Commission amended its rules and regulations governing AM and FM broadcasts (Sec. 3.30 AM and Sec.

3.205 FM) to provide that a majority of a station's programs, computed on the basis of duration and not number, or in the case of a station affiliated with a network, two-thirds of its non-network programs, whichever is smaller, shall originate from the main studio or from other studios or remote points situated in the place where the station is located.

Where stations are licensed to

(Continued on Page 4)

### What's The Moral?

Warren, Ohio — John Smally, sportscaster at WHHH, member of the Marine Corps Reserve, took time off Nov. 29 to go to Pittsburgh and pick up an overage discharge. Now WHHH is looking for someone to take Smally's place. On Nov. 30 he was on his way to Camp Lejeune, N. C. and active duty with the U. S. Marines.

### Show Catches Crook

Mutual's Sunday afternoon "Tru Detective Mysteries" was responsible for the recent capture in St. Louis of John Marin, a fugitive criminal wanted by Detroit police. He was spotted by a restaurant owner who recognized him from clues broadcast by program. This makes the fifth wanted criminal apprehended by True Detective broadcasts.

# RADIO DAILY TELEVISION DAILY

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FRANK BURKE : : : : Editor

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Edifilio Ochoa, San Juan, P. R.; P. O. Box 3385;

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## FINANCIAL

(December 5)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	101½	101¼	101½	+ ¼
Admiral Corp.	253¾	24¾	251¼	+ ¼
Am. Tel. & Tel.	1505½	150½	1505½	+ ½
CBS A	297½	29¼	293¼	+ 5/8
CBS B	29¼	29¼	29¼	+ 3/8
Philco	445½	437½	441½	+ 3/8
RCA Common	171½	16¾	171½	+ 1/2
RCA 1st pfd.	78½	78½	78½	- 1
Stewart-Warner	16¼	15½	16¼	+ 5/8
Westinghouse	32¾	31¾	32	+ 3/8
Westinghouse pfd.	104	103¾	103¾	+ 1/4
Zenith Radio	49½	48¼	49½	+ 1/4

### NEW YORK CURB EXCHANGE

DuMont Lab.	155½	15¼	15¼	- 1/8
Hazeltine Corp.	22	21¾	22	+ 3/4
Nat. Union Radio	3½	3½	3½	.....

### OVER THE COUNTER

	Bid	Asked
Stromberg-Carlson	12	13¼

### Philco Declares Dividend

Board of directors of Philco Corporation declared a stock dividend on Monday of one share for each 20 shares outstanding to shareholders of record on Dec. 22, 1950. The stock dividend is payable Jan. 10, 1951. As previously announced, a cash dividend of 80 cents a share on the company's common stock before the recent 2 for 1 split, is payable Dec. 15, 1950 to holders of record, Dec. 1 1950.

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

### School Broadcast Confab Skedded For Chicago

(Continued from Page 1)

clude "The Use of Broadcasting Techniques as Teaching Devices—A Utilization of Radio Demonstration," with a student demonstration directed by Elizabeth E. Marshall, assistant director, Radio Council, WBEZ, Chicago. The evening's topic will be "The Radio Workshop: Operating Our Own Stations," in conjunction with a selected group of radio workshops from school systems operating low-power FM transmitters. "The Use of Tape Recordings and Transcriptions in the Classroom" will be discussed at the second day's meeting. Other topics include "Radio Serves the Schools of Great Britain," by John Scupham, director of school broadcasts for the BBC. Also, "Possibilities in Low-Power Transmitters for School Use" and "Taking Stock of Radio-Television Resources," among others.

John Crosby, syndicated radio and television columnist for the Herald Tribune, is scheduled to be the guest speaker at a luncheon of the school groups. That same evening, Wednesday, Dec. 13, "Television in Education: Practice and Potentialities," will take up the meeting.

The last session, Thursday, Dec. 14, will include "Organizing for Good Radio Use In Your School," "Use of Techniques of Radio and Television in Parent-Teacher Meetings," "Radio Serves the Special Schools and the Exceptional Child," and "Teacher Training Institutions and Radio-Television," among other discussions. At the last luncheon, Harold Safford of WLS, Chicago, and president of the Illinois Broadcasters Association, will speak on "The Commercial Station Serves Education."

### Wage Increases Won By Stagehands In TV

(Continued from Page 1)

of \$104.36. Head stage hands, which is a new category, will be paid an additional five dollars, and extra stage hands were granted a 3 per cent increase. A union proposal for a 5 per cent welfare fund was vetoed by the stations.

### Rutgers Signs WQXR-FM For Programs On WRSU

New Brunswick, N. J.—The Rutgers University station, WRSU, has arranged to broadcast the FM programs of WQXR, New York, between 9 a.m. and 7 p.m., Monday-through-Friday, until January 1.

Richard Seclow, WRSU's station manager, said the month-long broadcasts will be on a test basis, to determine the advisability of continuing the co-operative arrangement after the first of the year.

The university station maintains 15 transmitters at living and recreational areas on the men's and women's campuses, all connected by lines to the studios. WRSU is authorized to operate from 7 a.m. until midnight.

### NPA Warns Steel Men Cutbacks May Be Needed

(Continued from Page 1)

duction and the use of less steel for non-defense purposes.

NPA advised the group that several individual steel product industry advisory committees will be appointed to assist in planning and developing future regulations and controls. The NPA iron and steel division is being expanded in anticipation of a heavier work load.

Participating in the conference, in addition to Harrison, were David P. Cannon, NPA director of the iron and steel division, and Frank R. Creedon, director of the facilities clearance staff.

Representatives of 24 steel manufacturing firms attended.

### English-Language Outlets Join In Ontario, Quebec

Toronto—Representatives of English-language radio stations in Quebec and Ontario provinces met in Toronto for the purpose of forming an association of central Canadian radio stations. The association will function as a branch of the Canadian Association of Broadcasters. Branches now exist in British Columbia, the Prairie Provinces, Quebec (French language stations) and the Maritime Provinces.

## COMING and GOING

LEE B. WAILES, vice-president of Fort Industry Company in charge of operations, is spending this week in New York for conferences with Tom Harker, head of national sales. He'll also deliver an address at the TBA meeting Friday.

SIG MICKELSON, director of public affairs for CBS, yesterday was in Washington to address the advertising club of the Capital City.

MURRAY B. GRABHORN, vice-president of ABC in charge of owned-and-operated stations, and CHUCK HOLDEN, production manager of ABC-TV, off for Toronto, where they will speak at the first Canadian Television Clinic. It will be held at the Royal York Hotel.

CHARLES SANFORD, musical director of the Sid Caesar and Bob Hope TV shows, is in Miami Beach for a few days enjoying what he refers to as his "lunch hour in the sun." He'll be back in time to handle musical chores for Saturday night's "Your Show of Shows."

JOHN DERR, associate director of sports for CBS, left yesterday for Chicago, where he'll attend the Big 10 football meetings.

VICTOR PESQUEIRA, account representative in the Mexico City office of the J. Walter Thompson Co., is conferring at the agency's New York headquarters. He will leave shortly to visit clients of the Mexican office throughout the United States in order to familiarize himself with company operations here.

EDWIN H. SWEITZER, commercial manager of WELI, is back in New Haven following a run into New York to confer with the national representatives of the station.

BILL FARRELL, recording star, has arrived by plane from Hollywood for an appearance at New York's Birdland.



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

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



*Daytime -*

THE MACY PARADE ON **WJZ-TV**

**46.4** HOOPERATING

TOTAL AUDIENCE: 2,100,000 NEW YORKERS

---

*Nighttime -*

OPENING NIGHT AT THE METROPOLITAN OPERA ON **WJZ-TV**

**52.4** PULSE RATING

TOTAL AUDIENCE: 2,300,000 NEW YORKERS

---

With WJZ-TV, hundreds of advertisers are reaching millions of viewers in the nation's No. 1 market. Reason: reception is tops!

**WJZ-TV**

American Broadcasting Company

# FCC Issues New Rule On Studio Origination

(Continued from Page 1)

serve more than one city, town or other political subdivision, the station shall maintain main studios in each such place and the rule shall apply to programs originating from "any or all of the main studios or from other studios and remote points situated in any or all of the places in which the main studios are located."

The Commission also amended Sec. 3.31 to provide that no main studio may be moved outside the borders of the borough or city, state, district, territory or possession in which the station is located, except to the transmitter, without written application to the FCC and written permission from the Commission.

### First Suggested in 1948

The FCC proposed the rule change Feb. 24, 1948. At the time of proposing the rule, the Commission gave as its reason the fact that "It is possible for a broadcast station to originate most of its local programs from a place other than the city in which its main studio is located by the device of broadcasting a majority of its announcements from a studio in the city for which the station is licensed."

The Commission held oral argument Oct. 15, 1948. Only two objections were raised, all other comments offering none, the Commission said. In the cases of hardship the Commission will entertain petitions requesting temporary exemption from the program-origination requirements of the new rules.

## WGAR Raises Rates

Cleveland—Upward revision of its daytime rates and other segments of the broadcast day have been announced by WGAR, Cleveland, through sales manager John B. Garfield. The new rate card (No. 15) is effective January 1st. Current advertisers have one year protection under old rate providing broadcasting is continuous.

Daytime period from 9 a.m. to 6 p.m. is up 20 per cent in the new rate card. Period from 7-9 a.m., and 11:15 p.m. to midnight are increased 50 per cent.

## "Dr. Kildare" Sold on CKLW

Detroit—Rhodes Pharmacal Company, makers of Imdrin, have purchased the "Story of Dr. Kildare" once weekly on CKLW. The transcribed packaged show is heard on Sundays from 2:30 to 3:00 p.m., EST. The contract is for 52 weeks.



**PLAYS**  
**ALL SPEEDS** 78, 45, 33 RPM  
**ALL SIZES** 7-17½ inch  
**ALL KINDS** OF RECORDS  
 High Fidelity—Low Priced  
 from \$24.95-\$61.50  
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By SID WHITE

## Man About Manhattan . . . !

● ● ● **TRADE WINDS:** Bob Burns is your 1951 TV "sleeper." Harry Ackerman and Guy della Cioppa have a whopping idea for a formula tailored to Burns' particular brand of comedy. And, altho' the show is still in the talking stage, NBC wants first crack at it. . . . CBS-TV chatter over the week-end revolved around the projected life of Jimmy Walker as the first in a series of "Make Mine New York" shows geared to the nostalgic trade. (Wonder what actor would capture Jimmy's matchless personality). . . . Pepsi Cola will challenge Coca Cola and Morton Downey with a TV show and Phil Regan. . . . H'wood TV moguls more than casually interested in Vistascope—a French invention which superimposes live action on photographs of actual scenes. Sol Lesser thinks it will be the most revolutionary television idea of the year. . . . The greatest collection of TV stars to be seen at any single gathering will be at the John Frederics-Julius Wile "Cocktails That Go To Your Head" shindig tomorrow at the Frederics hat salon. . . . Vivian Blaine, the "Guys & Dolls" doll, guests on "This Is Showbiz" Sunday nite. She's got a problem??? . . . Mort Downey's "Star of the Family" got a long-term renewal by Nash-Kelvinator. . . . Margaret Truman's good-natured, amazingly professional "gagging" on the "Big Show" is the talk of Radio Row. She fractured us with her "for this I gave up seeing the Army-Navy game???"



● ● ● Following the completion of Eddie Cantor's concert hall tour of one-niters last week, Jack Goldstein, who until now has handled Cantor's personal public relations and promotion on a strictly exclusive basis, will branch out and handle other accounts, meanwhile representing Eddie on special promotions. Long a veteran of motion picture publicity, Goldstein will introduce the wide scope and unique promotional ideas of film promotion to the newer medium of television.



● ● ● **AROUND TOWN:** Lester Lewis Associates hit the jackpot this week with renewals on their three television stanzas—"H'wood Screen Test," "Penthouse Party" and "Eloise Salutes the Stars." "Screen Test" was not only renewed but added 7 stations to its lineup. . . . Johnny Andrews takes over Skitch Henderson's early ayem disc chores on WNBC Dec. 11th to the 16th. (Otherwise known as Henderson-Emerson honeymoon week). . . . Keep your eye on Jack Bertell's boy, Geo. Sawtelle, the Memphis lad who copped the honors on a recent Arthur Godfrey stanza, and who replaces Don Cherry on NBC on the 12th. Here's a lad who can't miss making the Big Time. Plenty of looks and a great voice. . . . Guy Madison due in town next week and will be available for TV dates here through Doris Sharp Television Casting. Guy's missus, Gail Russell, also here but can only do radio dates. . . . DuMont's "It's In The Bag" getting plenty of sponsor interest. . . . Galeena Netchi will be the only entertainer to perform at the annual luncheon of the NAM at the Waldorf tomorrow. . . . Jocko Maxwell, America's first Negro sportscaster, guesting on Jimmy Powers WPIX stanza Sunday. . . . Al Helfer, weighing the comeback chances of Joe Louis, declared: Fat chance.



● ● ● The Cleveland Plain Dealer's poll is in and the results are eyebrow-lifting, to say the least. Outstanding victors in the balloting are Jerry Lester and Ed Sullivan, both of whom waltzed away with top honors. John Cameron Swayze was nominated for best news commentator, natch—Fred Waring's session was tagged "the best musical TV stanza"—and "Suspense" was named the No. 1 mystery show. Best juve was "Kukla, Fran and Ollie."

# Radio Aud. Constant While TV Triples

(Continued from Page 1)

same periods, indicating that while television viewing tripled this year in New York, radio lost virtually none of its audience to the new medium.

Leading radio shows during week-day evenings were: Walter Winchell, top place with 13.7 rating; Lux Radio Theater — 13.6; Jack Benny — 11.9; Louella Parsons—11.9; You Bet Your Life—10.9; and My Friend Irma—10.0. Fibber McGee & Molly also moved into the top ten for the first time this year. Daytime radio shows were led by Arthur Godfrey with an 8.4 rating.

Top television show in six of the nation's 13 largest video cities during the first half of November was Texaco Star Theater, Pulse revealed. While President Truman's TV appearances pulled first place in Cleveland, Syracuse, Boston, and Washington, they were relegated to third, fourth, fifth, and sixth positions in other cities on the co-ax. Others among the top ten once-a-week shows in these cities were: Comedy Hour, Godfrey and His Friends, Toast of the Town, Four Star Revue, Your Show of Shows, and Fireside Theater.

## Seldes Replaces Morgan

Gilbert Seldes, critic and author, has taken over Henry Morgan's daily 6:30 p.m. period over WNBC, New York, to present a dramatic type disc jockey show. In place of musical selections, Seldes offers recorded excerpts of historic events, talks, etc., and recordings made by many of the great personalities of this era. He will be heard all of this week on a try-out basis, as a permanent replacement for Morgan.

## Stork News

Washington—Mr. and Mrs. Charles A. Bright, Jr., yesterday announced the birth of Charles A. III. Bright is the disc jockey on the daily WOL "USA Unlimited" program.

George Ansbro, ABC announcer, and Mrs. Ansbro are the parents of a six pound, two ounce boy, born at Lenox Hill Hospital. The youngster has been named Andrew Paul.

THE VOICES OF ADAM HATS 8 YRS.

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MARLIN BLADES 8 YRS.



## PROMOTION

### Public Sponsors Programs

An experiment in public sponsorship of radio programs has been successfully initiated by WABF, a New York FM station. The programs have no commercial advertisers but are being paid for by the listening public, according to Ira A. Hirschmann, president.

The experiment was begun early this Fall, Hirschmann said, when the station decided to offer its New Friends of Music concert series to the public. WABF aired announcements declaring that the usual "commercials" would be inconsistent with the mood and tone of the concerts. Listeners were asked to support the 16 Sunday afternoon broadcasts by subscribing as much money as they wished.

To date, over 2,000 listeners have sent in donations, fulfilling 90 per cent of the commercial revenue, which would normally have been received by the station, Hirschmann said. Subscriptions are still being received, he added, and expressed confidence that the entire commercial cost would be met.

### Says Business Firms Can Aid TV Education

(Continued from Page 1)

fast, in bringing information and interpretation to the nation," he declared. The alternative may be "broken and bombed U. S. cities, slave labor, or Communism in the nation."

Commercial education and public service programs can be "even better than those on a sustaining basis," said Michelson. "In radio, commercialism has made possible great programs, bringing major issues to the attention of millions. It has not cheapened these programs," he stated.

With reference to educators' demands for 20 per cent of the UHF spectrum for non-commercial educational TV stations, Michelson asked: "Who is to pay for these programs—the networks, educational foundations or the educational institutions which plan the programs? The people who advocate such plans haven't made a very careful study of television costs."

Granting licenses to educational institutions doesn't necessarily mean good programs he added, "even if the institutions could build and maintain the stations."

Commercialism, put to the right use in educational programs, "can be of tremendous assistance to the nation," said Michelson.

### Stork News

Charlotte, N. C.—Wally Jorgenson, local sales manager for WBT, WBT-TV and WBT-FM, has joined the WBT new-father parade with a son, Peter James Jorgenson born to his wife, Solveig, November 24th and weighing in at seven pounds six ounces.

## COAST-TO-COAST

### Gibbons Resumes Xmas Post

Washington, D. C.—As Christmas rolls around again, Jim Gibbons takes up his stand at the "ole WMAL Country Store" in front of the Trans Lux Building on Fourteenth Street. Jim will make mirth and fun on the air from his Country Store while he collects mountains of canned foods, toys and other necessities to be given to families less fortunate at Christmas time. Distributions will be made through the Christmas Bureau of the United Community Services. Jim does his early morning WMAL "Town Clock" show each week-day from the Country Store and will have guest clubs and high school and college singing groups to perform on the show. Civic organizations will man the store each day to receive the gifts of foodstuffs. Special broadcast will be made from the store every day until Christmas Eve.

### WDRS Features Music Students

Hartford, Conn.—A weekly series of half-hour concerts featuring advanced students at the Hartford School of Music is now being broadcast each Friday night over WDRS. The first concert was slated for Friday, Dec. 1, from 10:30 to 11 p.m. and succeeding weekly programs will follow, all arranged by the School of Music.

### Legislator Heard

Hartford, Conn. — United States Representative A. A. Ribicoff of Hartford, a member of the House Foreign Affairs Committee, made a special broadcast over WDRS, Hartford, Friday, Dec. 1, on the war situation. He was interviewed by Jack Zaiman, president of the "Needle Club" program over WDRS and political reporter for the Hartford Courant. Congressman Ribicoff's interview was rebroadcast twice over WDRS during the 24-hour period following the initial 15-minute broadcast.

### Smog Control Discussed On KECA

Hollywood, Calif.—A special documentary broadcast on the subject of Smog Control in the Los Angeles area was broadcast on KECA last Friday. Appearing on the panel discussion were Gordon Larson, head of the County Smog Control Board, State Assemblyman Randill Dickey, currently investigating smog conditions here, Dr. Harry Goldblatt, Director of Research Institute at Cedars of Lebanon Hospital, Councilman Ed Davenport, and others.

### Re-Named To March Of Dimes Post

Boston, Mass.—Craig Lawrence, executive vice-president of the Cowles Broadcasting Corporation and general manager of WCOP, ABC outlet here, has been reappointed radio director for the upcoming March of Dimes campaign in the Hub.

### Airs Grant's Xmas Show

Syracuse, N. Y.—For the third consecutive year, the W. T. Grant Department Store has purchased WSYR's special Christmas package. The package includes announcements and an exclusive "Santa Claus" telephone service whereby Central New York youngsters call Santa on the phone between 5:30 and 8:30 every evening from now until Christmas. The service is handling an average of 1,200 calls daily.

## AGENCIES

JOHN H. FOGARTY, formerly assistant advertising and merchandising manager of the Seiberling Rubber Company, has joined the Buffalo office of Batten, Barton, Durstine & Osborn, Inc. He has been replaced by John J. Walbeck, who has been with rubber firm since 1946.

LAWSON PAYNTER, formerly of McCann-Erickson, Inc., has joined the television department of Erwin, Wasey & Company, in a creative capacity.

NINTH ANNUAL  
KDKA  
FARM RADIO CONFERENCE  
SATURDAY, NOVEMBER 4, 1950  
5:45 A.M. - 11:00 A.M.

### CHAIRMAN

HOMER H. MARTZ, KDKA Agricultural Director

5:45—REGISTRATION AND COFFEE .....KDKA Lobby

6:00—KDKA FARM HOUR BROADCAST .....Studio B

7:15—BREAKFAST .....Grant Building Restaurant,  
First Floor

8:00—WELCOME ....J. E. Baudino, General Manager,  
KDKA

8:15—"THE GROWTH OF A NATION" .....  
.....Feed Industry Sound Movie, Studio B

8:45—"BUSINESS IN THE PITTSBURGH AREA" .....  
.....Dr. J. P. Watson,  
Director, Bureau of Business Research,  
University of Pittsburgh

9:15—"PITTSBURGH'S AGRICULTURAL INTEREST IN THE  
TRI-STATE AREA" .....C. L. Rumberger  
H. J. Heinz Company; Chairman,  
Agricultural Committee,  
Pittsburgh Chamber of Commerce

9:45—"IMPROVING FARM BROADCASTS FOR KDKA-LAND"  
AUDITIONING OF SELECTED SUBMITTED PROGRAMS  
DISCUSSION—Led by R. E. White, Program  
Manager, KDKA

11:00—ADJOURNMENT

**Biggest attendance yet** marked KDKA's annual Farm Radio Conference.. a function of the KDKA Farm Hour, oldest farm service in the nation. This program's influence on farm leaders in the Pittsburgh area keeps growing.. growing.. growing!

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

**KDKA**



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WBZ • WBZA • WOWO • KEX • KYW • KDKA • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV;  
for WBZ-TV, NBC Spot Sales

## RECORDS ON PARADE

By TED PERSONS  
PRE-DISC-TIONS

"Nobody's Chasing Me," Doris Day (Columbia)  
"My Heart Cries For You," Evelyn Knight-Red Foley (Decca)  
"My Heart Cries For You," Jimmy Wakely (Capitol)  
"The Roving Kind," Guy Mitchell (Columbia)  
"Get Out Those Old Records," Georgia Gibbs (Coral)  
"Sea Of The Moon," Tony Martin (RCA Victor)  
"An American In Paris," David Rose (M-G-M)  
"Smile, Smile, Smile," Bob Dewey-The Satisfiers (RCA Victor)  
"From This Moment On," Guy Lombardo (Decca)  
"Music By The Angels," Vic Damone (Mercury)  
"Little White Duck," Burl Ives (Columbia)

The board of directors of Decca have declared a dividend of 12½ cents per share of capital stock payable Dec. 28th. Jerry Gray and band are back on the coast after an all too brief interlude in the east—two great weeks at the Meadowbrook and quickies in his home town of Boston, Worcester and Springfield. The "Guys And Dolls" album was recorded by the original cast last Sunday and is being rushed out by Decca.

Percy Faith is in Florida for a week.

The Columbia album, "Carnival Of The Animals," is a sheer delight.

The Saint-Saens music is beautifully performed by the Kostelanetz ork.

*And verses Ogden-Nashian*  
Are recited by Noel Coward in elegant fashion.

Billy Simon, formerly with "The Billboard," joined London Records on Monday to become associated with Joe Delaney. Delaney, by the way, was up with the dawn today to greet his London counterpart, Harry Sarton, who arrived on the Queen Liz for a two weeks' stay. London Records has signed The Buckeye Boys, an exciting group who will make their debut on the label in an exciting tune, "Hullabaloo."

"No School Today" John Arthur, WSAI, in town today.

Charles Grean, in charge of A & R for RCA Victor, flew to the Coast (with a stop-off in Chicago) for two weeks of recording.

The Juke Box Operators of America in their 5th annual poll of the automatic music industry have voted M-G-M Records' Ivory Joe Hunter "the best Jazz 'N Blues Artist of 1950." M-G-M Records made two additions to its artists roster in the past week, vocalist Tommy Edwards and vocal duo Paul Sears and

## ★ ★ DISC JOCKEY JURY ★ ★

RADIO DAILY'S "Disc Jockey Jury" scans the new record releases and picks those most likely to succeed:

BOB CLAYTON, WHDH, Boston, Mass.

"Be My Love," Mario Lanza (RCA Victor)  
"You're Mine, You," Gordon Jenkins (Decca)  
"Don't Even Change A Picture On The Wall," Lee Morse (Decca)  
"Classical Juke Box," Boston Pops Orchestra (RCA Victor)  
"I Solemnly Swear," Glen Moore (M-G-M)  
"Music By The Angels," Vic Damone (Mercury)  
"My Heart Cries For You," Bill Farrell (M-G-M)  
"Let It Snow," Frank Sinatra (Columbia)  
"Who Kicked The Light Plug Out Of The Socket?" Dolores Dell (Jubilee)  
"Me And My Shadow," Bill Snyder (London)

ART FORD, WNEW, New York, N. Y.

"My Heart Cries For You," Dinah Shore (RCA Victor)  
"You're So In Love," Gordon Jenkins (Decca)  
"Bubble Bubble Bubble," Henri Rene (RCA Victor)  
"The John B.," The Weavers (Decca)  
"Accidents Will Happen," Bing Crosby (Decca)  
"The Bandwagon" album, Mary Martin (Columbia)  
"Stardust," Jo Stafford (Columbia)  
"Slaughter On 10th Avenue," Les Brown (Columbia)  
"Merry Christmas," Vera Lynne (London)  
"Atlantic Crossing," Ferde Grofe (London)

EDDIE GALLAHER, WTOP, Washington, D. C.

"My Heart Cries For You," Vic Damone (Mercury)  
"Guys and Dolls" album, original cast (Decca)  
"It's Raining Sundrops," Ralph Flanagan (RCA Victor)  
"Love Is A Masquerade," Jo Stafford (Capitol)  
"Call Me Madam" album, Dinah Shore-original cast (RCA Victor)  
"Frosty The Snowman," Guy Lombardo (Decca)  
"Once You Find Your Guy," Margaret Whiting (Capitol)  
"Tell Me Tonight," Tony Martin (RCA Victor)  
"The Roving Kind," The Weavers (Decca)  
"Ten Thousand Four Hundred Thirty-Two Sheep," Doris Day (Columbia)

DAVE MILLER, WPAT, Paterson, N. J.

"Sharpshooter Polka," Buckeye Boys (London)  
"It Is No Secret," Ozie Waters (Coral)  
"The Place Where I Worship," Ozie Waters (Coral)  
"Christmas Roses," Sally Clark-Ed McMullen (Abbey)  
"Take Back Your Paper Heart," Red Stewart (King)  
"Nani Hawaii" album, Jerry Byrd-Danny Kuanana (Mercury)  
"If You Smile, Smile, Smile," Ozzie Williams (London)  
"If You've Got The Money," June Hutton (Decca)  
"Oh Babe," Homer & Jethro (RCA Victor)  
"Dear Little Girls," Red Foley (Decca)

GIL NEWSOME, KWK, St. Louis, Mo.

"Rainbow Gal," Bob Crosby (Coral)  
"It's A Lovely Day Today," Tommy Dorsey (Decca)  
"Powder Blue," Frankie Carle (RCA Victor)  
"Little White Duck," Burl Ives (Columbia)  
"What Am I Gonna Do This Christmas," Frankie Laine (Mercury)  
"Possibilities," Vic Damone (Mercury)  
"A Man Ain't Nothin' But A Wolf," Margaret Whiting (Capitol)  
"The Sea Of The Moon," Tony Martin (RCA Victor)  
"Remember Me In Your Dreams," Frank Sinatra (Columbia)

ERNIE SIMON, WJJD, Chicago, Ill.

"The Thing," Phil Harris (RCA Victor)  
"I Guess I'll Have To Dream The Rest," Frank Sinatra (Columbia)  
"Tennessee Waltz," Patti Page (Mercury)  
"A Crosby Christmas," The Crosby Clan (Decca)  
"And You'll Be Home," Doris Day (Columbia)  
"I've Never Been In Love Before," Ralph Flanagan (RCA Victor)  
"Just The Way You Are," Sy Oliver (Decca)  
"My Heart Cries For You," Dinah Shore (RCA Victor)  
"I'm Gonna Live Till I Die," Frankie Laine (Mercury)  
"I Am Loved," Vaughn Monroe (RCA Victor)

Johnny Haymer, Edwards, who visited the discery to peddle a song, impressed Harry Meyerson so much with his vocal demonstration that he wound up cutting his first sides last Thursday.

Deejay Johnny Clarke has been named chairman of the radio publicity committee by the N. Y. State Commission for the Blind to promote their Christmas sale of hand-made items.

## BEHIND THE MIKE

ROBERT MONTGOMERY, Lee Bowman and Jane Wyatt, all successful and high salaried performers, apparently don't believe in "Old Debbil Superstition." The three, relaxing after their TV dramatic stint on Montgomery's show, lit up cigarettes—three on a match.

Show people arriving from Hollywood enthusiastic about Larry Haines brother Marty's new Motel called Canyon State Motor Lodge in Tucson, Arizona.

Jet MacDonald, beautiful songstress on Bill Stern's "Remember This Day" via WNBT, is drawing stacks of fan mail from the male viewers, while Bill is keeping Uncle Sam's post office busy, delivering similar mail from the female brigade.

Bert Parks emceeing and singing of popular ballads now place him in a class with other of today's TV artists who are finding versatility the only sure key to video success.

Actors and actresses have now started planting themselves in the audience of "Chance of a Lifetime." Thus, when Charlie Harrell selects his contestants, he often is trapped by an actor waiting to get on "Famous Jury Trials," which Charlie directs on DuMont. Mary Ellen Munro, snagged him last week. She was interviewed for "Famous Jury Trials" in the presence of 500 people. She also won \$200 in prizes.

B. F. Goodrich has just renewed its contract on "Celebrity Time" over CBS-TV, with its present panel members, Kyle MacDonnell and Herman Hickman, with two guest stars each week on the panel solving visual quizzes. Prize money won by the panel is presented to Girl Scouts and the Boy Scouts.

Don Dickinson, young actor who played his first starring role in the recent Westinghouse Studio One production of the "Last Cruise," as the young Submarine skipper, is being signed by agents, video casting directors and movie talent scouts.

The Cover story of Time magazine of Dec. 4, now on the stands, is the story of the CBS color-television, with the front cover devoted to a portrait drawing of CBS President Frank Stanton. Symbolically, face and head of the CBS prexy are drawn partly in black and white, partly as he would appear on CBS color-teevee.

## 'Round The World'

The culmination of all free trips—a trip around the world—is the latest jackpot prize to be offered by "Stop the Music" over ABC's radio network. It entitles the person indentifying the mystery melody and one companion to an all-expenses paid flying tour, with stops at London, Paris, Rome, Athens, Cairo, India, Siam, Hong Kong, Manila and Hawaii.

## Flat Rate Levy Better In Tax Bill—Du Mont

(Continued from Page 1)

cess profits tax would not accomplish what Congress intended, but would stifle the growth of industries such as the DuMont Laboratories. He called the excess profits tax bill "The most inefficient way of producing revenue," said it is "unfair and inequitable, inflationary, will be an administrative nightmare and will penalize and stop industrial growth."

Among members of the National Conference of Growth Companies are Admiral Corp., Chicago; Aerovox Corp., New Bedford, Mass.; The Hallcrafters Co., Chicago; Olympic Radio & Television, Inc., Long Island City; Sperry Corp., New York; Sylva Electric Products, Inc., Salem, Mass., and Tung-Sol Lamp Works, Inc., Newark.

Beardsley Ruml, representing the business committee on emergency corporate taxation, also opposed the excess profits tax. He recommended a defense emergency tax on corporate earnings. Ruml termed the excess profits tax "an evil brew of inequity, exception, exemption and privilege" and said "it will poison the spirit of the tax-paying public."

## Borge, Pianist-Satirist, Starts On Mutual Jan. 1

Victor Borge, pianist-satirist, will begin a five-minute, three-times-weekly program series over the full Mutual network January 1 sponsored by the Kellogg Company. He will be heard Monday, Wednesday and Friday at 5:55 p.m., EST. Kenyon & Eckhardt, Inc. is the agency.

## Elect 22 Members To AFRA

The results of the recent AFRA balloting to elect 22 members to the board of the New York local for the 1951 year, was disclosed yesterday.

Actors nominated to the board were: Jackson Beck, Alan Bunce, Clayton Collyer, Staats Cotsworth, Vinton Hayworth, Leon Janney, Claudia Morgan, Virginia Payne and Vicki Vola. Singers elected to the board include: Irene Beasley, Judy Conway, Chuck Goldstein, Travis Johnson, Lanny Ross, Leonard Stokes, and Jean Tighe. Announcers are: Frank Gallup, Glenn Riggs, Ken Roberts, Richard Stark and Dwight Weist. Bill Edmonds of WMGM will represent the independent station announcers. The officers of the board will be chosen late this month.

# ★ ★ TELE TOPICS ★ ★

**T**HE battle between children's program on the tele webs (as to which network has the best psychologists) reached a new peak yesterday when *The Pulse* showed the same conclusion formerly indicated by Videodex—that "Captain Video" is pulling larger audiences than all other children's programs in practically every city where it is shown. Sponsored by Powerhouse Candy and Skippy Peanut Butter, Captain Vid is aimed at the age group between 9 and 15 (according to DuMont's head of research, Mel Goldberg), but is getting adults as well—indicated by the show's copping first place in three of the 13 top TV towns and ranking near the top in others. "Howdy Doody" took top place in others, running neck and neck with Kukla, Fran, and Ollie—which amazed many in the TV trade, since K.F.&O. are famous for having no age limits. The satire and whimsy of K.F.&O. long ago reached a point of profundity above the small heads of wee tots who nevertheless get a kick out of seeing Kukla's bulbous nose. Hopalong Cassidy copped first place for once-a-week shows in Los Angeles but remained out of the top-ten picture elsewhere. . . . giving rise to the question: will the thud of horses hooves be replaced by the zoom of jet rockets on future TV.

## TODAY'S TV Personality:

**H**AL GROSS, owner and general manager of WJIM-TV, Lansing, Mich., is one of the youngest radio and TV station owners in the country. Hal pioneered in Michigan radio by establishing Lansing's first broadcasting station WJIM, 16 years ago, and is back in the pioneer department with WJIM-TV, established this year. The station has a full late afternoon and evening schedule of TV from all four major TV networks, through channel six. After graduating from the University of Michigan, Hal was associ-



GROSS

ated with the Butterfield Theater Corp. During World War II, he served in the U. S. Navy and was instrumental in setting up and administering the Naval Aviation V-5 program with Harry Kipke, in the mid-west region. For plans ahead, Hal says that WJIM and WJIM-TV will soon have a modern new building to house the extensive studios, offices and control rooms of the combined operations. According to present plans, the new buildings will be completed in 1951, on the site of the new tower in Lansing.

**C**B S-TV's "The First Hundred Years," which made its debut on Monday as a daytime "soapie" for an across-the-board presentation, seemed a bit more adult than the accustomed type which has assailed the housewife for these many years. With Olive Stacey and Jimmy Lydon supplying the youth and romance and ably assisted by Robert Armstrong, Nana Bryant, Nancy Malone, Valerie Cossart and Dan Tobin, it is possible that this presentation may be a forerunner of a new type of drama to keep the housewife out of the kitchen. Show is sponsored by Procter and Gamble with Benton & Bowles the agency. Script is by Jean Holloway with Hoyt Allen producing and Everett Gammon directing. . . . KTTV, Los Angeles, has completed antenna modifications for the benefit of TV viewers in the area directly beneath the Mount Wilson transmitter. . . . Swift and Co., meat products will become a participating sponsor of the 8:30-9:00 p.m. period of "The Jack Carson Show. . . . The Duchess of Windsor in her TV debut will present the awards in the \$135,000 Grand National Baking and Recipe Contest at a luncheon in the Waldorf-Astoria to be presented over CBS-TV at 2:00 p.m. on Tuesday, Dec. 12. The show will also be radio broadcast. . . . Chris J. Witting, general manager of DuMont is in Washington for a pre-hearing conference with the FCC on the AT&T allocations.

**S**ALT LAKE CITY—Local unit of the W. T. Grant stores, managed by Robert Shurtleff became the first in the chain's 485 units to sponsor TV. The outlet is using KDYL-TV to promote the opening of the store's new "ranch room" dining facility. . . . B. F. Goodrich has announced the renewal of "Celebrity Time" for 1951. Contract was played through BBD&O. . . . The Ford Motor Company has resigned with Kenyon & Eckhardt, Inc., for another 13 weeks cycle of "The Ford Theater" via CBS-TV. . . . The Thursday evening musical variety, "Holiday Hotel," starring Don Ameche, has been renewed for a second cycle over ABC-TV by the Packard Motor Car Company. . . . The inaugural of the Presidential Cup football series to be played at Byrd Stadium, College Park, Md., between Texas A&M College and the University of Georgia on Sat. Dec. 9, will be televised over DuMont. . . . Danny Thomas will have Met star Bidu Sayago as his guest of honor tonight on NBC-TV's "Four Star Revue." . . . "Hurricane at Pilgrim Hill" comedy based on a novelette which ran in the Sat. Eve. Post, four years ago, will be presented on CBS-TV's "Magnavox Theater." . . . Presentation of the Nobel Awards, Sunday, Nov. 10 will be televised for the first time when an American TV crew will bring the ceremonies to several thousand persons expected to overflow Stockholm's Konserthus where King Gustaf VI will award the coveted prizes. Announcement was made by Meade Brunet, vice-president of RCA and managing director of the RCA International Division.

## Two Senators Today At School-TV Hearing

(Continued from Page 1)

partment of Commerce auditorium. He will be followed by Sen. Clinton P. Anderson (D.—N. M.). Other witnesses today will include John Hannah, president of Michigan State University; George Meany, secretary-treasurer of the AFL; Morris S. Novik, radio consultant to the International Ladies Garment Workers Union and the UAW-CIO, and Robert Hudson and Park Livingston of the University of Illinois.

In hearings yesterday the FCC heard further testimony from nine witnesses that the public interest can be served by the allocation of TV frequencies for non-commercial educational stations.

Tuesday's witnesses included Jas. Marshall, commissioner of education, Board of Education, New York; James F. MacAndrew, director of broadcasting, Board of Education, WNYE, New York; Morris Shaeffer, bureau of adult education, department of education, Albany, N. Y.; Dr. Ira Jarrell, Atlanta, superintendent of schools; Dr. David Ruhe, director of the Medical Film Institute, New York; Arthur Moehlman, professor of education, State University of Iowa; Floyd Brooker, U. S. Office of Education; Vaughn Siedel, Alameda County, Calif., superintendent of schools, and Miss Christine Gibson, assistant to Dr. I. A. Richards, head of English language research at Harvard.

Miss Gibson, Brooker and Moehlman showed films, explaining how visual education can be adapted to TV.

Siedel declared that TV "will revolutionize education in rural areas." He foresaw in TV an instrument for aiding classroom work, in-service training for teachers and adult education. His testimony was presented on behalf of these organizations, the California Association of County Superintendents of Schools; California Association of School Administrators, Alameda County Education Association; California Teachers Association; Alameda County Board of Supervisors and Alameda County Board of Education; County and Rural Area Superintendents, Department of Rural Education, National Education Association and California Congress of Parents and Teachers.

## Heads Mo. AP Group

Jefferson City, Mo.—Jim Monroe, news director of radio station KCMO, Kansas City, has been elected chairman of the Missouri Assn. of Associated Press Broadcasters.

AIR CONDITIONED  
**RUBY EDITORIAL SERVICE, INC.**  
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## RCA Color Shown In Capital Big Improvement Over April

(Continued from Page 1)

tem which has been found acceptable to the FCC. He said that he thought it proper that the American public in the end be the judge of the advantages of the electronic system as compared to the other method of producing color television.

The compatibility of the RCA system was stressed throughout the showing. Dr. C. B. Jolliffe, executive vice-president in charge of RCA

### Pro And Con

*Washington — While RCA demonstrated to the press yesterday their color improvements, executives of CBS were on hand at the Carleton Hotel to answer questions about their system. It was said that CBS contemplates a series of color demonstrations in key center cities on the coaxial cable and that the first of these will originate with WCAU in Philadelphia in the near future.*

Laboratories, emphasized this as he introduced the presentation at the NBC studios in the Trans Lux. His faith in compatibility was heightened by the actual demonstration, which produced a sharp black and white picture on a receiver along side the color set.

Dr. E. W. Engstrom, RCA electronic expert, appearing at the Wardman Park studios of NBC, introduced the actual transmission of the color pictures by saying that yesterday's demonstration is visual proof of the strides made by RCA in improving the electronic system.

Then came a series of color demonstrations in which models showed gay color materials, an assortment of brightly hued Christmas toys, and actual cartons of such well known products as Duz, Camel cigarettes and other standard brands. The reds, blues and greens were steady and clear and easy on the eyes. The pictures were far superior to those offered in April when color fidelity and picture brightness was lacking.

It was explained by the RCA experts that the number of color dots on the face of the tri-color tube increased from 351,000 to approximate-

ly 600,000 since the demonstration last April. This has increased picture definition. In addition, new red and blue phosphors have been added to the tri-color tube which has improved the picture brightness and eliminated optical filter.

Yesterday's demonstration was the beginning of a series which will run for several weeks, during which time leaders in all branches of the TV industry as well as Government officials will be invited to view the improved system. The demonstrations will be given three times daily and approximately 1,000 will view the color improvements during the next few weeks.

Key executives of RCA and NBC were on hand for the press demonstration. Among them were Joseph McConnell, president of NBC; Niles Trammell, chairman of the board, and Charles R. Denny, executive vice-president. O. B. Hanson, vice-president in charge of NBC engineering, also was present.

### No Size Limitation Expected

It was stressed that through the perfection of the tri-color tube, no limitation in the size of the picture is in prospect. It was reported that 16-inch picture tubes were being made and still larger ones are being considered. This, Dr. Jolliffe said, is one of the advantages of the RCA system. The CBS system, he added, is limited to a 12-and-one-half-inch picture.

An interesting sidelight was the display of the color receiver used last April by the RCA demonstrators. This set, it was pointed out, required around 100 tubes, three kinescopes, and a reflector mirror. The color receiver shown yesterday had 43 tubes including the tri-color tube and no mirrors. In fact, it gave the appearance of a present day black-and-white receiver.

A model converter was displayed which RCA engineers said was still experimental and would not go into commercial production at this time. It was pointed out that no converter has been built or can be built that will give more than 75 per cent of the performance efficiency of the color tube.

### Shortwave To Finland Inaugurated Over CBC

Montreal—First of a series of shortwave broadcasts to Finland was presented on December 2 by the CBC's International Service from Montreal. Speakers on the opening broadcast were T. A. Stone, Canadian Minister to Finland, and Urbo Toivola, Finnish Minister to Canada. Both expressed hopes that the new broadcasts would lead to closer understanding between the nations.

The half-hour programs, in Finnish, with parts in Swedish, will be a regular Sunday afternoon feature, CBC officials said.

### WMGM Garden Schedule Lists 28 Double Headers

WMGM, New York, has scheduled the broadcasting of 28 college basketball double headers from Madison Square Garden and nine single games from the 69th Regiment Armory for the 1950-51 season. The season began last Saturday at the Garden.

Marty Glickman and Bud Palmer will handle the broadcasts. The station will also pick-up ten post-season contests; six play-off meets of the National Invitation Tourney; three NCAA double bills, and the East-West All Star Game.



### He fires customers with enthusiasm at point-blank range

His ammunition is his voice—and when he draws a bead, big shots become small bores. His "radar" is leg-work, and his penetrating news analyses bracket an enthusiastic audience.

As Mr. C. Paul Wanstreet, of U. S. Tire & Supply, Inc. wrote to Station WHAR, both of Clarksburg, W. Va.:

"We try to choose that type of advertisement which reaches the most people with the best message at the smallest cost.

"Since subscribing to your 'Fulton Lewis, Jr.' show, received comments from both old and new customers. our customer response has been tremendous. We have many of whom came in for the first time on hearing this show. Needless to say, we have been greatly impressed by the results . . ."

The Fulton Lewis, Jr., program, currently sponsored on more than 300 stations, offers local advertisers a ready-made audience at local time cost. Since there are more than 500 MBS stations, there may be an opening in your locality. Check your Mutual outlet—or the Co-operative Program Department, **Mutual Broadcasting System**, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

EQUIPMENT  
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Hotel Edison  
233 West 4th St.  
New York, N. Y.

# RADIO DAILY TELEVISION DAILY

SPONSORS  
BUSINESS  
AGENCIES

VOL. 53, NO. 42

NEW YORK, FRIDAY, DECEMBER 1, 1950

TEN CENTS

## BLACK MARKET ON TV SETS FORECAST

### ET Industry And AFRA Agree On New Contract

#### Approval Sought By Locals In Other Cities

Another threatened industry strike was averted yesterday when AFRA and the transcription companies came to an agreement on a new two-year contract calling for substantial boosts in wage scales, amounting in some instances to approximately 100%. Pending ratification

(Continued on Page 3)

#### School-TV Applicants Get Hennock Support

Washington Bureau of RADIO DAILY  
Washington—The FCC stood accused yesterday by one of its own members of ignoring educators when the VHF television band was allocated.

Commissioner Frieda Hennock interposed when Commissioner George E. Sterling asked an engineering question of Maurice G. Blair, associate superintendent of the Los An-

(Continued on Page 3)

#### Radio, Television Aid Sought For Special Week

The radio and television industries have been asked to promote and support observance of the second annual Big Brother Week, January 7 to 14, sponsored by the Big Brothers of America, a voluntary agency in

(Continued on Page 3)

#### Du Mont To Televis UN Today

Recognizing the importance of the momentous sessions now going at the UN, DuMont announced late yesterday that the network will televise the proceedings at Lake Success, starting today at 3:15 p.m. Program will be on to the conclusion of each day's sessions, indefinitely. The net also announced that they will be in a position to switch to Lake Success at any other time if developments warrant.

#### Movie Firms Enter AT&T-TV Hearings

Washington Bureau of RADIO DAILY  
Washington—The Theater Owners of America, 20th Century-Fox Film Corp., National Theaters Corp. and WDEL-TV, Wilmington, have been granted leave to intervene and participate in hearings opening Dec. 11 before the FCC in the allocation of AT&T's intercity television facilities.

Commissioner George E. Sterling, sitting as motions commissioner, granted motions of the four to intervene.

#### Will Sponsor Boys Choir As Holiday Show On ABC

The nationally famed Boys' Town Choir of fifty voices will be heard in a special program of Christmas music over ABC on Sunday, Dec. 10, from 5:00-5:30 p.m., EST, under the sponsorship of Stanley Home Products, Inc.

The broadcast will originate in the chapel at Boys' Town, Neb., and will be under the supervision of the Rt. Rev. Msgr. Nicholas H. Wegner (cq)

(Continued on Page 2)

#### Kaltenborn Address At RCE Luncheon

H. V. Kaltenborn, dean of news commentators, scheduled to address the Radio Executives Club of New York yesterday about the contents of his new book, "Fifty Fabulous Years," threw away the script and devoted his talk to the importance of President Truman's declaration on the Korean situation.

Basing his analysis on a news bulletin which had been furnished him only a few minutes before the luncheon got under way at the Waldorf-

(Continued on Page 7)

#### Winners Are Announced In Cleveland Radio Poll

Cleveland—Winners have been announced in the 21st annual radio poll conducted by the Cleveland Plain Dealer and George E. Condon, radio-TV editor, for the newspaper. Arthur Godfrey walked away with the favorite entertainer title with Bob Hope, second and Jack Benny, third. Other winners were:

Best Network News Program, Lowell Thomas; Best Local News

(Continued on Page 2)

#### Shortage In Sets Expected By Holidays

Forecasting a possible black market on TV receivers around the holidays as a result of threatened cutbacks in receiver production, distributors and dealers on the Eastern seaboard this week will seek to increase the number of sets on order from the manufacturers. The produc-

(Continued on Page 5)

#### Phonevision Tests Delayed By Zenith

Chicago—A few days delay in the scheduled 90-day commercial test of Phonevision sponsored by Zenith Radio Corporation has been announced to allow time to select featured films for presentation, it was announced yesterday. The tests were to start Dec. 1.

"Technical preparations for the tests have been in readiness for three months," Ted Leitzell of Zenith

(Continued on Page 7)

#### Two New Bankrollers, 3 Renewals At WNBT

WNBT, New York, reports signing two new contracts and three renewals for participation announcements.

The Milrose Products Company, Inc., for Rad Easy Cleanser, has

(Continued on Page 2)

## Networks And Stations Flash Truman Statement

Electrifying news from President Truman's press conference in Washington yesterday morning threw the network and station newsrooms into action and flashes concerning the President's statement on the atomic bomb were used on all programs around 11 a.m.

The radio and TV newsrooms took on wartime tenseness in New York as announcers, commentators, mili-

tary analysts were summoned to participate in subsequent broadcasts. Out at United Nations Security Council quarters at Lake Success, L. I., network radio newsstaffs were augmented and correspondents for foreign broadcasting networks sought additional shortwave facilities to relay their reports.

In Washington, Chicago, San

(Continued on Page 4)

#### Voices Of Freedom

"Voices of Freedom," a special program featuring the recorded words of the men and women who made American history from 1901 to the present time, will be presented by WNBC Monday at 11:30-12:00 midnight. This will be the first radio performance of the new "Voices of Freedom" album of Educational Services, Washington, D. C.

#### WJR Gets Support

Detroit—The City Council of Detroit placed itself behind G. A. Richards' battle for freedom of speech by unanimously passing a resolution urging that station WJR be granted a license renewal. Charles G. Oakman, veteran City Councilman, introduced the resolution which was then adopted by a unanimous vote of 9 to 0.



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

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WASHINGTON BUREAU

Bill Bailey
4315 Russell Ave.
Mt. Ranter, Md.
Home Phone: Warfield 4462

WEST COAST OFFICES

Ethel Rosen, Office Manager
6425 Hollywood Blvd. Phone: Gladstone 8438

CHICAGO BUREAU

Ginny Evans, Manager
Suite 3013, 333 No. Michigan Avenue
Phone: Franklin 2-3238

ROME BUREAU: John Perdicari, Ludevisl 10.
PUERTO RICAN BUREAU: Antonio Alfonso, Edificio Ochoa, San Juan, P. R.; P. O. Box 3385; Telephone: 2-2305.

FINANCIAL

(November 30)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Rows include DuMont Lab., Hazeltine Corp., Nat. Union Radio.

OVER THE COUNTER

Table with columns: Bid, Asked. Row: Stromberg-Carlson.

ABC Requests Definition Of "Originating Station"

Washington Bureau of RADIO DAILY
Washington—ABC has filed comments in the proposed FCC rule-making governing re-broadcast of programs, urging the Commission to issue proposed rules and ask for industry comments.

MOBILE TV UNIT

An ACF-Brill bus, completely equipped for use as a mobile TV unit; reasonable price. Adapted from 1946 32-passenger, air-conditioned, cross-country bus.

Radio Provides A Memorial

Portland, Ore.—Sufficient funds have been raised, according to Anne C. Robinson, executive secretary of the Multnomah County Chapter for Infantile Paralysis, to purchase an iron lung with the contributions received for the Phil Irwin memorial fund.

Two New Sponsors, 3 Renewals At WNBT

(Continued from Page 1)

contracted for participations on the Friday telecasts of "Date in Manhattan." The 13-week order was placed by Frederick-Clinton Co., Inc. Glamour Products Company, makers of Vitrex, signed a five-week contract for announcements on the Tuesday and Wednesday telecasts of the same show.

American Steel Wool Manufacturing Company, for steel wool pot cleansers, renewed for another eight weeks, the Wednesday and Thursday participations on the "Josephine McCarthy Cooking Show." The agency is Needham and Grohmann, Inc. A 13-week renewal was received from Best Foods, Inc., for Nucoa margarine, Hellmanns Blue Ribbon Mayonnaise and Presto Cake Mix, to continue Monday-through-Friday announcements on the cooking program.

The Climalene Corporation, makers of Spin cleanser, renewed Thursday participations on the "Kathi Norris Program. W. S. Himm Company placed the 13-week renewal.

Will Sponsor Boys Choir As Holiday Show On ABC

(Continued from Page 1)

and directed by the Rev. Francis P. Schmitt.

At the same time, ABC announced that Ironrite, Inc. has extended sponsorship of "Hollywood Screen Test" over ABC-TV and added nine video affiliates to the station line-up for the show.

Other renewals, announcement of which was made by the network yesterday include The Ronson Art Metal Works, Inc. of the TV series, "Twenty Questions" with Grey Advertising, Inc. placing the contract; and The Pharma-Craft Corporation together with the American Safety Razor Corporation's renewal of "The College Bowl," starring Chico Marx.

Grofe To Santa Monica

Ferde Grofe, well-known composer and orchestra leader, will conduct the Santa Monica Symphony Orchestra January 20 in a performance of "Atlantic Crossing," written by Ethel LeVane, British author and lyricist.

Winners Are Announced In Cleveland Radio Poll

(Continued from Page 1)

Program, (WTAM) Bill Tompkins; Best Variety Show, Arthur Godfrey; Best Mystery Show, Suspense; Best Musical Program, Fireside Hour; Best Dramatic Program, Lux Radio Theater; Favorite Cleveland Program, (WTAM) The Ohio Story; Best Orchestra, Guy Lombardo; Best Disc Jockey, (WERE) Bill Randle; Best Sports Announcer, (WERE) Jimmy Dudley; Best Juvenile Program, (WGAR) Fairy Tale Theater.

APS Service In Action

The personal field-service feature of the new Associated Program Service sales aid program, announced last Monday by Maurice B. Mitchell, APS general manager, has been put into effect immediately by APS station relations men.

Walter Bates, now touring Ohio and Indiana, will stop off tomorrow at WONW, Defiance, Ohio, to help set up the station's new library and will also spend time in the field with the local sales force.

COMING and GOING

SAUL HAAS, owner of KIRO, Columbia network outlet in Seattle, has arrived from Washington for conferences at the New York headquarters of the web.

JOHN M. RIVERS, president and general manager of WCSC, Charleston, S. C., is expected in New York tomorrow for a week on station business. He and MRS. RIVERS will be at the Shelton.

JERRY FAIRBANKS is in town for a week of confabs with Manhattan agency and television network officials. Meanwhile, FRANK MULLEN, board chairman of the Fairbanks organization, is huddling with video executives in Chicago.

CLIFF GREENLAND, account executive for Associated Program Service, is making a quick swing through New Jersey contacting subscribers in the Garden State.

ALAN YOUNG is expected in town today for talks with Esso officials and executives of the Marschalk & Pratt advertising agency.

IRVING LATER, New York representative of Union Radio and TV, is back in town after completing extended trips through Cuba observing radio network facilities.

BILL CRAMPTON, film production director for WSYR-TV, affiliate of NBC in Syracuse, N. Y., has returned from Toronto, where he lectured at the Ryerson of Technology during a television familiarization course.

ROBERT S. SAMPSON, general manager of WSAI, Cincinnati, is heading for New York and the Shelton. He's expected in town Sunday.

JERRY DEVINE, producer-director of ABC's "This Is Your FBI," left Hollywood by train last Wednesday for New York. He'll spend two weeks here in conference with American network officials and executives of Warwick & Legler.



You get a lot for a little\*

\*More listeners-per-dollar than any TV or radio station in Baltimore

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



## AFRA And ET Firms Agree On 2-Year Pact

(Continued from Page 1)

by the union's boards in New York, Chicago and Los Angeles, the pact solved three major differences. Performers are to be paid the live commercial rates for Class A transcriptions, a 10 per cent wage increase. The use of transcribed spots has been cut in half, from 26 to 13 weeks, and the rates have gone up about 100 per cent. On the third important issue, library services, both parties agreed to an adjustment of wage scales amounting to roughly a 100 per cent increase. An hour of rehearsal has also been included in this category.

### Statement by Reel

Frank Reel, national executive secretary of AFRA, said the union's negotiations will recommend the new "package" to the local boards. To this end, they met last night with the New York directors, and will put the pact before the Chicago board tonight, and the Los Angeles local Monday.

## Radio And TV Support Sought For Special Week

(Continued from Page 1)

the field of correction and prevention of delinquency among boys.

Member associations of the Big Brothers are located in cities throughout the United States and Canada. Many are Red Feather agencies of their local Community Chests.

The Advertising Council, in its January-February Radio Bulletin, will recommend the observance of Big Brother Week and suggest that advertisers support the theme on their radio and TV programs.

The movement is being sponsored by many well-known personalities including Eddie Cantor, Jimmy Stewart, Paul Whiteman, Rex Allen and Justin W. Dart, president of Rexall Drug Company.

Members of a Public Relations Advisory Committee assisting in the observance include H. A. Batten, president, N. W. Ayer and Son, Inc.; Donald W. Thornburgh, president, WCAU, Philadelphia; Norman W. Geare, of Geare-Marston, Inc.; Thomas D. A. Brophy, of Kenyon & Eckhardt, Inc.; Al Paul Lefton, of Al Paul Lefton Company, Inc.; Philip Klein, Philip Klein Advertising Agency, Inc.; Jerry Crowley, advertising-promotion, Metropolitan Life Insurance Company and H. L. McClinton, of Calkins & Holden, Carlock-McClinton and Smith, Inc.

THERE'S ONLY ONE

**Lord Tarleton**  
MIAMI BEACH  
OCEAN FRONT • 40th to 41st Sts.

COMPLETELY AIR-CONDITIONED  
Reservations • Walter Jacobs



## Educational-TV Applicants Supported By Miss Hennock

(Continued from Page 1)

ges public schools. Said Miss Hennock, "FCC handed out all the VHF channels and did we invite the educator? No. And until the educators are ready to build stations they won't have money to do any engineering."

Blair asked that the FCC allocate 20 per cent of the UHF spectrum to educational use, that one VHF channel in "each metropolitan education center be set aside for school use" and that time for non-commercial educational broadcasting on existing commercial stations in Los Angeles and New York be required by FCC regulations.

M. R. Trabue, dean of the School of the American Assn. of Colleges for Teacher Education, urged the FCC to allocate TV channels for education so that educators can "learn how to use TV effectively." He said educators need an opportunity to experiment with TV for educational purposes. "If all TV channels are allocated for commercial use, the people of America will in the future be denied many rich opportunities for learning new skills, new facts and new attitudes that would be of great importance and value to them," he said.

Trabue suggested that colleges might be authorized to charge a fee for those taking examinations for college credits as a result of learning from TV.

Witnesses urging the FCC to allocate TV channels for education in-

cluded Grace Rawlings, Baltimore, representing the Department of Elementary School principals of the National Education Assn.; Miss Constance Warren, representing the American Assn. of University Women; Dr. Howard L. Bevis, president, Ohio State University; Mrs. Pearl A. Wanamaker, Washington State Superintendent of Schools and president of the National Council of Chief State School Officers; George E. Watson, Wisconsin State Superintendent of Public Instruction, and John J. Desmond Jr., Massachusetts Commissioner of Education.

Hearings recessed late yesterday until 10 a.m. Dec. 5.

Meanwhile a bill introduced by Sen. John W. Bricker (R-Ohio) to direct the FCC to allocate a portion of the TV spectrum to educational use, had little chance of leaving the Interstate and Foreign Commerce Committee, to which it was referred. Committee members said more urgent legislation will be handled during the lame duck session.

The Bricker bill, which is expected to be reintroduced early in the 82nd Congress may, however, become the vehicle through which the committee will investigate the entire TV picture, it was learned.

## Member Stations Of NAB Get New BAB Sales Aid

Broadcast Advertising Bureau has released a new selling aid for use by NAB member stations. Prepared as a chart, it offers answers to the What - Who - When - How questions submitted by retailers when considering local radio advertising.

The chart contains facts compiled by the NRDGA, NAM, NAB and the American Research Bureau. It evaluates the best time and program format to be used by a retailer in order to reach his greatest potential customers.

### WJZ Schedules Judge Medina

Judge Harold R. Medina, who presided over the recent New York Communist trial, will appear over WJZ, New York, during a special broadcast celebrating the 75th anniversary of the Legal Aid Society. Tuesday, Dec. 5, at 10 p.m. The program, "The People Who Cared," is being presented by the Theater Guild and will feature Raymond Massey.

### Joins WAAT Sales Staff

Ted Webbe, former sales manager of WCTC, New Brunswick, N. J., has joined the sales staff of WAAT and WATV, Newark, it was announced. He has been in radio since 1934.

## Send Birthday Greetings To—

December 1

B. S. Bercovici Michael A. Fiore  
Ted Hammerstein Mary Martin  
Ray Henderson Patricia Ryan  
Dave Zimmerman

December 2

Dorothy Andrews Earle Glade  
Bernice Judis Bill Perry  
Ed Burns Peter C. Goldmark  
Homer Smith Bob Convey  
Linda Ellen Kessler

December 3

Connie Boswell Rosaline Greene  
Kathleen Stewart Charlie Pittman  
Charles F. McCarthy  
Cy Samuelsom

December 4

Charlie Basch Helen Baylis  
Ann Morath Isabel Randolph  
Larry Rothman Bill Slater  
Charles G. Burke

December 5

Archer Gibson Lyn Murray  
Ned Tufts Jean Sothern  
Fred Vandeverter

December 6

Ira Gershwin Agnes Moorehead  
Jeanette Land John Ravencroft  
Ernest E. Stern Kappi Jordan  
Gertrude Gordon Sachs  
J. L. Van Volkenburg

December 7

Bob Brown Al Schenkeim  
Arch Oboler  
James Joseph McCann

the  
**TOUR TEST**  
proves

**KGW THE ONLY STATION WHICH GIVES THE ADVERTISER COMPREHENSIVE COVERAGE... in the OREGON MARKET**



The greatest electrical power potential in the nation, favorable building sites and a skilled labor supply have attracted hundreds of new industries to the KGW market area since World War II. Typical is Vancouver, Washington, effectively blanketed by KGW's COMPREHENSIVE COVERAGE through the greater efficiency of KGW's lower 620 frequency. This has been proven by an authentic Tour-Test, made in cooperation with the Oregon State Motor Association, on a car radio, and witnessed by A. R. Nieman, president of Vancouver's Chamber of Commerce. Depend for delivery of this rich area on the COMPREHENSIVE COVERAGE of KGW.

**BROADCAST MEASUREMENT BUREAU SURVEYS PROVE KGW'S LEADERSHIP**

Actual engineering tests have proved that KGW's efficient 620 frequency provides a greater coverage area and reaches more radio families than any other Portland radio station regardless of power. BMB surveys bear out this fact. KGW is beamed to cover the population concentration of Oregon's Willamette Valley and Southwestern Washington.

**TOTAL BMB FAMILIES (From 1949 BMB Survey)**

**DAYTIME**  
KGW ..... 350,030  
Station B ..... 337,330  
Station C ..... 295,470  
Station D ..... 192,630

**NIGHTTIME**  
KGW ..... 367,370  
Station B ..... 350,820  
Station C ..... 307,970  
Station D ..... 205,440

**KGW**

**PORTLAND, OREGON ON THE EFFICIENT 620 FREQUENCY**

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

## APS Announces New Sales Aids Program

A program of sales aids on an intensive basis never before attempted in the transcription library field was revealed late last week to several hundred subscriber stations to Associated Program Service.

The announcement was in the form of a memo to broadcasters from APS general manager, Maurice B. Mitchell, and portends a drastic change in the functional concept of the radio transcription library. Mitchell's announcement places his service in the station sales picture and claims that his responsibility is a fundamental part of the library service to radio stations.

Under the new plan, APS sales aids to subscribers will include a monthly series of transcribed 30-minute sales meetings, featuring "Mitch with a new Pitch," aided by guests from a variety of mercantile fields. In addition, Mitchell announced plans for a series of regional "business meetings" at which subscribing stations will discuss latest radio sales developments and sales techniques as well as sales potentials of the library itself.

Sales bulletins, program presentation material for local use and other sales aids are also featured in the announcement.

## ASCAP Policies Outlined By Collins In Washington

Washington Bureau of RADIO DAILY

Washington — Jules M. Collins, sales manager of ASCAP, told the Washington advertising club this week that ASCAP "is going into classifications on the basis of performance." He outlined ASCAP's history, said it has a membership of 2,000 authors and composers and 350 publishers, and licenses 30,000 commercial enterprises to use its music.

Collins was introduced by Ben Strouse, vice-president and general manager of WWDC-AM and FM and past president of the club.

Sid Nicholson, CBS director of public affairs, is scheduled to address the ad club Dec. 5 on "How Commercial Can Television Get?"

Look who we've invited to guest on the New JAY STEWART SHOW Saturday, ABC, 9:30 P.M. BOB HOPE, BING CROSBY, BETTE DAVIS. Of course, they can't make it, but they were invited! Frankly, we haven't the slightest idea what will be on the show, but you might as well listen so you can join the multitudes and speak with authority when everybody rips it apart Monday morning.



By SID WHITE

### Man About Manhattan . . . !

● ● ● **TRADE WINDS:** All major webs, we hear, have been asked by Washington to be ready to convert 25 per cent of their broadcast schedule into news periods—and all stations have been put on 24-hour alert for "spot" or "flash" announcements. . . . Another Washington rumor has it that Frieda Henneck, FCC Commissioner, will resign her post to accept a Federal Judgeship. . . . RCA reported to be coming up with a vastly improved electronic color-TV picture when they demonstrate their new tube in Washington next Wed. . . . Tallulah Bankhead and Bette Davis will re-fan the feud when the latter starts alternating as emcee on "The Big Show" Dec. 17th. . . . Steve Allen, West Coast comic, due here Dec. 20th to do an across-the-board series on CBS-TV. Jules Green will accompany him and open up a N. Y. office here for Jimmy Saphier. . . . Where are all the classic scenes from Eddie Cantor's B'way shows that he promised to resurrect for us on TV? . . . A ten-piece television orchestra rehearsing at Nola Studios the other p.m. included four ex-name band leaders. . . . "20 Questions" renewed on radio and TV again, natch.

☆ ☆ ☆ ☆

● ● ● Main stem buzzing over Joe Franklin's "natural" the other p.m. Franklin, WJZ's guest-getter extraordinaire, assembled Jose Ferrer, the current Cyrano—Walter Hampden, America's first Cyrano—and Jimmy Durante, who came thru with "I oughta sue. Everybody wants to get in the act. I'm the only guy endowed by Mudder Nature to play Cyrano!"

☆ ☆ ☆ ☆

● ● ● Ed Herlihy, who in our book is NBC's Arthur Godfrey, has started a new gimmick on his "Date In Manhattan" stanza that's a natural. He's the first top-ranking performer there to give official recognition to the poor, down-trodden page boys. Once a week, "Date In Manhattan" will include a segment tagged "Pages From NBC," wherein Ed will give the boys a chance to strut their stuff. He'll also have what is known as "Who's Who Page" once a week, which will feature graduates from the ranks who have since gone on to stardom on their own. Of this latter group, Dave Garroway, prob'ly their most illustrious alumnus, will guest with Ed next week. It's ideas like this, plus Ed's tremendous personal charm and TVersatility, that have made "Date In Manhattan" a stand-out daytime stanza. Ed has long since proven he's of big time, network caliber.

☆ ☆ ☆ ☆

● ● ● Most performers find it tough enough getting sufficient assignments—but in Maggi McNellis' case, it's strictly the opposite. Which is the reason she's resigning from "Talent Search" as of Dec. 18th. Maggi figures she's got enough on her hands with "Leave It To The Girls," the Somerset Maugham Theater plus her new show, "Say It With Acting," which comes back on Jan. 6th with a shoe firm picking up the tab. Latter show will be handled by Maggi and Bud Collier.

☆ ☆ ☆ ☆

● ● ● **SMALL TALK:** Credit Geo. Oswald, Pleasantville, N. Y. ad exec. with the shortest and best appraisal of life in storm-swept Westchester: "No light, no heat, no radio, no TV, no phone, no fun!" . . . "Strike It Rich" goes TV in Jan. . . . Marion Morgan, TV's "Stop the Music" lark, doubling into Chubby's in Camden, N. J. She'll feature \$8000 worth of gowns gifted her by Joan Crawford, who discovered her. . . . "Juvenile Jury" being kine'd and will go TV. . . . After seeing Charlie McCarthy on TV, Dick LaSalle suggests the theme song: "Let's Begin the Bergen."

## Webs, Stations Flash Truman's Statement

(Continued from Page 1)  
Francisco, Philadelphia and other cities from coast to coast the radio newsrooms buzzed with activities. Regularly scheduled shows were interrupted to carry special bulletins and the full text of President Truman's prepared statement was carried by some.

WIP, Philadelphia, reported receiving the bulletin at 10:49 a.m. and broadcasting it as 10:50 a.m.

### Frances Dee Gets Lead

Hollywood—Bing Crosby Enterprises have signed Frances Dee for the starring role in "Child in the House" by Joe Pagano. The TV film for "Fireside Theater" is produced and directed by Frank Wisbar under supervision of Brewster Morgan, Compton Agency TV head. Dorothy Bruce (Mrs. James Nasser) and Doris Anderson have also been inked for top roles. Melodrama rolls Tuesday at Hal Roach studio.

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# AM-TV EQUIPMENT FM-FAX

Section of RADIO DAILY, Friday, December 1, 1950

## TV MFRS. FACE PRODUCTION CUTS

### TV Tubes Seen Hurt By High Line Voltage

High line voltage conditions existing in many communities is shortening the life of television tubes, including the costly picture tube, from 30 per cent to 40 per cent, it was disclosed by J. G. Sola, pioneer researcher in voltage problems and president of the Sola Electric Company, Chicago.

Line voltage in some places fluctuates up to 30 per cent above normal, and it only requires increases of six or seven volts to harm the tubes, Sola said. He explained the excessive voltage attacks the filament of the tube and burns it out. The fluctuations result from excessive demand on the power supply within a home, or commercial or industrial building, he stated.

To meet this problem, Sola has developed a constant voltage transformer. One major TV set maker is building these voltage control units into his sets, Sola said.

### Survey Indicates That Television-Receiver Shortages Will Develop As Xmas Holidays Approach; Advance In Retail Prices Also Forecast

(Continued from Page 1)

tion shortage will stem from the National Production Authority order reducing the amount of cobalt for civilian use to 30 per cent of normal production requirements.

Cobalt, used principally as a steel hardening agent, is required in the chassis and speaker construction of both radio and TV sets, it was reported. The stockpiles of cobalt are in short supply and by the first of the year receiver production may be cut back as much as fifty per cent.

The series of controversial newspaper advertisements sponsored by the American Television Industry together with a spot radio campaign also are credited with stimulating receiver sales. In addition, Christmas TV advertisements in leading magazines by major manufacturers have also produced increased sales.

News reports in recent days have pointed up the critical situation in the television receiver field. Manufacturers are faced with reducing their output anywhere from 10 per cent to 50 per cent within the next month, due to the growing shortages of component parts. Retail prices on TV sets are expected to rise as high as 25 per cent next year, according to some trade experts.

Earlier this week the Emerson Radio and Phonograph Corporation announced a 20 per cent cutback in TV set production between now and the first of the year. Benjamin Abrams, Emerson president, blamed the critical shortage of raw materials and certain components. Olympic Radio and Television Company is reported to have instituted a similar 20 per cent cutback. Admiral Corporation has already cut production

10 per cent, and Andrea Radio Corporation has had to slash set production by 40 per cent. A similar move has been made by RCA, which declined to reveal the size of the cutback, saying only that it was "insignificant." All TV manufacturers are in the same position, with most expected to have reduced their output considerably by the first of the year.

With the continued slowdowns, many manufacturers believe the industry six months from now will be turning out only half the volume of TV sets produced during the peak September-October period. If the international situation grows more critical (outside of all-out war), set production will be reduced to a mere trickle by next summer, several observers predict.

The material shortages and the resultant production setbacks will cause prices on TV sets next year to jump tremendously, manufacturers claim. Some say prices will rise to 25 per cent above present levels.

Many manufacturers, in order to stay in business, have had to resort to buying on the grey market, where they are paying phenomenal prices for raw materials and electronic parts, which are otherwise unobtainable.

But it is radio set production that is being hurt the most. Many of the smaller manufacturers already are diverting scarce parts from radios to TV. The reason, very obviously, being that TV set production is much more profitable. One set maker, Air King Products Company, said it will drop radio completely if the parts shortage grows worse.

### RCA Antenaplex System Offering Complete Service

The RCA service company has announced the creation of a special service "package" that will offer purchasers of RCA television antenaplex systems a complete service coverage, ranging from a preliminary survey and layout of the proposed installation to follow-up maintenance. Administered by a specially trained corps of commercial engineers, the new service has been established to meet the growing demand by hospitals, hotels, and apartment houses for the multi-outlet television antenna installation.

#### Technicians in Key Centers

Heart of the "package" is the corps of Antenaplex technicians, located in key RCA television service branch offices, who are qualified to

### Rectangular 20" Tube To Be Marketed By GE

Schenectady, N. Y.—General Electric's tube division has announced early production of a 20-inch rectangular picture tube.

The new TV tube is a magnetic-focus and deflection, direct-view, all-glass picture tube, with a screen area of 217 square inches. It features an electron gun designed to be used with an external single-field ion-trap magnet for the prevention of ion-spot blemish, a high-quality neutral-density face-plate to increase picture contrast and detail under high ambient light conditions, and a space-saving rectangular face shape.

administer the survey-to-operation service and also train additional specialists as they are needed.

### Mfg. Standardization Seen Vital To Industry

American industry is producing \$3,000,000,000 worth of faulty products a year, it was disclosed yesterday. This sum represents the total cost of the rejects annually, and is more than the retail value of all electrical household appliances, including radio and television sets, manufactured in one year.

According to Howard Coonley, chairman of the executive committee of the American Standards Association, who made these revelations, a greater standardization in industry is needed. He urged management to take a direct and active interest in quality control.

Coonley spoke at the annual meeting of the American Society of Mechanical Engineers in the Hotel Statler, New York City.

He said the "magic of standards" would cut down the number of rejects and make for better quality at lower cost. The widespread adoption of standards, he added, would enable the manufacturer to keep track of the effectiveness of his production process by means of a simple quality control chart.

Coonley appealed to industry to be on the alert to keep the development of standards on a voluntary basis. He warned, "We cannot assume that the standardization movement in this country will remain within the free enterprise system unless you and I and, in fact, every responsible executive makes it his business to know what is being done about standardization on the national and international level."

Industries are more willing to abide by regulations which they set up for themselves than they are to follow arbitrary and inflexible regulations laid down by some external agency, he pointed out.

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## Kaltenborn Address At RCE Luncheon

(Continued from Page 1)

Astoria, the speaker gave his views regarding the atomic bomb, the need for stepped-up military preparedness and soberly said: "It's no longer a cold war but a hot war."

Kaltenborn believes the atomic bomb dropped on Manchuria now would not serve any useful purpose. He said there were few industrial centers or military installations that would justify such an act. He believes, however, in event of a war with Russia that the atomic bomb would be effective in destroying oil refineries and industrial installations.

On the lighter side, Kaltenborn laughed as ABC engineers played back a recording of President Truman's imitation of him predicting that the President would lose the last national election. He was amusing too when he referred to the autographed copy of his book, "Fifty Fabulous Years," which was sent President Truman turning up with 10 blank pages.

Members of the REC were privileged to question Kaltenborn on world events following his talk.

An innovation at the luncheon was the presentation of a 10-minute world news summary by Don Gardner of the ABC staff. This was followed by a trade news report given by Frank Burke, editor of RADIO DAILY.

## Philco Appointments Announced Yesterday

Appointment of Frederick J. Willard as vice-president—and of F. Leroy Sherman, vice-president—foreign operations of Philco International Corporation was announced yesterday by Dempster McIntosh, president of the company.

Willard has been active in Philco export sales since 1934 when he became a travelling representative in Latin America. After war duty he joined Philco International in 1946 as a sales territory correspondent. He was named sales manager—refrigeration in 1947, assistant general sales manager two years later and general sales manager early this year. In his new post, Willard will be responsible for all sales abroad of Philco products.

Sherman joined Philco International in 1946 after several years of experience in export sales of radios. He handled distributor sales of Philco products as his first job and was named radio sales manager in 1948 and became manager of foreign operations in 1950. In his new position, Sherman will be responsible for the assembly and manufacture of Philco products abroad.

At the same time it was announced that Radcliffe L. Romeyn, who has been vice-president—sales of Philco International Corporation, is now vice-president and executive assistant to the president.

# ★ ★ TELE TOPICS ★ ★

ON four hours notice, DuMont and 29 of its affiliated stations, cleared cross-country time to the only TV network carrying Secretary of State Dean Acheson's speech on Wednesday night—a speech which was of the utmost concern to the public. In order to bring viewers the speech, all stations that carried it had to drop or shift network commercial programs scheduled for the 9:00-9:30 p.m., EST segment. With the exception of only three cities, DuMont viewers from Boston to St. Louis were able to watch and listen to the secretary as he spoke on the grave situation now confronting the UN forces in Korea.

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TODAY'S TV Personality:

LES JOHNSON, vice-president and general manager of WHBF-TV, Quad Cities, Rock Island, Moline, E. Moline, Ill., and Davenport, Ia., became sports editor of The Argus in Rock Island after graduation from college. Later he became publisher of a weekly newspaper in Aledo, Ill. where he was able to indulge in his favorite sport, golf, but which now he has to take in small doses. Les returned to The Argus as advertising



JOHNSON

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manager and 14 years ago assumed the general management of WHBF. With his newspaper background, he was able to build the station into a preeminent news outlet—a position which he jealously guards despite the added duties of managing WHBF-TV. Les has served two terms as NAB director of the Ninth District, and continues to take an active part in industry affairs. He is one of the founders and vice-president of the Illinois Broadcasters Association.

ONE out of every two families in the WLW-T area have television sets, according to a report made by Don Miller, head of the Crosley Broadcasting Corporation's research department in Cincinnati. The report shows that there are 196,000 sets in the 45-mile area served by the station and this figure accounts for 52 per cent of the families. In addition, total number of sets for WLW-T, Cincinnati: WLW-D, Dayton and WLW-C, Columbus are running ahead of an early prediction of 398,000 for the three service areas as of Nov. 1. . . . Ilona Massey, who scored with a bang on CBS-TV's "Studio One," Monday night, will demonstrate her versatility by appearing with Ed Wynn in a comedy skit, Dec. 13 on NBC-TV. Meanwhile, she has a TV series, tentatively entitled "Adventurous Lady" in the making. . . . Maria Tallchief will appear on Fay Emerson's Pepsi-Cola show, tonight, over CBS-TV. . . . In spite of firmly-expressed opinions that TV is causing the reading of books to become a lost art, a survey recently conducted by Omnibook Magazine on the reading habits of TV owners versus radio owners, showed that those with video spent almost 50 per cent more hours reading than radio addicts. Editor Maxwell M. Geffen of Omnibooks says that TV has many programs that inspire reading and many programs that serve to whet the viewer's appetite for more complete information than is available on the screen. . . . Fred Allen will quit his TV show after his Dec. 16 program, it is reliably reported. Fred will vacation in the South to correct his high blood pressure condition.

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RUTH HUSSEY and NELSON LEIGH have been set for the leading roles in "The Joyful Hour," a special hour-long video film to be made this month at Jerry Fairbanks Productions and to be televised Christmas Day on all major networks and independent stations. Miss Hussey will portray Mary, mother of Jesus, and Leigh will play Joseph, the husband of Mary, in the Biblical presentation. Frank McDonald will direct the program, sponsored by Family Theater. . . . Bob Russell, star of the "Bonny Maid Versatile Varieties," WNBT will present Sarah Churchill as his guest star tonight. . . . Following his telecast for "The Comedy Hour" on NBC-TV Sunday night, Bob Hope turned serious to pay tribute to the servicemen he entertained during his tour of the Pacific area. . . . Santa Claus will make a nine-hour marathon appearance on WOR-TV, Sunday, Dec. 3 from 10:00 a.m. to 7:00 p.m. in a special "Santa Claus Day" program. . . . Frank Rhodes, DuMont's indefatigable A & S TV shopper, really selling 'em.

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OLYMPIC RADIO & TELEVISION, INC. reports production and shipments of TV receivers reached an all-time high during October. . . . New line-up of talent on DuMont's "Star Time" next Tuesday night will include Reginald Gardner, John Conte and Charlie Cantor assisting Frances Langford, Lew Parker and Katherine Lee. . . . Guests of Dan Seymour on "We, the People" tonight, will include songwriter Johnny Mercer, Lawrence Langner and Raymond Burns, head of the Burns Detective Agency. Show is on NBC-TV at 8:30 p.m. . . . WOR-TV will telecast six basketball games this season, starting with the Columbia-Fordham fracas on Dec. 13. . . . Vincent Youmans' musical success of 1927, "Hit the Deck," will be presented by NBC's "Musical Comedy Time" with Iva Withers, John Beal and Jack Guilford in the principal parts, Monday, Dec. 11. . . . In a special telecast over WABD, tonight, 8:00-8:30 p.m., Collier's Magazine will disclose its All-America college football selections.

## Phonevision Tests Delayed By Zenith

(Continued from Page 1)

ith said, "and commencement of the actual trial will shortly be made possible by decision of several of the film-producing companies to provide feature motion pictures for the experiment."

It was revealed yesterday that James Petrillo, president of the American Federation of Musicians, had granted Zenith permission to use the sound track of musical films during the course of the 90-day Phonevision tests.

The 300 test families who will participate in "home box office television" will be offered a new program every day and will be charged \$1 for each program they decide to see in their homes. Any television receiver in the Chicago area tuned to Channel 2 will be able to receive the Phonevision broadcasts of the pictures, but in a manner so jumbled as to appear unintelligible.

## Skytte Will Become WBAL Promotion Head

Baltimore — The appointment of Carl B. Skytte to the post of promotion director at WBAL and WBAL-TV was announced by D. L. Provost, business manager for both stations. He replaces Fred S. Heywood, who moved up to assume duties as TV production manager.

Skytte was formerly public relations director for the Rustless Iron and Steel Corporation in Baltimore, and served as promotion director for the Owens-Illinois Glass Company in Toledo, Ohio, for several years. In addition, he has had extensive newspaper experience both as a writer and cartoonist.

## Broker Buys Time

Ra Haupt & Co., members of the New York Stock Exchange, has begun sponsorship of a three-times-weekly quarter-hour series over WHLI, Hempstead, Long Island. The program, which premiered Monday, Nov. 20, at 1:45 p.m., discusses matters of general interest to Long Island women and offers information about the modern field of mutual funds investment. In addition, a Long Island woman of the week is chosen and interviewed on the program each week.

## Rejected

Hollywood—Proposals of some leaders of Television Authority for settlement of the jurisdictional dispute with Screen Actors Guild have been rejected by the SAG board. TvA, says SAG, wants 100 per cent control over live TV shows, and demands, additionally, that SAG relinquish to TvA a 50 per cent control over all televised motion pictures.

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good will toward men . . ."

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(What God Can Do)

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BILL KENNY of THE INSKPOTS (Decca)  
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BOB HOUSTON with JACK PLEIS (London)  
RAY SMITH (London)  
KITTY KALLEN & RICHARD HAYES (Mercury)  
ERNE LEE (Mercury)  
ELTON BRITT & ROSALIE ALLEN (RCA Victor)  
THE THREE SUNS (RCA Victor)  
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**RUDOLPH THE RED-NOSED REINDEER**

**WHEN SANTA CLAUS GETS YOUR LETTER**  
Recorded by Gene Autry

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Great New Waltz  
**CROSS MY HEART, I LOVE YOU**

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● ● ● GAZETTE: Michael Rabin, 14-year-old violinist, will make his second guest appearance as soloist on the "Telephone Hour" on NBC, Dec. 11th. . . . The major orchestral work on the N. Y. Philharmonic-Symphony program, CBS, Dec. 10th, will be the first American broadcast of the "Christus" Symphony by the Greek composer, Harilaos Pepessa. The broadcast will be the last this season under the direction of Dimitri Mitropoulos. . . . One of the few buildings on Long Island's south shore remaining intact after the hurricane last week is Guy Lombardo's restaurant, East Point House, in Freeport, N. Y. . . . Elliot Lawrence and ork. will make their TV debut on the DuMont net on Tuesday. . . . Dick Linke's find, The Three Notes, vocal and instrumental trio, have been signed by GAC who booked them into the Sun and Star Roof of the Hotel Senator, Atlantic City, N. J. . . . Bill Farrell opens at New York's Birdland on Thursday. . . . The Weavers start a week's engagement at Lenny Litman's Copa Club in Pittsburgh, Dec. 4th. They open at the Capitol Theater, Washington, D. C., on the 14th. . . . Evelyn Knight will do the vocal honors at the Bar Association dinner for the Justices of the U. S. Supreme Court at the Statler Hotel, Washington, D. C. . . . Leo Fuld, who broke all attendance records at the Latin Quarter in Montreal in Oct., returned to that club for another three-week stay on Nov. 24th. . . . Mezzo-soprano Margaret Roggero and tenor Thomas Hayward, both of the Met., will be the guest soloists on the "Sylvan Levin Opera Concert," WOR-Mutual, Saturday, 9 p.m.

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● ● ● Jack Hein, sales manager for Columbia Records of the district covering New York City and Newark, resigned yesterday after twelve years with the company. He will devote the next couple of weeks to resting and deciding among several opportunities. . . . Abbey Records has signed Tony Valentine to a contract. Tony first came to attention as an Arthur Godfrey contest winner. . . . Elle Kofler has arranged for the Washington State Apple Growers Assn. to present rosy apples to deejays cross-country. By a coincidence Elle is promoting the Evelyn Knight record, "Rosy Apples." . . . A post-Thanksgiving Day party of thanksgiving to disc jockeys was staged at the Park Sheraton Hotel last Friday by a cooperative of record promotion men. The hosts were: Dick Linke, Buddy Robbins, Roy Kohn, Danny Fisher, Mel Mandel, Irving Deutsch, Solly Kusick, Jil George, Danny Winchell, Loring Bizelle, Johnny Marks and Buddy Friedlander. . . . Sarah Vaughan, currently at the Birdland on Broadway, has been set to record an album of religious songs in Latin and English for Christmas release.

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● ● ● PUB. CRAWLING: The Mrs. Grace Gale Coan, whose tune, "I Wish That I Could Love You," copped 1st prize on "Songs For Sale" recently (because the panel considered it very commercial with exceptionally good melody and lyrics), is the wife of James W. Coan, president of WTOB, Winston-Salem, N. C. . . . Words & Music, Inc., is busy reviving public interest in "The Night Is Young"—and how!—with records by Ray Anthony, Vaughn Monroe, Vic Damone, Dick Haymes, Bill Snyder, Ziggy Elman, Alan Dale and Danny Scholl.

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● ● ● Maurice C. Dreicer, who leaves no stone unturned for program ideas (and they look it), has a new one for "New York Panorama" over WOR. He will have a psychiatrist, Dr. Louis Berg, study the characters of celebrities (who will not be identified) from the recorded sounds they produce while drinking soup. This is no mean feat on the part of Dr. Berg and the celebrities. You try drinking soup while lying down. . . . 23-year-old Vinni De Campo, former vocalist with the Harry James ork. is now a fixture on the Kate Smith TVhicle every Monday.

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(And You're So Beautiful)  
DREAM A LITTLE DREAM OF ME  
IT ISN'T FAIR  
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VOL. 52, NO. 52

NEW YORK, THURSDAY, SEPTEMBER 14, 1950

TEN CENTS

## UPTURN IN RADIO INTEREST STRESSED

### Zworykin Honored By IRE; Other Awards Made

#### RCA Scientist To Receive '51 IRE Honor Medal

Dr. Vladimir K. Zworykin, director of electronic research and vice-president of RCA Laboratories Division, Princeton, N. J., has been voted the 1951 Medal of Honor by the Institute of Radio Engineers for his distinguished contributions to the development of television, it was announced (Continued on Page 2)

#### NAB District 14 Hears 'Editorializing' Plea

Glenwood Springs, Colo.—Radio stations are missing a good bet if they don't take advantage of the opportunity to editorialize, said Rex Howell, a veteran at the business of "advocating" via the mike, in a talk at the 1950 convention of District 14 of the NAB held here.

Howell himself has broadcast (Continued on Page 7)

#### Demonstrate Triple Use Of 'FM Multiplexing'

FM multiplexing, a new revolutionary electronic technique whereby as many as three separate radio signals can be transmitted over one FM wavelength without interference to each other, was demonstrated yesterday by the Multiplex De-

(Continued on Page 7)

#### New Champ?

Bill Leonard, whose "This Is New York" is heard daily on WCBS, will go two rounds with Joe Louis at Pompton Lakes next Wednesday and the next day will take on Ezzard Charles for the same distance. He'll give his impressions on the air, and on Sept. 23, speaking from experience, will predict the winner of the coming championship bout.

#### BBC Listener Lands In Court

London—Florence Hardy, 28 years old gave vent to her feelings about BBC radio programming by heaving a brick through a window of the main studios of the government broadcasting company. In court, Miss Hardy told the judge: "I felt the place needed to be livened up a bit. We have been having some lousy programs lately." The court took her pleading under advisement.

#### AM-FM Coverage For Sept. 19 UN Meeting

The opening day's session of the United Nations General Assembly, Sept. 19, at which representatives from 59 nations, including the Foreign Ministers of those countries signatory to the Atlantic Pact, will be heard, will be covered extensively by radio and TV.

According to announcements as of yesterday, ABC will air the proceedings over the network with Elmer Davis and Martin Agronsky doing the comment, assisted by (Continued on Page 3)

#### Drake Joins NAB Staff In Station Relations Post

Melvin E. Drake, former vice-president and station manager of WDGY, Minneapolis, has been named director of the station relations department of NAB, William B. Ryan, general manager of NAB, announced yesterday. Drake will (Continued on Page 7)

#### Signal Corps Seeks Civilian Employees

An urgent call for civilians experienced in communications and electronics for employment in the Army Signal Corps Center at Fort Monmouth, N. J., was issued yesterday through the public information office of the military post.

It is reported that 150 jobs exist for instructors in microwave radio relay, radio electronics, fixed station radio, central office techniques, teletype installation and maintenance.

All appointments will be temporary (Continued on Page 3)

#### Davis Named Chairman Of Ad Council Committee

Appointment of Chester C. Davis as chairman of the Advertising Council's public policy committee was announced yesterday by Samuel C. Gale, board chairman of the public service organization.

Davis, president of the Federal Reserve Bank of St. Louis, replaces (Continued on Page 2)

### RTMA Meet Opens Monday; Parts Div. Chairmen Named

Washington Bureau of RADIO DAILY  
Washington—Vital decisions affecting the future of TV, as well as serious war production problems, are slated to come before the RTMA board at a meeting here next week in the Roosevelt Hotel. The TV committee meets today to draw up recommendations to the board in connection with the FCC call for manufacturers to tell whether they

will equip new TV sets with special units to enable them to be adapted easily to CBS color broadcasts.

Chairman R. G. Zender of the RTMA parts division, has announced chairmen of 20 of the 21 sections of that division for the present year, and a meeting of ceramic manufacturers to select the chairman for the ceramics group will (Continued on Page 3)

#### Wall St. Journal Survey Reveals Radio Gains

Taking cognizance of the upturn in radio listening and billings, the Wall Street Journal in its lead story yesterday indicated that "old man radio has taken a new lease on life." The article, by-lined by Joseph M. Guilfoyle, declared: "A few months back, network broadcasters appeared to be (Continued on Page 3)

#### Frigidaire To NBC-TV Every Fourth Sunday

Every fourth Sunday in the 52-week cycle of NBC-TV's Sunday evening comedy series 8:00-9:00 p.m. will be taken over by the Frigidaire Division of General Motors, it was announced yesterday.

With Colgate - Palmolive - Peet opening the series with the success-

(Continued on Page 6)

#### Zenith Profits Rise In First Three Months

Estimated net consolidated profits for Zenith Radio Corporation and its subsidiaries for the first three months, ended July 31, 1950, of its fiscal year, amounted to \$766,954 after federal income tax provision, depreciation, excise taxes and re-

(Continued on Page 6)

#### TV Marathon

Detroit's first full-scale television marathon was staged last Saturday by WJBK-TV, with the result that more than \$36,000 was pledged by telephone for the Cerebral Palsy Association of Michigan. Fifteen hours of studio entertainment kept a battery of ten special switchboard operators answering calls continuously until 3:00 a. m. Sunday.



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JOHN W. ALICOATE : : Publisher

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

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Irv Hamlin, Representative
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Phone: Wisconsin 3271
CHICAGO BUREAU
Ginny Evans, Manager
Suite 3013, 333 No. Michigan Avenue
Phone: Franklin 2-3238
ROME BUREAU
John Perdicari
Ludovisi 16

FINANCIAL (September 13)

Table with columns: High, Low, Close, Net Chg. for various stocks like ABC, Admiral Corp., Am. Tel. & Tel., etc.

Table with columns: Bid, Asked for Stromberg-Carlson

Davis Named Chairman Of Ad Council Committee

(Continued from Page 1) Evans Clark, executive director, The Twentieth Century Fund. The latter, heading the Council's public policy committee, recently resigned as chairman of the advisory body in order to handle increased responsibilities at The Twentieth Century Fund.

IRE '51 Medal To Zworykin; Fellowships Given 41 Others

(Continued from Page 1)

yesterday. In making this award the board of directors of IRE also conferred the grade of Fellow upon 41 outstanding engineers and scientists in radio, TV and allied fields.



ZWORYKIN The research activities of Dr. Zworykin and the group of scientists working with him have been by no means confined to television but included many phases of electronics and electron optics. This work led to the development of many interesting and important devices, including various forms of secondary emission multipliers and image tubes.

Dr. Zworykin's research in electronics and electron optics contributed greatly to the war effort. In the Spring of 1934—five years before the start of World War II—Dr. Zworykin formulated plans for an airborne television system to serve in guiding radio-controlled flying torpedoes.

Active In World War II

In World War II, Dr. Zworykin performed distinguished service as a member of the Scientific Advisory Board to the Commanding General of the United States Army Air Forces, the Ordnance Advisory Committee on Guided Missiles and three important sub-committees of the National Defense Research Committee.

In the course of his war work, he directed research resulting in the development of aircraft fire control, infra-red image tubes for the famed Sniperscopes and Snooper-scopes, television guided missiles, storage tubes and effective improvement of radar systems.

At present, Dr. Zworykin is di-

recting work on an electronic calculator which may make possible accurate weather prediction and control. Principles of the project are now under development at RCA Laboratories in cooperation with Dr. John Von Neuman of the Institute for Advanced Study at Princeton, N. J.

Fellowships Listed

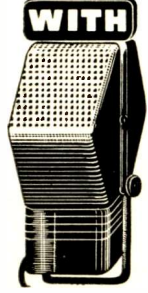
Those named for the grade of Fellows in IRE are: Robert Adler, Research Engineer, Zenith Radio Corporation, Chicago, Ill.; J. G. Brainerd, Associate Professor, University of Pennsylvania, Philadelphia, Pa.; C. G. Brennecke, Head, Electrical Engineering Dept., North Carolina State College, Raleigh, N. C.; R. D. Campbell, Engineer, American Telephone and Telegraph Company, New York, N. Y.; R. W. Dearloff, Transmission and Protection Engineer, The Pacific Telephone and Telegraph Company, Portland, Oregon; John H. De Witt, Jr., President, Radio Station WSM, Inc., Nashville 3, Tenn.; Harold F. Elliott, Consulting Engineer, Palo Alto, Calif.; Clifford G. Fick, Head, Television Division and Research Laboratory, General Electric Company, Schenectady, N. Y.; E. L. Ginzton, Stanford University, Calif.; William M. Goodall, Member of Technical Staff, Bell Telephone Laboratories, Inc., Deal, N. J.; John T. Henderson, Research Physicist, National Research Council, Ottawa, Ont., Canada; C. J. Hirsch, Chief Engineer, Hazeltine Electronics Corporation, Little Neck, L. I., N. Y.; William E. Jackson, Chief, Radio Development Division, Civil Aeronautics Administration, Indianapolis, Ind.; J. B. Johnson, Physicist, Bell Telephone Laboratories, Inc., Murray Hill, N. J.; A. G. Kandoian, Head, Radio and Radar Components Division, Federal Telecommunication Labs, Inc., Nutley, N. J.; C. E. Kilgour, Research Consultant, Crosley Division of Avco Corporation, Cincinnati, Ohio; T. J. Killian, Science Director, Office of Naval Research, Washington 25, D. C.; J. B. Knox, RCA Victor Company, Ltd., Montreal, Que., Canada; V. D. Landon, Research Engineer, RCA Laboratories, Princeton, N. J. Also George Lewis, Assistant Vice-President, International Telephone and Telegraph Company, New York, N. Y.; Harry R. Lubeke, Director of Television, Don Lee Broadcasting System, Hollywood, Calif.; David G. C. Luek, Research Engineer, RCA Laboratories Division, Princeton, N. J.; John F. Morrison, Technical Staff, Bell Telephone Laboratories, Inc., Whippany, N. J.; G. A. Morton, RCA Laboratories, Inc., Princeton, N. J.; G. W. Olive, Chief Engineer, Canadian Broadcasting Corporation, W. Montreal, Que., Canada; O. W. Pike, Manager of Engineering, General Electric Company, Schenectady, N. Y.; L. E. Reukema, Professor of Electrical Engineering, University of California, Berkeley, Calif.; H. W. G. Salinger, Research Physicist, Farnsworth Research Corporation, Fort Wayne, Ind.; Otto H. Schade, Research Engineer, RCA Victor Division, Harrison, N. J.; Dominic F. Schmit, Vice-President in Charge of Engineering, RCA Victor Division, Camden, N. J.; W. E. Shoupp, Westinghouse Electric Corporation, Pittsburgh, Pa.; P. F. Siling, Engineer-in-Charge, RCA Frequency Bureau, New York, N. Y.; H. R. Skifter, President, Airborne Instruments Laboratories, Inc., Mineola, L. I., N. Y.; B. R. Teare, Jr., Head, Dept. of Electrical Engineering, Carnegie Inst. of Technol., Pittsburgh, Pa.; Gordon N. Thayer, Transmission Development Engineer, Bell Telephone Laboratories, Inc., New York; Henry P. Thomas, Engineer, General Electric Company, Syracuse, N. Y.; William C. Tinus, Radio Development Engineer, Bell Telephone Laboratories, Inc., Whippany, N. J.; Ernst Weber, Polytechnic Institute of Brooklyn, Brooklyn, N. Y.; R. H. Williamson, Assistant Section Engineer, General Electric Company, Syracuse, N. Y.; W. T. Wingham, Technical Staff, Bell Telephone Laboratories, Inc., Murray Hill, N. J.; G. A. Woonton, Professor of Physics, Director Eaton Laboratories, McGill University, Montreal, Que., Canada.

WITH AGAIN 1ST IN RADIO AUDIENCE\*

- WITH 23.8 STATION A 23.6 (NETWORK) STATION B 21.4 (NETWORK) STATION C 15.5 (NETWORK) STATION D 9.6 (NETWORK)

Rates For 125 Word Spot Announcement, Class A, One Time: WITH \$16 STATION A \$55 STATION B \$50 STATION C \$70 STATION D \$30

COMPARE! COMPARE! COMPARE! W-I-T-H, the BIG independent in Baltimore, had a BIGGER audience than any other station in town, including all four network stations! At W-I-T-H's low, low rates—what a bargain! For full details, call your Headley-Reed man today.



\* HOOPER RADIO AUDIENCE INDEX, JUNE-JULY 1950; TOTAL RATED TIME PERIODS

## 'New Lease On Life' For Radio Forecast

(Continued from Page 1)

heading over the hill. Sales of time to advertisers were trailing year-before figures for the first time in the post-war period. Client after client was abandoning radio for more glamorous television. Radio advertising rate cuts were freely predicted.

"Today, it's a different story. Advertisers who early in the summer indicated they were through with radio are coming back this fall. . . . Others are increasing the amount of money they will spent in radio this season."

### Kintner Quoted

Robert E. Kintner, president of ABC, is quoted as saying: "The current situation is just the opposite of the feeling that prevailed several months ago. It looks now like many advertisers who have been on the fence about radio will be back for the 1950-51 season. The resurgence of advertiser support for radio is being very definitely felt here at ABC."

In analyzing what sparked radio's comeback, the Wall Street Journal article says: "Broadcasters attribute it to several factors. Most important, they agree, is the sharp upturn in radio listening which followed the outbreak of the Korean war. The radio audience today is estimated to be more than 12 per cent bigger than a year ago. Last June, before the fighting, radio had fewer listeners than a year earlier."

Continuing, the article states: "The revival of advertiser interest in radio has done more than put dollars in broadcasters' coffers. It has freed them from the rate-cut hot seat on which they'd been squirming since last spring.

"The pressure for lower radio rates, especially in the peak evening listening hours—between 7 and 11 p.m., came from advertisers who thought a rate adjustment was necessary because of the inroads television has made upon the radio audience. The campaign reached a peak in mid-July when the Association of National Advertisers put the heat on the networks for lower radio charges. Nothing came of it then and broadcasters say even less will come now, with business moving up again."

## AM And FM Coverage For Sept. UN Meeting

(Continued from Page 1)

Pauline Frederick and Gordon Fraser. The session will start at 3 p.m.

CBS-TV will cover the opening day's activities with no radio broadcast planned. NBC, while plans are not definitely set, is expected to cover both on radio and TV.

WOR will feature a re-cap of the day's doings to be presented at 10:30 p.m., with Mutual following suit. Several independents will also fea-

## RTMA Meet Opens Monday; Parts Div. Chairmen Named

(Continued from Page 1)

be held on Monday in New York. Zender is vice-president of Lenz Electric Manufacturing Company.

The antenna section, under Chairman G. O. Benson, has expanded its scope to include all manufacturers of parts and accessories of receiving types of antennas.

### Section Chairmen Listed

Following are the section chairmen appointed by Chairman Zender: Antenna—G. O. Benson, Premax Products Div., Chisholm-Ryder, Co., Inc.

Ceramic Capacitor—K. E. Rollefson, The Muter Co.

Coil—Edwin I. Guthman, Edwin I. Guthman & Co., Inc.

Fixed Capacitor—W. Myron Owen, Aerovox Corp.

Fixed Resistor—D. S. W. Kelly, Allen-Bradley Co.

Instrument & Test Equipment—R. L. Triplett, Triplett Electrical Instrument Co.

Metal Stampings & Metal Specialties—Jay H. Johnson, Johnson & Hoffman, Inc.

Phonograph Cartridges, Pickups & Microphones—S. N. Shure, Shure Brothers, Inc.

Record Changers and Phono-Motor Assemblies—H. E. Moon, the General Industries Co.

Socket—Lester W. Tarr, Cinch Manufacturing Corp.

Speaker — Matt Little, Quam-Nichols Co.

Speaker Parts— William H. Welsh, William H. Welsh Co., Inc.

Special Products—W. R. MacLeod, King Laboratories, Inc.

Switch—W. S. Parsons, Globe-Union, Inc., Centrala Division.

Transformer—L. S. Racine, Chicago transformer division, Essex Wire Corp.

Tube Parts—S. L. Gabel, Superior Tube Co.

Variable Condenser—Russell E. Cramer, Jr., Radio Condenser Co.

Variable Resistor—Victor Mucher, Clarostat Mfg. Co., Inc.

Wire—John S. Miller, Cornish Wire Company, Inc.

Wire Wound Resistor and Rheostat—Roy S. Laird, Ohmite Manufacturing Co.

At next week's meeting in the Roosevelt Hotel Monday and Tuesday will be occupied with confabs of RTMA committees and sections.

### Executive Committees To Meet

Executive committees of the set division, under Chairman Glenn W. Thompson; the parts division, under Chairman Zender, and the amplifier and sound equipment division, under Chairman A. G. Schiffno, will meet Tuesday morning, Sept. 19. The RTMA advertising committee, under Chairman L. E. Pettit, and the commercial equipment section,

will meet the opening day. As to future coverage, networks and stations, generally, are taking an attitude of "let's see what happens opening day."

amplifier & sound equipment division, under Chairman A. K. Ward, will meet at 2 p.m.

On Monday several committees and division sections will meet. Among these are the antenna, metal stampings & metal specialties, ceramic, transformer, and variable resistor sections of the parts division, the broadcast transmitter and inter-association group on Government procurement, of the transmitter division.

### New Groups Formed

The newly-formed sales managers committee, under Clifford J. Hunt, of Stromberg-Carlson, will also meet Monday morning and the new market research committee, under Chairman W. H. Rinckenbach, of Capehart-Farnsworth, will meet the afternoon of the same day.

A recommended code of ethics on TV set advertising is scheduled to be discussed.

The Walsh-Healey minimum wage determinations committee, under Chairman Robert C. Sprague, Jr., will meet Monday, in preparation for forthcoming conferences with the U. S. Labor Department. The service committee also will meet the same afternoon.

## Signal Corps Seeks Civilian Employees

(Continued from Page 1)

ary and will not extend beyond June 30, 1952. Applicants for the posts need four years of technical experience for the basic salary of \$3,100. Those with teaching backgrounds may qualify for higher positions paying \$3,825 and \$4,600.

Other job openings are reported to include electronic engineers at salaries from \$3,825 to \$6,400 and radio engineers at \$4,600 and \$5,400. The qualifications required for electronic engineers at \$3,825 are five years of engineering experience or an appropriate degree plus one year of professional experience.

Persons interested in making applications for the posts are asked to communicate with the Civilian Personnel Branch, Building 530, Fort Monmouth, N. J.

## Takes WKRC-TV Post

Cincinnati—Roderick Mitchell, assistant program director of WCBS-TV in New York has been appointed program director of WKRC-TV, Hulbert Taft, Jr., executive vice-president of Radio Cincinnati announced. Mitchell replaces Richard Von Albrecht who resigned Friday to join WGN-TV as program head.

The stars of today and tomorrow are

*Yours for more Sales*

... with the new era in

*Thesaurus*

*"The Tex Beneke Show"*



The new Thesaurus brings you bigger and better programming packages with top sponsor-appeal . . . top name artists! You get *comprehensive* programming, promotion, publicity, tie-ins, cross-plugs, sound effects . . . a steady flow of *current* tunes and material . . . network-quality production. Wire or write today for full details!



recorded  
program  
services

Radio Corporation of America  
RCA Victor Division

120 East 23rd Street  
New York 10, N. Y.  
Chicago • Hollywood

millions eavesdrop  
on crack newsmen  
as they swap inside information  
...18,000 miles apart!

**“war front—ho**





ome front"



On the war front: Bob Stewart. On the homefront: Cecil Brown and George Fielding Elliot

Something unprecedented is happening every Monday at 9:30 pm. NYT. In response to increased public interest in news (July 1950 ratings for Mutual commentators are up 53% over July 1949) Mutual offers listeners on the home front the first regular chance in radio history to "eavesdrop on a party line" direct to the war front, in "WAR FRONT—HOME FRONT."

Each week, military expert Major George Fielding Eliot and skilled newsmen in New York, Washington, London, Berlin and other vital news centers, fire questions everybody wants answered. From Tokyo, Mutual Bureau Chief Robert Stewart and correspondents fresh from Korean action unfold frank facts (within security limitations).

It takes special circuits of landlines and shortwave totaling 18,000 miles. It takes special talents in the gathering and transmission of news. It delivers what the NEW YORK TIMES calls "a new type of program, and a good one indeed..." VARIETY calls it "informed, succinct and up-to-the-minute..." and TIME labels it among "radio's best and newest efforts..."

To get your message in on the call that is heard by millions phone, write or wire our nearest office and ask about...

**mutual** ...THE FIRST NETWORK FOR NEWS

“WAR FRONT—HOME FRONT”, ANOTHER EXCITING ‘RADIO FIRST’ BY

## Frigidaire To NBC-TV Every Fourth Sunday

(Continued from Page 1)

ful Eddie Cantor show last Sunday, and with announcements made that the next two weeks will be filled by Martin and Lewis and by Fred Allen for Colgate, there has been speculation as to what would be done with the fourth "open" Sunday.

Bobby Clark, who has long been sought by video sponsors, was signed this week by Frigidaire to appear in this spot once every eight weeks, his first appearance coming on October 1st. Bob Hope, who contracted to do four hour-long shows for Frigidaire this year, will do the fourth and last on October 29th in the new time slot. His third Frigidaire show comes off tonight from 8:00 to 9:00, temporarily displacing "Believe It or Not" and "Hawkins Falls, Population 6,200."

## Three Agencies To Place Gray's Increased Budget

Details of new assignments to handle the largest advertising campaign in the history of Gray Manufacturing Company were announced yesterday by Richard O. Pallin, director of advertising for the firm.

Bulk of advertising will be on the audograph, the company's electronic recording machine with the campaign also covering the Gray Research and Development Company, the Gray Telop and the Sound Effects Console used for radio and TV.

The advertising program budget, well over a quarter of a million dollars, will be divided into three sections. Erwin Wasey will handle consumer and trade advertising of all phases of Gray activity. Dickie-Raymond, Inc. will handle direct mail on the Audograph while Ruder & Finn Associates will be in charge of public relations activities on all aspects of the firm.



By SID WHITE

## Man About Manhattan. . . !

● ● ● **BIGTOWN SMALL TALK:** According to the way we hear it, several CBS officials decided to phone friends, relatives and acquaintances the other p. m. to ascertain the effect of the Eddie Cantor show on their 8-9 Sunday nite monopoly. Of the 50 people called, 39 confessed they were viewing the Cantor show. . . . Governor Paul A. Dever, of Mass., is pinning most of his hopes for re-election on a strong radio and TV campaign. (Leads off this Sat. with an appearance on "20 Questions"). . . . When the "Stork Club" goes five-times-weekly (with new item at 7 p. m.), three emcees will be rotated. (Johnny Johnston will be one). . . . Leo Fuld rates 2 G's per at the Latin Quarter in Montreal, while his fee at the Chez Paree will be 3 grand. . . . Mitch Miller and Irving Caesar signed as permanent panel members of Jan Murray's "Songs For Sale," which makes a lotta sense. . . . Dennis James, credited by many as the man responsible (and we use the word advisedly) for resurrecting wrestling, will author a tome on the grunt-and-groan profession. . . . Television grows up: A girle and bra manufacturer will use live models displaying his products in his television ads this winter. . . . Dinah Shore is switching over to the RCA-Victor label.

☆ ☆ ☆ ☆

● ● ● Eleanor Kilgallen and Monique James, who left CBS this week to set up their own casting agency, were talking it over with Grace and Paul Hartman. Said Paul: "I think the secret of a successful agency is 40 per cent in pleasing your talent, 40 per cent in pleasing those who buy your talent and 20 per cent in pleasing yourselves with the job you do." "Oh, yeah?" snapped Grace. "Well, I think the secret of the agency business is simply 10 per cent"

☆ ☆ ☆ ☆

● ● ● **VIEWS & REVIEWS:** If we were a housewife, we'd save a special hug for Bob Bories, who seems to have the inside track on how to keep 'em glued to the old receiver or TV screen, as the case may be. His latest foray into the kitchen sector is a little daily stanza tagged "Kitchen Kapers," with Tiny Ruffner and Ella Mason, produced by Chick Vincent. Show packs a neat gimmick—involving a recipe contest (with a missing ingredient) and handsome prizes for discovering same, and, if our opinion means anything, should find its way up among the daytime favorites. . . . One of the brightest ideas in a long while is NBC's "Report from the Future," created and produced by Lenny Safir (formerly with "We the People" and "Tex & Jinx"). Idea concerns itself with important news events of the future as they might happen reported by well-known newsmen. . . . Seems funny that TV has yet to discover "County Fair," which was a high Hooper favorite on CBS for years and is prob'ly the most visual radio stanza of them all.

☆ ☆ ☆ ☆

● ● ● Jack Haley put in about 6 hours extra rehearsal for his show tonite, which happens to be slotted opposite Bob Hope. "What are you knocking yourself out for?" queried a pal. "Who'll be looking at you this week?" Haley shrugged his shoulders. "My sponsor will," he intoned.

☆ ☆ ☆ ☆

● ● ● **FILLER-DILLERS:** Leo De Lyon sez the advent of television is bringing on a new disease for actors—radio in-activity. . . . It wasn't any surprise to Harvey Stone to hear that the Louis-Charles fight would be telecast by that beer company. He knew the deal was brewing. . . . A radio or TV star is usually known by the company that keeps him, point out the 3 Suns. . . . Martin Block sez Eddie Cantor has proved himself the pop-eyedol of showbiz once again.

## Theater Man Predicts Moving Of TV To UHF

Washington Bureau of RADIO DAILY

Washington — Commercial television stations will be forced to give up the present VHF channels before the industry is shaken down for long-range operation, it was predicted yesterday by Trueman T. Rembusch, president of Allied States Theater Owners Assoc. and himself a broadcaster and TV operator in Indianapolis. Rembusch said Allied wants VHF channels for theater television, but that he believes the FCC will have to move the home TV service to the UHF anyhow.

Rembusch took serious exception to assurances given the NAB television committee two weeks ago that theater TV interests have no desire for VHF channels.

## Zenith Profits Rise In First Three Months

(Continued from Page 1)

serve for contingencies. This compares with net consolidated profit, for the same period a year ago, of \$170,945 after a deduction of \$251,376 representing amortization of goodwill incident to acquisition of a subsidiary.

### Consolidated Sales Up Sharply

Consolidated sales for the quarter amounted to \$17,739,857 as compared with \$12,603,524 for the same quarter a year ago. Commenting on the increase in business, E. F. McDonald Jr., president said: "The normal seasonal pickup after August 1 in radio and television business was intensified this year by the psychological effect of the Korean War." He added that Zenith's plants are operating close to capacity and that the company is presently allocating production of radio and TV receivers.

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RATING**



the **BARBIZON-PLAZA**  
**T H E A T R E**

...dramatic setting for  
your next TV or radio show!

The best in fine, professional  
theatre facilities. Seats 530  
in a deluxe atmosphere.

Call or write to Mr. Wm. Steinhoff  
Director, Theatre-Convention Dept.  
Circle 7-7000, Ext. 331

**BARBIZON-PLAZA**  
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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

## NAB District 14 Hears 'Editorializing' Plea

(Continued from Page 1)  
 "radiotorials" for years on KFXJ, Grand Junction, Colo., most of the period in spite of the FCC's "Mayflower edict" which was reversed last year. He was a leader nationally in the fight to have the prescription against editorializing removed.

Now that the ban has been lifted, Howell said, he doubts that one per cent of the nation's broadcasters are editorializing. By not doing so, he said, they are missing double opportunity to be of service to their communities and at the same time enhance their own stature.

Howell also called on the FCC to clarify what he called confusing and conflicting interpretations of what stations must do in the way of giving equal time for opposing viewpoints. He declared that newspapers have more influence than radio stations mainly because of their editorial policies, and that radio "is looked upon primarily as a medium of entertainment and hence of only secondary importance in the eyes of some in your community."

William C. Grove of KFBC, Cheyenne, Wyo., district director, presided at the convention, attended by approximately 100 broadcasters of Colorado, Wyoming, Utah, Montana, New Mexico, Idaho and South Dakota.

District 14 followed the lead of others which have met this year in ratifying a new, larger broadcast advertising Bureau, as proposed by the NAB board, also in joining Justin Miller, NAB president, in a promise of full cooperation of the industry in national defense. Judge Miller, in a convention talk, urged broadcasters to require fingerprinting of employees as a logical precaution against internal sabotage in case of a worsening of the emergency.

Delegates were entertained on the convention's first day by Eddy Rogers and the staff orchestra of KOA, Denver, transported the 170 miles to the convention city by KOA general manager Lloyd E. Yoder. The orchestra fed its daily NBC network show from the convention scene.

Incidentally, the convention was saluted coast to coast on the "Game of the Day" baseball broadcast on Mutual, of which KGL, here, is an affiliate.

### Crusade Documentary

Minneapolis—A special half-hour documentary drama, "The Big Lie" in behalf of the Crusade For Freedom was presented 9:00-9:30 p.m. Wednesday by WCCO, CBS outlet in the twin cities. The production was written and supervised by George Grim, WCCO news analyst and foreign correspondent for The Minneapolis Tribune. General Eisenhower and General Clay were featured in the presentation.

# ★ ★ TELE TOPICS ★ ★

**S**UBTLE and easy-going Jim McKay, whom WCBS-TV recently borrowed from WMAR-TV, Baltimore, to emcee its large afternoon block (2:30-4:00), is holding down his one-and-a-half-hour daily stint as "The Real McKay" in fine fashion. Mixing a little of the Dave Garroway type of humor along with an Arthur Godfrey-ish sincerity, McKay paces a smooth show of interviews with unusual people (not necessarily celebrities), bits of music rendered by thrush Ellen Parker and pianist Mac Perrin, and several short flickers, which have a little unfortunate age. Being an ex-newspaperman on the Baltimore Sun (where he was known as Jim McManus, a tough name for an announcer), McKay shows a good journalistic hand in picking humorous and profound bits from the afternoon papers—shades of Will Rogers. Rumors say he'll be re-scheduled at 10:30 a. m., after network programming takes over the afternoons.

**T**ODAY'S TV personality:

A scholarly gent with degrees from Cambridge University and Harvard presides over the radio and TV departments of Compton Advertising, Inc., in the person of LEWIS H. TITTERTON. Lewis is a sound business executive along with his academic accomplishments and has had wide experience in both the radio and TV fields. Titterton was a journalist in his early professional days. He became



assistant editor of Atlantic Monthly in 1925 and a year later moved on to Macmillan company where he was assistant to the general sales manager. In 1932 he entered the field of radio as a script editor with NBC. He served as an executive with NBC from 1932 to 1944 when he joined the Compton agency as director of radio and later became the agency's v.p., in charge of radio and television. His home is in Pleasantville, N. Y.

**A** veteran of the two-a-day vaudeville days who was a bigtime manager in the era of the Palace walked into the editorial offices of Radio Daily yesterday and sounded off on what he thinks is wrong with the present variety programming on TV. The veteran showman was most critical when he appraised the crop of personality emcees "who come crashing into the living rooms of TV homes with much fanfare and an assortment of glib night club gags labeled jokes." He believes TV is no place for some of these "Johnny-come-lately" boys. He thinks that the soft spoken personable TV artists such as Arthur Godfrey, Dave Garroway, Jack Benny and Fred Allen are the acceptable ones in the average TV viewer's home. After all, he contends, the emcee comes into the living room as a house guest and should conduct himself in the manner of a visitor. Could he be right?

**T**HE premiere of the "Colgate Comedy Hour" starring Eddie Cantor, showed a 31.2 for this initial broadcast, according to a special Hooperating released yesterday by C. E. Hooper, Inc. This special rating is one of the first released by Hooper from his new 12-city program popularity TV rating service—announced last week. Sunday night TV set use in TV homes between 8 and 9 p. m. was up sharply from the previous week, the increase being from 42% to 55%. The Hooperating on "Toast of the Town," which had held a 36.4 on September 3rd, showed 20.2 in competition with the new program.

**F**IRST program to originate from CBS-TV's new Studio "57" at 109th Street and Fifth Avenue will be the "Ford Theater," starting September 21st. . . . Stu Erwin and June Collyer will premiere the new comedy series sponsored by General Mills over ABC-TV on October 21st in the 7:30-8:00 p. m. spot. The show's being filmed in Hollywood by Roland Reed Productions with Hal Roach, Jr., as producer. . . . Philco Playhouse's program for Sept. 17 has Francis Lederer and Vicky Cummings starring in "The Long Run" (9-10 p. m.), supported by Augusta Dabney, Margaret Barker, Maurice Burke, Francis Compton, and others in a well-rounded cast of video veterans. . . . Acting Mayor Vincent Impellitteri makes his first tele appearance on the WPIX show, "At the Mayor's Desk" tonight (8:00 p. m.) as he receives a report from Hospital Commissioner, Dr. Marcus Kogel. . . . Twelve new tele films making a pitch for the 1950 Community Chest Campaign will star Milton Berle, Arlene Francis, Henry Fonda, William Gargan, and Myrna Loy (separately).

**C**HUCK Tranum's "Manhattan Spotlight" over WABD last night (7:30-7:45) proved a point about "modesty and morals" and TV censorship by using "live" models to present a panorama of corsets and lingerie from 1840 until now, entitled "What Keeps Woman in Place?" . . . Comic Ben Blue has signed as regular on CBS-TV's "Frank Sinatra Show" which starts Saturday, October 7, 9:00-10:00 p. m. . . . WENR-TV's second anniversary comes off Sept. 17, which will be a simultaneous celebration of the opening of two new studios, giving the station a total of five new studios to carry the weight of 73 hours of telecasting weekly (70 "live" shows). . . . Chili Williams, the polka-dot pin-up girl of World War II, does a switch on Alan Young's Sept. 21st show when she'll appear in a knee-length bathing suit—Young will wear the polka dots.

## Demonstrate 3 Uses Of 'FM Multiplexing'

(Continued from Page 1)  
 velopment Corporation at the Reeves Sound Studios, New York.

Under multiplex transmission, regular FM programs can be beamed to the listeners in the area of the transmitter while at the same time, two subcarriers superimposed on the same wavelength will be carrying additional radio services such as facsimile, transit radio, Muzak music service, etc., according to William S. Halstead, president of Multiplex. The high fidelity of the FM broadcasts will be unimpaired and listeners at home will have no idea that the same wavelength bringing in their FM programs is also carrying two additional radio broadcasts.

Multiple Development Corporation has been conducting a series of test trials over their experimental transmitter KE2XKH, New York, for some time. They are now awaiting final FCC approval before marketing the system.

The system will be of considerable value in the FM broadcasting, television, private radio communications and specialized broadcast service fields, Halstead said.

For example, an FM relay network may air a program to one leg of the network, while at the same time another program is carried back over the same wavelength to another segment of the network. This eliminates the costly line charges, as well as providing additional services without having to use additional channels.

The system will be of material aid, Halstead said, in providing new communications channels in the overcrowded mobile communications field, particularly in the large urban centers such as New York City, Chicago and Los Angeles.

Multiplex should also prove to be a boon in the war emergency communications setup where wire communications may be seriously overburdened or disrupted, he reported. The multiplex equipment, which is adaptable to existing FM receivers and broadcast transmitters, will provide a number of channels for wide-area dissemination of teletype, facsimile of voice communications addressed to traffic control centers, defense groups or the military on fixed points or in mobile units without interference with public broadcast transmissions by these stations.

### Drake Joins NAB Staff In Station Relations Post

(Continued from Page 1)  
 take the post of the late Walter Huffington.

In his new post Drake will devote full attention to membership solicitation and field contact with NAB members. He will report directly to Ryan and during the first month will divide his time between the Washington and New York offices of NAB getting acquainted with the association's office operations.

COAST-TO-COAST

KFI-TV Children's Show Awarded
Los Angeles, Calif. — "Children Should Be Heard" the television show emceed by Harry Koplan on KFI-TV each Monday from 7:30 to 8:00 p.m. received a special commendation as an educational program by the California Teachers Association — Southern Section.

Former All-American Joins KFAB
Omaha, Neb.—"Blue" Howell has joined the KFAB sports staff, it has been announced by Lyell Bremser, sports director for the station.

Golf Tourney Recorded
Crewe, Va.—WSVS and WSVS-FM were on hand with remote equipment and tape recording equipment at the Golf Association Annual Tournament held at Lawrenceville.

Potato Contest Results
Canton, O.—E. D. Fisher of Fisher Farms, Bolivar, was the winner of the first WHBC Potato Contest and received a twenty-five-dollar Savings Bond for having grown the largest potato in the WHBC listening area.

To Air Coaches Roundtable
Indianapolis, Ind. — On Friday, September 15th, Tom Carnegie, WIRE sportscaster, will take the mike to the Columbia Club for another annual meeting of the Kiwanis Club Football Coaches Roundtable.

RECORDS ON PARADE

By TED PERSONS

RADIO DAILY'S "Jockey Jury" scans the brand-new record releases and picks those most likely to succeed.

- BOB CLAYTON, WHDH, Boston, Mass.
"In My Arms," Mitch Miller (Columbia)
"Orange Colored Sky," Nat "King" Cole (Capitol)
"Forbidden Love," Vic Damone (Mercury)
"Bill Bailey, Won't You Please Come Home," Jimmy Durante-Eddie Jackson (M-G-M)
"Can't Seem To Laugh Any More," Sylvia Froos (Jubilee)
"I'm In The Middle Of A Riddle," Kay Armen-Anton Karas (London)
"The Red We Want Is The Red We've Got," Ralph Flanagan (RCA Victor)
"I Only Need \$999,999.99," Freddie Hall (Coral)
"I'm Forever Blowing Bubbles," Gordon Jenkins-Artie Shaw (Decca)
"Save Your Sorrow For Tomorrow," Frank Petty Trio (M-G-M)

- ART FORD, WNEW, New York, N. Y.
"Waiting For The Train To Come In," Perry Como (RCA Victor)
"Music Maestro, Please," Frankie Laine (Mercury)
"High On The List," Bing Crosby (Decca)
"Molasses, Molasses," Larry Clinton (Discovery)
"Lullaby In Boogie," Tommy Dorsey (RCA Victor)
"Lucky, Lucky Me," Evelyn Knight (Decca)
"Lover Come Back To Me," Peggy Lee (Capitol)
"Three Little Words Medley," Andre Previn (RCA Victor)

- EDDIE GALLAHER, WTOP, Washington, D. C.
"Tea For Two," Doris Day (Columbia)
"Patricia," Perry Como (RCA Victor)
"Nevertheless," Paul Weston (Columbia)
"Dream Girls" Album, Tony Martin (RCA Victor)
"Orange Colored Sky," Nat "King" Cole (Capitol)
"Au Revoir Again," Mitch Miller (Columbia)
"In My Arms," Mitch Miller (Columbia)
"Harbor Lights," Ralph Flanagan (RCA Victor)
"Thinking Of You," Martha Tilton (Coral)

- EDDIE HUBBARD, WIND, Chicago, Ill.
"He Can Come Back Any Time He Wants To," Evelyn Knight (Decca)
"Our Lady Of Fatima," Kitty Kallen-Richard Hayes (Mercury)
"Nevertheless," Frankie Laine (Mercury)
"Just Say I Love Her," Johnny Desmond (M-G-M)
"Can't We Talk It Over?" Andrews Sisters (Decca)

- DAVE MILLER, WPAT, Paterson, N. J.
"Maui Chimes," Jerry Byrd, (Mercury)
"I Regret To Say Aloha," Jerry Byrd (Mercury)
"Kaulano O Hilo Hanakahi," Jerry Byrd (Mercury)
"Be Mine Sweetheart, Be Mine," Jerry Byrd (Mercury)
"Pig Pig," Burl Ives (Columbia)
"I'm The One Who Loves You," Elton Britt (RCA Victor)
"St. Louis Blues," Lenny Dee and the Dee Men (Decca)
"Don't Even Change A Picture On The Wall," Lee Morse (Decca)

- GENE NORMAN, KFVB, Hollywood, KFMB, San Diego, Calif.
"You've Got Me Crying Again," Billy Eckstine (M-G-M)
"In My Arms," Mitch Miller (Columbia)
"Easy Go," Stan Kenton (Capitol)
"I'm Forever Blowing Bubbles," Gordon Jenkins-Artie Shaw (Decca)
"I Love The Guy," Sarah Vaughan (Columbia)
"Nevertheless," Andre Previn (RCA Victor)
"Memories Of You," Hugo Winterhalter (RCA Victor)
"Pennies From Heaven," Woody Herman (Capitol)
"How High The Moon," Duke Ellington (Columbia)
"My Silent Love," Dick Haymes (Decca)

PRESSING BUSINESS: Walter Rivers, Capitol Records Eastern Div. A. & R. man, is going into the field, to introduce the sensational album, "Voice of the Xtabay," by Yma Sumac, the gal with the four octave range. . . . Dinah Shore a guest on the Bob Hope TV show tonight. . . . The Frank Sinatra-Ben Blue show will teevee-off Saturday night, Oct. 7th. . . . The special material delivered by Frank Loesser on the Mitch Miller side, "In My Arms," was finished minutes before he went on mike. . . . Johnny Parker, Capitol Records artist, is making the deejay circuit.

AGENCIES

WALTER A. LOWEN, head of the Walter Lowen Placement Agency, will be director of the copy clinic of the Advertising & Selling Course conducted by the Advertising Club of New York. Among those who will serve as heads of various meetings are: George L. Miller of R. T. O'Connell Company; Alfred Eichler, The Biow Company; Sidney H. Giellerup, Marschalk & Pratt Company, Inc.; Roger Purdon, W. H. Weintraub & Company, Inc.; James L. Breslov, Macy's; and Carleton L. Spier, BBD&O.

J. M. HICKERSON, INC., has been absorbed by Albert Frank-Guenther Law, Inc., and J. M. Hickerson has been elected president of the latter agency, it was announced by Emmett Corrigan, chairman of the board. The merger will become effective October 1. The Hickerson firm, with offices in New York, Chicago and Detroit, was formed by the new AFGL president in 1939. Hickerson succeeds Frank J. Reynolds, who has been upped to vice-chairman of the board.

BENNETT MOODIE has joined the copy department at Geyer, Newell & Ganger, Inc. He was formerly copy chief on consumer accounts for Geare-Marston, Inc., of Philadelphia.

JOSEPH G. STANDART, JR., has been appointed to the Detroit office of Kenyon & Eckhardt, Inc. He becomes general assistant to Don Miller, vice-president in charge of the agency's Detroit office.

ACADEMY OF ARTS AND SCIENCES and its top executives will be honored by AMPA at a luncheon some time in October. Charles Brackett, president of the Academy, will be awarded an AMPA "Oscar."

WILLIAM A. BARTEL, account executive of Ellington & Company, Inc., has been appointed a vice-president of the agency. He has been with the agency since 1949, and before that was vice-president and director of the John H. Cairns Company.

Dics Jockeys Write For FREE SAMPLE RECORDS

- No. 1201, "SHAKE SHAKE" backed by "I SHOULDN'T LOVE YOU BUT I DO"
No. 1202, "I'M LOST" backed by "SAINT LOUIS BLUES"

Recorded by Buddy Hawkins and Keynotes with the Big Sam Quintet

SKYSCRAPER RECORDING CO. 1650 Broadway New York 19, N. Y. JUDson 6-2232

Handwritten notes and signatures at the bottom of the page, including "Two to John", "with Big Sam Quintet", and "Judyson 6-2232".

EQUIPMENT  
PRODUCTION  
STUDIOS

Ethel Paige  
Hotel Edison  
338 West 47th St.  
New York 19, N. Y.

# RADIO DAILY TELEVISION DAILY

SPONSORS  
BUSINESS  
AGENCIES

VOL. 52, NO. 56

NEW YORK, WEDNESDAY, SEPTEMBER 20, 1950

TEN CENTS

## 'DEFENSE BULLETINS' START MONDAY

### Mitchell Resigns NBC Post; Will Join Muzak

#### Former BAB Chief Leaves Network For APS Post

Maurice B. Mitchell, who left Broadcast Advertising Bureau to become a sales executive with NBC, yesterday resigned his network post and became general manager of the Associated Program Service of Muzak Corporation. Mitchell's NBC resignation was confirmed at network

(Continued on Page 5)

#### McBride Program To WJZ From WNBC

Mary Margaret McBride, now in her 17th year of broadcasting, is leaving WNBC, key station of the NBC web in New York, and will become a program feature on WJZ. It was announced by ABC yesterday.

In making the announcement ABC indicated that plans are being worked out for an additional radio network and television program as

(Continued on Page 3)

#### Ziv Acquires Studios For Coast Production

West Coast Bureau of RADIO DAILY  
Hollywood—The Frederic W. Ziv Company and its affiliate, Ziv Television Programs, Inc., have obtained a five-year lease on a substantial portion of The California Studios,

(Continued on Page 5)

#### Honored

Toots Shor, emulating doings at the Stork Club, placed an orchid on the shoulder of Mrs. Dave Rodman, bride of the program manager of WEIM, Fitchburg, Mass., at the BMI program director clinic luncheon yesterday. The Rodmans are spending their honeymoon at the BMI clinic and will return to Fitchburg tomorrow.

#### TV Covers UN Opening

Television triumphed as a spot news public service medium yesterday with the pooled coverage of the United Nations General Assembly opening at Flushing Meadows, L. I. The combined facilities of NBC, CBS, and ABC, brought the dramatic events in picture and story as Brig. General Carlos Romulo rapped the gavel for the proceedings to get under way. Viewers had a ring side seat at history in the making. They saw Secretary of State Dean Acheson in whispered conversation with Ambassador Warren Austin; caught Mrs. Franklin Delano Roosevelt adjusting earphones and heard fiery Foreign Minister Andrei V. Vyshinsky of Russia plead the case of Communist China. They viewed Foreign Minister Ernest Bevin of Great Britain studying the TV camera setup and saw couriers of many nations moving about as delegations watched the assembly proceedings.

#### NAB Regional Okays Decision Forecast In WBAL Matter

Cincinnati—Nearly 100 broadcasters of NAB's Seventh District yesterday endorsed the board plan to set up a separate sales promotion agency.

The resolution was adopted by the broadcasters from Ohio and Kentucky after a report by Allen M. Woodall, general manager of WDAK, Columbus, Ga., visiting NAB board director who is a member of

(Continued on Page 7)

#### Gertrude Lawrence Cast For CBS-TV Opposite Berle

Competing with Milton Berle on Oct. 10th for CBS-TV will be Gertrude Lawrence, starring in the premiere telecast of the new hour-long drama sponsored by Prudential Insurance. As yet, the show has no title and no supporting actors have

(Continued on Page 2)

#### August Record Broken By Tele-tone Shipments

Tele-tone Radio Corporation reported yesterday a record breaking shipment of radio and TV receivers valued at more than 2½ million dollars for the month of August.

S. W. Gross, president of the TV manufacturing firm, declared that

(Continued on Page 5)

#### Cuban Radio-TV Operations To Open New York Office

Plans to open a New York office to further the television and radio interests of Union Radio, Cuban network operation, was announced yesterday in New York by Gaspar Pumarejo, director of Union Radio, at a luncheon tendered him and his staff at the Savoy Plaza Hotel by the RCA International Division. Senor Pumarejo has been in New

York the past week with 14 staff writers, news commentators, program directors and sportscasters, studying television operations preparatory to opening their new TV station in Havana.

In announcing the New York office, the Union Radio director said that Irving Later of New York City

(Continued on Page 6)

#### Advtg. Council And NAB Producing Wartime Aid

Washington Bureau of RADIO DAILY

Washington—Next Monday will see the first of a series of defense bulletins to be sent all broadcasting stations in the United States by NAB. To be released "when needed," the bulletin will brief broadcasters on Government and private defense programs, and will centralize information on

(Continued on Page 3)

#### CBS Re-Aligns Sked For Sunday, Daytime

Extensive realignment of the CBS Sunday daytime radio schedule for the fall season was announced yesterday by Hubbell Robinson, Jr., vice-president in charge of network programs. Most of the changes will take place September 24 and October 1. The new line-up is based on the CBS program board policy of "continuous re-examination of the

(Continued on Page 6)

#### Football Coach Heard As Richards' Witness

West Coast Bureau of RADIO DAILY

Hollywood—Hartley "Hunk" Anderson, former Notre Dame player and coach, now coaching the Chicago Bears, threw a hard block into the FCC case against G. A. Richards

(Continued on Page 2)

#### Heads FCC Dept.

Washington—Joseph Nelson is now acting chief of the TV branch of the office of the general counsel of FCC, succeeding John McCoy. McCoy left this week to head the legal department of the Fort Industry Company, licensees of radio stations in Michigan, Indiana, Georgia and Florida, with offices at Birmingham, Mich.



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JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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CHICAGO BUREAU
Glnny Evans, Manager
Suite 3013, 333 No. Michigan Avenue
Phone: Franklin 2-3238
ROME BUREAU
John Percicari
Ludovisi 16

FINANCIAL

(September 19)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Row: Stromberg-Carlson.

OVER THE COUNTER

Table with columns: Bid, Asked. Row: Stromberg-Carlson.

Carrying University Games

Youngstown, O.—The entire football schedule of Ohio State University will be broadcast exclusively in this city over WKBN. Don Gardner, WKBN sportscaster, will do the play-by-play with the five home games at Columbus on the airways at 2:00 p.m. and the "away" games taking to the mike at 2:15 p.m. Gardner will travel to Bloomington, Minneapolis, Evanston and Champaign to pick up the Buckeyes' out-of-town frays.

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Football Coach Heard As Richards' Witness

(Continued from Page 1)

Monday with strong testimony supporting the station owner.

Anderson said he had known Richards for 25 years and had coached the Detroit Lions professional football team in 1939 under Richards' ownership.

Under direct examination of Joseph W. Burns, attorney for KMPC, WJR and WGAR, Anderson said, "I have heard Mr. Richards discussed throughout the country by owners of other teams, business men and sportsmen. We believe he is one of the greatest American sportsmen living today.

"Mr. Richards is a great American citizen. He has done a great many things for the youth of America. His reputation for honesty and integrity is very good."

Denies Prejudice

Refuting FCC inferences that Richards was anti-semitic, Anderson testified Richards hired Jewish players and a Jewish trainer for his championship football teams. He explained that a trainer occupies a trusted position on any team and that he is usually a liaison between player and coach.

Anderson also testified he never heard about Mr. Richards being prejudiced against any racial or religious groups.

Gertrude Lawrence Cast For CBS-TV Opposite Berle

(Continued from Page 1)

been cast. Miss Lawrence's latest role was in the film version of Tennessee Williams' play, "The Glass Menagerie," opening soon at Radio City Music Hall.

Pontiac Will Sponsor ABC-TV Football Pix

The nation's top football games will be culled by the ABC television network for presentation (on film) over "All-American Game of the Week," which will be sponsored by the Pontiac Motor Division over the complete network, as of Sept. 26th. Scheduled for Tuesdays in the 8 to 8:30 p.m. slot, "All-American Game of the Week," will be carried then by all the inter-connected stations, and on selected Tuesdays and Wednesdays by the cities outside the cable area.

The intersectional contest between Michigan State and Oregon State on Sept. 23rd will be the first presentation on the 26th. Following that, the clash between Ohio State and Southern Methodist, which will be played on Sept. 30th, will be shown on Oct. 3rd. A board of acknowledged football experts will choose the succeeding games.

Produced by Sports Vision, Inc., the program will be narrated by West Coast commentator Bud Fisher; MacManus, John & Adams is the agency.

Say FCC Shifts Opinion Re Pearson-Allen-WBAL

(Continued from Page 1)

participating because of his battle with Pearson at the time of his appointment to the Commission in 1947.

Just who has shifted could not be learned, with lawyers for both sides waiting anxiously to see how the case will be decided.

The proceeding was brought pursuant to the FCC's blue book, with Pearson and Allen charging that WBAL programming is poor in comparison to what they could provide. Because they can give better service to the public, they argue, the WBAL renewal should be refused and the channel given to them.

The Commission is expected to come forth soon, too, with a decision not to adopt a uniform policy of dealing with applicants whose records include violation of anti-trust laws in other industries. This was the subject of a hearing this spring, and is a question which has plagued the Commission for many years. Motion picture companies are especially concerned, with their future activities in TV broadcasting very much at stake.

The Commission is expected to refuse to adopt any uniform policy, instead notifying the industry that it will treat each case individually. At the same time, it is expected to comment on the competitive picture among AM, TV and motion pictures, warning that in determining among various applicants for TV licenses it will at all times seek to guarantee the most competitive situation it possibly can.

New Stafford 'Voice' Show Will Aim At Youth Abroad

Jo Stafford will be featured on a new world-wide "Voice of America" radio program to help tell the world about freedom and how it works.

The show will be prepared and beamed especially for young people throughout the world to counter the untruths about democracy being broadcast by Communist propagandists. To be launched in about two weeks, it will be aired over the expanding facilities of the "Voice of America" and via cooperating stations in other countries.

While the program will include songs by Jo, the format will also feature comments on youth activities in the U. S. as well as a personal message from Miss Stafford.

WLAW Program Head Honored

Lawrence, Mass. — Frederick P. Laffey, program manager of WLAW, has been honored by the departments of the Army and Air Force with the presentation to him of a "Certificate of Appreciation" for his efforts in having the program "Voice of the Army" broadcast over WLAW for many weeks. The presentation was made by Captain Robert J. Green, public relations officer of the Army and Air Corps recruiting service in Boston.

WITH AGAIN 1ST IN RADIO AUDIENCE\*

WITH 23.8

STATION A 23.6 (NETWORK)

STATION B 21.4 (NETWORK)

STATION C 15.5 (NETWORK)

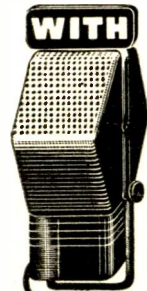
STATION D 9.6 (NETWORK)

Rates For 125 Word Spot Announcement, Class A, One Time:

- WITH . . . . . \$16
STATION A . . . . . \$55
STATION B . . . . . \$50
STATION C . . . . . \$70
STATION D . . . . . \$30

COMPARE! COMPARE! COMPARE!

W-I-T-H, the BIG independent in Baltimore, had a BIGGER audience than any other station in town, including all four network stations! At W-I-T-H's low, low rates—what a bargain! For full details, call your Headley-Reed man today.



\* HOOPER RADIO AUDIENCE INDEX, JUNE-JULY 1950; TOTAL RATED TIME PERIODS

## 'Defense Bulletins' To Stations Monday

(Continued from Page 1)

defense matters from Government agencies — including the military, Treasury, NPA and other sources. The Government information will be channeled through the office of White House adviser John Steelman.

NAB has arranged to work with the Advertising Council in preparation of the bulletin, and said yesterday that:

"The council will be extremely helpful in developing information projects into concise, factual campaigns which call for definite public action and which will be suitable for broadcast presentation. Requests for help will be measured against the criteria which all public interest projects must meet in order to receive council support."

### Other Activities Planned

In addition, the council will also supply information and material on public interest campaigns conducted by private, or non-government organizations that are also closely related to mobilization and defense, and, at the request of NAB, will provide sample spot announcements on each campaign included in the defense bulletin. Announcements will be written by top-flight copy writers in the various advertising agencies that volunteer their skills and talents to advertising council campaigns. Stations not only may use the spots as written, but also may sell them for local sponsorship if they desire.

## Nat'l Kids Day Salutes Scheduled By 3 Webs

Special programs saluting National Kids' Day sponsored by the Kiwanis Clubs of America will be broadcast this week over ABC, CBS and MBS.

A half-hour transcription featuring some of the top stars of radio will be aired over both ABC and Mutual. The "National Kids' Day" program presenting Bing Crosby, Bob Hope, Edgar Bergen, Dinah Shore, Roy Rogers, Ralph Edwards, Walter O'Keefe and Jimmie Fidler will be presented by ABC tonight at 9 p.m., EDT. MBS will broadcast the show an hour-and-a-half later, at 10:30 p.m., EDT. Don Murdock, president of Kiwanis International, will be heard in a brief message.

On Saturday, Sept. 23, at 5 p.m., EDT, the CBS Public Affairs department will present a special half-hour program headlined by Dennis Morgan and Jimmie Fidler. The broadcast will originate from the Burbank Memorial Auditorium of John Burroughs High School, Burbank, Calif. Rex Turner, governor of the California-Nevada district of the Kiwanis International will speak on the program which will feature music by a youth symphony and chorus.

## AGENCY NEWSCAST

... personnel, sponsors and notes

**JOHN H. PINTO** and **ADRIAN BRYAN KUHN** have joined the radio and TV copy department of Cecil & Presbrey, Inc. Pinto was formerly with MCA and Mrs. Kuhn was most recently copy chief of Norman D. Waters & Associates.

**WILLIAM L. WERNICKE** has been named television director of Morey, Humm & Johnstone advertising agency. He was previously director of TV for Stanley-Neal Productions.

**NELSON C. HAHNE** has joined the art department of the Dayton, O., office of Geyer, Newell & Ganger, Inc., as assistant art director. He had been art director at Parker Advertising Company of Dayton.

**BUCHANAN & COMPANY, INC.** has been appointed to handle advertising for the Sherry-Netherland Hotel of New York.

**DICK GERSH** and **MARGIE KARAN** have joined the Buddy Basch Office, New York City.

**JEROME N. GLOGAU** has resigned as vice-president of Malcolm Advertising Agency, Inc.

**J. R. DAVIS** has resigned as vice-president in charge of sales and advertising for the Ford Motor Company, due to ill health. He will continue as a vice-president and member of the company's board of directors.

**FRANKLIN, TERTIN & TRAGERMAN, INC.**, of New York City, to handle television promotions for Hecht Brothers department store; May, Stern Company, Pittsburgh; and L. Fish Furniture Chain, Chicago.

**MARTIN W. JACOBSON** has been appointed a vice-president of Moss Associates, advertising agency. He was formerly an account executive with General Outdoor Advertising, Inc.

**SIFTON FRIEDMAN** has been named director of advertising for the Benrus Watch Co. He was formerly in charge of advertising for several leading manufacturers of men's and women's apparel in New York and Philadelphia.

**R. A. JUUSOLA**, formerly supervisor of industrial engineering, has been appointed plant manager for the weld, wire and small parts operations for the Parts Division, Sylvia Electric Products, Inc.

**CHARLES SAWYER**, Secretary of Commerce, will be principal speaker at the 41st annual meeting of the ANA to be held at the Drake Hotel, Chicago, September 25 through the 27th.

**FREDERICK W. ZIV COMPANY** and its subsidiary, Ziv Television Programs, Inc., have secured a five-year lease on a large portion of The California Studios in Hollywood. The deal is reported to have cost Ziv \$100,000, plus "additional substantial sums" to be paid during the next five years.

**ELLINGTON & COMPANY** has been appointed to handle the advertising in this country of the Festival of Britain, 1951. The Festival will present Britain's contribution to civilization in terms of science, inventions, industry and architecture. Main exhibition will take place in London.

**R-TMA** has appointed a 16-man committee to consider a proposed code of ethics regarding advertising and selling of TV receivers. Group headed by Clifford J. Hunt of Stromberg - Carlson Company, is made up of radio and TV sales managers.

**NEEDHAM & GROHMANN, INC.** to handle Nestea, a soluble tea product marketed by The Nestle Company, Inc.

## McBride Program To WJZ From WNBC

(Continued from Page 1)

well as the daily 1 to 2 p.m. period on WJZ.

Officials of ABC declined to reveal the terms of the contract with Miss McBride but said it was a long-term agreement.

During her 17 years in radio, Mary Margaret has had interviews with more than 12,000 personalities. At present her daily program on WNBC is said to have approximately 30 sponsors. ABC reports that 17 sponsors have already agreed to continuance of their participation on the WJZ programs.

### Youth Program Returns


Detroit, Mich. — The 70-voice chorus and vocal groups of WJR's "Make Way For Youth" program returned to the air after a brief summer hiatus last Sunday, September 17th. The program originates each week from the Goodwill Station and is fed to the entire CBS network. The chorus is composed of local teen-agers from a score of high schools. Lending professional support to the talented teen-agers is the full 24-piece WJR orchestra conducted by musical director Paul LaVoie.

for profitable selling **INVESTIGATE**

<b>WDEL</b> WILMINGTON DELAWARE	<b>WGAL</b> LANCASTER PENNSYLVANIA
<b>WKBO</b> HARRISBURG PENNSYLVANIA	<b>WRWA</b> READING PENNSYLVANIA
<b>WORK</b> YORK PENNSYLVANIA	<b>WEST</b> EASTON PENNSYLVANIA
<b>WDEL-TV</b> WILMINGTON DELAWARE	<b>WGAL-TV</b> LANCASTER PENNSYLVANIA

and

STEINMAN STATIONS  
 Clair R. McCollough, Managing Director  
 Represented by **ROBERT MEEKER ASSOCIATES**  
 Chicago San Francisco New York Los Angeles



# The Mailbag

## Claims FM First

"I have read with some surprise a report in your issue of September 14th entitled "Demonstrate Triple Use of 'FM Multiplexing'" in which the statement is made:

"FM multiplexing, a new revolutionary electronic technique whereby as many as three separate radio signals can be transmitted over one FM wavelength without interference to each other, was demonstrated yesterday \* \* \* \*"

"For the sake of the record, may I point out that FM multiplexing is not new. On November 24, 1934, four separate signals were transmitted by me from the Empire State Building in New York City to Had-donfield, New Jersey, some 80 miles away. An account of this transmission together with the full explanation of both the AM and FM sub-carrier technique is contained in my original FM paper published in the Proceedings of the Institute of Radio Engineers in May, 1936.

"In an article in the April, 1950, issue of FM-TV Magazine entitled "Multiple Program Transmission" Mr. William S. Halstead, who conducted the demonstration you report, is good enough to point out that the method is not new and to quote from my U. S. Patent No. 2,104,012 (Issued January 4, 1938) which explains the advantages of the FM over the AM subcarrier.

"I would appreciate your publishing this communication in order to keep radio history straight."

Sincerely yours,  
Edwin H. Armstrong

## Brown Named WHOK Mgr.

Lancaster, O.—J. E. (Jack) Brown has been appointed general manager of WHOK. Brown has been principal of the local high school for three years and was a communications officer in the U. S. Navy during World War II. He succeeds Morton K. (Rusty) Parker who resigned from the station.

## Appointed To Sales Post

Baltimore, Md.—WFBR has made the announcement that William S. Pirie, Jr., has been appointed director of sales for the station.

THE VOICES OF ADAM HATS 8 YRS.

**JINGLES**  
that don't  
**JANGLE!**

OUR PRODUCTION SERVICE is also available to produce YOUR Jingle or Spots. Relieve yourself of ALL detail. Write, wire, or call today!

**'Lanny & Ginger' GREY**  
1300 Madison Ave., New York 28  
AT. 9-4020

MARTIN BLADES 8 YRS.

SATTERS DEPT. STORE 7 YRS.

YONKERS RACEWAY



By SID WHITE

## Man About Manhattan. . . !

● ● ● **TAKING THE NEWS PULSE:** The Cowan and Whitmore advertising agency, one of the nation's leading mail order firms, has wired Milton Berle an offer of \$50,000 for his TV show for 52 weeks, representing a total of \$2,600,000. Berle, meanwhile, is asking \$22,000 to do guest shots now. . . . Is Pat O'Brien's nite club act really his TV showcase? . . . Van Heflin still trying to get out from under the pile of radio and TV scripts which have snowed him under ever since he arrived in Manhattan. . . . One of the major music publishers has caused much eyebrow lifting because the firm feels that wax spinners no longer affect song sales and will contact them sparingly from here on. . . . Billy Rose, they tell me, is planning to promote bull-fights here next season providing he can lease an arena and get an okay from the City Fathers. . . . Ginger Rogers taping a series of her favorite passages from the Bible for American Bible Society broadcasts. . . . One of the biggest feuds in the music biz today involves a bandleader and his ex-arranger who is now recording carbon copies of his ex-boss' discs. Same instrumentation, same phrasing, etc.



● ● ● June Gardner, coloratura soprano, and a five-time winner on CBS-TV's "By Popular Demand," almost caused a near riot last week when the meter showed that she had been nosed out by the comedy team of Kane & Murphy. The audience booed the verdict for several minutes. Miss Gardner, herself, charged that a recording of the program showed the applause for her was more than for the comedy team and blames the decision on a faulty meter.



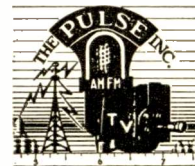
● ● ● Russ Hodges set for the radio blow-by-blow on the Joe Louis-Ezzard Charles fight. Ted Husing, natch, will be on the TV end. As a matter of fact, don't be surprised if this pair of sports aces is signed up to handle all the fights for Pabst. And speaking of Russ, here's a little tidbit we ran into that's gonna come as a nice surprise to our boy. Russ has been picked by the Sporting News this year to receive their annual "Baseball Announcer of the Year" award. (And, if you don't think he rates it, look what he's done for our Jints).



● ● ● **IN ONE EAR:** Stan Brody, formerly publicity director of the Center Theater, will handle special publicity for its opening as a TV theater for NBC. . . . Morey Amsterdam signed for the Paramount Theater starting Oct. 18th. . . . Jean Carroll goes into the Latin Quarter on Oct. 2nd. . . . Jan Murray, a red-hot Yankee fan, always carries a portable radio in his daughter's baby carriage so's he doesn't miss an inning while out walking the baby. . . . Floria Zabach's coinage for John Kieran: Intelligentman.



● ● ● **ONCE OVER LIGHTLY:** Jack Carter, an ebullient and gifted comedian, deserves better material than they've been feeding him. Unless a television comic has the blessing of pantomime such as is given to Sid Caesar, Jerry Lewis or Imogene Coca, the stress is, of necessity, on the comic concept in the sketch. That's no easy job week in and week out. . . . Fellow I know went for a can of beer during "Show of Shows" last week and missed 32 commercials. Looks to us as if the entertainment is beginning to get in the way. But, seriously, the superfluity of commercials is bad. . . . NBC and Martin & Lewis haven't heard the end of that empty theater satire in their TV preem yet. The rumblings from the movie industry are getting louder and you can watch for some fireworks to explode.



**YOU DON'T NEED  
\$1,000,000 TO DO  
RADIO RESEARCH**

## AUDIENCE COMPOSITION

Pulse now includes audience composition as part of its regular radio audience research. The number of listening homes to a program is only a part of the audience size index. Another part is the composition of the people listening to the program.

This composition is reported by the number of men, women, "teens" (12-18), and children (11 and under) listening per home.

If you were selling beer, which audience composition would you prefer?

	NUMBER PER 100 LISTENING HOMES			
	Men	Women	Teens	Children
Program A . . .	65	92	24	31
Program B . . .	82	99	18	11

This kind of radio research is reasonably priced. Yes, you don't need a million dollars to buy this.

Look for this column on the third Wednesday in October—October 18—for another example of Pulse research—reasonably priced for its clients.

## THE PULSE INCORPORATED

15 West 46th Street  
New York 19, N. Y.



**NEW BUSINESS**

WABD, New York: The Manufacturers Trust Company, Bristol-Myers, Inc., and the Elgin National Watch Company will air commercials for fifty-two weeks. Manufacturers Trust, through McCann-Erickson, Inc., will run through August 30, 1951, and be seen on Thursdays at 9:30 p.m. Bristol-Myers will sponsor one-minute announcements for their Ipana Tooth Paste on Fridays at 9:30 p.m., ending September 7, 1951. Doherty, Clifford and Shenfield Inc., placed the account. Elgin's contract for twenty-second announcements on Thursdays at 7:30 p.m. will start September 28 and ends September 29, 1951. J. Walter Thompson Company handled the account. The United Fruit Company, through Batten, Barton, Durstine and Osborne, Inc., will participate on "Kitchen Fare" for thirteen times starting with the September 20 telecast and ending on December 15. The five-minute program, film and live demonstration, will promote the company's bananas. Also through BBD&O, Penick and Ford Limited, Inc. will renew their one-minute announcements for My - T - Fine Chocolate Pudding on Tuesdays at 7:00 p.m., starting October 3 and ending on March 27, 1951.

Additional sales announced by Gallery included 60 one-minute and twenty-second spots for the P. Lorillard Company's Old Gold Cigarettes through Lennen & Mitchell, Inc., starting September 25 and concluding December 1; 13 one-minute announcements for the Croton Watch Company, Inc. on Fridays at 8:00 p.m., through the B. D. Lola Company, Inc.; 13 one-minute film participations by the Bisceglia Brothers Wines Corporation on Thursday evenings, through St. Georges & Keyes, Inc., starting September 28 through December 21; 39 twenty-second spots for the S. A. Schonbrunn and Company's Savarin Coffee on Wednesdays at 1:30 p.m. through Lawrence C. Gumbinner Advertising Agency, Inc. through June 6, 1951; 13 participations by Bayuk Cigars Incorporated on Thursday evenings ending on November 30 through the Neal D. Ivey Company.

WXGI, Richmond, Va.: Ruppert Brewing Company, through Biow Agency, has renewed heavy schedule of five half-hours, and 72 spots weekly, for 52 weeks. Reed's Millinery Shops, through Walter McCreery Agency, San Francisco, 24 spots weekly. Rockingham Clothes for Men, 30 spots weekly, 13 weeks. Five half-hours per week, starting October 2nd, through Marfree Advertising, Chicago, for White Cross Hospitalization. Contract placed with station by station rep, Martin J. McGeehan. New fall programming for the station includes: The Consumer Digest from 2-2:30 p.m., starting October 2nd. Program is being sponsored by Luckhardt Super

**Mitchell Joins Muzak Corp.  
As APS General Manager**

(Continued from Page 1)

headquarters and his new association was announced by H. E. Houghton, president of Muzak.

Mitchell's move came as a surprise to the trade. He resigned in a letter to Joseph H. McConnell, president of NBC, on Monday, after a month's association with the network sales organization. In resigning he is reported to have said that he sought an association which would give him more latitude in sales and promotion.

In announcing Mitchell's association with Muzak, president Houghton said: "With the APS library becoming a more and more integral part in the building of radio and television programs, I know 'Mitch' Mitchell will be invaluable in aiding broadcasters to create additional sales and greater profits."

Mitchell became director of BAB, a service of NAB, early in 1949 after having resigned the position of general manager of WTOP, CBS outlet in Washington. He had previously served the station as sales manager and sales promotion manager. Prior to entering radio in 1945 he had spent 12 years in the newspaper business as advertising and promotion executive posts.

Mitchell is widely known in

broadcaster circles for his work in the interest of BAB. During the past year he was billed at all NAB district meetings as giving "Mitch's Pitch," a sales promotion plan for radio.

Later as the director of BAB operations in New York he expanded his activities to the TV field. At the time of his BAB resignation two months ago an effort was made by broadcaster members of NAB to get him to reconsider and remain with BAB. He elected, however, to move over to the sales department of NBC.

**Ziv Acquires Studios  
For Coast Production**

(Continued from Page 1)

formerly the Enterprise Film lot in Hollywood.

The transaction involved \$100,000 in cash, plus "additional substantial sums" to be paid over the next five years. Ziv will take possession of the property on October 15 and begin active production of radio programs and television films on November 1.

The agreement allows the transcription company complete use of studio facilities, including sets, lights, wardrobe and makeup rooms, etc., as well as the administration building. The latter will be utilized by Ziv as the main office for the combined west coast operation of the company and its three affiliates: Ziv Television Programs, Inc.; World Broadcasting System, Inc., and Cisco Kid Productions, Inc.

**August Record Broken  
By Tele-tone Shipments**

(Continued from Page 1)

this figure represents the largest in Tele-tone's manufacturing history for radio and TV receivers sold and shipped to distributors and dealers in a one-month period.

Markets. Luncheon from the Cosmopolitan, sponsored by the Cosmopolitan Restaurants, will be aired from 12:30-1:00 p.m., effective October 2nd.

**CHICAGO**

By GINNY EVANS

SEPTEMBER 23rd broadcast of the "Gene Autry Show" will originate on CBS from Chicago.

Tito Guizar, Johnny Desmond, Cliff Norton and Dave Garroway are among the many radio personalities who will honor Morris B. Sachs at a testimonial dinner September 24th. Sachs was named "Man of the Year" by the Committee for the Development of Chicago Talent.

September 20th marks the beginning of the sixth season of broadcasting by the Chicago Symphony Orchestra over WCFL. The Chicago Title and Trust Company is the sponsor.

**MEET OUR BARNEY**



**TONIGHT**

**AT 9:30**

(EDT)

Tonight the whole nation will get a chance to discover what makes Barney Keep so popular in Portland! Barney will be guest disc jockey on Robert Q. Lewis' program.. the only one from Portland selected to date. Barney's regular KEX program (3:35-4:00 PM Monday through Friday) keeps winning more and more friends in the big Portland market. For participations, check KEX or Free & Peters.

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

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

## CBS Re-Aligns Sked For Sunday, Daytime

(Continued from Page 1)

network program structure and its individual programs."

Included among the major changes is the insertion of a half-hour recorded digest of Arthur Godfrey's weekly daytime shows at 4:30 p.m. The New York Philharmonic-Symphony Orchestra will be scheduled at an earlier time, from 1 to 2:30 p.m. The Philharmonic's concerts will be taped to eliminate stage waits and pauses, and shorten intermissions. Dimitri Mitropoulos will continue as conductor and musical director during the 28-week season which begins October 22.

Also on tap for the 1950-51 season is the addition of a group of late Sunday afternoon programs of broad family appeal. Besides Godfrey, they include "Escape," a prize-winning adventure program, "Make-Believe Town," which portrays life in fabulous Hollywood; and "Earn Your Vacation," audience participation program

The periods between 11:30 a.m. and 1 p.m., heretofore devoted to public affairs subjects, will embrace four news, news analysis and discussion programs of closely related significance.

The Sunday evening schedule remains intact with "Our Miss Brooks" leading off at 6:30 p.m., followed by Jack Benny, Amos 'n' Andy, Edgar Bergen, Red Skelton, "Meet Corliss Archer," Horace Heidt and the "Carnation Contented Hour."

## Will Expand Activities Of Col. Lecture Bureau

Plans to expand the Columbia Lecture Bureau's activities co-incident with new appointments, was announced yesterday by Arthur Judson, president.

Eastman Boomer, for many years associated with Judson in the concert business, has joined the Lecture Bureau as vice-president in charge of special attractions. Edna Giesen will continue as head of the bureau under the title of vice-president and managing director. Theodosia Wood, well-known throughout the lecture field, has been appointed sales manager.

**WRITER, DIRECTOR, PRODUCER SEEKS POSITION**  
as television production man in New York Agency or Network.

Seven years New York Theatre,  
Ten years radio (network and agency) experience.

Write RADIO DAILY, Box 174,  
1501 Broadway, N. Y. 18

## California Commentary

By IRV HAMLIN

● ● ● Ralph Edwards has found the perfect medium for his Truth Or Consequences, no doubt about that. What his fans missed in the past years audibly, he now makes up for visually. He's a master of quick wit, can handle the toughies easily, and now has the added protection of editing, which incidentally, was a bit rough on his first film. But that's a minor item. Edwards will add a sadly needed snap and zing, in other words, showmanship, to the medium of TV.

### Hollywood

● ● ● Marching bravely into the field is Lou Snader, who has unveiled a series of 3-3½-minute 35mm. shorts, designed to cover every conceivable musical taste in the nation. From King Cole to Welsley Tuttle is a big jump, but Snader, along with associates Duke Goldstone and Phil Moore has painstakingly invested in excellent production values, careful camera work, and top notch talent. Over 80 shorts are now in the cans, with something like 900 more to follow in the next year. If the remainder of production is on a par with those shown the press, Snader Telescriptions should prove a bonanza to TV stations throughout the nation.

● ● ● Bill Anson and KLAC-TV have called it a day, although Bill claims he was loaded with commercials, while other station personalities were having their difficulties. Don Feddersen's only comment has been to assign discer Bob McLaughlin to the late evening video spot with a show called "Midnight Jamboree," featuring guest talent. Anson, now free from a seven year pact (with options) from KLAC-TV, will probably switch to KTTV before too many weeks are gone. . . . Big Doings attend the 10th anniversary of the Society of Television Engineers at the Hollywood Roosevelt. FCC commissioner George Sterling, as guest of honor, giving the dope straight from the shoulder to assembled AM and TV brass.

● ● ● Now that the Waukegan Wit has finally been set for his four CBS-TV shows, we shall actually see the rebirth of good solid comedy action by a master at the game, a guy who has never forgotten his vaudeville maxims. No format as yet, but you can bet your bottom dollar he will not deviate too greatly from his AM format. . . . Mrs. Eleanor Roosevelt talked about son James over KTTV in an effort to boost his gubernatorial chances, Al Gordon of KFVB doing the interviewing. . . . LOP is back on the air after a summer hiatus. First guest was long-time favorite, Doris Day. . . . How many chimpanzees are now emoting on New York TV? Here, in normal, introverted L. A. we boast of two, owned body and soul by TV'ers. Jim Hawthorne and Bill Welsh both have been making the most of their new assistants, with no murmur from AFRA forthcoming.

● ● ● Margaret Whiting and her manager, Bill Burton have gone their separate ways after five years of association. . . . "Let George Do It" has been renewed for another year over KHJ-Don Lee Web of 45 stations, Bob Bailey still eating as "George." . . . Muzzy Marcellino (remember?) has been set as musical director on the "Life With Linkletter" show by John Guedel, thus adding new laurels to his fabulous career. This is the first time in many years Muzzy has settled down and forgotten about one nighters. . . . KFVB has given the American Legion a series of 15-minute periods for "American Legion Reports." . . . Fay Hammond, L. A. Times fashion expert recently returned from Paris, now tells L. A. video audiences what it's all about in Paris fashion circles, along with Jean Gray of KTTV. . . . Bob Hafter is now KNX morning program supervisor, and Frank Goss and his news will now be sponsored by Camels—Goss, that is, unless he is yanked back into the Air Force.

## RCA Hosts Cubans At N. Y. Luncheon

(Continued from Page 1)

will be in charge. Headquarters will be on the mezzanine floor of the Warwick Hotel and Later will represent the Cuban radio and TV interests in all commercial contacts here.

Tentative plans call for the opening of the TV station in Havana on October 5th. The date is to coincide with the opening of the baseball season there. In addition to operating the TV station, Union Radio has a network of 14 radio stations which covers the island.

Among the staff members of the Cuban operations who were guests at yesterday's RCA International luncheon were: Rene Molina, Mr. and Mrs. Rafael Ramirez, Mrs. Cuiqui Ponce de Leon, Miss Maruja Garcia, Carlos Robreno, Dr. Sara Rodriguez, Castor Vispo, Francois Bagner, Esteban Sainz Pujol, Miss Maria Julia Casanova, Juan Gonzalez Ramos and Oscar Hernandez. The New York representative of Union Radio, Irving Later, joined the group at the Savoy-Plaza as did several members of the Cuban press in the United States.

## Baking Firm on WBNS

Columbus, Ohio — Paul Davies Chevrolet will sponsor the series "Wes Fesler Talks Football," at 8 p.m. Friday on WBNS. Each week coach Fesler will discuss the progress of the Ohio State University team, review the previous week's game and look ahead to the next contest. Also taking part in the broadcast will be his chief assistants and scouts.

The broadcasts of the Buckeyes' nine-game schedule will be sponsored by the Omar Baking Co., with Bill Corley as play-by-play announcer and Irwin Johnson doing color commentary. The first game is Sept. 30.

**FLY UNITED'S**  
*Mainliner*  
*Strato cruiser*  
**TO HAWAII!**

**JUST 24½ HRS.**

On Oct. 9—the finest of all Strato-cruisers—direct to Hawaii from Los Angeles as well as San Francisco.

Connecting DC-6s from New York.

**UNITED AIR LINES**

## Durable Goods Study On TV Homes Issued

Based on a sample of 764 interviews and designed to reflect present TV ownership in the New York Metropolitan Area, Advertest Research has just released its special study on "Durable Goods in TV Homes." The survey is the fifth in the series released by the research firm and provides a solid base against which future studies in this category can be placed and inspective analyses made.

### Sample From N. Y. Area

The sample used is drawn from a radius of 50 miles around New York, with controls exercised as to distribution of interviews by area and economic groups, so that the total sample represents, as accurately as possible, TV ownership in the area. In addition, a quota control was placed so that the sample would be composed of home owners and renters in accordance with census estimates for the New York Area.

Objective of the study was to ascertain the following information regarding a series of durable goods categories.

1. Ownership of Goods.
2. Goods now owned purchased prior to TV ownership.
3. Goods now owned purchased since TV ownership.
4. Ownership by brands.
5. Goods now owned, purchased prior to TV ownership by brand.
6. Goods now owned, purchased since TV ownership by brand.

Interviewing was conducted during the first week of August, 1950, and it is planned that the same survey will be repeated next year.

The following categories of durable goods was selected for inclusion in the survey: air conditioning units, automatic dishwashers, automatic ironers, automobiles, home freezers, radios, refrigerators, vacuum cleaners, and washing machines. In addition, categories where infrequent purchases are the rule, were also covered.

In the survey, 42.3 per cent of the TV families have purchased at least one durable item since the set entered the home. At the same time 20.4 per cent of the families have purchased two or more durable goods.

The study further revealed that the 764 TV families now own 3,749 units of the above listed durables of which 14.5 per cent have been purchased since the TV set entered the home.

The study also shows an interesting change in leadership in the breakdown of ownership goods in purchases made before acquisition of a TV set and afterwards.

### Robert Hall Spots On WMCA

Robert Hall Clothes has begun sponsoring a heavy spot campaign over WMCA, New York. Firm will air 60 announcements weekly under a 52-week contract. Frank B. Sawdon, Inc., is the agency.

## ★ ★ TELE TOPICS ★ ★

**P**RESENTATION of Arthur Godfrey's "Talent Scouts" on CBS-TV Monday night using a kinescope recording was a good example of the shortcomings of kines as a substitute for live programming. The kine of the Godfrey show was necessitated by Arthur's absence in Florida where he took a Navy refresher course as a reserve officer. Main fault was the washed out appearance of Godfrey on close-ups and the same condition when featured artists appeared to present song numbers. It was evident, too, that in making this recording for delayed telecasting the show lacked the informality and flexibility of a live Godfrey program. One gained the impression that the artists were doing a recording job rather than entertaining a live studio audience. TV has a long way to go in improving the quality of kines and films if it expects to measure up to the standard of the movie theater screen.

### TODAY'S TV Personality:

**WALTER CRAIG**, vice-president in charge of radio and television for Benton & Bowles, Inc., N. Y., recalls with pleasure his role in "No No Nanette" in 1925 and likes to reminisce about the theater. Leaving show business, Craig became program director of the World Broadcasting System and left this company to form his own independent production firm. After eight as an independent producer,



Craig became radio director of Street & Finney and served in that capacity for two years. He then joined Ed Noble's station, WMCA, as program director and in 1942 became an executive of Benton & Bowles. The agency's current TV programming includes, "Mama," "Life Begins at Eighty," Robert Q. Lewis, a half-hour of "Show of Shows" and a new full hour musical show on NBC-TV for Procter & Gamble.

**BENJAMIN COHEN**, assistant secretary general of the U. N., and bridge expert Eli Culbertson meet Sunday night on CBS-TV's "People's Platform" for the third consecutive year to debate the issue: "Is the U. N. successful?" For the safety of the nation, the safety of CBS' reputation, and the future good health of those concerned, there can be but one answer. . . . Fred Robbins, ex-Baltimore lawyer who turned disk jockey over WITH, WINS, and WOV, now has a half-hour variety stanza over ABC-TV on which he's a video talent scout. Titled "The Robbins Nest," the show is sponsored by a lingerie company and gets under way on Sept. 29 (11:00 p.m.). . . . Video sets in the Baltimore coverage area now number 207,729, as of Sept. 1st., reports say. . . . 20,000,000 viewers are expected to be grabbed by DuMont's coverage of the Notre Dame games which will be telecast in 43 cities from Boston to Omaha, setting a record in cities linked on video.

**HENRY FONDA** will be emcee on the premiere telecast of ABC-TV's "Show-time, U.S.A." on Oct. 1st (7:30 p.m.); while the first-lady of the B'way Blue Book, Helen Hayes, ushers in Carol Channing, Grace and Paul Hartman, and Alec Templeton to round out the cast. . . . Ivy League football kicks off on NBC-TV on Sept. 30 (1:45 p.m.) with the coverage of the Princeton-Williams game, followed on Oct. 7 by Harvard-Columbia. . . . Eugene Jones, one of the Jones twins, ace photos for NBC-TV in Korea, has been hospitalized aboard a Navy hospital ship, suffering from a shrapnel wound incurred during the initial Marine landing. . . . After a year's run to iron out the kinks, "Mr. I. Magination" will have a sponsor in the control booth Sunday night (CBS-TV, 6:30 p.m.), Nestle's Chocolate. . . . Aristidi Sigismondi, veteran actor-vaudevillian who's now playing on WPIX's "Leave It To Papa" every Thursday, has a son doing well on video too, singer Alan Dale. . . . Workmen on the Empire State Building tele tower have now completed the base for the new antenna to be used by five stations.

**CHICO MARX** tele vehicle over ABC-TV has been renamed "The College Bowl" as a switch from "The Sugar Bowl." Chico tees off on Oct. 2, 9:00 p.m. . . . Ezra Stone and Lester Hammell (who's been with the Wm. Morris Agency for 20 years) will soon be producing video shows for sale through Wm. Morris. . . . Old Spice Shave Cream and Guild Wine are bankrolling two quarter-hour stanzas of sports chatter before and after CBS-TV's selected Columbia, Army, and Navy home football games on Saturdays, effective Sept. 30. Curt Gowdy does the gabbing. . . . Ernie Simon, the curbstone cut-up of WENR-TV, ushers in a new variety show tomorrow night (10:30 p.m., CDT) titled "Simply Simon." . . . Franklin Pulaski, who left the "TV Telephone Game" after 164 shows, is now in rehearsal for one of the DuMont daytime shows. . . . Joe DiMaggio's tele show on NBC, "Lionel Clubhouse," will have the slugger answering queries on "the best way to grip the bat" and "the safest way to slide"—which should draw as much heated dispute among the experts as among the kiddies. Debut is Saturday, 5:30-5:45 p.m.

## NAB Regional Okays Sales Promotion Unit

(Continued from Page 1)

the five-man board committee which drew up the plan for the new organization.

Gilmore Nunn, president of the Nunn Stations, Lexington, Ky., presided at the session in his capacity as director for the Seventh District.

James D. Shouse, Crosley board chairman and NAB director-at-large representing large stations, opened the session yesterday by reminding broadcasters of their "great responsibilities in these critical times."

Recalling that his station, WLW, had paid more than \$100,000 to NAB over the years, Shouse said:

"Sometimes we in broadcasting wonder why we support a trade association? But on sober reflection, we find it is often the intangibles and the imponderables that most specifically justify an association. I know this—that today WLW is still able to pay its dues and will continue to do so; that it is a free radio station in our economy, just as your stations are free."

### Praises Association

Shouse appealed to non-members present at the session to consider joining the association and "placing their influence and economic aid in the ranks with other broadcasters supporting NAB."

Shouse introduced Robert Burton, BMI vice-president, who reported on the present status of that organization.

Burton was followed by Robert K. Richards, NAB public affairs director, who presented a 40-minute membership sales film prepared by his department.

Justin Miller, NAB president, opened the Monday afternoon session with a report on activities of the headquarters staff, followed by a detailed analysis of the defense situation as it affects American broadcasting.

NAB's Richard P. Doherty, director of employee-employer relations, concluded Monday's session.

Lee Hart, assistant director of BAB, which will be replaced by the projected independent sales organization, told the delegates Tuesday about current NAB sales aids for use of members and pledged "continuing services of the bureau which have proved so helpful to members during the last two years."

Charles Batson, NAB's TV director, conducted a seminar on TV during the morning.

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## COAST-TO-COAST

## WICC Special Farewell Event

Bridgeport, Conn. — The special events crew of WICC will cover the departure of the first local inductees to the Armed Forces when the men leave September 20th. On hand for the event will be Mayor Jasper McLevy, Selectman Harry B. Flood of Stratford, and Selectman Demill Kinnie of Fairfield. Superintendent John A. Lyddy is arranging for the local Police Drum Corps to supply the martial music. Representatives of Veterans of Foreign Wars and the American Legion of this city, Fairfield and Stratford also will lend their support. John Montgomery, WICC's chief announcer and Jim Evans, program director, will arrange interviews with city and town officials and the inductees from their respective districts.

## WCCO Promotes Woodbury

Minneapolis, Minn. — Robert E. Woodbury has been named WCCO sales service manager, it was announced by Gene Wilkey, general manager of the station. Woodbury joined the station in 1936 as a page boy and was promoted to his present position after working as commercial editor and traffic manager.

## Pressmen Views Aired On WMID

Atlantic City, N. J. — Newsmen and photographers from all over the country aired their views on the Miss America Pageant over WMID on a week-long series of special pageant programs titled "Pageant Press Party." The programs were moderated by Don Rich. Among reporters and lensmen on the show were Harold Anderson, Dean of Pageant Reporters; Jack Botkin, AP photo editor; Dale Betke, Tulsa, Okla., World; Lois Fagan, Harrisburg, News-Patriot; Ronnie Van Tine, Phila. Bulletin; Jerry Foley, Memphis Press Scimitar; Ed Jerry, Acme Telephotos; Sonny Gottlieb, INP; Jack Blum, Paramount News-reel; Reese Smith, INS; Joe Grossman, London Ont., Times; Carlo Sardella, Atlantic City Tribune, and others.

## Bud Riser Inducted

Crewe, Va.—Clarence "Bud" Riser, commercial representative for the Southern Virginia Regional Stations, WSVS and WSVS-FM, has been called to active duty with the Headquarters of the Virginia Military District in Richmond. Riser was a member of the Army Reserve.

## Ted Work On WINX Staff

Washington, D. C.—Ted Work has joined the WINX announcing staff. Ted was formerly associated with WEAM in Arlington and was sports director at WTPR, Paris, Tennessee. At WINX Ted will share the honors on the daily "Bandstand" show and will act as Mister Sandman on the Sunday night feature "Dreamland."

## ★★ RECORDS ON PARADE ★★

By TED PERSONS

RADIO DAILY'S "Jockey Jury" scans the brand-new record releases and picks those most likely to succeed.

## MARTIN BLOCK, WNEW, New York, N. Y.

- "Can Anyone Explain?" Ella Fitzgerald-Louis Armstrong (Decca)
- "I'm Afraid To Love You," Kay Armen (London)
- "Goofus," Les Paul (Capitol)
- "Life Is So Peculiar," Andrews Sisters-Bing Crosby (Decca)
- "The Tubby The Tuba Song," Danny Kaye (Decca)
- "Dear Little Boy Of Mine," Sinatra (Columbia)
- "I'm Forever Blowing Bubbles," Gordon Jenkins-Artie Shaw (Decca)
- "A Load Of Hay," Doris Day (Columbia)
- "Molasses, Molasses," Lenny Carson and the Whiz Kids (Discovery)
- "I'll Build A Dream House," Vera Lynn (London)

## SKITCH HENDERSON, WNBC, New York, N. Y.

- "Dear Little Boy Of Mine," Frank Sinatra (Columbia)
- "Wobblin' Goblin," Rosemary Clooney (Columbia)
- "A Rainy Day Refrain," Mindy Carson (RCA Victor)
- "Patricia," Perry Como (RCA Victor)
- "Life Is So Peculiar," Andrews Sisters-Bing Crosby (Decca)
- "Molasses Molasses," Lenny Carson (Discovery)
- "Organ Grinder's Swing," Sy Oliver (Decca)
- "Do I Worry," Russ Morgan (Decca)
- "I'm Forever Blowing Bubbles," Gordon Jenkins-Artie Shaw (Decca)
- "Look For The Rainbow," Fran Warren (RCA Victor)

## ERNIE SIMON, WJJD, Chicago, Ill.

- "Home," Nat "King" Cole (Capitol)
- "Show Me The Way To Get Out Of This World," Peggy Lee (Capitol)
- "Watchin' The Trains Go By," Perry Como (RCA Victor)
- "Cincinnati Dancing Pig," Red Foley (Decca)
- "Orange Colored Sky," Nat "King" Cole (Capitol)
- "The Red We Want Is The Red We've Got," Ralph Flanagan (RCA Victor)
- "Our Lady Of Fatima," Kitty Kallen-Richard Hayes (Mercury)
- "Let's Do It Again," Margaret Whiting (Capitol)
- "I'm Forever Blowing Bubbles," Gordon Jenkins-Artie Shaw (Decca)
- "You've Got Me Crying Again," Billy Eckstine (M-G-M)

## JERRY STRONG, WINX, Washington, D. C.

- "I'm Forever Blowing Bubbles," Gordon Jenkins-Artie Shaw (Decca)
- "Thinking Of You," Martha Tilton (Coral)
- "Life Is So Peculiar," Andrews Sisters-Bing Crosby (Decca)
- "Mr. Touchdown U.S.A.," Hugo Winterhalter (RCA Victor)
- "This Is My Country," Vaughn Monroe (RCA Victor)
- "Watchin' The Trains Go By," Perry Como (RCA Victor)
- "In My Arms," Mitch Miller (Columbia)
- "A Load Of Hay," Doris Day (Columbia)
- "Powder and Paint," Tommy Tucker (M-G-M)
- "Four Twenty A. M.," Bill Farrell (M-G-M)

**PRESSING BUSINESS:** The Sept. 28th stanza of the "Robert Q. Lewis Show" on CBS will be quite an occasion because participating will be Edward Wallerstein, president of Columbia Records which sponsors the show, and Andre Kostelanetz, who has sold more than 20,000,000 records on the Columbia label. . . . RCA Victor is launching an all-out "45" promotion drive via its new radio program, "The \$64 Question," the "Kukla, Fran and Ollie" teevee show (which it sponsors Monday and Friday nights), newspaper and magazine advertising, and its own dealer publication, "Good News." The big heave is designed to establish "45" as the standard of the industry. . . . Milton R. Rackmil, Decca Record prexy, announces agreement with Rogers Majestic Radio Corp. of Toronto whereby the latter will handle distribution of Coral and Brunswick records throughout Canada. . . . Mercury Records is waxing mercurial over the "new" Eddy Howard sound on "I'm Forever Blowing Bubbles." . . . Billy Eckstine and George Shearing will make their joint appearance in New York at Carnegie Hall on Nov. 11th. . . . The managers of Loew's Theaters in those towns where M-G-M's star twosome are scheduled to appear are pitching in to help the local distributors and dealers promote the sale of Eckstine and Shearing records. M-G-M exploitation men in the area are helping too. . . . Eileen Wilson and Don Cherry duet on a couple of sides just cut for Decca. . . . Watch for an out-of-this-world Crosby version of "Harbor Lights." . . . Sophie Tucker spent yesterday making several recordings for Mercury.

## BEHIND THE MIKE

**D**UNCAN RENALDO and Leo Carillo setting up a big tour to help promote "Cisco Kid" TV series, in which they co-star.

World Broadcasting System's "Forward America" rated an "Award of Merit" from the V.F.W.

The jive bombers have discovered Ben Harriman's new Aquarium Cafe in the Somerset Hotel.

G. A. C. has signed Milo Boulton and his "Original Animal Hour" TV show. Two candy sponsors are bidding for the series.

Gordon MacRae made 17 appearances on disc jockey shows in the Met area during his 3-week stint at the Strand.

Doris Day cancelled her vacation plans at the last minute. She was due to fly to N. Y. this week.

Sammy Kaye has established a perpetual golf putting trophy for Tin Pan Alleyites which was won this year by Murray Luth, professional manager of Paramount Music.

Guy Lombardo inked the 3 Cavaliers to a long-term pact for his East Point House Restaurant.

Elliot Lawrence buzzed back into N. Y. after a two-month road trip.

Margaret Phelen spent over \$3,000 on her wardrobe for her St. Regis engagement.

Al Helfer is inaugurating his "Game of the Week" football coverage via Mutual on Sept. 23rd when he will sportscast the game between Oregon State and Michigan State at East Lansing, Mich.

Bert Knapp has started a new Sports Roundup series on WMCA twice daily—at 7:30 in the morning and 11:05 at nite, Monday through Friday. All periods are sponsored by Simon Ackerman.

Mrs. C. S. Eythe, of Mars, Pa., mother of screen star, Bill Eythe, is a Tello Test fan and her interest paid off when KDKA Tello Tester, Bob Powell, called her to ask "What is the city of magnificent distances?" She replied, "Washington, D. C." and received a check for \$175.

Maria Dorn, the alluring newcomer in TV, will appear on "Detective's Wife" as the heavy.

The Weather Seal "Sports Page," a new 10-minute TV show, starts on WPIX this week. Guy Lebow heads the festivities which consist of late ball scores, interviews and sports predictions.

## Gallaher, Washington D-J, Signs Also For Baltimore

Washington — Eddie Gallaher, Washington disc jockey, has signed an additional contract that will give him more than seven hours weekly on WITH, Baltimore.

The new Gallaher series, which starts immediately in the Maryland metropolis, will be heard from noon to 1:15 p.m. daily and will take to the air with an initial list of more than 25 commercial clients, many of which are the same ones who sponsor him in Washington.

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New York, 19

# RADIO TELEVISION DAILY

SPONSORS  
BUSINESS  
AGENCIES

VOL. 53, NO. 24

NEW YORK, FRIDAY, NOVEMBER 3, 1950

TEN CENTS

## PUERTO RICO RADIO AIDS GOVERNMENT

### Pittsburgh Sales High Despite Printer Strike

#### Radio Seen Factor In Maintaining Biz Level

Pittsburgh — A survey of statistics released yesterday by the University of Pittsburgh's Bureau of Business Research, and the Federal Reserve Bank of Cleveland, reveals that business activity in Pittsburgh continues at a high pace despite a month-old strike that has shut down

(Continued on Page 7)

#### Technical Savvy Vital In Talking UHF—Coy

Washington Bureau of RADIO DAILY  
Washington — Through its chairman, Wayne Coy, the FCC yesterday told a broadcaster it wasn't interested in how broadcasters feel about proposed allocations of TV in the UHF unless they happened to be engineers or propagation experts. Charles E. Denny, general manager

(Continued on Page 7)

#### Cassidy Leaving Crosley To Join New York Firm

Cincinnati — James J. Cassidy, public relations director of Crosley Broadcasting Corporation, is leaving Cincinnati to join the firm of Hill and Knowlton, Inc., public relations counsel, in New York late this month.

Among other responsibilities in his

(Continued on Page 2)

#### Lomax To Preside

Stan Lomax, WOR sportscaster, has been selected to be at ceremonies to inaugurate the football Hall of Fame activities tomorrow at New Brunswick. Ceremonies will take place between the halves of the Rutgers-Brown game with Lomax introducing All-America players, past and present. Admiral Halsey will start the proceedings.

#### Stations Join To Sell Radio

Worcester, Mass.—All Worcester stations have joined forces to remind the public of radio's many plus's. Station managers Bill Sweeney of WAAB, John Hurley of WNEB, Mildred Stanton of WORC and E. E. Hill of WTAG met last week, and set up a two-month campaign to promote radio's outstanding programs and its many advantages as an entertainment and informational service in the home. The campaign's theme will be hung on the slogan: "Radios . . . Like Windows . . . Should Brighten Every Room in Your Home."

#### Color TV's Effect On Styles Forecast

With color television just around the corner, the new medium may completely revolutionize the fashion picture, according to a statement made yesterday by Murray Sices, distinguished designer, on behalf of the women's clothing industry.

At a press meeting held in the Waldorf-Astoria, yesterday, Sices said: "Color TV will invest entertainers with the status of teachers and result in 50 per cent of America's women being better dressed than ever before in history." He

(Continued on Page 5)

#### Radio's 30th Anniversary To Be Saluted On NBC

Radio's thirtieth anniversary will be saluted on NBC's "Voices and Events" program, Sunday, Nov. 5. The show is presented over WNBC at 1:00 p.m. and heard an hour earlier over the rest of the network. Highlighting the program will be

(Continued on Page 2)

#### Truman To Broadcast On Radio And TV

President Harry S. Truman's political address tomorrow will be carried over one of the largest radio and television hookups in history, according to the Democratic National Committee. The President will speak before a party rally in the Kiel Municipal Auditorium, St. Louis, Mo., at 10 p.m., Saturday.

His broadcast will be aired over the four major radio networks and the television networks of ABC, CBS, NBC and DuMont. Nearly 1,200 radio stations and 76 TV outlets, in-

(Continued on Page 2)

#### Weiss Asks And Receives Release From Lee Duties

West Coast Bureau of RADIO DAILY  
Los Angeles—Lewis Allen Weiss has asked for and obtained immediate release from his Thomas S. Lee Enterprise duties. Following an extended vacation, he will screen several high radio and Government jobs that have been offered him.

### Murphy Discusses Color-TV Before Radio Executives Club

Adrian Murphy, vice-president of CBS in charge of television, took occasion at a luncheon meeting of the Radio Executives Club of New York at the Waldorf-Astoria yesterday to clear up "misconceptions" about the CBS color system and their plans to launch it commercially on November 20th.

During his talk Murphy revealed that public demonstrations of color-TV will be launched in New York

soon and that already there was much sponsor interest in utilizing the new system. He forecast that the three-judge panel meeting in Chicago on the RCA injunction proceedings to stop the FCC from putting into effect the color-TV order on November 20th would probably result in an unfavorable decision for RCA.

Murphy enumerated several mis-

(Continued on Page 2)

#### Stations Standby To Assist Nation During Revolt

(By Staff Correspondent)

San Juan, P. R. — Puerto Rican radio came to the aid of Governor Luis Munoz Marin and his government the past few days in the abortive revolt staged by the Nationalists and by putting their facilities at the disposal of government agencies performed a great public service. The

(Continued on Page 5)

#### NBC Names Cassidy As News Director

Appointment of Henry C. Cassidy as director of NBC's radio news and special events department was announced yesterday by Charles R. Denny, executive vice-president of the network. The appointment is effective immediately.

Post to which Cassidy has been appointed became vacant when

(Continued on Page 5)

#### Gillette Will Sponsor Army-Navy Game On MBS

The Army-Navy football classic will be broadcast over the Mutual network for the fourth successive year under the sponsorship of the Gillette Safety Razor Company, it was announced yesterday.

The game is scheduled for Saturday.

(Continued on Page 2)

#### Will Sponsor Game

The National Professional Championship Football Game will be broadcast by ABC network on Sunday, Dec. 17, sponsored by General Mills, Inc., and the Wilson Sporting Goods Company. In the event of a tie in the league standing at the end of the regular season, the title game will be played and broadcast on Sunday, Dec. 24.



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FINANCIAL

(November 2)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Stock Name, Bid, Asked

OVER THE COUNTER

Table with columns: Stock Name, Bid, Asked

Gillette Will Sponsor Army-Navy Game On MBS

(Continued from Page 1)

day, Dec. 2, from the Municipal Stadium in Philadelphia. Mutual will take to the air at 1:15 p.m., EST, 15-minutes prior to the kick-off.

Maxon, Inc. is the advertising agency for Gillette.

KGW PORTLAND OREGON advertisement with logo and text: THE ONLY STATION THAT ACTUALLY DELIVERS COMPREHENSIVE COVERAGE OF THE STATE'S FASTEST-GROWING MARKET

Murphy Discusses Color-TV Before Radio Executives Club

(Continued from Page 1)

conceptions about color-TV and answered them. He said that in response to reports that color costs would be prohibitive, the production costs would be about the same as black and white. In answer to a statement that color-TV transmissions would be limited to CBS stations, Murphy said that other stations would receive the service as the market expands.

The CBS spokesman said that the color system could use the all-electronic tri-color tube when such a tube is available. Discussing transmitters, he explained that present day black and white transmitters could be used for the transmission of color without alterations.

Characterizing those for and against color as "embracers and rock throwers," Murphy said that the CBS color system "cannot be

killed or shelved." He said that the FCC order proclaiming the CBS system commercially acceptable left "the door only ajar" to those who could contribute something in the way of refinements to the system.

The color-TV session at REC brought out a turnaway luncheon crowd. During a question and answer period, guests were invited to ask color questions of the speaker. Among the interested observers was Goar Mestre, president of CMQ, Havana, who is about to launch a TV station in Cuba. He was introduced as a guest of honor by President Robert Saudek. The REC president, incidentally, proved to be a humorist as he characterized Murphy as the inventor of "the wheel" and Peter Goldmark as the discoverer of the three basic colors, red, blue and green.

Cassidy Leaving Crosley To Join New York Firm

(Continued from Page 1)

new post, Cassidy will have duties associated with AVCO Manufacturing Corporation. The latter is the parent company of Crosley Broadcasting Corporation.

Cassidy is the husband of Rita Hackett, widely known Cincinnati Post columnist and WLW television star, who formerly was executive secretary of the Cincinnati Foreign Policy Association. Mrs. Cassidy and their children, Claudia and James, Jr. will join Cassidy in New York later.

Joined Crosley in 1938

Cassidy joined Crosley broadcasting as a writer in 1938. He was successively special events director, director of international broadcasts and, during 1944-45, a war correspondent for WLW and later NBC.



CASSIDY

Truman To Broadcast On Both Radio And TV

(Continued from Page 1)

cluding some independents, will carry Mr. Truman's speech.

The cost for this nation-wide radio and TV hookup was estimated at more than \$100,000 by William M. Boyle, Jr., chairman of the Democratic National Committee.

Stassen Will Reply

At 10:30 p.m., EST, immediately following the President's address, Harold Stassen will be heard over the Mutual network in a rebuttal to Mr. Truman's remarks. Stassen's speech, sponsored by the Republican National Committee, will necessarily be ad-lib.

Radio's 30th Anniversary To Be Saluted On NBC

(Continued from Page 1)

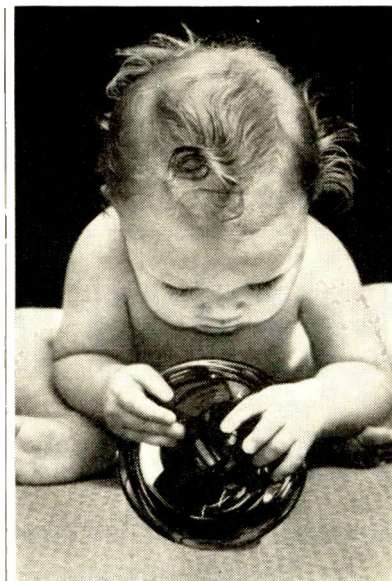
the voice of Guglielmo Marconi, father of wireless. Also Fred Allen, describing the first radio listener and Clem McCarthy, calling the 1929 Kentucky Derby, will be included on the show.

Special Election Round-Up

A political round-up discussion, with top NBC commentators contributing to the program, will be aired tonight over the network from 10:45-11:00 p.m.

Robert Trout will emcee the special program on which H. V. Kaltenborn will outline the major issues. W. W. Chaplin will discuss the Ohio Senatorial contest while Morgan Beatty will comment on other Senatorial races.

Richard Harkness will handle news of the gubernatorial races while Ray Henley and Ned Brooks will fill-in on the various hot-spots of the House of Representatives races.



"Let's have a meeting of the Plans Board"

"Just a minute till I get through gazing into my crystal ball and I'll be all set for a big conference. We want to discuss the radio situation in Baltimore."

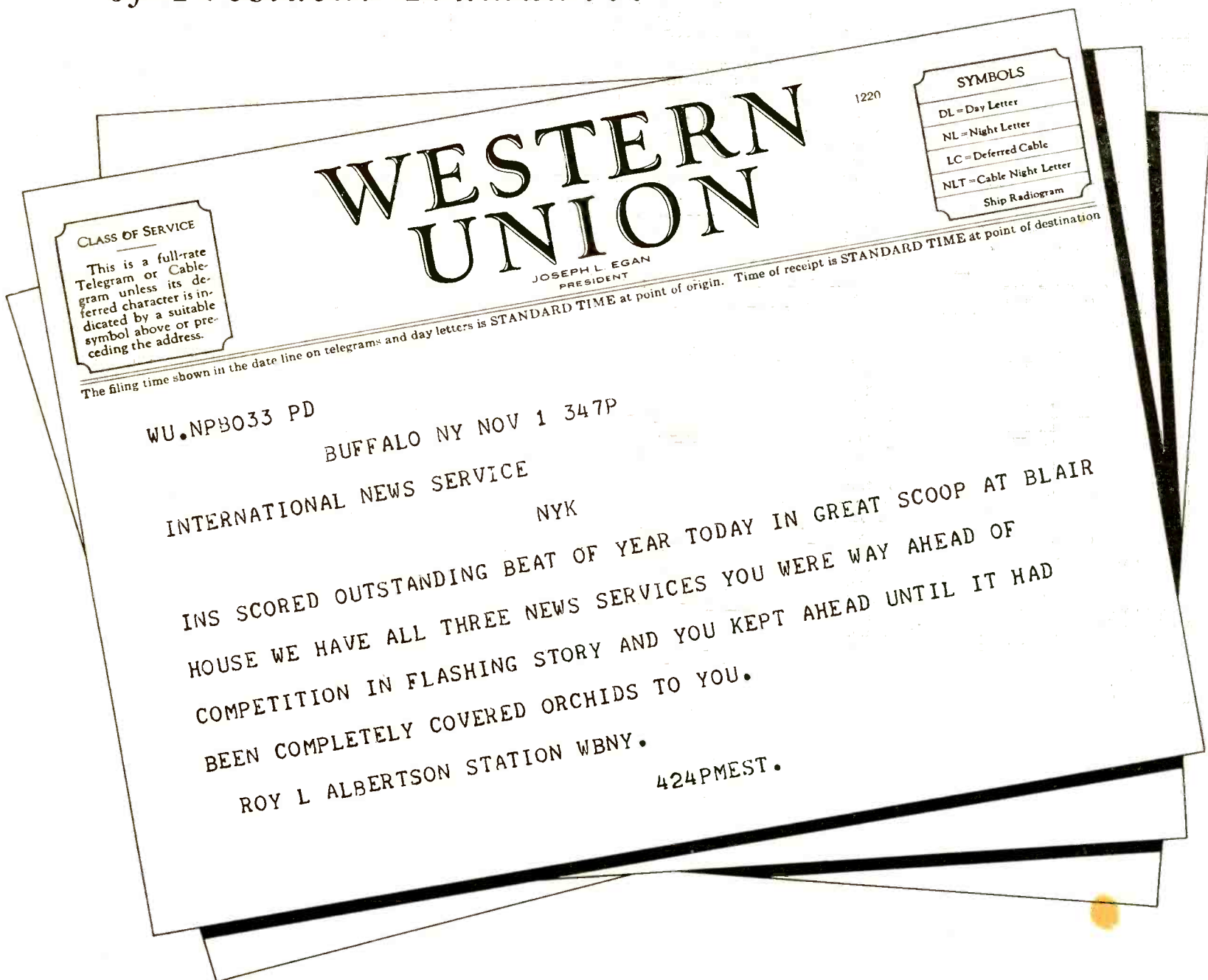
O.K., buddy! Mind if we sit in to give you a few fast facts about W-I-T-H, the BIG independent in this rich market with the BIG audience.

W-I-T-H delivers more listeners-per-dollar than any other station in town. That means low-cost results. That means that small appropriations accomplish big results on W-I-T-H.

For the whole W-I-T-H story call your Headley-Reed man today.

W-I-T-H Baltimore 3, Maryland advertisement with logo and text: TOM TINSLEY, President Represented by Headley-Reed

*The first of many messages  
to INS on its coverage of  
the attempted assassination  
of President Truman...*



**INTERNATIONAL NEWS SERVICE**

## CHICAGO

**HARRY CREIGHTON** recently elected president of the Chicago Sports Broadcasters Association. Harry is a staff announcer and sportscaster on WGN-TV. Other officers for the coming year are Bob Finnegan, vice-president, and Chuck Wiley, secretary-treasurer.

"The West Winds," a quartet composed of two men and two women, has been added to the Wednesday segment of the "Two Ton Baker Show." The group does background music for Dick's songs.

Carl Russell, film director at WBKB, is the latest to be called to the service. He will be replaced by George Rice.

The producer probably won't agree with this, but Hank Sylvern is under the impression that the "Borden Music Bowl" isn't a package. He thinks it's a container.

And Sam Cowling says, "The reason they call a cold a cold is because when you have one, you're not so hot."

Passing through town: Herbert Marshall, Clifton Webb, Buster Keaton, Jimmy Fidler, Danny Thomas and Marie McDonald.

### New York Stations Sked Symphony Music Sundays

Two New York stations, WNEW and WQXR, have scheduled symphonic record programs in the identical Sunday afternoon time period formerly occupied on CBS by the New York Philharmonic Symphony Orchestra. The Philharmonic held down the 3 to 4:30 p.m. spot for many years before being cancelled by the network recently.

Both stations are reported vying for the long-hair audience built up by the CBS broadcasts.

WNEW last Sunday debuted Benny Goodman in a classical music record show, "Symphony at WNEW—with Benny Goodman." The program is aired from 3 to 4:15 p.m. A spokesman for WNEW called the Goodman show a radical departure for the station, which for years has made its money from pop tunes disc jockey shows.

WQXR, New York's serious music station, has inserted a two-hour symphonic record series, "The Sunday Symphony," in the 3:05 to 5 p.m. time period. The show, which premieres November 5, will be aired at this time every week except the second Sunday of the month when it will be cut to 4:05 to 5 p.m. "The Opera House," which formerly occupied this spot, has been shifted to 8:05 p.m. Sundays.

### CHRISTMAS SHOWS

#### Jump Jump of Holiday House

25 quarter-hour transcribed radio shows for 5-a-week programming. The Kids love them!

HARRY S. GOODMAN PRODUCTIONS  
19 E. 53rd St., N. Y. C., PLaza 5-6131



By SID WHITE

### Man About Manhattan. . . !

● ● ● **FRIDAY-DREAMING:** As the result of Margaret Truman's click on "Toast of the Town" Sunday nite, one of the nation's top charities (March of Dimes) will sound out the Pres. and Margaret on making an album of records, with HST as the accompanist, natch. (Incidentally, for the It Could Only Happen Here Dep't: Maggie making her TV debut on the program of Dewey-boosting Ed Sullivan). . . . Doug Fairbanks, Jr., believes the time is ripe for intelligent film TV fare, so he's gotten together with Sol Lesser to form a Shakespearian film company in England to turn out a series of the Bard's top plays which will be condensed to a 30-minute showing time. They hope to screen the first one by Jan. 14th. . . . Stanley Kramer, in town to launch "Cyrano de Bergerac," will see what TV has to offer in the way of leading men. Confidentially, he's looking for another Kirk Douglas, gentleman. . . . Eddie Sutherland is the likeliest choice for the directing chores on that upcoming Cecil B. DeMille TV'er. . . . "Meet the Press" has invited Vishinsky to appear before its reporter panel. . . . This has nothing to do with radio or TV, but what'll you bet that Ralph Kiner won't be with Pittsburgh next season? . . . Harvey Stone sez those slicers being peddled on TV programs evidently can cut anything but the boring commercials.

☆ ☆ ☆ ☆

● ● ● Most sensational appearance of a new radio performer in years is Kay Armen's current stint at the Oriental Theater in Chicago. On a 2-week leave of absence from "Stop the Music," she has already fractured every house record at the theater and reinstated the 6-a-day Sunday schedule. Incidentally, if you wanna hear the versatile Armen do a number you won't hear her do on the air, get her London record of "I Got Misery." It's only the best blues number we've heard in 10 years.

☆ ☆ ☆ ☆

● ● ● **AROUND TOWN:** With the Boston Red Sox and Braves splitting their radio and TV, and with Jim Britt casting his lot with the latter, the Bosox are shopping around for a new No. 1 boy to call the plays. . . . Wonder if the WOR program brass knows that one of their ace cameramen, Ralph Files, is a sensational pianist. (Used to be with the Polka Dots). . . . Watch for Jack Lacy to get a TV build-up a la Dave Garraway. . . . Ironic that Guy Lebow, who became known as "Mr. Hockey of TV and radio," after announcing the Rangers for 7 consecutive years, isn't handling the chore this year. Lebow's new book, "The Hockey Scene" not only received official sanction from the League, but also has a chapter contributed by League Prexy Clarence Campbell, who terms the book "the best ever done by an American." . . . That Bernie Green symphony, which he introduced on "Paul Whiteman Presents" via WJZ the other nite took him 6 months to write. It's been ready for a year now, but this was the first chance he's had to get it played. . . . Social-author Babs Lee tabs Mrs. Eleanor Roosevelt among the "world's most fascinating women" in her new tome, "ABC's of Beauty." . . . Milton Berle hasn't enuf on his mind. Now he's bought into Harry Delmar's "So This Is Brooklyn," which will have Cathy Mastice among its stars.

☆ ☆ ☆ ☆

● ● ● NBC's "The Big Show," which preems Sunday nite with Tallulah Bankhead as mistress of ceremonies, will feature film segments weekly. This week, it will offer scenes from "Cyrano de Bergerac" with Jose Ferrer, and on Nov. 12th, the Warner film, "Breakthrough," which features David Brian, Frank Lovejoy and John Agar, will be previewed. Latter pic is based on World War II theme and Normandy beach-head. Incidentally, Ed Herlihy has been signed as announcer of "The Big Show."

## AGENCIES

**RICHARD DANA**, radio writer, has joined the radio and television department of Young & Rubicam, Inc. He will assist vice-president David Levy in developing of new radio and TV personalities and program ideas.

**DONALD BILLSTONE**, formerly with Benton & Bowles, Inc., has joined McCann-Erickson, Inc., as an account executive.

**HUGH D. LAVERY** has joined C. J. LaRoche & Company, Inc., in an executive capacity. He was formerly with McCann-Erickson, Inc.

**LORELEI LEWIS**, formerly assistant director at WPIX, New York, has joined McGraw Associates, TV and radio package producers.

**LEE EISLER AND JOSEPH SACCO** have joined the copy department at Geyer, Newell & Ganger, Inc. Eisler was formerly with Grey Advertising Agency, Inc., and Sacco previously served with L. C. Gumbinner, Inc.

**THE ADVERTISING COUNCIL, INC.** of New York, was host yesterday to 15 labor and management executives from Denmark, here on a two-month tour of the United States. The Danish group saw a presentation of public service advertising and presentations of four Council campaigns: American Economic System, American Heritage, Better Schools and Group Prejudice.

**MAURICE M. GOLDBERGER** has resigned as assistant advertising manager of Bulova Watch Company to open his own sales promotion and advertising consultant agency, Gramercy Advertising Company, Inc., 30 Rockefeller Plaza, New York.

### Heads McNeill Enterprises

Chicago—Ralph A. Bergsten, executive of a Chicago advertising company, has been named vice-president and general manager of Don McNeill Enterprises, Inc., it has been announced. He will begin his new duties Nov. 6.

In making the announcement, McNeill said: "Bergsten will be responsible for the administration and development of our radio, television, publication and mailing service enterprises. In keeping with our new plans we are moving from the Merchandise Mart on December 1 to larger offices in the Civic Opera Building."

### TIME BUYER

Knows markets, Stations, Station managers, not by books but personal contacts. Exceptional background. Good references. A woman who knows good buys. Seeks position in New York Market. Write  
Box No. 192, RADIO DAILY  
1501 Broadway New York 18, N. Y.



### Color TV's Effect On Styles Forecast

(Continued from Page 1)

went on to explain that styles and trends clearly shown through the medium of color TV will be quickly adopted by the consuming public and will result in a complete change in the buying habits of the American woman.

At the meeting, Sices revealed that telegrams inviting the country's outstanding textile manufacturers and accessory companies have been sent for a conference to be held next Thursday, Nov. 9, at which Frank Stanton, president of CBS will be present, to give the group a basic understanding of the problems with which they will have to cope when color TV becomes a reality.

Enlarging on the theme, Sices said that the clothing industry was caught unprepared by the FCC's color decision, and that while many designers and manufacturers have already discarded black and white TV as a medium for influencing the buying public, the color TV announcement precipitated realization that now video will be as tremendous an influence on consumer demand in the fashion field as it already is in the field of household appliances.

In conclusion, Sices revealed that he is forming a committee of designers, manufacturers, textile people and dye makers, who, with color TV experts, will conduct immediate tests to see which of the existing colors are shown to greatest advantage on the television screen.

### Puerto Rico Radio Industry Aids Nation In Emergency

(Continued from Page 1)

stations in San Juan, Ponce, and other island communities remained on a 24-hour-a-day schedule from the first incident of the revolution and yesterday had all their staffs

censed at the outrageous act on the part of fanatical Puerto Rican Nationals.

#### Campos Surrender Covered

The other incident which brought all stations on the air early Tuesday morning was the surrender of Albeza Campos, the Nationalist leader, at his barricaded home in the city of San Juan at 3.30 a.m. Campos was arrested by the police and Federal government agents and will probably be charged with murder.

#### Lauds Broadcasters

Tomas Muniz, president of the Puerto Rican Broadcasters Association and general manager of WIPR, joined with others in praising the patriotic public service attitude of the broadcasters in the emergency. He said that the stations through their devotion to government at this time proved their allegiance in an emergency and justified their position in private enterprise on the island. He added that the Governor had commended all radio stations for their patriotic service.

The attitude of Muniz was shared by Jose Ramon Quinones, president of WAPA, communications leader, and Angel Ramos, publisher of El Mundo and owner of radio station WKAQ.

#### Cable To President

*Broadcasters of Puerto Rico pledged their loyalty to President Harry S. Truman and Government yesterday in a cable sent to the President by Tomas Muniz, president of the Puerto Rican Association of Broadcasters. The text of the message follows:*

*"Very sincerely regret attempt against your life by fanatics comprising small group trying to destroy democracy in the United States. Puerto Rico proud to be part of government under your intelligent leadership. Action by part of subversive group condemned by all loyal Puerto Ricans who are proud to be American citizens."*

standing by on an emergency schedule.

An example of radio's participation came in a report from Harwood Hull, general manager of WAPA, ABC outlet in San Juan. The full staff was called for emergency duty on Monday and a total of 18 special news broadcasts were made Monday from various points on the island in addition to special news bulletins from "Diario de Puerto Rico" and "El Imparcial."

#### Stations Under Guard

Eye-witness accounts of the attack on La Fortaleza, official residence of Governor Munoz Marin and police and government safety bulletins were broadcast on an emergency network during the past three days.

Radio stations in the San Juan area were under armed guard the past few days. National Guardsmen armed with sub-machine guns protected both downtown studios and transmitters of the stations.

#### Two Dramatic Highlights

There were two dramatic highlights in radio's coverage of the emergency in the past twenty-four hours. Wednesday night Governor Munoz Marin, speaking from the studios of WAPA to the ABC network in the United States, deplored the attempt on President Truman's life and said that the loyal American citizens of the island were in-

#### Barkley On MBS Tonight

Washington — Vice-President Alben W. Barkley's address at a Democratic rally in Chicago Stadium tonight will be broadcast by MBS at 10:30 p.m., EST, Democratic National Committee headquarters announced yesterday. His speech will be devoted to the foreign policy of the United States.

### NBC Names Cassidy As News Director

(Continued from Page 1)

William F. Brooks was appointed vice-president in charge of public relations.

Cassidy joined NBC as a full-time correspondent in 1945, after making several broadcasts for the network from Moscow. He has a background of news gathering which started in Boston in 1931.

#### Had Been European Director

Previous to his new appointment, Cassidy was NBC's director of European news. He was born in Boston in 1910 and was graduated from Harvard in 1931, joining the Boston Traveler that year. Two years later he joined the Associated Press and was assigned to the AP's Paris bureau in 1936. After representing the press association in Moscow, he was named NBC's European news director in March, 1946. His successor will be named at a later date.

#### Stork News

Bob Smith, assistant to Bill Stern in the sports department of NBC, is the father of a boy born Tuesday to Mrs. Smith at the New York Hospital. Baby, the fourth child of the Smiths, weighed in at seven pounds, 12 ounces, and will be named George Frederick.

### Send Birthday Greetings To—

November 3

Donald Dickson Milton Herth  
Ed Smalle M. B. Hudson  
Morgan L. Eastman

November 4

Joan Britton Helen Dumas  
Al Wilde George Barclay  
Samuel Stewart Hayes  
William H. Fineshriber

November 5

Evelyn Ames Tom Fitzsimmons  
Forrest Lewis Henry M. Neely

November 6

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

November 7

Jerry Belcher Thos. A. Hanlon  
Jack Milster Richard Stark  
Peter de Lima


November 8

Dave Murphy James S. Seward  
Gregory Williamson Bill Taylor  
Scott Wiseman Barbara Frost

November 9

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

• faces • facts • figures • wins •



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**HABIT**

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**WINS**  
50KW NEW YORK

CROSLLEY BROADCASTING CORPORATION

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# AM-TV EQUIPMENT FM FAX

Section of RADIO DAILY, Friday, November 3, 1950

## G.E. UNVEILS NEW B-W TV SYSTEM

### New Developments In AM-TV Electronics

Several new electronic developments in the television field were announced this week.

Westinghouse has produced a "short arc" 800-watt lamp which will improve the quality of film telecasts. When used in projectors for televising motion pictures, it produces a clear black and white picture of excellent contrast and true gray shadings, the manufacturer reported. The expectant life of the lamp is 500 hours, longer than any other available light sources.

The development of a new tube for use in the proposed ultra-high frequency TV band was announced by General Electric. It comprised a miniature glass magnetron tube which can be powered by a low power oscillator. G. E. says it is capable of operating continuously from 30 to 900 megacycles at 250 milliwatts output.

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Executive 5851  
1833 M STREET, N.W.  
WASHINGTON 6, D. C.

### August Tube-Sale Record Broken In Sept.

Washington—Receiver tube sales set an all-time monthly record in September, with 37,031,373 sales reported, the R-TMA has announced. From January to September this year, 264,804,746 tubes were sold. The previous monthly peak was reached in August this year when sales totaled 36,269,435.

Of September sales, 30,092,789 tubes were for new sets, including AM, FM and TV, while the remainder went for replacements, exports and Government agencies.

### National Union And Allied Magnavox To Separate Report Higher Earnings Price From Excise Tax

Increased sales and earnings for the third quarter of 1950 were reported this week by National Union Radio Corporation of Orange, N. J., and Allied Electric Products, Inc., of Irvington, N. J.

National Union Radio's income for the three months ending September 30 amounted to \$289,733 as against a loss for the same period in 1949 of \$83,782. Sales totaled \$3,888,038 as compared with \$1,790,323 for the third quarter last year. The company repaid \$730,000 to the Reconstruction Finance Corporation on November 1.

A net income of \$241,502 for the third quarter of 1950 was reported by Allied Electric Products. Gross sales for the same period amounted to \$2,706,511, as compared with the \$545,949, for the same three months last year.

Fort Wayne, Ind.—New prices on all Magnavox television receivers will show the Federal Excise Tax as a separate plus-item over and above the retail price, Frank Freimann, president of Magnavox Company has announced.

Showing the tax separately instead of including it in list prices will make for "better merchandising techniques and serve everyone's long-term interests to best advantage," he said.

Freimann said the company's net prices to dealers were in most cases being reduced slightly to provide a somewhat better dealer margin down the line. The price adjustments also provide good promotional figures, he pointed out.

The new price list also reflects a price increase on radio-phonographs "long overdue," said Freimann.

## PRODUCTION PARADE

### "Electronic Recruiting Sergeant"

An "Electronic Recruiting Sergeant," developed by General Electric, is being operated by the Armed Forces Recruiting booth in Times Square, New York. The device is a tape recording machine which repeats messages automatically without being rewound or reset. Recruiting talks by famous personalities are being repeated by the "Sergeant" through a loudspeaker outside the booth. It starts automatically each time a person steps on a mat lying on the sidewalk outside the recruiting booth.

### Emerson Expands Field Unit

Emerson Radio & Phonograph Corporation has announced the augmentation of its field engineering unit, with Floyd Makstein appointed as manager of the newly expanded department. This move was made to insure closer association between distributor and factory on all matters relating to field engineering characteristics in connection with current production of Emerson television and radio receivers.

### G. E. Ups Prices On TV Sets

Syracuse, N. Y.—General Electric has increased its list price on television receivers from \$20 to \$30, effective November 1. This reflects the added 10 per cent Federal excise tax plus the increasing costs of TV components.

### Dr. Barthel Upped At Illinois Tech

Chicago—Dr. Christopher E. Barthel, Jr. has been elected assistant director in charge of personnel at Armour Research Foundation of Illinois Institute of Technology. He has been chairman of physics research at the Foundation since April, 1948. Dr. E. H. Schulz becomes acting chairman of the physics department and continues as chairman of electrical engineering research.

### New Chief Engineer At Sylvania

Emporium, Pa.—R. P. Clausen, formerly assistant chief engineer, has been appointed chief engineer of the radio tube division of Sylvania Electric Products, Inc. He succeeds M. S. Acheson who has been transferred to the staff of E. Finley Carter, vice-president.

### "High Definition" Stressed; Dome Is Originator

Washington Bureau of RADIO DAILY

Washington—The General Electric Co. has submitted to the FCC a proposed new "high definition" system for black-and-white telecasting which, according to Dr. W. R. G. Baker, GE vice-president and general manager of the Electronics department, should "greatly improve picture detail."

Robert B. Dome, GE engineering consultant, developed the new system. He also originated a new color system which was submitted to the FCC last summer, and which is scheduled for laboratory tests soon.

GE told FCC that Dome's system for black-and-white would provide upward of 50 per cent increase in horizontal detail when incorporated in transmitters and receivers. Present-day receiver reception would not be affected, GE stated.

### Sylvania Exec. Analyzes TV-Set Specifications

Syracuse, N. Y.—A comprehensive analysis of television receiver specifications, including several not previously considered by TV engineers, was discussed by W. B. Whalley of the Physics Laboratory of Sylvania Electric Products, Inc., at the Radio Fall Meeting of the R-TMA and the IRE.

The seven most important considerations of TV set performance for which circuit and component specifications were reviewed included: good picture resolution; steady synchronization; good image contrast and gamma; rigorous control of black or background level; low noise level and interference; reasonable picture brightness and picture area stability.

### RADIO ELECTRONICS SCHOOL OF NEW YORK

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

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RADIO ELECTRONICS SCHOOL OF NEW YORK  
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# Technical Savvy Vital In Talking UHF—Coy

(Continued from Page 1)

of WERC and WERC-FM, Erie, Pa., had opposed the mixing of VHF and UHF channels in a single community. He expressed his opinions of the FCC's proposed allocations, which would embrace mixing the two bands. Denny's attorney, Ted Barron, of Scharfeldt and Barron, asked the witness's opinion as to the probable effect on the public of mixed allocations. Coy interposed:

"I object and sustain my own objection."

Prodded by Harry M. Plotkin, FCC assistant general counsel in charge of broadcasting, who told the Commission he could see no point in Denny's testimony, Chairman Coy said the FCC would not accept Denny's qualifications unless he was an engineer or experienced in allocations.

### "Statement" Permitted

After considerable sparring, Denny was permitted to say, as a practical broadcaster, that he felt competition would be stifled, rather than encouraged, by mixing frequencies.

The only TV channel allocated to Erie in the VHF already has been assigned to Edwin (Ted) Lamb, publisher of the Erie Dispatch and broadcaster in Toledo.

Denny said he felt that the FCC should allocate all VHF or all UHF frequencies to an area like Erie because the question of converters still was unanswered.

Chairman Coy remarked, "We have a man who obviously is not qualified" to offer testimony.

Earlier in the day, Paul Godley, consulting engineer representing the Lehigh Valley Television Co., and Easton Publishing Co., Easton, Pa., testified that directive antenna systems having nulls deeper than 10 decibels below radiation maximum may be readily designed and constructed. He added that these directive antenna may be effectively utilized in connection with TV allocation problems.

### WHEC Engineer Heard

Bernard C. O'Brien, chief engineer of WHEC, Rochester, N. Y., agreed with Dr. K. A. Norton that the *ad hoc* committee report failed to cover a study of the spacings between co-channel and adjacent channel TV stations. He told the FCC that its proposed allocation report "does not make the most efficient use of the VHF channels," his testimony was concerned mostly with separation of TV stations.

Under Commission proposals "it now seems more certain than ever that a UHF station is going to be severely restricted in coverage as compared to a VHF station, at least in anything but prairie country," said O'Brien. He added that WHEC felt it was a "grave mistake" for the FCC to add UHF channels in a community where VHF is established.

The allocations hearings recessed until 2 p.m. Wednesday.

# ★ ★ TELE TOPICS ★ ★

**JAMES "Schnozzola" DURANTE** entered television's Hall of Fame Wednesday night with his smash hit performance on NBC's "Four Star Revue." By virtue of his TV showmanship he now joins such illustrious gentlemen as Jack Benny, Fred Allen, Eddie Cantor, Ed Wynn, Sid Caesar and Milton Berle who have contributed much to the progress of TV programming in this season of 1950. Jimmie was at his best. He employed all his old tricks of the night clubs, vaudeville and the movies in wrapping up a full hour of unrestrained merriment. Best of all was his naturalness. He seemed completely oblivious of the studio audience and the cameras as he projected his distinctive personality into TV homes. The Schnoz was aided and abetted by beautiful gals and a young movie star, Donald O'Connor in some amusing song and dance situations. He was nostalgic when he called his old partner, Eddie Jackson before the cameras and revived such oldies as "Jimmie The Well Dressed Man," "Bill Bailey Won't You Please Come Home" and "You've Got to Start Each Day With a Song." Durante had the benefit of good writing and production too. There were uproarious situations where he argued about doing Motorola's middle commercial; his clash with an "NBC network executive" and the ship board affair with some fetching girls, Joyce Holden and Gwen Carter. Merritt W. "Pete" Barnum was supervisor of production for the "Four Star Revue." Joseph Santley is producer-director. Hal Raywin and Phil Cohan are associate producers and Doug Rogers, and Jack Irving, technical directors. Lou Bring conducted the music.

★ ★ ★ ★

### TODAY'S TV Personality:

**HARRY G. OMMERLE**, program director for CBS-Television, took over that spot in September of this year after having rejoined CBS in March as mgr. of radio program sales. A native of N. Y. City and a graduate of Wesleyan University, Ommerle joined the N. W. Ayer ad agency after graduation from college and served there five years in the radio dept., eventually becoming asst. to the v-p in



OMMERLE

★ ★ ★ ★

**GENERAL MILLS** is spending \$13,000,000 on radio and television this year.

Harry A. Bullis, chairman of the board, revealed yesterday at a Waldorf-Astoria luncheon prior to a board meeting in the afternoon. Adelaide Hawley, who will star on GM's "Betty Crocker" series which premieres over CBS-TV Thursday, was warmly applauded by the GM top brass. . . . If Robert Ruark isn't given a gold medal by the Chicago television crowd, it'll surprise N. Y. televisionists—after he expended his entire column Wed. on "Kukla, Fran and Ollie" and Dave Garroway, saying Chicago is two years ahead of N. Y. in maturity of its video. . . . Interesting to note that Hedda Hopper's Hollywood gossip avoids mention of "TV" like the plague. . . . Mindy Carson has been inked as Wednesday vocalist on CBS-TV's "Perry Como Show" starting Nov. 8. . . . WLW-T, Cincinnati, reports 192 sponsors during the month of Sept., as compared with 161 in August; 19 of the new clients bought programs, 11 were new spot announcement advertisers.

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**JACK BENNY**'s tele debut registered a rating of 41.5 and a share of audience figure of 76.6, according to a 10-city survey on Saturday by S. E. Hooper. Jack Carter's program, directly opposite Benny, is reported to have drawn a rating of 8.1 and a share of audience figure of 14.8. . . . Horse exhibitors at the Natl. Horse Show in Madison Sq. Garden are no longer clamoring to know how many Astors and Vanderbilts are in the audience this year—the question for them now is: "Will the WPIX television show start early enough to catch my horse?" a woman asked Warren Wade. . . . Nelle Rahm, formerly of NBC's music dept., has joined the staff of "Philco TV Playhouse" as asst. to Delbert Mann, alternating director.

★ ★ ★ ★

**BILL GOODWIN** will be emcee of "Riddle of the Middle" which premieres on

Tuesday over NBC-TV in the 3:30-4:00 p.m. slot. Packaged by Lou Cowan, the show will be a Tues. and Thurs. feature, alternating with the new Bert Parks show which will be in the same slot on Mon., Wed., and Fri. . . . Ken Murray and show company are reported to have put on a smash show at the giant Community Chest rally in Philly Wed. night. . . . WDTV, Pittsburgh, has gotten out 240,000 copies of its program schedule to the Pittsburgh public weekly despite the newspaper strike there, now in its fourth week. The station's using direct mail of its own, and also printing the schedule in direct-mail advertising of four large dept. stores there. . . . The special quarter-hour Sam Levenson show which followed Benny on CBS-TV at 8:45, had a 39.7 rating and a 72.1 share of audience, proving a point in the value of an adjacency.

# Pittsburgh Sales High Despite News Strike

(Continued from Page 1)

the city's three newspapers. When the strike started on Oct. 2, the local radio stations immediately swung into action. Many of them hired reporters from the struck papers, and all increased their newscasts extensively. In a survey completed Oct. 13, Guide Post Research found that radio listening in Pittsburgh had reached new highs.

Local stations are now furnishing local listeners with extensive newspaper features, stock market reports, comics, obits, classified ads, etc.

At the inception of the strike, Pittsburgh department stores, heavy newspaper advertisers, quickly bought up all availabilities on all of the city's major stations. Within a short time, the stations, KDKA, WCAE, WJAS, KQV, WWSW, WPIT, WPGH and WKJF, had more department store advertising than ever before in their history.

### Store Sales Rise

The switch from newspapers to radio in the first week showed the gross sales of department stores, as reported by the Pittsburgh Branch of the Federal Reserve Bank of Cleveland, were 21 per cent greater than in the corresponding week of 1949. Sales continued to increase each week in comparison to last year, and by the end of the week of Oct. 21, they were 24.2 per cent greater.

Pittsburgh radio men, while contending that radio's advertising effectiveness was no surprise, were quick to point out that in fairness it should be remembered that there was a steel strike in Oct. 1949. They also pointed out, however, that a comparison with the comparable period of 1948 reveals little change in sales, despite the fact that 1948 was a peak year.

The University's Research Bureau stated, in the third week of the strike, that the overall level of business in the Pittsburgh district was approximately the same as that of 1948.

While local store officials were chary, the survey reveals, in disclosing individual store figures, one department store executive said, privately, that during one of the newspaperless days, his store had the second biggest day in its history.

Another of the city's major stores, which had bought a ten-minute news program for the duration of the strike, found the medium so effective that it signed a new 26-week contract in order to be assured of the program after the strike.

## Named WANE Manager

Fort Wayne — Appointment of Charles E. Kennedy as station manager of WANE, Fort Wayne, Indiana, has been announced by C. Bruce McConnell, president and owner of the station. Kennedy was formerly associated with radio station WTHI, Terre Haute, as sales manager.

• PLUG TUNES •

# WORDS & MUSIC

• PLUG TUNES •

By TED PERSONS

## PETITE WALTZ

Recorded by  
GUY LOMBARDO (Decca)  
THREE SUNS & LARRY GREEN (Victor)

SAMMY KAYE (Columbia)  
NAT BRANDWYNNE (Columbia)  
ERROL GARNER (Columbia)  
KEN GRIFFIN (Columbia)  
FRANKIE YANKOVIC (Columbia)  
OWEN BRADLEY (Coral)  
LAWRENCE WELK (Mercury)  
HARMONICATS DAVE LE WINTER (Mercury)

JOHNNY VADNAL (Victor)  
TED MA'SYMWOWICZ (Decca)  
ETHEL SMITH (Decca)  
CHRIS GRIFFIN ORK (Signature)  
RAY ARTHUR ORK (Hi-Tone)  
THE MELODEONS (MGM)  
JOE HEYNE (Rondo)  
JACK PLEIS (London)  
ANTON KARAS-ANNE SHELTON-DICK JAMES (London)

**DUCHESS MUSIC**  
B M I Licensed

Another BMI Pin-Up Hit!

## THE WINTER WALTZ

Published by Gale & Gayles

Recorded by

RUSS MORGAN ..... (Decca)  
FRANKIE CARLE ..... (Victor)  
TRUDY RICHARDS ..... (MGM)  
GEORGE GATES ..... (Coral)

Exclusively licensed by

**BROADCAST MUSIC, INC.**

Novelty Sensation!

## LUCKY, LUCKY, LUCKY ME

SANTLY-JOY, INC.  
1619 Broadway, N. Y. C.

Bob Merrill's Great Ballad

## SO LONG SALLY

Oxford Music Corporation  
1619 Broadway, N. Y. C.

It's NEW! It's DIFFERENT!  
"CHRISTMAS IN KILLARNEY"

Already recorded by DENNIS DAY — Victor, and PERCY FAITH — Columbia. Watch for further recordings.

REMICK

• • • GAZETTE: Nat "King" Cole will be at the Boulevard, Elmhurst, N. Y., until the 14th. On the 5th he will guest on the Ed Sullivan show. . . . June Gardner unlimbers her pipes at Radio City Music Hall Nov. 9th. . . . Benny Goodman will be soloist with the NBC Symphony, Fritz Reiner conducting, Nov. 6th. Goodman will play for the first time Aaron Copland's "Concerto for Clarinet and Strings, with Harp and Piano," a work he commissioned in 1946. . . . Incidentally, the NBC Symphony goes commercial with this broadcast. The first half-hour will be sponsored by Anacin and RCA. . . . E. Power Biggs, from Symphony Hall in Boston, will give a first performance of Emil Kornsand's "Essay for Organ," a work composed in such a fashion that it sounds exactly the same played backwards or forwards. Of course, when played backwards, performance credit is given to Lime Dasnok for "Yasse rof Nagro." . . . Ray Anthony opens at the Hotel Statler's Cafe Rouge Nov. 27th. On the 28th he leads his band on "Cavalcade of Bands" over the DuMont network. . . . Leo Fuld will make his first U. S. appearance at Carnegie Hall, New York, Nov. 18th. . . . The Deep River Boys open a four-week engagement at the Bagatelle, London's foremost night club.

★ ★ ★ ★

• • • The first sides cut by Benny Goodman and his new sextette for Columbia after an absence of three years from the label are "Oh Babe" and "Walking With The Blues," to be released this week. Next week Columbia is releasing an album of two 12-inch LP's, "Benny Goodman's Carnegie Hall Jazz Concert." . . . Skyscraper Records has just recorded Bob Howard, CBS-TV singing star, in "The Elephant Rock" (the tune which has just had a dance created to it by Wally Wanger) and "I'm In Love With Beautiful Little You." . . . Sylvia Froos, vivacious singer, has been signed to a five-year contract by Jubilee Records. . . . Capitol Records has just issued a new album by Paul Weston, "Music For The Fireside." . . . Anton Karas, the first man with "The Third Man Theme," has collaborated with Anne Shelton and Dick James to produce a vocal version of "Petite Waltz." . . . Guy Mitchell due to fly to the Coast to record with Paul Weston. . . . Roy Kohn is hitting the trail for Santly-Joy. He will visit Eastern seaboard deejays on behalf of "So Long Sally" and "Lucky, Lucky, Lucky Me." . . . M-G-M was first to hit the market with an album package, four songs from "Call Me Madam" backing four songs from "Guys And Dolls," on a long-play record.

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• • • "It Is No Secret," the much-recorded sacred song (Jo Stafford recorded version No. 15 on Wednesday), is a misnomer as far as Lou Levy is concerned. To him it is a secret. The tune, which is out-selling all other songs in the combined Lou Levy catalogues, was acquired during his absence in England by Arnold Shaw for Duchess Music; and although he has been back in the States since Saturday, he still hasn't heard it. . . . Ostrow Music has chosen for its next plug tune, "Little Toe Dancer," a piano novelty written by Vincent Lopez. The latter-day Solomon Grundy: on Tuesday the lead sheet of a novelty tune, "Yea! Boo!" published by ABC Music, was submitted to London Records. On Thursday it was cut by Anita O'Day. On Friday it was in the hands of local deejays. On Monday London distributors were yelping for records on account of they were getting calls.

★ ★ ★ ★

• • • Richard Maxwell returns to the air with a series of Sunday morning programs on behalf of Veteran Hospitals Programs. He will be on 9:30 to 10:00 on the NBC net (excepting WNBC). His first program, Nov. 5th, will have as guest Jane Wilson. . . . Nat Shapiro's book on pop music set for Spring publication.

★ ★ ★ ★

Coming Up Fast!

A-RAZZ-A-MA-TAZZ  
BLUE SAILS  
LEICESTER SQUARE RAG  
BE HONEST WITH ME



J. J. ROBBINS & SONS, Inc.  
1619 Broadway, New York 19, N. Y.

No. 1 Hit of the Country

All My Love  
French Title "BOLERO"

**MILLS MUSIC, INC.**  
1619 Broadway, New York 19

GREAT STANDARDS  
by MABEL WAYNE

RAMONA  
IN A LITTLE  
SPANISH TOWN  
IT HAPPENED  
IN MONTEREY

LEO FEIST, INC.

I HURT INSIDE  
FOR EV'RY KISS

RCA-Victor Records by DOLPH HEWITT  
ADAMS, VEE & ABBOTT, Inc.  
716 S. Wabash Ave. Chicago 4, Ill.

The All-Time American Favorite  
DOWN BY THE OLD MILL STREAM  
Recorded by  
Arthur Godfrey, Bing Crosby,  
Jan August

Forster Music Pub., Inc.  
1619 Broadway, New York 19, N. Y.  
216 S. Wabash Avenue, Chicago 4, Ill.

New Novelty Smash!  
MOLASSES, MOLASSES  
(It's Icky Sticky Goo)  
(Cleared ASCAP)  
Essex Music, Inc.  
129 West 52nd Street, New York City

EQUIPMENT  
PRODUCTION  
STUDIOS

Ethel Paige  
Hotel Edison  
228 West 47th St.  
New York, N.Y.

# RADIO TELEVISION DAILY

SPONSORS  
BUSINESS  
AGENCIES

VOL. 53, NO. 18

NEW YORK, THURSDAY, OCTOBER 26, 1950

TEN CENTS

## ABC WILL ACT ON GIVEAWAYS ISSUE

### Launching Of TV In Cuba Is Notable Event

#### Radio Union Gives Havana 1st TV Programs

By Staff Correspondent

Havana, Cuba—Television came to Cuba yesterday and the enthusiastic reception of the sight and sound medium caused near riots as thousands crowded about receivers and sought admittance to the Radio studios of Havana's first TV station. The advent of TV in the island's capital

(Continued on Page 2)

#### CBS's Lodge Urges Commercial UHF-TV

Washington Bureau of RADIO DAILY

Washington—Revision of the present TV allocations to coincide with allocations in the UHF was urged by William B. Lodge, CBS director of general engineering, at the FCC's TV allocations hearings yesterday. Lodge urged that the Commission open the UHF to commercial TV as

(Continued on Page 7)

#### Rural Radio Network Expanding Coverage

Ithaca, N. Y.—All of Western New York, and a portion of Northern Pennsylvania will be added to the Rural Radio (FM) Network coverage area when WHDL-FM, Olean, becomes a network affiliate effective November 1, according to RRN general manager Michael R. Hanna. Affiliated with the Olean Times-

(Continued on Page 7)

#### TV Set Dealers Cautioned About Tax

The Better Business Bureau of New York yesterday cautioned retail dealers of TV receivers not to infer in their newspaper advertising that the retail price of receivers will go up 10 per cent on November 1st with the new government excise tax. It is pointed out that the tax is imposed on the level of the manufacturers prices and is not to be considered as an increase in the retail price. It is reported that the BBB has had complaints that some retailers were using the 10 per cent excise tax on November 1st to stimulate TV set sales at this time.

#### Beer Budgets Up, New Survey Reveals

Research with a practical accent keynotes the Ninth Annual Edition of a "Brewing Industry Survey—Fall, 1950," released yesterday by the Research Company of America.

A preliminary release, based on detailed reports from 30 typical brewers, who represent 8.9 per cent of total industry sales in 1949, show that total advertising expenditures amounted to \$9,634,000 as compared to \$6,894,400 for 1948. This represents

(Continued on Page 7)

#### WKBW Will Celebrate Opening Of New Quarters

Buffalo — Commissioner Frieda Hennock of the FCC and Mark Woods, vice chairman of the board of ABC, will be featured in a special broadcast at 11 a.m., tomorrow from the studios of WKBW, marking the opening of the station's new quarters. Milton Cross, famed ABC commentator, will be master of ceremonies during the broadcast.

Leaders in the agency, station rep

(Continued on Page 7)

#### Hearing Scheduled On Color TV Dispute

Chicago—In a move to prevent the debut of CBS color television, RCA Tuesday filed a petition for an injunction to prevent any color telecasting until its suit against the FCC's order has been disposed of in court.

The Commission has set November 20 as the starting date of CBS color.

RCA has also asked for trial by a three-judge United States Court be-

(Continued on Page 3)

#### Ken Murray's Sponsor Signs Long TV Termer

Ken Murray, whose Saturday night ratings on CBS-TV have zoomed since his return to television this fall, yesterday was signed by his sponsor, Anheuser-Busch Breweries to a new contract which will give them exclusive call on Murray's services until January, 1952. RADIO DAILY learned yesterday. In addition, the brewery is reported to be seeking to negotiate a deal with CBS

(Continued on Page 2)

#### Will Combat Move To Place Ban On 'Stop Music'

The American Broadcasting Company plans to take legal action against the Wisconsin ruling to ban broadcasts of "Stop the Music" in that state. The network show along with six local Milwaukee giveaway programs were interpreted as violating the state's lottery laws by the

(Continued on Page 3)

#### CAB Opposes Grant Of TV In Montreal

Montreal — Canadian Association of Broadcasters, made up of 100 privately-owned radio stations in Canada, yesterday informed Premier Duplessis of Quebec that it is opposed to CBC being given any "monopolistic" television transmitter privileges in Montreal. The views of the association were outlined in a telegram sent to Mr. Duplessis by T. Allard, general manager of CAB.

Allard said newspaper reports in-

(Continued on Page 7)

#### AFL Sponsors Half Hour On 130 ABC Stations

Purchase of a half-hour on ABC, Monday, October 30th, by Labor's League for Political Education sponsored by the American Federation of Labor, was announced yesterday by ABC and Morris Novik, radio

(Continued on Page 2)

### Oberfelder Talks Research At Annual Pulse Luncheon

The ninth annual luncheon of The Pulse, Inc., held yesterday in the Music Room of the Hotel Biltmore, was highlighted by a speech given by Ted Oberfelder, director of advertising, promotion and research of ABC. The luncheon was attended by more than three hundred persons.

Oberfelder, using as a theme, "Radio and Television Research," was introduced by Dr. Sidney Ros-

low, head of the research organization.

Commencing his talk with the observation that, "this first luncheon was held in October, 1942, with Dr. Paul Lazarsfeld as the speaker whose subject was "Who Listens to Daytime Serials"; now, eight years later we are thinking about this same problem, but more complica-

(Continued on Page 3)

#### Safety Awards

Hollywood—Phil Harris, Alice Faye and Judy Canova have been awarded certificates of merit for exceptional services by the National Safety Council. Harris and Faye have received the Exceptional Service Award for the second successive year for a transcribed series of safety programs, Miss Canova for her series on safe driving.

#### TV Trade Rumor

It was rumored in TV circles yesterday that Westinghouse will be the first major manufacturer to produce an adapter-converter for use on black and white receivers for utilization of the CBS color-TV system. The company, according to reports, will have the unit ready for distribution soon and has notified some dealers to this effect.



Established Feb. 9, 1937

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JOHN W. ALICOATE : : Publisher

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

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, (18), N. Y., by Radio Daily Corp., J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; Chester B. Bahn, Vice-Pres.; Charles A. Alicoate, Sec'y. Reentered as second class matter, September 15, 1950 at the Post Office at New York, N. Y., under the Act of March 3, 1879. (Originally entered as second class matter on April 5, 1937). Terms (Postage free) United States \$15.00 one year. Foreign, \$20.00. Address all communications to Radio Daily, 1501 Broadway, New York (18), N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Radaily, New York.

WASHINGTON BUREAU

Bill Bailey
1719 Rhode Island Ave., N. W.
Phone: Republic 5983
Home Phone: Warfield 4462

WEST COAST OFFICES

Ethel Rosen, Office Manager
8425 Hollywood Blvd. Phone: Gladstone 8436

CHICAGO BUREAU

Ginny Evans, Manager
Suite 3013, 333 No. Michigan Avenue
Phone: Franklin 2-3238

ROME BUREAU

John Perdicari
Ludovical 16

PUERTO RICAN BUREAU

Antonio Alfonso
Edificio Ochoa
San Juan, P. R.
P. O. Box 3385
Telephone: 2-2305

FINANCIAL

(October 25)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Lists various stocks like ABC, Admiral Corp., Am. Tel. & Tel., CBS A, CBS B, Philco, RCA Common, etc.

NEW YORK CURB EXCHANGE

Table with columns: High, Low, Close, Net Chg. Lists stocks like Du Mont Lab., Hazeltine Corp., Nat. Union Radio, Stromberg-Carlson.

Edward Lamb Honored

Toledo, O.—Edward Lamb, who operates radio and television stations in Columbus and Toledo, O., and WICU-TV, Erie, Pa., has been honored by Protestant church leaders for his efforts in furthering religious information. He was given a gold-embossed Bible in recognition of his work.

HOW MANY DAYS 'TIL XMAS?

That's what our CHRISTMAS SHOPPING JINGLES will tell listeners beginning 30 days prior to Christmas. Clever musical 15-second spots. Available for Radio or TV.

HARRY S. GOODMAN PRODUCTIONS
19 E. 53rd St., N. Y. C., Plaza 5-6131

Opening Of Cuban TV Station Creates Island-Wide Interest

(Continued from Page 1)

took on the proportions of a national holiday with President Carlos Prio Socarras participating in the first inaugural program on Tuesday and figuring in other events of yesterday. At the inaugural telecast, President Socarras heralded TV as an electronic miracle and presented Jose Mestre, president of Union Radio, with the first TV camera to reach the island.

Tuesday night at the official opening of the station, Gasper Pumarejo, director of Union Radio, sought the aid of police reserves in an effort to hold back the estimated crowd of 10,000 which gathered to witness telecasting and to inspect the studios.

Eight American Sponsors

An interesting aspect of the advent of TV in Cuba is the fact that eight American sponsors were listed among the first advertisers to take time on the station. The sponsors, all signed to spot campaigns, include Ford Motors, Dodge, RCA,

Ken Murray's Sponsor Signs Long TV Termer

(Continued from Page 1)

whereby they take over the exclusive contract with the comedian which has three years to go.

Murray, who produced his Blackouts Revue in Hollywood for the past seven years, is regarded as an expert in the art of presenting TV variety entertainment. Prior to his long run in Hollywood he was headlined in RKO vaudeville and was featured in several musical comedies.

Unlike many name personalities in TV who are obliged to pay high fees to guest artists from movieland for personal appearances, Murray is reported able to get these appearances through friendship with the artists and at reasonable fees.

AFL Sponsors Half Hour On 130 ABC Stations

(Continued from Page 1)

consultant for the union. The program is designed to get out the vote and will feature such artists as Gregory Peck and Georgie Jessel. It will be heard on 130 stations from 8:00-8:30 p.m., EST, and provisions have been made for local cut-ins in cities covered by the network.

Heads NBC In London

Romney Wheeler, veteran newspaper correspondent and former Associated Press bureau chief in Amsterdam, Holland, has been appointed to head NBC's London news office, William F. Brooks, NBC vice-president in charge of public relations, announced yesterday. Wheeler replaces Merrill Mueller, who has been assigned to NBC's San Francisco news office.

Procter & Gamble, B. F. Goodrich, Sterling Products and Crosley.

A survey of the sets sold in Havana indicate a preference for the larger screens. The 16-inch tube models are in great demand. However many 12-inch screens have been sold because of the limited number of American receivers available to local retailers.

Official Expresses Satisfaction

Discussing the opening, Senor Pumarejo, director of Union Radio, which operates 14 AM stations on the island, said he was overwhelmed with the enthusiasm. He added that it was necessary to advance the opening date a week because of the demands of set owners to view television pictures. Many of the receivers were sold weeks in advance and the Cuban TV fans were pressuring both the station and government to get the telecasting under way.

Sports will play an important part in the station's TV programming. Baseball will be telecast nightly during the season and other sports will also be televised. Emphasis will also be placed on news programming with the station having subscribed to American television newsreels.

COMING and GOING

LARRY FINLEY, president of Progressive Broadcasting System, has arrived from the West Coast for a few days in New York on business.

TOM HARKER, vice-president and national sales director of The Fort Industry Co., is in Pinehurst, N. C., attending a company meeting of executives, station managers and program directors.

TED OBRIST, general manager of WPEN, Philadelphia, is back in the Quaker City following conferences with his national representatives in New York.

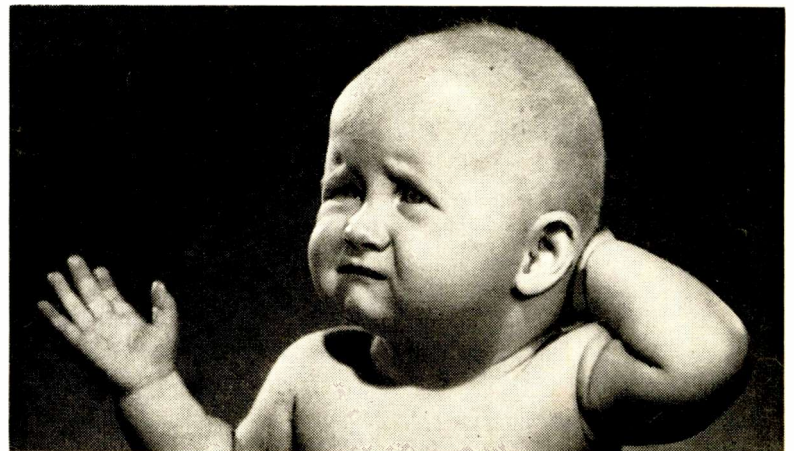
WILLIAM E. WARE, general manager of KSTL, St. Louis, off to Nebraska on a pheasant hunt.

JAN E. BARTON, program director in the radio bureau of the New York State Department of Commerce, to Syracuse University to lecture before the radio class on "The Use of Radio and TV for Public Service," also to confer with the staff of the State College of Forestry on production of the 1951 "Forestry Journal."

DR. CLAYTON T. GRISWOLD, director of radio, Presbyterian Church, U. S. A., and HAROLD QUIGLEY, workshop director of the Protestant Radio Commission, in Iowa for a week to conduct religious radio workshops for ministers and other church leaders of Cedar Rapids, Ames and Sioux City.

DREW PEARSON, this week will return to Washington, D. C., after a three-week sojourn on the West Coast, where he originated his broadcasts at KECA, Los Angeles, and KFMB, San Diego.

LARRY FLYNN, general manager of WMEX, Boston, is in town. He'll be here until the end of the week.



"WHAT WAS WRONG WITH THAT SINGING COMMERCIAL?"

Nothing! But not enough people heard it.

Now had you put it on W-I-T-H it could have been number ONE on the "Dollar Parade." Because W-I-T-H gives you more listeners-per-dollar than any other radio station in Baltimore.

That means low-cost results. And that means a small budget will do big things for you in this rich market.

Why not get the whole story? Call in your Headley-Reed man today!



BALTIMORE, MARYLAND

TOM TINSLEY, President • Represented by HEADLEY-REED

## Oberfelder Discusses Radio, TV Research

(Continued from Page 1)  
 tions have set in with the advent of the new medium of television." Oberfeld spoke at length of the increasing importance of research for advertising and research, and how these two facets of successful network operation lean on research.

Commenting further, Oberfelder said: "The constant change in radio and television is one of the prime reasons why research is of the utmost importance. To put it briefly, research must be on its toes at all times to keep on the heels of the swiftly changing pace of radio and television.

"Magazines and newspapers have long been using intelligent research. Yet both media rely too heavily on circulation figures to prove their public acceptance. Once a magazine or newspaper is subscribed to or sold over the news-stand virtually all record of its service is lost. Circulation is no criterion of readership.

"Radio has no such crutches to lean upon, I am speaking now of material crutches, such tangible crutches as the circulation of newspapers or magazines. Radio and Television have, therefore, to go to the heart of the matter and dig out the facts.

"What radio and television ask of research today is how many people are listening and looking; what kind of people are they?; where do they live and how many hours per day do they spend looking and listening?; in what markets do they live?; how much money do they have to spend?"

Summing up, Oberfelder said the most important type of research that any network is looking for and which it has never been able to get, is sales effectiveness. He stated that as soon as radio workers are no longer bewitched, baffled and bewildered by a conglomeration of research figures—then they will be able to make more efficient use of the information assembled.

## Hearing Scheduled On Color TV Issue

(Continued from Page 1)  
 cause it will challenge the authority of the Commission's order upon constitutional grounds.

Participating in the suit with RCA are its subsidiaries, NBC and RCA Distributors, Inc.

Judge Philip L. Sullivan has set Monday for hearing opposition to the suit for injunction. He said he would ask Chief Judge J. Earl Major of the Seventh United States Circuit Court of Appeals, Chicago, to assign two other judges to sit with him on the three-judge court.

Meanwhile, CBS announced earlier this week that it would intervene formally in the Chicago suit. The network is expected to be present at the hearing Monday.

# WINDY CITY WORDAGE

By GINNY EVANS

● ● ● It's too bad that the "Borden Music Bowl" (Monday, Wednesday and Friday over WBKB, 6 to 6:15 p.m.) is slotted against "Kukla, Fran and Ollie," because this clever fifteen-minute show would probably have many more viewers if it didn't have to buck the stiff competition from the Kuklapolitans. Starring Danny O'Neill and Carolyn Gilbert and sponsored by the

## Chicago

Borden Dairy Company, the show is well paced and features songs by Danny and Carolyn and a gimmick whereby they try to sing and play tunes sent in by listeners. All in all, it's a pleasant way to pass a quarter-hour. . . . Fashion authority Luckey North will star in a new half-hour woman's program daily on WNBQ, beginning October 30th. Carson, Pirie & Scott Company, Chicago department store, will sponsor the show. . . . Bruce Barton, chairman of the board of BED&O, will be the principal speaker at a three-day management conference of managers, directors and department heads of Standard Oil of Indiana this week. . . . Bill Balaban, remote director for WBKB, has been inducted into the army. Phil Ruskin will take over his duties. . . . Congratulations to pretty Kay Westfall of the "Bob and Kay Show." She was named "Pop Corn Queen" at the pop corn dealers convention here in Chicago. . . . Cliff Peterson proved that old adage that "the show must go on" last week on the "Don McNeill TV Club." Cliff got a deep cut on his hand from an axe that was a prop on the show but in spite of severe bleeding he finished the telecast.

☆ ☆ ☆ ☆

● ● ● When "Johnny Desmond Goes to College" Monday nights on the ABC network, it's a lot of fun for all. Johnny, Nancy Wright, Don Ward and Rex Maupin and his orchestra fill a half-hour with music that's fine to listen to. Each week a different college is featured and the broadcast we caught saluted Northwestern University. Tunes such as "Take Me in Your Arms," "Friendly Star" and the very collegiate "Sweetheart of Sigma Chi" were well done and we believe this sustaining show really deserves a sponsor. . . . Johnny Pavis has been made a sales promotion writer for WBKB. . . . Gary Miller of the WBBM continuity department is a surgical patient at Holy Cross Hospital. . . . Forest Lewis, one of Chicago's top radio and TV actors, is now doing the role of Mr. Mack on ABC-TV's "Sandy Strong" series.

☆ ☆ ☆ ☆

● ● ● Two sales account executives have been added to the ABC central division staff in a step toward making the network's radio and TV sales departments into two independent organizations. Cy Wagner will be affiliated with the TV sales department and Arthur H. Berg will work in radio sales. . . . CBS commentator Lowell Thomas will address the annual convention of the National Association of Radio News Directors at the Sherman Hotel here next month. . . . Jack Chancellor of the NBC news staff was married to Constance Herbert last week. Connie, before joining NBC, was formerly a reporter on the Chicago Sun-Times.

☆ ☆ ☆ ☆

● ● ● Lawrence Welk's story of "Local Boy Makes Good" is featured in the current issue of Radio and TV Mirror. "Head of the Family," a story of Chicagoan Bob Murphy's happy home life, is also featured in the same issue. . . . Jim Campbell is now handling the announcing chores on the "Man on the Farm" on Mutual. . . . Actor Ed Begley calls the Chicago comedian who plays small parts on TV a "bit-wit"!

☆ ☆ ☆ ☆

## ABC Plans Action On Giveaway Issue

(Continued from Page 1)

Attorney General's office last week. A spokesman for ABC said yesterday that the network was considering three courses open to it, and would begin suit as soon as the legal action had been decided upon.

Several local stations have already cancelled some of the programs under question. WTMJ-TV dropped the TV version of "Stop the Music," and WTMJ took its local "Jackpot Quiz" off the air.

### Some Outlets Still Will Carry

The AM version of "Stop the Music" is still being carried by the seven Wisconsin outlets: WMAW, Milwaukee; WDUZ, Green Bay; WRJN, Racine; WISC, Madison; WKTY, La Crosse; WBIZ, Eau Claire; and WDSM, Superior, it was learned.

But these stations have taken the precaution to announce on the air prior to the "Stop the Music" broadcasts that Wisconsin listeners will not be able to participate in the giveaway program which calls winners on the phone. Until further notice Wisconsin listeners will not be called by the program.

### Washington Bureau of RADIO DAILY

Washington—Hopes for an early settlement of the networks' suit to enjoin the FCC from enforcing regulations governing giveaway programs appeared waning this week as Max Goldman, FCC assistant general counsel in charge of litigation, was preparing to defend the Commission's action in approving CBS color TV.

No hearing date has been set on the injunction suit, brought by ABC, CBS and NBC following promulgation of regulations that would tend to curb giveaways.

Whether the Oct. 19 opinion of Attorney General Thomas Fairchild of Wisconsin, holding that "Stop the Music" and seven other giveaway programs violated the anti-lottery laws of Wisconsin, will have any bearing on the final outcome of such programs was problematical.

Goldman said that altho the networks filed their injunction action nearly a year ago, no time had been set by the court for hearing. A special statutory three-judge court will hear the case and hand down a decision, opening the way for immediate appeal to the Supreme Court.

### WSYR Man Joining WCAU

Syracuse, N. Y.—For the past two years an account executive with the WSYR sales staff, Marvin L. Shapiro has resigned his post to accept similar duties with the sales department of WCAU and WCAU-TV, Philadelphia.

Shapiro is a native of Erie, Pa., and an alumnus of Syracuse University, where he majored in radio. He has been an active member of the Syracuse Sales and Advertising Club.

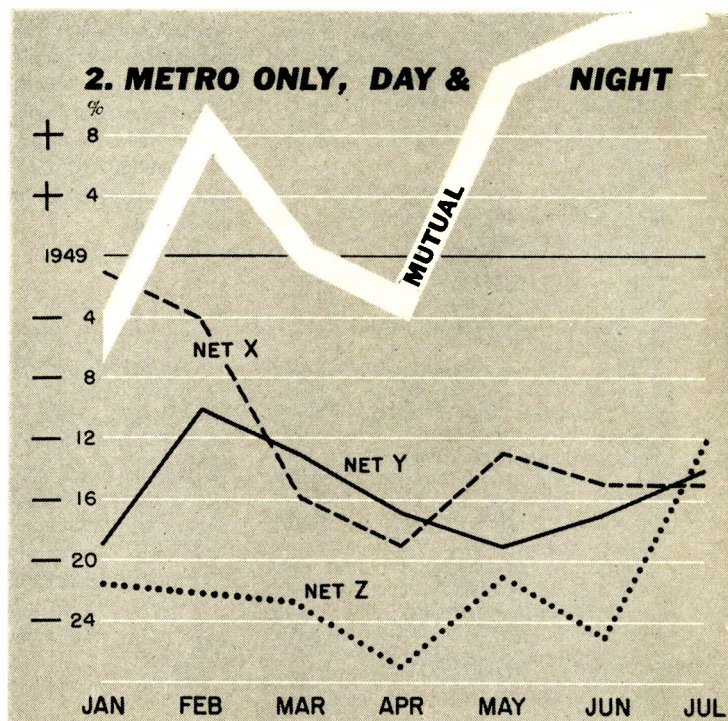
Look who's  
gaining  
 AM listeners...  
 coast to coast  
and in  
 TV's front yard



**the  
 difference  
 is  
 MUTUAL!**

1 →

Measure *total* radio listening, coast to coast, day and night — and you'd *expect* Mister PLUS to show up best. After all, he's the boy who dominates Home Town America, out beyond reach of all TV towers.

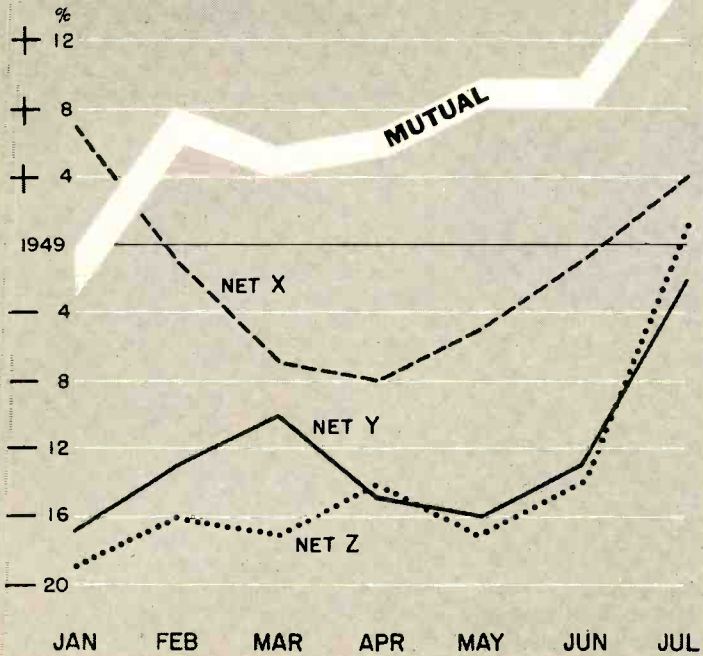


2 ↑

Now measure only the 16 *biggest* cities, of 500,000-plus, where 75% of all TV sets are located — and where new set sales scored their greatest gains all year. Surprise #1: Mutual audiences are up *here*, too.



### I. ALL U. S., DAY & NIGHT



3 ↓

Make it steeper still — limit the measure to TV's Big Top itself: *evening hours only* in the 16 largest markets. Here Mister PLUS plays it by ear alone, competing directly with sight *and* sound — and wins!

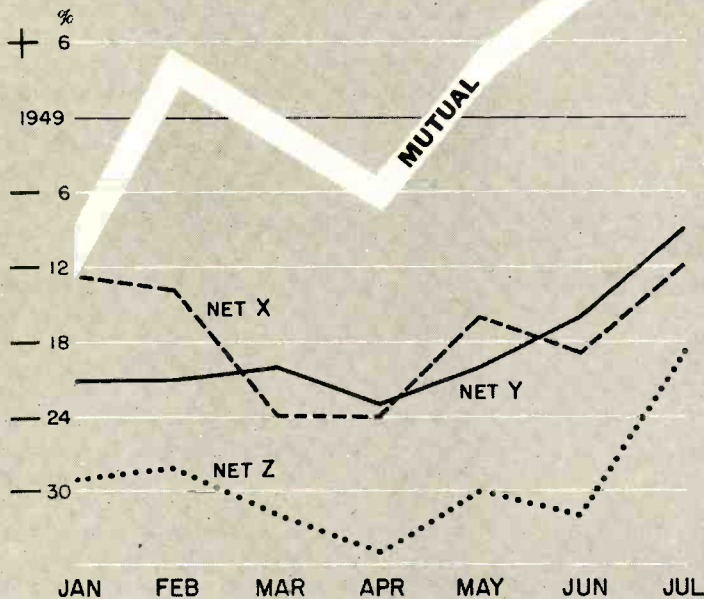
### EVERY MEASURED MONTH IN 1950

Change in Family Listening Hours vs. Same Month, 1949



(N. R. I. Jan.-July '49-50)

### 3. METRO ONLY, NIGHT ONLY



### 4. MUTUAL FAMILY-HOURS GAINED

Seven-month Cumulative — 1950 over 1949

TOTAL U. S. DAY & NIGHT	271,957,832
METRO CITIES DAY & NIGHT	61,984,832
METRO CITIES NIGHT ONLY	4,988,087

← 4

Percentage figures clearly point the *trend* — but exactly *how many hours* of family listening has Mister PLUS *added* during this critical, uphill stretch? The answer (see left): *plus-hours* to work for you.

**MBS** — the Mutual Broadcasting System

## AGENCIES

**PAN AMERICAN BROADCASTING COMPANY**, foreign station reps., has announced the formation of National Time Sales, a subsidiary company to concentrate on the domestic market. National Time Sales has taken over the U. S. stations formerly serviced by Pan American. At present it is negotiating for several others.

**KENNETH RADIO COMPANY**, has been appointed to handle advertising of the Pomatex Company for its hairdressing product. Promotion will include radio and television.

**ARTHUR H. EATON** has been appointed vice-president of Erwin-Wasey & Company, Inc.

**J. WALTER THOMPSON COMPANY** is offering advertisers a booklet on the agency's Consumer Purchase Panel. The promotion piece points up the advantages of the agency's monthly consumer purchase, which puts on record the daily buying habits of 5,000 representative families throughout the United States.

**COWAN & WHITMORE ADVERTISING AGENCY** of Hollywood has appropriated \$200,000 for a pre-Christmas television toy campaign to cover 30 markets. Drive began Monday, Oct. 23.

**ROBERT K. SHELLABY**, formerly Latin American editor of the Christian Science Monitor, has taken over his duties as managing editor of Vision, new news-magazine for Latin America which will reach the stands in mid-November.

**ELWOOD SIEGEL** has joined the staff of Murray-Lillis, Inc., producers of motion pictures for industry and television, as production manager and assistant director.

**BURN-SMITH COMPANY, INC.** and Dora C. Dodson, Atlanta, have been appointed to represent WDVA, Danville, Va.

## JACK OF ALL TRADES

Lady who understands her listening public in radio presentation made G.I.'s laugh and cry and Mamas and Papas and Daughters stand by with music and news

offers her talent to radio personality who wishes to take a much needed vacation

or is looking for somebody they haven't found yet.

Price: Reasonable  
Time: Unrestricted  
Experience: One Decade  
Other talent: Dramatic  
Area: New York preferred.

Contact: Box # 184  
RADIO DAILY  
1501 Broadway, New York City



By SID WHITE

### Man About Manhattan. . . !

● ● ● **TRADE WINDS:** George Allen, jester for Presidents of the U. S., can have his own TV show for the signing. . . . What's happened to all the big radio and TV deals Margaret Truman was supposed to have signed? . . . NBC-TV kinescoping a new kiddie series with Milton Berle called "Uncle Milty's Musical Fairy Tales." The very lovely Hazel Dawn, Jr., (who both sings and acts) was picked as the lead after dozens of auditions. . . . Don't be surprised at an NBC-Phil Silvers deal coming up as a result of his click while entertaining at the NBC convention at Greenbrier. . . . The phoney talent-scout racket is cropping up again in the mid-West. . . . Gagwriters getting assignments to do draft-board routines again. . . . Geo. Raft following his same loyalty pattern on TV as in pictures and radio. Won't take an assignment unless his pal, Mack Gray, gets a part at a fancy figure. . . . Wasn't Romo Vincent wasted in "Toast of New Orleans?" He was on the screen just about 60 seconds. . . . Janis Carter has obtained split-contract releases from Columbia and RKO to concentrate on a TV singing and acting career. . . . Louis A. Sposa has resigned as TV director of the "Arthur Murray Show." Couldn't take all that sponsor interference.

★ ★ ★ **ONCE OVER LIGHTLY:** "The Petrified Forest" on Monday nite, featuring Rob't Montgomery, came alive with Adrian Spies' adaptation of the Rob't Sherwood play. . . . Dan Seymour has brought "We, the People" up from right field to No. 10 slot in the TV Nielsen rating. . . . Philco's "Portrait in Smoke" last Sunday was outstanding television. . . . James Sheldon, for two and a half years one of the "We, the People" TV mainstays, has shifted to director of "Holiday Hotel," where, we predict, he will bat his consistently high average. . . . Bill Gernant has joined Jerry Fairbanks, Inc., as veepee of sales. He's also going ahead with his own properties such as "County Fair," for instance.

★ ★ ★ **The pint-sized pundits of the "Juvenile Jury" stanza are the envy of the bubble gum set since it was announced that their guest this Sunday would be Milton Berle, or "Uncle Miltie" to millions of diminutive video viewers. Every guest on the show must present a problem for the jurors to solve and Mr. Television is no exception. His problem concerns the thousands of letters he gets each week from boys and girls who want him to switch his program time to an earlier hour than 8 p.m. According to Jack Barry, producer and moderator of the show, at least half of the "Juvenile Jurors" are still in the "sandman by 8" stage themselves. When 10-year-old Dick Orlan was informed of Milton's problem, he sighed: "I should have Berle's problems."**

★ ★ ★ **AROUND TOWN:** Taylor Grant, editor-narrator of ABC's exciting news report, "Headline Edition," was a Philly sportscaster before coming to N. Y., so he's right back on familiar ground again in his two TV football shows. . . . Despite its high rating and heavy mail pull, NBC is dropping the Chas. Boyer stanza. However, no tears for Mons. Boyer, please. He's been flooded with radio and TV offers. . . . Alice Frost, of "Mr. & Mrs. North," back at the microfun again after a bout with sulphur poisoning. . . . It's a boy at the Mel Tolkins. He's head writer for the Sid Caesar show. . . . Joe Franklin devoting his entire Friday nite WJZ session to Gladys Shelley and her songs. . . . Mimi Benzell has signed an exclusive concert agreement with NCAC. . . . Bill Bertolotti wondering howcum Dewey supporters haven't adopted the theme song: "My Tom is Your Tom."

## California Commentary

**GOMER COOL** has joined the writing staff on the Columbia Pacific Network's "A Memo From Molly" series. Show is produced and directed by Gordon T. Hughes.

Mrs. Helen Murray Hall, promotion manager of the Western Division of NBC, has been honored as "one of the most outstanding professional women in Hollywood" by the Hollywood Business and Professional Women's Club.

George Logan Price, Inc., producer of the Sunday Players Bible dramas, after 10 years at 946 South Normandie Avenue, has transferred studios to Pacific Coast Highway, Malibu, (Calif.).

Frances Scully will be mistress-of-ceremonies for the "Sno-Ball" being presented by the Far West Ski Association Southern Council. November 10th at the Los Feliz Breakfast Club, when an estimated 2,000 will gather to view the latest in ski and after-ski duds.

Mitzi Greene will make five, three-minute musical films for Snader Transcriptions. Pacting of singer brings to 32 number of artists signed by Lou Snader, with total of 135 films now completed. Snader plans completion of 960 "television records" by early next year.

Patti Page is set to debut her "Pagin' with Patti" DuMont Network show in December. Patti has set up a three-times-weekly, 15-minute format for herself and will use a guest star policy featuring name vocalists, musicians and composers.

Dorothy Kirsten will be Railroad Hour guest October 30th singing "Showboat" with Gordon MacRae.

Curt Massey and Martha Tilton will be in Chicago to headline the International Square Dance Festival at the Stadium, October 28.

**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

## CAB Oppose Grant Of TV In Montreal

(Continued from Page 1)

icated the Montreal city council was petitioning Premier Duplessis for exclusive rights on behalf of CBC to a television transmitter site atop Mount Royal. The telegram added:

### Text of Telegram

"This association, representing 100 non-government owned broadcasting stations from coast-to-coast in Canada, is opposed to monopoly or exclusive rights, and would respectfully suggest your consideration of the view that if transmitter sites are granted on Mount Royal or elsewhere, these should be equally available to all qualified applicants and that no monopolistic special privileges should be created, especially on behalf of a state corporation now holding some of these to the detriment of tax paying competitors."

At a meeting in Montreal the city's executive committee sent to Quebec a resolution reiterating its approval of CBC plans for erection of a television transmitter atop Mount Royal.

## Rural Radio Network Expanding Coverage

(Continued from Page 1)

Herald, WHDL-FM broadcasts with an effective radiated power of 43,000 watts from a tower located 2,569 feet above sea level, "the top of the Allegheny Mountains," a few miles south of Olean and a few miles north of the Pennsylvania border.

WHDL-FM will carry RRN programs from 7:00 a.m. to 11:05 p.m. Monday through Saturday, and from 3:00 to 11:05 p.m. Sundays.

### Coverage Will Be Wide

With the additional of the Olean station, RRN's farm service, women's programs, special features and hourly newscasts, plus several hours of fine music and news broadcast nightly by FM radio relay from WQXR, New York, will be available to virtually all of upstate New York and most of Pennsylvania's Northern Tier through the 13-station FM network.

## WKBW Will Celebrate Opening Of New Quarters

(Continued from Page 1)

and network field will be among the guests of honor at Friday's WKBW celebration. Among those flying in from New York will be: Jack Purvis, N. W. Ayer, Inc.; Frank Silvernail, BBD&O, Inc.; Frank Coulter, Young & Rubicam, Inc.; Dick Grahl, Wm. Esty & Co.; Frank Daniel, Lennen & Mitchell, Inc.; Chet Slaybraugh, Morse International, Inc.; John Kucera, The Biow Company; Ed Whitley, Badger Browning & Hersey, Inc.; Keith Shaffer, Erwin Wasey & Co.

# ★ ★ TELE TOPICS ★ ★

**K**ATHERINE MURRAY's attempt to create the informal atmosphere of Arthur Murray dance night in a swank hotel fell short of impressing during the one-hour of entertainment and dancing on WABD the other night. Main fault lies in Mrs. Murray's efforts to carry the responsibilities of mistress of ceremonies and at the same time participate in the dance demonstrations. The wife of the famed ballroom dance exponent tries hard to be informal but in so doing fails to create a cozy, social atmosphere. Too much background dancing by the ladies and gentlemen of the Murray teaching staff and their camera consciousness also mar the routine. Jackie Miles, a comedy monologist who has fared pretty well on other TV shows, was handicapped by the lack of professional support. Bea Lillie, on the other hand, escaped any amateurish handling by singing her song in her own style set apart from the boys and girls of the dancing ensemble. The potentialities for a good entertaining dance instruction program are there. It needs some expert handling and possible a new emcee.

**O**LD DOC KILOWATT SAYS: Now that some of the comics have discovered you get a startling effect by lunging forward and mugging at close range of the camera everybody is doing it. If the practice continues they will succeed in scaring youngsters to death and cause mothers to turn off the TV sets so that the kiddies can retire without nightmare figures dancing before their eyes.

### TODAY'S TV Personality:

**JULIUS F. SEEBACH, JR.**, member of the Board and v-p of WOR in charge of radio and television, began his climb at WOR as an announcer in 1925. With the exception of a seven-year period at CBS, and a two-year period in which he was administrative secretary of the Metropolitan Opera Association, Seebach has devoted his entire radio-TV career to WOR and WOR-TV. His positions there have included: assistant program



SEEBACH

director (1926), director of program operations (1935), v-p in charge of programs (1941), and a member of the board of directors (1942). At CBS from 1928-1935, he was successively: a continuity writer, production manager, and director of program operations. Born in 1898, Seebach obtained his A.B. degree at Bucknell, after having interrupted his college education for two years to serve as an ambulance driver with the French during World War I.

**B**ELLE TIERNEY, Gene's mother, and Danton Walker have been inked by DuMont for a quarter-hour weekly spot on Wednesday (10:30 p.m.) to be bankrolled (for 13 weeks, renewable) by A. Davis & Sons Co., as of November 1st. Format of the show calls for Mrs. Tierney to interview celebs in an informal setting, while Danton Walker gives out with the latest B'way and Hollywood happenings. Celebs should be no trouble for Mrs. T., who has long been a N. Y. socialite in her own right, regardless of the fame daughter Gene's added to the name. . . . Professional guest stars continue to clog the four major tele webs, one guest appearing on as many as five different shows in one day. Bill Slater, however, is still coming up with fresh names on WOR-TV's "Luncheon at Sardi's" and "Dinner at Sardi's"—many of Slater's do make the rounds, but most do not. . . . Gussie Moran, Mel Allen, and Frances Langford have been pitched into the talent roundup for Bobby Clark's second time on NBC-TV's "Comedy Hour" Sunday night (8:00) . . . The Democrats are reported to be following the Republicans in purchasing TV time, negotiations being currently under way between the donkeys and WABD. . . . Atomic Energy Commission chairman Gordon Dean is scheduled as a special interview guest on CBS-TV's "Capitol Cloakroom" Sunday (5 p.m.) when films showing the atomic blast at Eniwetok in the Pacific in 1948, will be shown on television for the first time.

**R**OBIN CHANDLER, hostess on CBS-TV's "Meet Your Cover Girl," (Tues. & Thurs., 3:30-4:00 p.m.) is reaping numerous compliments among the trade on her show which got under way Tuesday. . . . A recent spot check with three TV stations located in cities the size of Pittsburgh, yet each being the only station there, revealed they are carrying programs from the four major webs as follows: station A, carried 49 NBC programs, 8 CBS, 4 ABC, and 6 DuMont; station B, carried 46 NBC programs, 12 CBS, 6 ABC, and 2 DuMont; station C, carried 63 NBC programs, 9 CBS, 13 ABC, and 2 DuMont. . . . WEWS, Cleveland, now signing on the air at 10 a.m. weekdays, raising the total number of hours of programming weekly to over 100. . . . WTMJ-TV, Milwaukee, has snagged sponsors for four quarter-hour programs at the 5:30-5:45 p.m. time: Artinian School of Dancing, the George Ziegler Co., San Chez Motors, Inc., and the Waukesha Roxo Corp.—all contracts are for 13 weeks. . . . Rob't E. Kearney, prexy of Audio-Video Studios in Hollywood, has turned over the company's studios on Robertson Blvd. in Beverly Hills to Larry Finley to be used as headquarters for the new Progressive Broadcasting System. . . . Prudential Insurance is picking up the tab for San Francisco and Los Angeles tele-coverage of the annual Tournament of Roses Parade on Jan. 1st (9 a.m. to 12 noon). Telecasts will be originated by KTTV in Los Angeles and relayed to KPIX in the bay city.

## CBS's Lodge Urges Commercial UHF-TV

(Continued from Page 1)

soon as possible to afford nationwide service, but that the FCC adopt a "master allocation plan." He said mixing VHF and UHF in individual communities should be avoided because the public might be deprived of competitive TV service in cities where only two VHF channels are allocated, even though additional UHF channels are available.

Raymond F. Guy, radio engineering division, NBC, had begun a lengthy presentation late yesterday when the hearings recessed until this morning. Guy testified on the Bridgeport-Stratford experiments in UHF.

### John Poole Testifies

John H. Poole, of the Pacific Video Pioneers, Long Beach, Calif., testified at the morning sessions that there would be "takers" for UHF assignments "even in places where VHF stations exist," if manufacturers assure universal all-channel TV receivers.

The FCC should have a guarantee from manufacturers that there will be all-channel receivers after UHF is opened up, he said. Mr. Poole expressed the opinion that mixing VHF and UHF channels in the same communities would stimulate production of all-channel receivers.

## Beer Budgets Up, New Survey Reveals

(Continued from Page 1)

an increase of 39.7 per cent for the year.

The increasing use of radio and TV is shown that brewers covered in the survey spent \$2,157,800 in the medium as compared to \$1,243,900 for the like period a year ago. This represents an advertising increase of 22.4 per cent.

Expenditures, during 1949 for radio and TV, were exceeded only by outdoor advertising. The 1949 figure for that medium was \$2,210,500—an increase of 23 per cent over 1948.

### Newspaper Advertising VP

Newspaper advertising, both daily and weekly, amounted to \$1,886,800, showing an increase of 19.5 per cent over the preceding year. Point of sales amounted to \$1,933,000 which miscellaneous, including magazines, accounted for expenditures of \$1,446,100.

The Research Company of America also released its Fall, 1950 edition of a "Brewing Industry Survey." The book contains a comprehensive analysis of the industry.

It's NEW! It's DIFFERENT!

"CHRISTMAS IN KILLARNEY"

Already recorded by DENNIS DAY — Victor, and PERCY FAITH — Columbia. Watch for further recordings.

REMICK

# Announcing the Opening of **RADIO CENTER**



NEW HOME OF

# WKBW

YOUR WESTERN NEW YORK SALESMAN

## 25th Anniversary - October 27th

**RADIO CENTER**—WKBW's new ultra modern studio and office building, located at 1430 Main Street in the center of Buffalo, occupies the property where 25 years ago WKBW first went on the air with the first commercially built transmitter ever used in the Buffalo area. WKBW's 50,000 watt **TRANSMITTER** in Hamburg, N.Y., and **RADIO CENTER** are the broadcasting show places of Western New York.

## Your *FIRST* Choice

### *FIRST IN POWER*

Ten times more powerful than any other Buffalo station. WKBW's 50,000 watts blanket the Eastern Seaboard from Maine to North Carolina . . . adequate power to reach 10,783,700 radio homes in the most populous section of the United States

### *FIRST IN FACILITIES*

WKBW has the most modern broadcasting facilities in Western New York . . . the last word in transmitting and studio equipment that maintain under all conditions the ultimate in high standards of broadcast quality

### *FIRST IN NEWS*

Complete aggressive coverage of local and national news including two sponsored daily newscasts by Roger Baker, Buffalo's all-time favorite radio personality — backed by Winchell, Pearson, Agronsky, Davis, Hill and Headline Edition.

### *FIRST IN SPORTS*

Top coverage of local and national sports with Bill Mazer. Gillette Cavalcade of Sports plus Mazer on all local sports events have made WKBW Western New York's Sports Station. To know the value of a WKBW sportscast, ask the man who bought one.

### *FIRST IN ENTERTAINMENT*

WKBW has a strong line-up every day. Screen Guild Players. Stop the Music. Inner Sanctum. Production Parade. Lone Ranger. Hillsdale Hillbillies. Original Amateur Hour. Tello-Test. Breakfast Club. My True Story. **We Know Buffalo's Wishes.**

### *FIRST IN PUBLIC SERVICE*

WKBW's record of public service in the field of important civic, patriotic and community activities has won the station undisputed leadership. If it benefits the public, you'll hear it on WKBW.

### *FIRST IN DOLLAR VALUE*

WKBW offers greater coverage than any other Buffalo Station and has developed program and copy techniques that ring the register. Ask our Sales Department for our merchandising success stories.

## Not Buffalo's Oldest . . . but Buffalo's *FIRST* Station!

# WKBW

BUFFALO'S MOST POWERFUL STATION

# WKBW

50,000 WATTS

AVERY - KNODEL  
National Representatives

ABC NETWORK

CLINTON H. CHURCHILL  
Founder, President and Manager

EQUIPMENT  
PRODUCTION  
STUDIOS

# RADIO TELEVISION DAILY

SPONSORS  
BUSINESS  
AGENCIES

VOL. 53, NO. 48

NEW YORK, MONDAY, DECEMBER 11, 1950

TEN CENTS

## MERGER WITH NAB SEEN IN TBA MOVE

### School Broadcast Conference Opens Tuesday

#### Educators To Meet For Three Days In Chicago

Chicago — Between 1200 and 1500 teachers, school administrators, station operators, program producers and others interested in educational and public service broadcasting will attend the 14th annual School Broadcasting Conference at the Sherman Hotel here Dec. 12th, 13th and

(Continued on Page 4)

#### Columbia Pix To Film "Captain Vid" Series

Purchase of the movie rights to "Captain Video," DuMont network's top adventure series, was made Friday by Columbia Pictures Corporation, it was revealed by Chris Witting, network general manager, who said the movie serial will consist of approximately 15 episodes. The purchase marked what is believed to be the first time the motion picture in-

(Continued on Page 8)

#### New TV Program Series Produced In Hollywood

First of a series of one-hour television programs using Hollywood names and offered as a weekly stock company presentation has been produced by Roger Rogers and Max Pollack and brought East on kinescope for showing to the trade. The

(Continued on Page 4)

#### Advising Margaret

Jack Barry and his WOR-Mutual "Juvenile Jury" panel fly to Washington to guest at the National Press Club's annual Father and Daughter Dinner in honor of President Truman and his daughter Margaret, Wednesday, December 13th. The children of the "Jury" will attempt to solve Miss Truman's career problems.

#### TV Sets Made In 1950 Exceeded 6,500,000

Washington—TV set production in the first 11 months of 1950 exceeded 6½ million units, the Radio-Television Manufacturers Assn., has estimated. Radio set production totaled 12,785,917.

November radio and TV set production each dropped 8 per cent below the October output. November TV set production totaled 752,005; home radios, 815,635; auto radios, 427,753; portable radios, 60,706.

Totals for the first 11 months of the year, on the basis of preliminary industry estimates, were: TV, 6,529,615; Home radios, 7,440,119; Auto radios, 3,785,297; Portable radios, 1,560,501.

#### KPIX, KTTV Form Coast TV Network

Establishment of the first television "network" operation on the West Coast has been effected by KPIX, San Francisco, and KTTV, Los Angeles, with KTTV slated to feed its entire daytime programming to KPIX, commencing January 1st. Co-announcement of the move has just been made by Phil Lasky, gen. mgr. of KPIX, and Harrison M. Dunham, gen. mgr. of KTTV, who reached the agreement.

One problem created by the agreement

(Continued on Page 4)

#### WPIX Pulls Chaplin Films Following Civic Protest

WPIX, New York, has voluntarily withdrawn its weekly, 15-minute film series of old Charlie Chaplin film shorts after receiving protests from viewers. The protests, which numbered about 30, urged the station to cancel the series, because of Chaplin's reported "Communist" leanings.

The complaints followed the in-

(Continued on Page 2)

#### Asks Listener Study Of Farm Audiences

Calling on radio farm directors to "fight" for a fair share of the radio publicity and promotion dollar, E. J. Cashman, president of Doughboy Industries, Inc., addressed the Natl. Assn. of Radio Farm Directors, who met recently in Chicago. Rural audiences are not being accorded "proper respect in the overall radio picture," Cashman maintained.

Scoring the lack of an index of rural listenership, he urged the farm directors to "force management to

(Continued on Page 2)

#### Third Cuban TV Station Sent From U. S. By RCA

The third TV station built by RCA for operation has been shipped to Cuba, it was announced over the week-end by Meade Brunet, vice-president of RCA and managing director of the RCA International Division.

The new station will be operated by Telenews Company, Alonso, S. A. President of the operating firm is

(Continued on Page 2)

## FCC Postpones Until Dec. 18 Hearing On AT&T Facilities

Washington Bureau of RADIO DAILY  
Washington—FCC hearings into the allocation of usage of inter-city video facilities provided by AT&T were postponed Friday from today to Dec. 18 by Hearing Examiner Hugh B. Hutchinson, on motion of Jack Werner, FCC Chief of the Common Carrier Bureau.

The postponement was to give

AT&T and the four TV networks time to work out a possible agreement. DuMont network had complained that use of the inter-city video facilities was allocated mostly to NBC and CBS, leaving ABC and DuMont with a minimum of time.

TOA, 20th Century-Fox Film Corp. and National Theaters Corp. filed as

(Continued on Page 7)

#### Ass'n Board Group Will Study Value Of Combining

The directors of the Television Broadcasters Association, in a surprise decision last Friday, opened the door for future negotiations with the NAB television committee, in what is expected to result in the eventual consolidation of the two TV industry organizations.



POPPELE

This was the consensus of opinion among TBA members attending Friday's annual Television Clinic in New York,

(Continued on Page 6)

#### Urges Closer Liaison For Radio And Sports

Washington Bureau of RADIO DAILY  
Washington — Closer liaison between the sports world and broadcasters was urged Friday by John F. Hardesty, NAB station relations director, in a luncheon address at the 62nd annual convention of the Amateur Athletic Union of the United States, in the Shoreham Hotel.

"Your local broadcaster is always

(Continued on Page 7)

#### Dogology

All dogs along the ABC-TV network welcomed Oscar Franzen's return to "The Animal Clinic," Saturday night. The expert dog trainer is well known to fans of Dr. Wesley Young's TV clinic for his past series of lessons in obedience training. The new series is telecast at 12:15 p.m., EST, or about the time your pup is home.

# RADIO DAILY

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JOHN W. ALICOATE : : Publisher

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

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### WASHINGTON BUREAU

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4315 Russell Ave.  
Mt. Ranier, Md.

Home Phone: Warfield 4462

### WEST COAST OFFICES

Ethel Rosen, Office Manager

8425 Hollywood Blvd. Phone: Gladstone 8436

### CHICAGO BUREAU

Ginny Evans, Manager

Suite 3013, 333 No. Michigan Avenue

Phone: Franklin 2-3238

ROME BUREAU: John Perciari, Ludovico 16.  
PUERTO RICAN BUREAU: Antonio Alfonso, Edifilio Ochoa, San Juan, P. R.; P. O. Box 3385; Telephone: 2-2905.

## FINANCIAL

(December 8)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	10 1/2	10 1/4	10 1/4	.....
Admiral Corp.	25	24 1/2	24 5/8	- 3/8
Am. Tel. & Tel.	151 3/8	150 7/8	151 3/8	+ 1/4
CBS A	29 1/4	28 3/4	29 1/4	.....
Philco	44 7/8	44 5/8	44 5/8	- 3/4
Philco pfd.	94	94	94	+ 2 1/2
RCA Common	16 3/8	16 1/8	16 1/4	.....
RCA 1st pfd.	78 1/2	78 1/8	78 1/8	- 3/8
Stewart-Warner	15 1/4	15 1/4	15 1/4	- 1/4
Westinghouse	31 7/8	31 1/2	31 7/8	+ 1/4
Westinghouse pfd.	103 3/4	103 1/4	103 1/4	- 1/2
Zenith Radio	49	48 1/8	48 1/8	- 1 1/8

### NEW YORK CURB EXCHANGE

DuMont Lab.	15 1/4	15	15	- 1/4
Hazeltine Corp.	22 1/8	21 7/8	21 7/8	- 3/8
Nat. Union Radio	3 5/8	3 1/2	3 5/8	.....

### WOV Moves Italy Studio

WOV, New York, which also maintains broadcast facilities in Rome, has moved the studios to new and larger quarters in the Italian Capital.

## LIBEL

Invasion of Privacy  
Plagiarism • Piracy •  
Copyright

## INSURANCE

For the Wise Broadcaster  
OUR UNIQUE EXCESS POLICY  
provides adequate protection  
Surprisingly inexpensive.  
CARRIED NATIONWIDE

For details and quotations write

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# ★ COMING AND GOING ★

CARL BURKLAND, general manager of CBS Radio Sales, has left on a business trip to Richmond, Charleston, Birmingham and Memphis. Also to Charlestown and Birmingham are going GEORGE DUNHAM, New York Radio Sales television sales manager; SAM DIGGES, Chicago office TV sales head; also RALPH PATT, JR., AM and TV sales manager in Detroit.

JOSEPH BESCH, director of promotional activities at WINS, is expected back from Cincinnati today.

ALBERT BOYARS and BOB WENDT, of the Dave Alber office, are on a westward trek, the former to Chicago on behalf of Elliott Lawrence; the latter to the Windy City, Houston and Los Angeles for DuMont receiver sales meetings.

CURT BELL and the members of his band have arrived from Lake George. Tomorrow they'll open a new engagement at the Pelham Heath Inn.

BEN GRAUER, announcer and commentator on NBC, is in Boston, where tomorrow he will address the students of Boston University on "Your Future in Radio and TV." While in The Hub, he'll also do his Boston Symphony program stint. He'll be back in New York Wednesday.

MAURICE DREICER, morning luminary on WOR, is in Jefferson City, Mo., where today he will present Gov. Forrest Smith a gold butter knife, emblematic of the ease with which Missouri's famous steaks can be cut. Tomorrow he'll make some recordings in St. Louis.

HUBBELL ROBINSON, JR., vice-president of CBS in charge of network programs, and HARRY OMMERLE, director of television programs for the web, left Friday for Chicago on business.

BERNIE MANN, leader of the new All-American Band, off to Chicago for a disc-jockey party and record promotion.

### WPIX Pulls Chaplin Films Following Civic Protest

(Continued from Page 1)

augural telecast last Thursday. The station had scheduled 12 films under the program title, "The Chaplin Theater." One of the protests was registered by the Catholic War Veterans of Hudson County, New Jersey. Joseph R. Fehrenback, department commander, cited the California Un-American Activities report which accused the film comedian of having "followed or appeased some of the Communist party line program over a long period of time."

Chaplin films have been aired previously without protest. WPIX aired the series a year and a half ago, and other New York TV stations have telecast Chaplin films at various times.

### Merger Of Two Agencies Announced In New York

The merger of two New York advertising agencies, Anderson, Davis & Platte, Inc. and John A. Cairns & Company, Inc., effective January 1, was announced in a joint statement by T. H. Anderson, Jr., chairman of the board of Anderson, Davis & Platte, and John A. Cairns, president of the agency in his name. The new company, known as Anderson & Cairns, Inc., will be located at 488 Madison Ave.

The officers of the new agency will be: T. H. Anderson, Jr., chairman of the board; John A. Cairns, president; Joseph H. Smith, executive vice-president; and James C. Cumming, John N. Jackson, Karl Nipe, Harold H. Thurlby and L. G. Van Akin, corporate vice-presidents. Abraham Fisher will be treasurer. All the aforementioned, in addition to Harvey H. Smith, will comprise the board of directors.

Harvey Smith will be in charge of the creative department and serve also as president of Anderson, Cairns & Smith, Ltd., Canadian subsidiary. The company secretary will be George De Sola.

Anderson, Davis & Platte was founded in 1929; Cairns in 1939.

### Third Cuban TV Station Sent From U. S. By RCA

(Continued from Page 1)

Manuel Alonso, owner of the Cuban company, Norticiario Nacional, producers of newsreels and documentary films. Alonso hopes to have the new station on the air early in 1951.

In addition to the new Telenevis station, RCA has equipped stations CMQ-TV and Union Radio TV, both of which are now on the air. Adding Mexico City's XHTV and Sao Paulo's (Brazil) PRF3-TV, there are a total of five RCA-equipped television stations serving Latin America.

## Urges Listener Study Of Farm Audiences

(Continued from Page 1)

spend the necessary money to determine farm listening audience." No believer, he says, in radio "magic," Cashman insists every radio dollar should be aggressively merchandised to the hilt.

Many other sponsors, Cashman believes, are interested in a solution to this problem, since the investigation and exploitation of the rural market by radio henceforth has only been attempted in urban markets.

### Sunday A. M. Programs On WCBS-TV Dec. 24

Sunday morning television programming will be started for the first time on WCBS-TV as of Christmas Eve, it was learned over the weekend. Scheduled to begin on that date, thus far, are two and a half hours of programming, possibly followed by another sponsored show at 12:30.

The schedule as it stood on Friday is: 10-11 a.m.—Western films under the title, "Hoof Beats"; 11-11:30—"Chuck Wagon"; 11:30-12:00 — an hour-long children's program originating from a theater and having a studio audience, title: "Ship Ahoy," and starring Mac Perrin, currently the pianist on "The Real McKay."



You get a lot for a little\*

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

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



# They "welded" glass and metal for better television!

From this research came a new way  
to mass-produce kinescopes

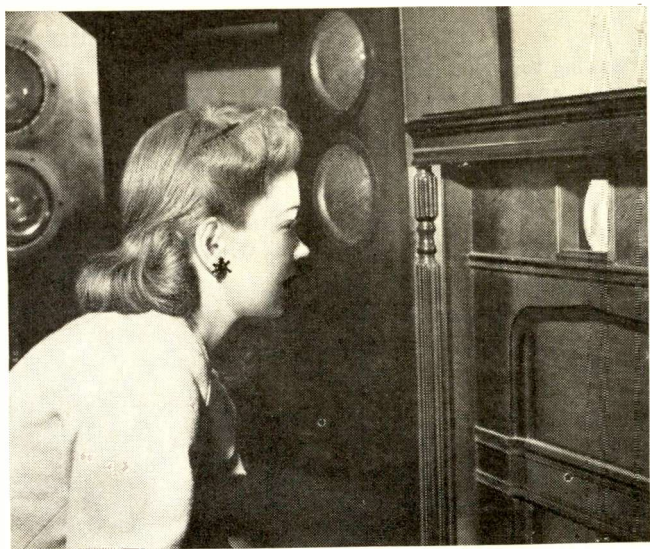
No. 13 in a series outlining  
high points in television history

*Drawing and photograph  
from the RCA collection*



RCA scientists and engineers have shortened the glass-and-metal kinescope more than 20%—while keeping the picture big.

● When kinescopes for television were first produced in volume there was a natural reason for the choice of glass as the working material. The vacuum in a kinescope is many times higher than in an electric bulb. Glass, over many decades, has proved to be the most easily worked material for *containing* a vacuum.



Postcard-size pictures, mechanically produced, were standard size in the 'Twenties, before RCA research had developed today's all-electronic, big-screen receivers.

But so swift was the first growth of television that scientists and engineers at RCA looked for a new way to mass-produce the tubes—and found it.

Their new manufacturing technique called for a strong *metal* shell, into which was sealed a glass faceplate. Between the glass and metal they succeeded in making a tight "weld," so perfect that it held the high vacuum needed.

Since the metal shell and glass faceplate were easy to produce in volume, RCA's new kinescope helped make lower television prices possible. Glass-and-metal kinescopes are now serving in millions of television homes.

Development of the new tube was only one step for RCA engineers. To create more compact home receivers, with bigger screens, they shortened the tube more than 20%. Then *Filterglass* faceplates—developed through research first investigated by scientists at RCA Laboratories—were added. Result: sharper, clearer pictures.

As so often happens in research, the benefits you enjoy today came only step-by-step. Our present dependable glass-and-metal kinescopes can be said to have grown from a remarkable union—the successful "welding" of glass-and-metal!



**Radio Corporation of America**  
WORLD LEADER IN RADIO—FIRST IN TELEVISION

## School Radio Confab Opening Tomorrow

(Continued from Page 1)

14th. Speaker at the opening session Tuesday will be Douglas Schneider, director of mass communications for the UNESCO in Paris who will speak on "The Influence of Mass Communications in the World Today." Other speakers Tuesday include Dr. Harold Anderson, associate professor of education at the University of Chicago, who will speak on "Listening Communications Skill" and Harold B. McCarty, director of WHA, the University of Wisconsin station, who will discuss the "Operation of the Wisconsin State-Wide FM Network." Tuesday evening will be devoted to demonstration by the school system workshop from New Albany, Indiana; Pittsburgh, Penna.; Elgin, Illinois; and Evanston, Ill.

Wednesday's session will be opened by R. C. Brower of the State Department of Education, St. Paul, whose subject will be "The Use of Magnetic Tape." John Scupham, head of school broadcasting with the BBC, London, who will describe "How the BBC Serves Schools." Wednesday's luncheon speaker will be Sylvester Weaver, vice-president in charge of television for NBC, New York. His subject will be "TV Accepts Your Challenge." Wednesday afternoon will be devoted to demonstrations and Wednesday night, Lynn J. Poole, producer of Johns Hopkins Science Review, will speak on "Television in Education, in Practice and Potentiality."

A panel discussion led by George Jennings, director of radio and television for Chicago's board of education, will open Thursday's session. The subject, "Must a Radio or Television Program Be Labeled Educational?" will be discussed by William J. O'Brien, writer-producer of "Tales of Captain Britt," Judith Waller of NBC, and Charles E. Whit of the Quaker Oats Company, sponsors of "Zoo Parade."

Also on Thursday's agenda is a talk by Max U. Bildeese of the State Department of Education, Albany, N. Y., who will discuss, "What the Teacher Should Know About Radio and Television."

Advance registration for the conference to date is over 700.

### WJR Declares Dividend

President John F. Patt announced that the directors of WJR, The Goodwill Station, Inc., have voted a dividend of 40 cents per share to be paid December 27, 1950, to shareholders of record at the close of business December 18, 1950.

### The Land of the Free

Dramas of American Opportunity  
This week: Clarence Sayles,  
Dairy Farmer  
It's a Donald Peterson Production for  
The Harding College National Program



By SID WHITE

### Man About Manhattan . . . !

● ● ● **ONCE OVER LIGHTLY:** The power of teevee: Sid Caesar and Jerry Lester can name their own figure to headline the big nightclubs. Each has turned down astronomical figures. With the money they're getting before the hot cameras, the extra moolah would mean very little tax-wise. . . . In his rare interviews about his Hudson TV show, the shy (ah there!) genius, Jed Harris, admits that he is Billy Rose's partner in the venture. I always heard around the street that Billy's only partner is that swell gal, Eleanor Holm. . . . Strangest plug on that street: Barry Gray eulogizes columnist Jimmy Cannon almost nightly on his broadcasts—yet the two have never met. . . . Phil Regan spent the week end with Pres. Truman. (Trying to get him to drink pepsi instead of coke?) . . . MCA offered the famous detective, Johnny Broderick, one thousand dollars per guest shot on several private eye shows but Johnny turned the offer down cold. "My business never included talking," he said. . . . It is my opinion that the credits flashed on TV screens do not reflect pride in the medium. I have noticed names credited as "assistant" this and that—these lads are errand boys and guys who fetch coffee for the big shots on the show. Screen credits are honest and TV should have that same honesty in its credits.

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● ● ● New crooning sensation, Vinni De Campo, of the Kate Smith daily TV Hour, is one lad who really knows how to pick his bosses. His first bigtime singing job was with Harry James—and, judging by past performance, Boss James must have been quite an employer because he developed a couple of guys named Frank and Dick. Sinatra and Haymes to you. When Vinni left the James band to strike out on his own, he was taken under the wing of Herman Fairbanks, still his manager and boss of Vinni's affairs. Then he got a job in a Garden City, L. I., music shop, where the boss was nice enuf to give him time off for auditions, voice lessons, etc. Which brings up his newest bosses—Kate Smith and Ted Collins. Just ask Henny Youngman, Bud Abbott, Lou Costello, Ezra Stone or a dozen others, all of whom, like Vinni, were given their first big break by the beloved Songbird of the South.

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● ● ● **AROUND TOWN:** CES-TV's "The Big Top" sold to a household goods outfit. . . . Jimmy Durante to Fred Allen: "If you quit TV, I'm gonna quit, too." . . . Martha Raye refused to go on the "Big Show" unless they gave her top billing, which was refused, natch. (They bill 'em alphabetically to avoid just that li'l ol' problem). . . . Record companies are plugging no less than 63 different Christmas tunes. . . . Arnold Michaelis has been signed as exec producer with World Video, Inc. . . . Burl Ives has signed with Marion Goering, former Paramount director, to film a series of Famous Fairy Tales for TV. . . . Lucille Ball and Desi Arnaz have formed their own TV production company and expect to roll after the first of the year. . . . Just learned why Laraine Day hasn't been on TV. She turned down several big offers to remain on the coast with Leo and the children.

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● ● ● **APPLAUSE DEPT:** Morton Downey's svelt celting on his "Star of the Family" telecast. . . . Bill Stern's "Remember This Date," WNBT stanza. . . . Dick LaSalle's music in the Persian Room. . . . "Mr & Mrs. North"—radiokay sleuthing in the must list. . . . Nat "King" Cole's Trio at the Paramount. . . . The intelligent handling of commercials on the Burns and Allen TV series—one of the most effective selling shows in big-time TV. . . . June Hutton's warbling at the Copa.

## KPIX, KTTV Form Coast TV Network

(Continued from Page 1)

ment is that sponsors will be limited to organizations operating in both markets.

Telecasting will start with the annual Tournament of Roses Parade, sponsored by the Prudential Insurance Co.

Later in the same afternoon, the Rose Bowl football game between California and Michigan will be viewed exclusively on these two stations.

## New TV Program Series Produced In Hollywood

(Continued from Page 1)

first production is Ibsen's "Doll House."

Among the name stars who will rotate in the leads for the TV stock company are Gladys George, Jane Darwell, Lyle Talbot, Helen Parrish, Anne Nagle and Michael Whalen.

Have 150 Stories

"The Pollack and Rogers organization have acquired 150 proven stories from which the first 52 productions have been selected," Pollack said yesterday. Pollack is in New York with his partner, Rogers, and will remain here for two weeks to show their new TV series to the trade.

## 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



**THE WEEK IN REVIEW**

... Radio-TV Highlights

By BILL NOBLE

ON Tuesday, last, RCA displayed a vastly improved all-electronic color television system before an invited group of the press and other interested parties in Washington. Pictures produced showed improved color fidelity, picture texture and brightness. Commenting on the demonstration, Brig. Gen. David Sarnoff, chairman of the board of RCA said the electronic system had been developed to the point where it was presentable commercially. He indicated, however, it would take from one to two years to get in full commercial production of the tri-color electronic tube sets, if the system is approved by the FCC.

The Advertising Council revealed its TV plans for the coming season, when at a press luncheon Lee H. Bristol, president of Bristol-Myers Co. said that at least 23 national advertisers who sponsor more than 30 network TV programs will launch a new volunteer public service. At the same time Bristol announced that it is expected the number of national advertisers who will go along with the plan is expected to reach 75. With TV in the fold, the Advertising Council now has time or space set up in radio, TV, newspapers, magazines, outdoor and car-cards.

The effect of TV on the football box office was the major topic of discussion at the Eastern College Athletic conference in New York while on the west coast it was revealed that TV did not hurt four out of five Pacific Coast conference colleges. Most of the athletic directors of eastern colleges were reported against the televising of their sports, particularly football and expressed their views to the TV committee, headed by Ralph Furey of Columbia.

I. E. "Chick" Showerman, formerly head of the central division of NBC, Chicago, was announced as the new television sales manager of Free & Peters, Inc. He will make his headquarters in New York. Maurice B. Mitchell, general manager of Associated Program Services since September, has been elected a vice-president of Muzak Corporation and will head up the transcription library division of the company. Emanuel "Manie" Sacks was elected a staff vice-president of RCA at a board of directors meeting. Ernest B. Gorin, treasurer of RCA was elected a director of RCA Communications, Inc. Bernard Musnik was named eastern sales manager for the Crosley Broadcasting Corporation to succeed Warren Jennings who goes with ABC national spot sales staff. Lloyd E. Yoder, general manager of KOA-NBC, Denver, was made the new general manager of KNBC, San Francisco.

The FCC announced that effective Jan. 18 each AM or FM station must originate a majority of its non-network programs from its main studio or from other points within the city where its main studio is located.

Charter Heslop, chief of the radio-

TV branch public information, Atomic Energy Commission, urged broadcasters to be prepared for emergency service in an address before the Tennessee Broadcasters Association at Nashville. Heslop spoke on "Radio's Role in Defense."

The annual Television Clinic of the TBA was held on Friday at the Waldorf-Astoria with a record attendance list.

Applications for three new AM stations and for increased power for two others were accepted by the FCC. New stations sought were by Claude C. Tillman, Jr., and Robert E. Wasdon, doing business as the Hurricane Broadcasting Service, Vero Beach, Fla.; Delbert T. Hunt as Aberdeen Broadcast Service, Aberdeen, S. D. and by John Daniels, Eli Daniels and Harry Daniels doing business as Heart of the Black Hills Station, Rapid City, S. D. Increased power was asked for by WKNK, Muskegon, Mich., from 1 kw to 5 kw and by WLIN, Merrill, Wisc.

Certificate forms for nominations to fill 13 positions on the board of directors of the NAB were sent to NAB members during the week. AFRA's new two-year pact with the transcription industry was unanimously accepted by the New York local at a union meeting held on last Thursday. Philco Corporation renewed its sponsorship of the full-hour of the Don McNeill TV Club for the second cycle through the Hutchins Advertising Co., Philadelphia.

NBC elected Mrs. Douglas Norton to the board of directors, succeeding Edward J. Nally. She was wartime commander of the WAVES. Mrs. Norton is vice-president of the Federal Council of Churches of Christ in America and is a former president of Wellesley College. TV stagehands won increases under a new contract agreement negotiated for them by the Protective Theatrical Union No. 1 in New York. NPA warned steel men that cutbacks may be needed.

Average radio listening time in New York during November dropped a negligible percentage of 0.1 per cent from the November, 1949, average according to the latest published report of The Pulse, Inc. However, TV viewing tripled in the same period. WGAR, Cleveland, announced a new upward revision of its rates, effective, Jan. 1. The Rutgers University station WRSU arranged to broadcast the FM programs of WQXR, New York, on a Monday-through-Friday basis.

Bob Sweeney and Hal March were signed to a long term exclusive contract with WJZ. Rumors that Wayne Coy, chairman of the FCC, would take a month's vacation were denied. The Pennsylvania State Board of Censors appealed to the U. S. Supreme Court to overrule a lower court decision prohibiting the board from censoring motion picture films used on television.

**KIEM**  
Reports

**17.6\***  
**RATING**

produced by

**"THE CISCO KID"** FOR  
**MASTER BREAD!**

\*[CONLON, APRIL, 1949]

"Since 1946, Cisco Kid has proved to be one of America's greatest salesmen" . . . says Dick Koenig, Manager of Master Bakers.

"Cisco" is amazingly successful at sparking sales crews—enthusing dealers—building great kid (and adult) audiences—zooming sales—boosting profits! Write, wire or phone for proof of "Cisco Kid's" sensational business-building performance!

**SENSATIONAL PROMOTION CAMPAIGN**

. . . From buttons to guns —is breaking traffic records!

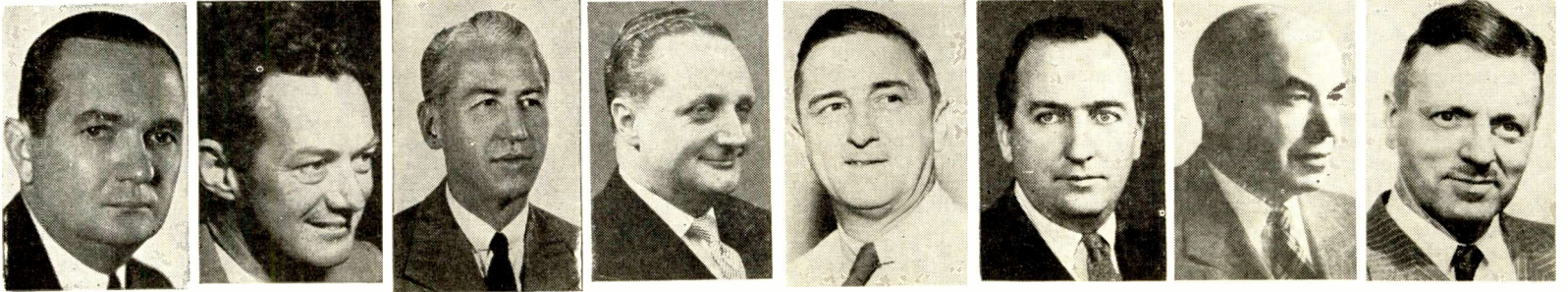
**LOW PRICED!**

½-Hour Western Adventure Program . . . Available: 1-2-3 times per week. Transcribed for local and regional sponsorship.



Here's the Sensational  
**LOW-PRICED WESTERN**  
That Should Be On Your Station!

# Prominent Figures In TBA Clinic At Waldorf



D. W. Thornburgh

"Pat" Weaver

George Shupert

Bennett G. Larson

John M. Outler, Jr.

John A. Kennedy

Harry Bannister

Donald A. Stewart

## TBA Move Portends Merger With NAB

(Continued from Page 1)

following an announcement by Jack R. Poppele, president of TBA, in which he said, "A committee of TBA directors will be appointed to explore the possibility of effecting some amalgamation or confederation with television trade groups under a plan that would assure autonomy with respect to television and would best serve the television industry."



THOMAS

secretary-treasurer; and Paul Ralibourne of KTLA, Los Angeles, assistant secretary-treasurer.

Although Poppele's statement did not mention any specific trade group, it was obvious to most members, that the NAB is the only likely trade organization that TBA could consider lining up with. One observer predicted that forthcoming meetings and negotiations between the two groups would result in an NAB-TV, an autonomous operation entirely separate from NAB.

### Constitutes "About Face"

TBA's decision to study the possibility of amalgamation with TV trade groups (presumably NAB-TV) reflects a complete about-face in its thinking. Up to last Friday, TBA has been campaigning vigorously for new membership, and has repeatedly refused NAB's invitation to join.

It was learned that members of NAB's television committee, headed by Bob Swezey of WDSU, New Orleans, were in New York last week conferring with TBA officials. Swezey also attended Friday's clinic at the Waldorf-Astoria.

NAB's television committee meets next month to formulate the NAB-

TV organization. At that time, it is expected that TBA will join the fold.

### Thomas Chairman

The Television Clinic got under way at 10:30 a.m., Friday, in the Starlight Ballroom of the hotel. The sessions, which lasted into the late evening, were presided over by Eugene S. Thomas, WOR-TV's manager of operations. A large turn-out of network station representatives heard the various guest speakers, who delved into all phases of TV operation.

In a discussion of daytime programming, M. C. Watters, vice-president and general manager of WCPO-TV, Cincinnati, repudiated a popular belief that daytime TV would not create a sizable audience because the average housewife has too many chores to keep her from the set. His station has discovered that this is not true, and as proof, Watters pointed to WCPO-TV's successful program schedule which extends daily from 6 a.m., to 1 a.m., the following morning. Informality is the keynote of daytime programming, he added.

### Weaver Heard

"Television can make clear to the American people the great issues and currents of our time," was the theme of the address by Sylvester L. Weaver, Jr., NBC vice-president in charge of television. He discussed the network's newly announced "Operation Frontal Lobes," and said it would provide "a vital means of finding graphic exposure of the fissures cracking through our world, so that our people will understand the issues they must face in the days of decision that have come upon us." Through the magic of television, Weaver said, the network will gain huge audiences for cultural and educational programs in which people have previously shown little interest.

### Daytime Vital, Says Thornburgh

Donald Thornburgh, president and general manager of WCAU-TV, Philadelphia, told the group that TV stations must plunge into daytime operations, if they ever expected to make a profit. He agreed with Watters on the success of a full daytime schedule, and reiterated that programs should not be created just to fill time, but with the idea to build an audience. Thornburgh placed a great deal of importance on public

service programming as a means of creating good will among the viewers, saying that "commercial shows must be supplemented by public service offerings."

### Stewart Tells of 'Tightrope'

The main problem of a single market station, according to Donald A. Stewart, general manager of WDTV, Pittsburgh, is how to please most of the advertisers, and most of the public, most of the time. With four networks clamoring for time and local advertisers fighting to sponsor local originations, the station is literally walking a tightrope in its efforts to clear sufficient time to keep most advertisers, networks and the public happy, Stewart said.

More careful planning should go into rehearsals, use of extra cameras and personnel, in order to reduce operating expenses, G. Bennett Larson, vice-president and general manager of WPIX, New York, told the TBA members. He also suggested "Block" programming as an economical measure.

### 'Stress Localities,' Says Outler

John H. Outler, Jr., general manager of WSB-TV, Atlanta, presented a very strong argument for local programming, and the need to cater to the local audiences. He said that good local programs were the only answers to the problem of building a strong loyal following. To depend entirely on name network shows is to invite disaster, he said.

During the research discussion, E. Lawrence Deckinger of the Biow Company, and president of the Radio-TV Research Council, warned TV broadcasters not to repeat radio's mistakes. He said they should demand from TV audience measurement services, new methods for measuring more effectively the size and tastes of TV viewers.

To this end S. E. Hooper demonstrated before the TBA clinic his organization's new electronic TV audience measurement device. A small mechanism the size of a small loaf of bread is secured in the closet of an apartment. Connected by line telephone line to an electronic recorder in the Hooper office, it records the times the TV set is on, and the channels it is tuned to. Hooper is having this device installed in 600 apartments of three-apartment projects in New York. He also discussed his Hooper Brand Ratings, which are quarterly re-

## All TV Outlets Invited By NAB's TV Group

Washington Bureau of RADIO DAILY

Washington — Harold Hough, chairman of the NAB special TV Committee Friday announced a general "organization" meeting of TV interests for Jan. 19 in the Stevens Hotel, Chicago.

His invitation was extended to "all TV stations" regardless of NAB membership. He pointed out that while TV has individual interests which must be protected through a strong TV organization, there are interlocking interests with other broadcasting which can be served by a common front, namely, NAB.

The NAB Board at its meeting last month authorized a separate TV board, which would be autonomous except, as NAB President Justin Miller explained, "in broad policy matters."

ported, informing the advertiser "Where he stands in relation to each competitor in each market."

To keep the sales volume ahead of expenses, broadcasters should "resist the temptation to over-extend with regard to original investment in physical facilities, such as studios, offices and technical equipment," according to Lee B. Wailes, vice-president in charge of operations for the Fort Industry Company. He also said that stations should keep their staffs to a minimum, but employ the most capable personnel. Other methods for keeping sales atop expenses, he said, including a constant study of program costs, a fair but aggressive rate policy, and the avoidance of ill-considered expansion of daily operations.

### Shupert Favors Films

George T. Shupert, vice-president and director of commercial operations, Paramount Television Productions, Inc., reviewed the part played by films in TV network programming. He estimated by the end of the year about 6,500 hours of programming will have been film-recorded by the four networks, mostly off the tube. His figures broken down, included DuMont 850 hours; CBS, 1,750 hours; NBC, 2,000

(Continued on Page 7)

## Shupert Lauds TV Pix At TBA Annual Clinic

(Continued from Page 6)

hours, and ABC, 1,900 hours. He predicted that eventually almost all TV programs, with the exception of news, sports and audience type shows, will be on film.

Television provides education with the best means yet devised for reaching the masses of people, in the opinion of Alexander G. Ruthven, president of the University of Michigan. He discussed the many possibilities for effective and entertaining education programs on TV.

### Martin Reports on ASCAP

Dwight W. Martin, vice-president of WLW-TV, Cincinnati, reported on the progress of negotiations between ASCAP and the TV committee with regard to per-program license. No satisfactory formula has been found to bring about an agreement, he said, although both parties have been meeting on the average of once-a-month since September, 1949.

## Urges Closer Liaison For Radio And Sports

(Continued from Page 1)

interested in programming in the interest of the community," said Hardesty. "It is to your advantage to meet him, learn the character of his programming and the manner in which you can best supply his material-needs."

Hardesty, who was introduced by Oscar Elder, assistant NAB public relations director, declared that all too frequently "well-meaning but uninformed people give a sportscaster several pages of typewritten material which has to be edited down to a page or less for use on the air." He suggested sportsmen "learn how to write copy usable in its original form."

He told his listeners that the impact of radio and TV is tremendous and said the media offer great potentials for publicizing the activities of the A.A.U.

## WMBG Receives Award

Richmond, Va.—The local Chapter of the American Cancer Society announced that the Chapter was presenting the Distinguished Service Award for 1950 to WMBG and WTVR in this city for the invaluable community service rendered by these stations. The local Chapter was High in praise of the work done in the Cancer Control program by WMBG and WTVR and hailed it as outstanding. In addition to using daily spot announcements during 1950 in which attention was called to the Cancer Control Program, WMBG and WTVR arranged a number of special quarter-hour programs during the year devoted to research in the field of cancer outlined by physicians in charge of this work in the Medical College of Virginia.

# ★ ★ TELE TOPICS ★ ★

TBA's annual television clinic last Friday in the Waldorf-Astoria Hotel was termed a great success by the many broadcasters attending. Special credit must go to Eugene S. Thomas of WOR-TV, who worked extremely hard putting the program together. The large gathering was enthusiastic over the top-flight speakers—qualified TV and film execs—who demonstrated their thorough knowledge about the complicated sight-sound medium. Special praises were sung for the talks made by M. C. Watters, veepee of WCPO-TV, Cincinnati; NBC's TV veepee, Pat Weaver; Don Thornburgh, prexy of WCAU-TV, Philly; Don Stewart, general manager of WDTV, Pittsburgh; Ben Larson, veepee and general manager of WPIX, New York; John M. Outler, Jr., general manager of WSB-TV, Atlanta, who had the meeting in an uproar with his hilarious side-remarks; Ed Wynn, who spoke at the luncheon and proved he was a top comedian with a brain, by offering some very smart advice; Lee B. Wailes, veepee of the Fort Industry Co.; Dr. A. G. Ruthven, prexy of University of Michigan; Irving R. Rosenhaus, WATV, Newark; George T. Shupert, veepee for Paramount Television, and other speakers.

### TODAY'S TV Personality:

ROBERT DWIGHT SWEZEY, the personable general manager of WDSU (AM-TV-FM), New Orleans, is well known among the top brass of broadcasting—his record boasting such titles as: v-p and gen. mgr. of Mutual from 1944-'48, and as gen. counsel and secretary of the Blue Network (ABC) from 1942-'44. Originally, Swezey's profession was that of attorney at law, having practiced in Boston, New York, and Washington from '32 to '38. The background



SWEZEY

for his career was gleaned at Harvard (where he obtained his A.B. and L.L.B.), and from his studies at George Washington U., Southeastern U., Columbia, and N.Y.U. A very active participant in the organizations of his profession, Swezey is currently chairman of the TV Committee of the NAB, serving on the Finance Committee and the Business Trends Committee; he's a past prexy of the Radio Execs Club of N. Y. and the 1950 v-p of the New Orleans AB Club.

"BLIND DATE," which is receiving the same warm applause this year as last for its youthful appeal (embracing romance, comedy, competition, and glamour), unofficially declared war Thursday night. Object of the show is for dates with men (usually of different colleges) to compete for dates with three glamorous models for a free evening at the Copa—Thursdays guests were six guys who were just stamped "I.A." Reminiscent of the U.S.O., Stage Door Canteens, and the multitude of our industry who boosted the morale of the fighting men during the last war, Arlene Francis, attractive femcee of the show, as much as told us "here we go again."

LILLI PALMER, co-star of the current hit "Bell, Book and Candle," will have a new tele show, starting on January 4 over CBS-TV. Ponds Cold Cream will pick up the check. . . . WSYR-TV will take the wraps off its new women's show "Ladies Day" this afternoon. Femcee will be Kay Russell, former fashion consultant for Lever Bros. . . . Barbara Bel Geddes will play the title role in "Bethel Merriday," dramatization of Sinclair Lewis' novel on the ABC-TV Pulitzer Prize Playhouse, Friday, Dec. 15 at 9:00 p.m. . . . Alan Dale, rising young singer will have a new five-a-week stint over WCBS-TV at 6:30 p.m., starting Dec. 18. Format will be musical variety. . . . Bernice Hulin, hostess of KSTP-TV's daily "What's Cookin'" made one mention that viewers could receive a plastic apron by merely sending in their names and addresses—so, more than 2,000 Minneapolis housewives took up the offer. . . . Union Electric Company of Missouri reports that there are 221,500 TV receivers in the KSD-TV area, St. Louis, as of Dec. 1. . . . The Oct.-Nov. Hooperatings Pocketpiece for Los Angeles, reveal that "Hopalong Cassidy" is in first place, followed by "Texaco Star Theater" and the "Spade Cooley Show." . . . Jimmy Jemall, The Inquiring Sports Reporter" made his debut over WOR-TV on Saturday at 8:30.

AS of Dec. 1, there are now 372,213 sets in the WNBK viewing area, Cleveland. Nov. sales in the area were 22,894. . . . "The Round Dozen," will be the Dec. 13 play on "The Somerset Maugham Theater," presented over WCBS-TV. . . . New children's show, "Junior Talent Time," made its debut on Saturday over WPIX. Program is sponsored by Republic Television Stores with talent "scouted" by teachers in New York public and private schools. . . . Kathi Norris, NBC-TV's daily shopper, will be the guest speaker at the Advertising Club of New York on Wed., Dec. 13. Her subject will be "In Television, Advertising IS Selling." . . . The first in a new, exclusive series of monthly telecasts will be launched by Gov. Earl Warren of California over ABC's KECA-TV, Los Angeles, on Wed., Dec. 13. The Governor will discuss current topics of general interest to people in California under the general title of "Report to the People." The Governor will fly to ABC Television Center in Hollywood each week from Sacramento to make his video appearance.

## NAB Asks Admission To UHF-TV Hearing

Washington Bureau of RADIO DAILY

Washington — The NAB Friday filed a request with the FCC to appear Jan. 15 when hearings into the allocation of UHF for TV are resumed. The NAB petition, filed by Vincent Wasileski, assistant general counsel, asked specifically for permission to testify in the non-commercial educational bracket of the allocations proceeding.

Sen. Owen Brewster (R-Me.) opened Friday's hearings by requesting the FCC to reserve a portion of the UHF band for non-commercial educational TV. Sen. Herbert H. Lehman (D-N. Y.), failed to appear after it was announced he would testify early Friday. His office on Thursday released an advance copy of his proposed testimony.

Other witnesses Friday were Stuart Hayden, University of Chicago; Keith Himebaugh, Director of Information, U. S. Department of Agriculture; Dr. Meredith C. Wilson, division of field studies and training, extension service, U. S. Department of Agriculture; Dr. Kenneth C. Bartlett, director of radio and TV, Syracuse University; Mrs. John E. Hays, president, National Congress of Parents and Teachers, and Mrs. Charles Weeks, president, Radio and TV Council of Greater Cleveland.

Himebaugh filed an exhibit, "TV Films," showing how the Department of Agriculture uses films in reaching farmers through established TV stations. He urged that the Commission allocate non-commercial educational TV channels as a means of better reaching the rural areas.

Commissioner Frieda B. Henneck submitted as an exhibit a proposed non-commercial educational allocation plan developed by the Allen B. DuMont Laboratories, in conjunction with its overall master allocation plan submitted at the beginning for the hearings. The DuMont proposal covered allocation of nine educational channels, mostly throughout the east.

## FCC Postpones Hearing On Facilities Of AT&T

(Continued from Page 1)

intervenor to protect their interests in event theater TV enters the hearings.

Others filing as participants include WICU, WTVN, Westinghouse Radio Stations, Crosley Broadcasting Corp., KSD-TV, WHAM-TV, WMCT, WSM-TV, WBTW, WNBFTV, WDEL-TV and WGAL-TV.

## New WCKY Staffers

Cincinnati, O.—Pete Allen formerly of KSUB, Cedar City, Utah, has joined the staff at WCKY as announcer and disc jockey. Frank Taylor, formerly of WFTM, Maysville, Kentucky, is another new member of the WCKY staff. Frank handles the Nighthawks show, WCKY's early morning fare.

## BEHIND THE MIKE

**A**NSONIA shoe chain has the Jack Eigen show, which features guest celebrities and the "Glamour Girl of the Week." The show is telecast over WABD, Wednesday at 10:30 p.m. Deal was placed through the Lane Advertising Agency. Phil Lane will produce and Bill Seaman will direct.

Bill Stern, emcee of the afternoon WNB T series "Remember This Date," getting out special calendars to promote his "Date" program. Great idea Bill!

The Song Spinners taking time out from writing all those radio and TV singing commercials to concentrate on a batch of new Decca releases. The first, "Christmas in Killarney," already a big hit with disc jocks.

Ed Herlihy will judge the beauty contest at Rutgers University to determine "Miss Rutgers," Saturday December 16.

Mel London has been assigned as director for WOR-TV's "Bowery Music Hall."

Dennis James "Okay Mother" tee-vee show celebrates its third anniversary on Tuesday. James will be presented a plaque by Commdr. Mortimer Loewi, DuMont prexy.

"TV Guide" buys "TV Forecast," Boston-Providence Magazine.

Richard Hayes, singing star of CBS's "Songs For Sale," is being packaged for a new TV series, "A Boy and a Ballad." CBS has first call on the offering.

Rosamond Vance and Lorenzo Fuller, stars of "Van and The Genie," one of the top children's shows on TV, will appear at Gimbels Saturday.

Kay Land leaving the Honey Dreamers to do a single. According to Bob Smith this doesn't mean she is leaving the "Van Camps Little Show," since she'll be back next month for her first guest star appearance with John Conti. Replacing Kay as lead singer is Patty McGovern.

Earl Hammond renewed on "In-side Detective" for 13 weeks. Nice work, Earl.

Ann Blythe will star on "Hallmark Playhouse" in an O. Henry story, "The Third Ingredient" on CBS.

## Columbia Pix To Film "Captain Vid" Series

(Continued from Page 1)  
dustry has made a movie serial from a television serial.

Production for the new adventure serial will begin in March, 1951, with the first episode to be released for exhibition in movie houses not later than Oct. 31st next year.

James L. Caddigan, director of programming at DuMont, is credited with being the originator of the Captain Vid series, which is a counterpart of "Superman," "Flash Gordon," and other heroes of pseudo-scientific fiction. The five-times-weekly show (7-7:30 p.m.) is written by M. C. Brock, who is also the writer of the "Dick Tracy" series for radio.

## California Commentary

By ETHEL ROSEN

● ● ● "Halls of Ivy" starring Mr. and Mrs. Ronald Colman, had their contract renewed for another 26 weeks. Sponsor, Schlitz Beer; Agency, Y & R. . . . Ned Hullinger, ABC press department head in

### Hollywood

Hollywood, has added three new members to his staff; Frederic Pace Woods II, Patricia Schertzinger and Jack Snyder. . . . Miriam Hopkins to New York Friday for conferences with Edgar Peterson, producer of the Pulitzer Prize Playhouse. . . . Jeanette MacDonald and Gene Raymond leave here the day after Christmas to begin rehearsals for "The Guardsman" in New York with Sam Wanamaker directing. . . . Teddy Hart will make a Capitol recording this week of a series of monologues based upon a Damon Runyon type of character. . . . Mal Boyd and Bob Joseph plan to bring back their pioneer Hollywood TV show, "Hollywood in Three Dimensions," to one of the local video outlets. They will expand it from 15 minutes to a new 30-minute format. Show ran for more than a year on KTTV starting in 1948 with Admiral as sponsor. . . . Jean Herholt has selected "Always Remember" for his broadcast of the 13th, the day he celebrates his 13th Anniversary of the Dr. Christian program. Klaus Landberg, veepee of Paramount Television, has signed Sandra Berkova to a term contract. Sandra appears regularly on KTLA's Ina Ray Hutton All Girl Show. . . . ABC-TV's Carleton Winkler and Donna Fargo, head of Teleflex, Inc., are working on a special Christmas eve television show, titled "International Christmas." . . . Bill Anson who, in addition to his daily chores on KTTV and KFVB is also an ASCAP working member, this week had five of his tunes released by Majestic Records at one time. . . . Robert Greene has been named director of special events for the Don Lee Broadcasting System. He also serves as the West Coast contact for "Mutual Newsreel." He replaces Jack Little who recently joined Armed Forces Radio Service.

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● ● ● Jack McElroy and the cast of ABC's "Welcome to Hollywood" will tape record two broadcasts so that they can have the week off between Christmas and New Year's. . . . Tony LoVello, youthful accordionist on KTLA's "Dixie Showboat," has composed the entire musical score for "Love Song," a new musical comedy which premiered at Manual Arts High School last week. . . . Al Burton's Tele-Teen Reporter is being sponsored by Yeakel Bros. Auto Dealers, beginning Jan. 3. A safe driving campaign aimed specifically at teen-agers, seen Wednesdays, over KLAC-TV. . . . Reason for crutches currently supporting Art Gilmor is a badly twisted ankle caused when thrown from a bucking horse. However, Art is still carrying on for "Red Ryder" over KHJ. . . . "The Jopathon Story," video's first daytime serial which has just completed two successive 13-week series over KLAC-TV, transfers to KNBH, Dec. 12th, for twice-weekly viewing on Tuesdays and Thursdays, sustaining until negotiations with a new sponsor are completed. Series are filmed locally by Wilkins-Gooden TV Productions, open-end in 15 nation-wide outlets. . . . Bob Savage has been signed by Majestic Records and his first record to be released is "Jungle," which was written by Bill Anson. . . . Wanda Hendrix made her television debut in "Rewrite For Love," 30-minute video program filmed at Jerry Fairbanks Productions for the "Bigelow heater" series. . . . Art Mortensen joins KFI-TV sales staff as an account executive. . . . Larry Finley, president of PBS has appointed Nat Linden as chief of all PBS productions. . . . Joe Adams will be presented in a half-hour all-star revue for the benefit of the Chest Ex-Ray over KFI-TV, December 15. . . . Roy Rogers has been signed by CBS to head the scripters on the new Weire Brothers' TV show, due to be tested on closed circuit this month. . . . Cy Howard is busy on his third show for radio, titled "The Three of Us." He'll write and produce the comedy piece of his own creation.

☆ ☆ ☆ ☆

## NEW BUSINESS

WCBS-TV, New York: General Motors Corp., for its Pontiac cars, has contracted for 23 one-minute announcements, participations and station breaks announcing the 1951 line of Pontiacs. Agency is MacManus, John and Adams, Detroit. The Local Chevrolet Dealers Association, Inc., has bought 15 one-minute announcements and station breaks to demonstrate the 1951 Chevrolet models. Campbell-Ewald Co., Inc., is the agency. The Chase National Bank has extended its Wednesday and Friday 11:10 p.m. one-minute announcements for 13 weeks, beginning Dec. 13, through Hewitt, Ogilvy, Benson and Mather, New York. The National Sugar Co., for its sugar and sugar products, has contracted for a year of Monday, Thursday and Friday station breaks effective Jan. 8, through Young and Rubicam, Inc., New York.

Effective Jan. 6, Benson and Hedges, Inc., for Parliament Cigarettes, has renewed its 7:30 p.m. Saturday announcements for 52 weeks, thru Kudner Advertising Agency, New York. Sperti, Inc., for Spertie Sun-lamps, has contracted for 10 weeks of Wednesday and Friday 2:15 p.m. announcements through Ruthrauff and Ryan, Inc., New York. The Vick Chemical Company, for Vicks Vaporub, has extended its Monday 1:30 p.m. announcement and Tuesday participation in "The Real McKay" for 13 weeks through March 16, 1951. Agency is BBD&O, New York. The Plymouth Division of the Chrysler Corporation has ordered a week of Class A station breaks beginning Sunday, Jan. 7, to introduce its 1951 line of Plymouth cars. Agency is N. W. Ayer, New York.

### Stork News

Walter Seigal, director of the CBS photo division, is the father of a daughter born Friday to Mrs. Seigal at the Beth Israel Hospital. The newcomer weighed 7 pounds 3 oz.

Daylight and Overnight  
DC-6

Mainliner 300s

11½ HRS. ONESTOP to

LOS ANGELES

"the Hollywood"

Leaves at noon, arrives 8:30 pm

United's overnight flight to  
Los Angeles leaves at 9 pm;  
arrives the next morning.

UNITED AIR LINES

# CONGRESS GIVEN RADIO-SEIZURE PLAN

## Radio-TV Webs Plan Holiday Program Skeds

### Christmas Themes Featured By Sponsors

Despite the ominous world situation, radio and TV have gone into high gear in their programming of Christmas and holiday shows. Beginning last week-end, networks and independents have gradually stepped up their special events for the holiday season so that, as of today, the air is filled

(Continued on Page 5)

### Women Broadcasters Forming New Group

The Association of Women Broadcasters at a meeting of the district chairmen last Saturday voted to reorganize into a new independent organization, tentatively to be called, American Women in Radio and Television.

An interim steering committee, led by Agnes Law, head librarian

(Continued on Page 6)

### Will Originate Features From Iowa State House

Iowa City, Ia. — Radio station KXIC will broadcast three daily programs, direct from the statehouse in Des Moines, during the Iowa legislative session which begins January 8th, according to general manager Gene Claussen.

KXIC farm editor G. M. Ludwig,

(Continued on Page 3)

### This Is Radio

The New Haven Railroad will run a special "Show Train" with residents of the State of Connecticut—1,200 in all—to attend the February 18th presentation of NBC's "The Big Show," featuring Tallulah Bankhead. With WTIC, Hartford, and many Nutmeg State newspapers co-operating, it is expected the night will be a gala occasion.

### Good Reception—Xmas Wish

Vancouver—The crew on the weather ship St. Catharines say all they want for Christmas is clear radio reception. Canada's first floating weather station in the Pacific has been on post two weeks on the 50th parallel of latitude, 1,000 miles due west of Vancouver, Island. Talking by Morse code to the Department of Transport's radio station here, the men say they want to hear Christmas radio programs loud and clear. So far, voice reception has been poor.

### New NPA Edict Deals TV Outlet To Sponsor Wrestling Tourney

Washington Bureau of RADIO DAILY  
Washington—In a move to assure distribution of tubes and other electrical components for both defense and maintenance of the nation's communications system, and other essential uses, the National Production Authority yesterday issued an order, M-17, placing a ceiling on the number of rated defense orders manufacturers are required to accept.

Three types of components are covered by the order, which stipu-

(Continued on Page 6)

### Offers Aid Of WKBW To "Voice" Programs

Buffalo—Making the facilities of WKBW available to the State Department for broadcast of a digest of the "Voice of America" programs, Dr. Clinton H. Churchill, president of the station, yesterday forwarded a letter to the Secretary of State.

In the letter, Dr. Churchill said:

"In view of national emergency

(Continued on Page 2)

Cincinnati—A men's heavyweight wrestling tournament, contested exclusively through the medium of television for \$5,000 in stakes, will be staged by the Crosley Broadcasting Corporation with the opening bout set for Saturday, December 30, at WLW-D, Dayton, Ohio. According to Robert E. Dunville, president, Columbus, Ohio, wrestling promoter Al Haft will act as matchmaker for the series which will originate in the television studios of WLW-D, Dayton, and WLW-T and Music

(Continued on Page 3)

### TV-Allocation Evidence Being Weighed By FCC

Washington Bureau of RADIO DAILY  
Washington — Evidence received in the TV allocations hearings, which have been recessed to Jan. 15, now is being considered by the FCC with a view to determining whether the Commission's proposed allocation plan for TV in the United States and its "illustrative alloca-

(Continued on Page 7)

### Most NBC Outlets To Oppose Plan To Cut Nighttime Rates

Most of the NBC radio affiliates in TV markets have already expressed opposition to the network's plan to reduce nighttime radio rates in TV cities, RADIO-TELEVISION DAILY learned in a survey of many of the stations in the fifty TV cities. This opposition has been forwarded in the form of protests to network headquarters in New York and will be expressed at the meeting called

for January 10th to consider the proposal.

Among the broadcasting companies reported opposed to the plan are Westinghouse Stations, Inc., and the Crosley Broadcasting Corporation. A spokesman for Westinghouse said yesterday that their stations have had a profitable radio year and management saw no

(Continued on Page 7)

### Would Control Air 'If Necessary' In Emergency

Washington Bureau of RADIO DAILY  
Washington — Legislation authorizing President Truman to control radio and television broadcasting, if necessary, was sent to Congress late yesterday by the Department of Defense through Assistant Defense Secretary Marx Leva. In messages to Sen. Millard E. Tydings (D.-

(Continued on Page 4)

### Four Stations Fold; Other FCC Activity

Washington — Cancellation of the licenses of two AM and two FM stations have been granted by the FCC.

License of WOPT, operated by the Palladium-Times, Inc., at Scriba, N. Y., on 1220 kc., one kw., daytime only, has been cancelled and the call letters deleted. License of WEEB, operated by the Sand-

(Continued on Page 3)

### Radio Parts Manufacturers Plan Southwest Meeting

Dallas, Tex.—Approximately 300 manufacturers and distributors are expected to attend the 2nd annual Southwestern Electronics Conference, January 24-27, in Brackettville, Texas. The conclave is being spon-

(Continued on Page 3)

### Prayers For Peace

Mutual's "Faith in Our Time" series has inaugurated a nationwide prayer for world peace. Each broadcast of the religious series, aired daily from 10:15 to 10:30 a.m., EST, will offer a prayer for peace from among the major faiths represented on the program. This will be continued for the duration of the national emergency.

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FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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Mt. Ranier, Md.

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

# FINANCIAL

(December 19)

## NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	103 <sup>3</sup> / <sub>4</sub>	99 <sup>3</sup> / <sub>4</sub>	101 <sup>1</sup> / <sub>2</sub>	+ 1 <sup>1</sup> / <sub>2</sub>
Admiral Corp.	24	21 <sup>1</sup> / <sub>2</sub>	23 <sup>3</sup> / <sub>8</sub>	+ 1 <sup>1</sup> / <sub>2</sub>
Am. Tel. & Tel.	150 <sup>1</sup> / <sub>4</sub>	149 <sup>5</sup> / <sub>8</sub>	150	+ 1 <sup>1</sup> / <sub>4</sub>
CBS A	29 <sup>3</sup> / <sub>4</sub>	28 <sup>1</sup> / <sub>8</sub>	29 <sup>3</sup> / <sub>4</sub>	+ 1 <sup>1</sup> / <sub>4</sub>
CBS B	29 <sup>1</sup> / <sub>4</sub>	28	29 <sup>1</sup> / <sub>4</sub>	+ 1 <sup>1</sup> / <sub>4</sub>
Philco	22 <sup>7</sup> / <sub>8</sub>	22 <sup>1</sup> / <sub>8</sub>	22 <sup>3</sup> / <sub>8</sub>	+ 3 <sup>3</sup> / <sub>8</sub>
Philco pfd.	93	91 <sup>1</sup> / <sub>2</sub>	93	+ 1 <sup>1</sup> / <sub>4</sub>
RCA Common	16 <sup>3</sup> / <sub>8</sub>	15 <sup>1</sup> / <sub>2</sub>	16 <sup>1</sup> / <sub>4</sub>	+ 5 <sup>3</sup> / <sub>8</sub>
RCA 1st Pfd.	76 <sup>1</sup> / <sub>2</sub>	75 <sup>1</sup> / <sub>2</sub>	75 <sup>1</sup> / <sub>2</sub>	- 5 <sup>3</sup> / <sub>8</sub>
Stewart-Warner	16	15 <sup>1</sup> / <sub>8</sub>	15 <sup>7</sup> / <sub>8</sub>	+ 1 <sup>1</sup> / <sub>2</sub>
Westinghouse	34	33 <sup>3</sup> / <sub>8</sub>	33 <sup>3</sup> / <sub>8</sub>	- 1 <sup>1</sup> / <sub>4</sub>
Westinghouse pfd.	103 <sup>1</sup> / <sub>2</sub>	103 <sup>1</sup> / <sub>2</sub>	103 <sup>1</sup> / <sub>2</sub>	- 1 <sup>1</sup> / <sub>4</sub>
Zenith Radio	45 <sup>7</sup> / <sub>8</sub>	44	45 <sup>1</sup> / <sub>2</sub>	+ 1 <sup>1</sup> / <sub>2</sub>

## NEW YORK CURB EXCHANGE

DuMont Lab.	14 <sup>1</sup> / <sub>4</sub>	13 <sup>3</sup> / <sub>4</sub>	14 <sup>1</sup> / <sub>4</sub>	+ 1 <sup>1</sup> / <sub>8</sub>
Hazeltine Corp.	22 <sup>3</sup> / <sub>4</sub>	22 <sup>1</sup> / <sub>2</sub>	22 <sup>3</sup> / <sub>4</sub>	+ 1 <sup>1</sup> / <sub>8</sub>
Nat. Union Radio	3 <sup>7</sup> / <sub>8</sub>	3 <sup>3</sup> / <sub>4</sub>	3 <sup>7</sup> / <sub>8</sub>	+ 1 <sup>1</sup> / <sub>8</sub>

## OVER THE COUNTER

Stromberg-Carlson	Bid 11 <sup>1</sup> / <sub>2</sub>	Asked 12 <sup>3</sup> / <sub>4</sub>
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## 'Just One Of Those Things'

In yesterday's "Network Song Favorites," a tabulation of the top 30 songs of the week 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, RADIO DAILY, inadvertently omitted "Nevertheless," published by Chapell & Co.

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

## Guesting

Mrs. Bing Crosby, the former Dixie Lee of the movies, will make her first professional appearance since 1935, when she appears on hubby Bing's CBS radio show with their four sons tonight at 9:30 p.m. EST.

Mary Jane Croft, radio actress, originally was scheduled to portray Mrs. Crosby in the special Xmas sketch on the show tonight but stepped aside when the former screen star decided to end her long period of retirement and play the part herself. The occasion also will be Dixie's radio debut.

## President's Admirers Receive Autographs

Washington Bureau of RADIO DAILY

Washington — President Truman has taken time out from his heavy schedule to make the five members of Mutual's "Juvenile Jury" happy. He autographed menus of the National Press Club's annual Father and Daughter dinner.

Not only that but the President said "the entertainment put on by these kids was great."

The "Juvenile Jury" members wanted the President's autograph during a pre-dinner reception in honor of the President and his daughter, Margaret. Secret Service men said, "No." So Jack Barry, moderator and owner of the show, didn't press it.

## Secret Service Opposed

During the dinner hundreds of Washington daughters of Press Club members filed to the President and Margaret and extended menus for autographs. The Secret Service didn't like it. The President did, so autographing continued.

Elizabeth Watson, Billy Knight, Laura Mangles, Charlie Hankinson and Dockie Orlan, who put on the "great" entertainment, were broken-hearted. President Truman heard of it and through RADIO DAILY's Washington Bureau he transmitted his autograph plus his words of encouragement to the youngsters.

## New Art Service Announced By O'Brien

A new creative and consultant art director service specializing in radio and television has been formed by Harry O'Brien, former executive vice-president of O'Brien & Dorance. The art service will be located at 302 East 45th St., New York City.

The artists' firm will offer their services to radio and TV stations. O'Brien said, pointing out that many independent stations do not have their own ad agency. "We plan to offer a service that includes anything from an opinion to the preparation of a complete advertising campaign, or the complete production of a presentation or promotion book," he added.

## Offers Aid Of WKBW To "Voice" Programs

(Continued from Page 1)

declared by the President, radio station WKBW wishes to lend its facilities for implementation of American foreign policy. Accordingly, we hereby offer time on a regular recurrent basis. In any period deemed suitable for a digest of such "Voice of America" programs as are useful for domestic consumption or any other programs which could be made available by the State Department to this 50,000-watt facility. In our primary area of nearly two million listeners there is considerable interest in the State Department's activities regarding iron curtain countries, and we believe that making some of this material available on domestic radio channels would help the man in the street understand our government's objections. I have instructed our program department to get in touch with Voice of America officials in order to accomplish this proposal if agreeable to you as soon as possible."

## Southard Resigns Post

Paul Southard, vice-president in charge of merchandising for Columbia Records, resigned suddenly yesterday after 14 years association with the company. Last week Ken Mac Allister, who headed sales promotion, resigned to accept an agency post with the Benton & Bowles agency.

## COMING and GOING

HOWARD MEIGHAN, Columbia network vice-president and general executive, has arrived from Hollywood to spend the Christmas season. He'll be here a few weeks longer on business.

FULTON LEWIS, JR., Mutual network commentator, will originate his Wednesday, Thursday and Friday programs at his farm in Leonardtown, Md. On Friday's program he will be heard as organist and choir director of the local church.

RAYMOND F. GUY, manager of radio and allocations engineering at NBC and president of the Institute of Radio Engineers, is back in New York after attending a meeting of the Baltimore section, IRE, thus completing a 15,000-mile trip in the interest of that organization.

JOHN DERR, associate director of sports at CBS, tomorrow will leave for Miami where on New Year's Day he will cover the Orange Bowl football game between Clemson University and Miami.

WILLIAM HILLMAN, Mutual network analyst, is in town from Washington. He plans to originate his Christmas Eve program from this point.

ED COONEY, general manager of KOPR, Butte, Mont., is in town this week on network business and for conferences with his national representatives.

CEDRIC FOSTER, Mutual network commentator, is expected in New York today from Boston.

DICK RAWLS, of the television stations department at ABC, is visiting affiliates in Birmingham, Syracuse and Utica. He'll be back in New York tomorrow.

IRVING MANSFIELD, television producer for CBS, has left for a week of leisure in Miami.



You get a lot for a little\*

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

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



## Our Stations Fold; Other FCC Activity

(Continued from Page 1)

Hill Community Broadcasters, Inc., Southern Pines, N. C., on 1360 kc., one kw., daytime only, also was cancelled and the call letters deleted, effective Dec. 1. The two FM stations deleted were WOPT-FM and KOCY-FM, Oklahoma City.

KOCY-FM, which was operated by Matthew H. Bonebrake, former member of the old FM Association board of directors, at one time was held up by FM broadcasters as the "model station." Bonebrake declared when he was elected to the FMA board in September, 1948, that FM was the "salvation" of KOCY, a 250-watt station.

On the other hand, applications of four new AM stations and one for change in facilities of existing stations have been accepted by the FCC for filing. New applications are:

D. C. Stevens, trading as Kentucky Mountain Broadcasting Co., for 960 kc, 1 kw, daytime only, Prestonburg, Ky.

Detroit Lakes Broadcasting Corp., for 1050 kc, 1 kw, daytime only, Detroit Lakes, Minn.

Jack D. Clevenger and Alfred D. Lafleur, doing business as Community Broadcasting Co., for 1340 kc, 250 watts, unlimited time, Needles, Calif.

C. W. Capps, Lowry Tims and Melvin C. Lee, doing business as Delta Broadcasting Co., for 1230 kc, 250 watts, unlimited time, Clarksdale, Miss.

### Changes Proposed

Applications accepted for filing involve these proposed changes:

KDSX, Denison, Tex., change from 1220 kc to 950 kc, decrease daytime power and change hours of operation from 1 kw, daytime, to 500 watts, unlimited time.

The following applications have been tendered for filing:

Hawthorn Broadcasting Co., St. Louis, for new station on 1230 kc, 250 watts, unlimited hours.

KWRE, Warrenton, Mo., CP to increase power from 250 watts, daytime, to 500 watts, daytime.

KJSK, Columbus, Neb., CP to change frequency from 900 kc to 920 kc, and power from 1 kw, days, to 500 watts, nights, 1 kw, days.

KNEW, Hobbs, N. M., voluntary assignment of license from W. E. Whitmore to W. E. Whitmore and Harry McAdams.

Waldo W. Primm, Sanford, N. C., CP for new station on 1360 kc, 1 kw, daytime only.

The FCC has granted consent to voluntary acquisition of control of Potomac Broadcasting Corp., licensee of WPIK, Alexandria, Va., by Carl L. Lindberg through purchase of 81 shares of common stock from Howard B. Hayes for \$22,275. Hayes and Lindberg, both former employees of WTOP, when it was owned by CBS, started the daytime station at the close of the war.

## AGENCY NEWSCAST

... personnel, sponsors and notes

**G**RAHAM S. MASON and JOHN G. BELFIELD have been elected vice-presidents of Lewis & Gilman, Inc., Philadelphia advertising and public relations agency.

**WILLIAM H. WEINTRAUB & COMPANY, INC.** is the agency for the Dubonnet wine, which is one of the two Schenley products advertised in a daily five-minute series over ABC-TV. The other product, Cook's champagne, is handled by the Biow Company.

**WALTER P. EGAN** has joined the merchandising department of J. M. Mathes, Inc.

**PHILIP M. WHITE** has been appointed manager of the Chicago office of Calkins & Holdrege, Carlock, McClinton & Smith, effective Jan. 1.

### Will Originate Programs From Iowa State House

(Continued from Page 1)

elected to the legislature in November, will air his regular farm shows from Des Moines at 7:30 a.m. and 12:45 p.m. Ludwig also will broadcast a legislative commentary daily at 1 p.m.

This is the first time in history that regular broadcasts have been planned from the statehouse by a member of the Iowa legislature. As KXIC farm editor, Ludwig also was the first radio farm reporter in the state to air a daily broadcast direct from his farm home, which still is a KXIC daily feature and will resume when Ludwig returns from Des Moines.

### Radio Parts Manufacturers Plan Southwest Meeting

(Continued from Page 1)

sored by the Southwestern Chapter of The Representatives of Radio Parts Manufacturers, Inc.

The conference members will be housed in historic old Fort Clark on the Texas border, which is now a luxury ranch. Conference chairman and chapter president, J. Earl Smith, said that many outdoor tours and sporting activities have been planned for the business men in their spare time.

### Expanding Pulse Service

Effective with the November report, TelePulse surveys in the New York area will cover a total of 6,500 homes throughout the week instead of the 1,950 previously checked, Dr. Roslow announced yesterday. This increase results from expansion to four roster periods daily, making the TelePulse reporting technique comparable with that used in the Pulse radio surveys.

**FRANK L. CHIPPERFIELD** has been appointed manager of the media department at Hewitt, Ogilvy, Benson & Mather, Inc. He was formerly media director for Roy S. Durstine, Inc.

**A. W. HOBLER** has been elected chairman of the board of directors of Benton & Bowles, Inc. He will hold this office in addition to that of chairman of the executive committee.

**EDWARD DE SALISBURY**, an account executive with Casanova & Van Orman, has been named the agency's general manager.

**MURRAY E. PERKELL** has been named vice-president in charge of public relations accounts for McLaren, Parkin, Kahn, Inc.

**LEO BURNETT COMPANY INC.**, Chicago, has appointed Don Tennant and David W. Dole as supervisors in the broadcast department. Frank H. Newton, Joseph H. Hoffman, and Carlton Zucker have joined the copy staff, and Robert E. Joeger, W. R. Meyer have been added to the industrial section of the copy department.

## TV Outlet To Sponsor Wrestling Tourney

(Continued from Page 1)

Hall, in Cincinnati. The three wrestling programs carried on WLW television in Cincinnati, Dayton and Columbus each Friday and Saturday will be the scene of the elimination series.

Dunville stated a purse of \$2,500 and a WLW television championship belt worth \$1,000 will go to the first place winner. Second place will receive \$1,000 and \$500 will go to the third place winner.

The decision of his company to sponsor a tournament in the men's division was prompted by the wide response given by female grapplers to a women's wrestling tournament now being contested on Saturday night's wrestling program, Dunville stated. Promoter Al Haft said he expected the men's tournament to be a wide open affair, with the country's leading wrestlers entering the contest. Haft stated, "there are no strings attached to the tournament and it will be open to Argentina Rocca, Don Eagle, Ronnie Etchison, Lou Thesz, John Pesek, Ruffy Silverstein and any others who think they can make the grade."

### CBC Board To Meet

Montreal—The CBC board of governors will hold its next meeting in Montreal, Jan. 11 and 12.

## PORTLAND GETS MORE WEST

Geographic shift? No... program shift, to give Pacific Northwest gals more of Kay West, KEX's popular women's director. "At Home with Kay West" is now aired from 1:15 to 2:00 PM Monday through Friday, allowing time for a few additional participating sponsors. Details? Check KEX or Free & Peters.

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

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

# Congress Given Plan For Seizing Airlanes

(Continued from Page 1)

Md., chairman of the Senate Armed Services Committee, and to Rep. Carl Vinson (D-Ga), chairman of the House Armed Services Committee, Leva said that in the event of an air attack on the United States it would be mandatory that radio and TV stations go off the air or be controlled to avoid the possibility that guided missiles would use the radio and TV beams.

Leva told the Congressmen that such legislation as the defense department proposed is necessary to the safety of the United States. He said the President should be authorized to take over all radio and TV stations and to eliminate such stations, decrease or increase their power as the national emergency needs demanded. The legislation was requested, he told RADIO DAILY, by the Air Force.

The Department of Defense long ago attempted to bring pressure on the FCC to urge broadcasters to get into FM, because of guided missiles. As far back as three years ago the Armed Services pointed to the necessity of encouraging FM as the aural means of broadcasting, on the basis that guided missiles could follow AM beams but were immune to FM carriers.

Yesterday's proposed legislation, however, included all stations: AM, FM and TV.

Should the emergency develop to the point where the United States is attacked, it was learned that all high-powered AM stations, particularly clear-channel stations, would be taken off the air immediately. Whether any Government has developed a guided missile than can follow an FM or TV beam was not disclosed, although it was reported in some circles that should the United States be attacked, America's radio would consist chiefly of FM, TV and low-powered AM stations in the interior.

Some Government sources say that in event of all-out war the only step possible would be complete militarization of the country, including radio, TV and the press. Should such a step come, it is likely that the Armed Services would be charged with operating radio and TV.



By SID WHITE

## Man About Manhattan . . . !

● ● ● ONCE OVER LIGHTLY: Billy Rose and Jed Harris are taking over a five-story building on E. 8th Street to house their television efforts—which means that Billy and Jed will announce additional shows right after Jan. 1st. . . . Pepsi-Cola to spend a bundle on a Phil Regan buildup for their forthcoming teevee series with him. . . . It's not the work involved that's causing J. Durante to beef about his television chores—it's the expense of keeping his troupe together. (Dear James: This is no problem. You'd really have one if your reviews had been bad instead of only wonderful. Think that over, lover). . . . Hy Gardner, Irv Kupcinet, Earl Wilson and other columning lads will be guest disc jockeys at Copa City in Florida this winter—a week at a G note per week, plus transportation. Not too bad, boys. . . . When Nicky Blair opens his Blair House Jan. 17th on W. 56th Street, his second floor will be a television room, which shows you the trend, ladies. . . . Saw the preview of "A Magnificent Yankee," Louis Calhern rates an Oscar for his performance and this reminds me: What a picture could be made on the life of Bernard Baruch! Good title, too, in "The Elder Statesman."



● ● ● Lovers of children's TV shows are recommended to look in on Danny Webb via WPIX, who really has a way with the talented youngsters. Danny, a pioneer in that field, is still up there with the best of them. His kindness is evident and he gets the best out of the kids who love him and still call him Uncle Danny.



● ● ● NBC-TV's lovely (and energetic) producer, Caroline Burke, has a honey of an idea lined up for her Christmas Eve show, which will be aired from 11:30 to midnight. Tagged "Heralds of Good Will," it will take the form of a Christmas party for U.N. children, tots from all over the world. . . . Emcees will explain the Christmas spirit to the youngsters and reveal the origin of the various Yuletide customs, as well as lead in the singing of Christmas carols.



● ● ● At the beginning of each "Martin Kane, Private Eye" session on TV, Bill Gargan lights up a pipeful of his sponsor's tobacco. Since TV has no retakes, natch, his press agent, Bernie Green, asked him one day what he would do if the match went out before he got the pipe lit. "That happened once," confided Gargan, "and I did a terrific ad lib." "Yeah, what?" Green wanted to know. "I lit another match," cracked Bill.



● ● ● AROUND TOWN: Hugh Hole, radio & TV head of BSF&D, in town from Detroit for a look-see at agency properties which include the Billy Rose show and "H'wood Screen Test." . . . Jim Bonner, of the McKinney newspaper rep organization, pressed his station wagon into action yesterday when an accident delayed commuter trains on the Westchester division of the New York Central and hauled 8 radio and agency execs to work from Pleasantville, N. Y. . . . Michael Chimes has set up a new act with his 13-year-old daughter and 8-year-old son. Girl plays the piano and the boy is a harmonica wiz like the old man. . . . Eugene Burr now scripted on "Ellery Queen." . . . Terrific mail pull pressured the return of the cancelled "Dimension X" on NBC. Show comes back Christmas Eve for 2-week trial period with Bill Welch producing. . . . Sidney Fields has snared Gene Lockheart for his WOR stanza this Sunday to read Christmas Carol.



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PULSE is grateful to its clients for their continued support through the years since 1941. This has made possible Pulse's steady expansion to its present radio markets, now including:

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- St. Louis
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- New Orleans
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Pulse's expansion to these markets (and many others to come) did not cost a million dollars.

Look for this column on the third Wednesday in January — January 17 — for another example of Pulse research — reasonably priced for its clients and interested parties.

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# Radio-TV Webs Plan Holiday Program Skeds

## Networks Sending Coast-to-Coast Messages

(Continued from Page 1)

with the music and entertainment which is traditionally Christmas-time. One highlight of the NBC coverage will be a special Christmas Eve broadcast featuring the presentation of the musical narrative, "Birthday in Bethlehem"; the singing of "Silent Night" by Lauritz Melchior, and the ringing of the chimes of the Riverside Church at midnight, Dec. 24. The program will start at 11:30 p.m. "Birthday in Bethlehem" will feature Elaine Malbin, soprano, and Arthur Arney, tenor, soloists with a chorus and orchestra directed by Milton Katicins. Melchior's singing of "Silent Night" at 11:57 p.m., EST, is in keeping with an annual tradition on the network, started many years ago by the late Madame Ernestine Schumann-Heinck.

### Disney to Appear

On TV, NBC will bring to viewers a telecast designed as the most lavish production ever filmed for the medium on Christmas Day, when it beams Walt Disney's "One Hour in Wonderland" to the entire NBC-TV network.

With Walt Disney, Edgar Bergen and their proteges heading a cast of more than 100, the Yuletide party, sponsored by Coca-Cola, will re-create some of the most memorable scenes from Disney's past productions and, in addition, will present a preview of his forthcoming film, "Alice in Wonderland."

Special programs also are scheduled during the rest of the week, preceding the holiday and most programs over the air carry a Christmas theme.

### CBS Lineup Complete

CBS, with a complete line-up of holiday shows, has already presented the 12th annual broadcast of George Friedrich Handel's oratorio "The Messiah," which was given Sunday last by the Messiah Choir of Independence, Mo.

Included in the programs-to-come are "Miracle for Christmas" to be presented for the seventh consecutive year. Program will be heard on Sat., Dec. 23 at 12:30 p.m., EST. The show has been widely hailed by audiences and critics since it

was first presented by "Grand Central Station."

Benjamin Britten's "Ceremony of Carols," a choral work using old English texts in Christmas music, will be presented as a special Yuletide broadcast by the University of Nebraska Madrigal Singers of Lincoln, Neb. on Friday, Dec. 22.

### Varied Programs Planned

CBS will present the first televised version of Paul Tripp's children's classic "Tubby the Tuba" and dramatizations of other children's stories, including "Snow White" in a special "Christmas Day Festival" of music and dance over the full CBS-TV network on Monday, Dec. 25 at 5:00 p.m., EST. Two of radio's best known musical groups, "The Symphonette," conducted by Mishel Piastro and "The Choraliers," conducted by Eugene Lowell, will take part.

For the fourth year, Gene Autry will recount the popular cowboy version of the Nativity on CBS' "Gene Autry" show Saturday, Dec. 23 at 8:00 p.m., EST.

Fay Bainter will star in a 30-minute adaptation of "A Child Is Born," Stephen Vincent Benet's famous version of the story of the Birth of Christ, as the Christmas Day attraction of "Lux Video Theater." Show will be seen over CBS-TV at 8:00 p.m.

Among other shows for the season, CBS will present Fred Waring and his Pennsylvanians in their traditional Christmas production, "The Meaning of Christmas," on Sunday, Dec. 24 on TV. Other CBS programs, both AM and TV, will highlight the Christmas season for the rest of the week.

ABC will feature a full hour Christmas party broadcast starring network personalities from coast-to-coast, coverage of holiday celebrations of GIs overseas, representative carol groups and midnight Christmas Eve services.

### New Feature on ABC

Newest of the announced special holiday shows for the network will be "The ABC Christmas Stocking" show, to be heard on Christmas Day at 3:00 p.m., EST. The program will have "Big John" and "Sparky," stars of the net's children's show, "No School Today," as stars. Others on the program will include the Lone Ranger and Tonto, Ozzie and Harriet Nelson, Dick Haymes, Ginny Simms, Ted Malone and Happy Felton.

Other ABC features will include "The WJZ 52 Association Christmas Party," to be held tomorrow at 12:30 p.m., EST, with Herb Sheldon emceeding, a special pre-Christmas broadcast of "Chance of a Lifetime," and various other shows.

### Barrymore to be Heard

Lionel Barrymore, whose annual portrayal of "Scrooge" in Charles Dickens' famous "Christmas Carol," will again highlight Mutual's Christmas schedule for 1950. His interpretation of the classic will be broadcast on Sunday, Dec. 24. The network has already presented

many shows during the past week in which the Christmas theme was predominant.

Mutual will also present "The Joyful Hour," with the program to be heard on Christmas Day.

### Musical Drama on DuMont

DuMont's line-up features a gala musical-drama, "Christmas Song," to be presented Christmas night at 9:00 p.m. The balance of the network's programs completely encompasses the Yuletide spirit, ranging from a special sermon by His Eminence, Francis Cardinal Spellman, to musical and dramatic depictions of the holiday season.

According to advance reports, the local independent radio stations in New York City also will honor the Christmas season with the most ambitious schedule of special holiday programs in recent years. Station and program executives, aware that Americans this year will celebrate Christmas under the cloud of a threatened third world war, have planned holiday programs of serious import, in addition to the usual gay, spirited fare. They have planned also to broadcast special religious services and music, as well as the time-honored Christmas classics.

This program spirit will be reflected not only in New York, but by every station in the country, whether AM, FM or TV. Some of the highlights of the many holiday programs to be aired by New York stations follow.

Remote broadcasts by WOR of the Christmas Eve Midnight Mass from St. Patrick's Cathedral, and earlier that evening, the Candlelight Service from St. James Protestant Episcopal Church. Other programs scheduled by the station include Lionel Barrymore's interpretation of Charles Dickens' "A Christmas Carol," at 4 p.m., December 24; King George VI of England in a Xmas message to the world, Monday, Dec. 25, at 12:15 p.m.; at 8 p.m., Christmas Day, "The Joyful Hour," presenting Hollywood stars in musical and dramatic bits interpreting the Bible Christmas Story; and "Jesus Christ and Karl Marx" a famed transcribed story by the late Pulitzer Prize winning H. R. Knickerbocker.

### WNEW to Feature Crosby, ET

WNEW is offering from its varied holiday fare, a half-hour of Christmas carols by Bing Crosby and his sons, recorded in their home for broadcast December 24, at 11:35 a.m. Martin Block will air his traditional Christmas Eve show from 5:35 to 7:30 p.m., during which he will read holiday greetings from many name singers and bandleaders. The station also will present Boris Karloff, from 8 to 9 p.m., with recorded Xmas music for children. In addition, he will recite "The Night Before Christmas." At 10 p.m., Christmas Eve, WNEW will air Xmas prayers for world peace by local religious leaders representing the three major faiths, and at 11:35 p.m. to midnight, will

## Indies Observance Includes Many Languages

broadcast a remote from St. Patrick's Cathedral for the choir singing of Christmas Carols.

### Midnight Mass on WMGM

Highlighting WMGM's Christmas observance will be the remote broadcast of the Pontifical High Mass from the Church of the Blessed Sacrament from midnight to 1:30 a.m., Christmas Eve. Eileen O'Connell's "For Children Only" program on Saturday, Dec. 23, will originate from the Church of All Nations and Neighborhood House, where the station will stage its annual Xmas party for underprivileged children. The holiday service from the Calvary Baptist Church, December 24, along with the singing of the 63-voice choir, will be aired remote by WMGM, as well as other special Xmas programs.

### Classical Motif on WQXR

The Christmas season will be observed over WQXR by several outstanding classical music presentations. They include the Bach Christmas Oratorio, a three-hour program December 24, beginning at 3:05 p.m., recorded by the Stuttgart Choral Society and the Suedbian Symphony Orchestra. On Christmas Day the station will air Handel's "The Messiah," featuring the Royal Philharmonic Orchestra conducted by Sir Thomas Beecham, and the Luton Choral Society. Also scheduled by WQXR, is a two-hour recorded broadcast of the opera, "Hansel and Gretel," for 8:05 p.m., Christmas Eve, plus Christmas Carol music from 11 to midnight. Other holiday fare will also be broadcast.

### Nativity to Be Dramatized

WMCA will broadcast a special Christmas Eve dramatization of the Nativity at 6:30 p.m. Other highlights of the station's holiday schedule include Esther Dilliard reading "Wishing Boy of New Netherlands," the story of St. Niklaas, at 9:05 a.m., December 23; a recorded broadcast of "The Littlest Angel," with Loretta Young, Victor Young's orchestra and the Ken Darby choir, at 8:30 a.m., December 24.

A special Christmas documentary, written by Maurice Barrett and

(Continued on Page 7)

### Christmas Carol

Veteran actor Gene Lockart and his daughter, June, have been set by WOR for a special Christmas Eve reading from Charles Dickens' "A Christmas Carol"—slated to take place on N. Y. Mirror columnist Sidney Fields' new show, "Only Human." Producer on the stanza is Jack Farren.

### Like a Woman

When asked what she wanted for Christmas on CBS-TV's "Vanity Fair," Mrs. Vincent Impellitteri innocently asked for a White Christmas. Returning later to Gracie Mansion and mentioning her wish to the Mayor, he reminded her of the staggering figure it would cost to remove the blanket—no matter how beautiful it was.

## RECORDS ON PARADE

By TED PERSONS

### PRE-DISC-TIONS

"Guys And Dolls" album, with the original Broadway cast (Decca)  
 "If," Perry Como (RCA Victor)  
 "The Moon Was Yellow," Margaret Whiting (Capitol)  
 "Ev'ry Moment Of My Life," Toni Arden (Columbia)  
 "If I Could Steal You From Somebody Else," Anita O'Day (London)  
 "Possibilities," Bill Darnell (Coral)  
 "Long Before I Knew You," Janet Davis (Columbia)  
 "Babalu," Jan August (Mercury)  
 "Sentimental Music," Dick Brown (Jubilee)  
 "It Is No Secret," Jo Stafford (Columbia)

In order to introduce some kind of organization into his relationship with publisher contacts, Charles Grean, in charge of pop artists and repertoire at RCA Victor, will set aside one, and if necessary, two days a week for meetings by appointment with them. This week the day will be Thursday.

As far as we know, never before in the history of the recording business has a record gone over a million copies two years running as has Gene Autry's "Rudolph, The Red-Nosed Reindeer."

The Weavers, whose Decca record, "Goodnight Irene," sold over a million copies, will make their first concert appearance in Town Hall, N. Y. C., Saturday night in a program of Christmas music and folk songs from all over the world. The group, comprised of Pete Seeger, Lee Hays, Freddie Hellerman and Ronnie Gilbert, has a repertoire of over 500 songs and will sing tunes in Hebrew, Spanish, French, Zulu, Indonesian and Chinese.

Mary Mayo, Capitol's star, will spend today and tomorrow visiting with Philadelphia deejays.

## Women Broadcasters Forming New Group

(Continued from Page 1)

of CBS, was set up to function until the national convention, which will be held April 6, 7 and 8.

The NAB board recently decided to drop sponsorship of the women's organization, but promised to continue to support their activities.

The district chairmen also elected several committees to plan the reorganization. They include, finance, constitution and by-laws, code of ethics, membership, and activities. The activities committee will tackle the problem of just what services the organization can offer women broadcasters.

The broadcasters at their Satur-

## ★ ★ DISC JOCKEY JURY ★ ★

RADIO DAILY'S "Disc Jockey Jury" scans the new record releases and picks those most likely to succeed:

BOB CLAYTON, WHDH, Boston, Mass.

"Bring Back The Thrill," Mary Mayo (Capitol)  
 "So Long," Gordon Jenkins-The Weavers (Decca)  
 "Always You," Jack Fina (M-G-M)  
 "Abba Dabba Honeymoon," Debbie Reynolds-Carleton Carpenter (M-G-M)  
 "Fagliacci," Stan Kenton-Vido Musso (Capitol)  
 "Teardrops From My Eyes," Gene Autry-Jo Stafford (Columbia)  
 "Serenata," Art Lund (M-G-M)  
 "If I Were A Blackbird," Dick James (London)  
 "Embrucado," Louis Arcaiz (RCA Victor)  
 "Pushcart Serenade," Dick Jurgens (Columbia)

ART FORD, WNEW, New York, N. Y.

"So Long," Gordon Jenkins-The Weavers (Decca)  
 "My Heart Cries For You," Dinah Shore (RCA Victor)  
 "The Thing," Phil Harris (RCA Victor)  
 "A Crosby Christmas," The Crosbys (Decca)  
 "Iddy Biddy Baby," Kate Smith (National)  
 "Classical Jukebox," Boston Pops Ork (RCA Victor)  
 "Mo'ly Malone," Mary Mayo (Capitol)  
 "Christmas In Killarney," Percy Faith (Columbia)

EDDIE GALLAHER, WTOP, Washington, D. C.

"Be My Love," Victor Young (Decca)  
 "You Don't Remind Me," Frank Sinatra (Columbia)  
 "Use Your Imagination," Vic Damone (Mercury)  
 "My Heart Cries For You," Evelyn Knight-Red Foley (Decca)  
 "If," Jo Stafford (Columbia)  
 "If I Were A Blackbird," Gloria De Haven (Decca)  
 "So Long," Gordon Jenkins-The Weavers (Decca)  
 "Hands Off My Heart," Fran Warren (RCA Victor)  
 "Velvet Lips," Don Cornell (RCA Victor)  
 "The Night Is Young," Ray Anthony (Capitol)

GIL NEWSOME, KWK, St. Louis, Mo.

"Bubble, Bubble, Bubble," Henri Rene (RCA Victor)  
 "What Is The Thing?" Ziggy Talent (RCA Victor)  
 "Cling To Me," Andy Russell (Capitol)  
 "Hullabaloo," Freddy Martin (RCA Victor)  
 "You Don't Remind Me," Frank Sinatra (Columbia)  
 "By The Kissing Rock," Art Lund (M-G-M)  
 "For Me And My Gal," Benny Fields (M-G-M)  
 "It Is No Secret," The Mariners (Columbia)  
 "Slaughter On 10th Avenue," Les Brown (Columbia)

GENE NORMAN, KFVB, Los Angeles, Calif.

"Slaughter On 10th Avenue," Les Brown (Columbia)  
 "I'm Gonna Live Till I Die," Frankie Laine (Mercury)  
 "Autumn Leaves," Bing Crosby (Decca)  
 "American In Paris," David Rose (M-G-M)  
 "I See A Million People," Gloria De Haven (Decca)  
 "It's A Lonesome Old Town," Frank De Vol (Capitol)  
 "Dancing In The Dark," Mary Mayo (Capitol)  
 "Be My Love," Billy Eckstine (M-G-M)  
 "Hullabaloo," Freddy Martin (RCA Victor)  
 "Once There Lived A Fool," Jimmy Witherspoon (Modern)

MORT NUSBAUM, WHAM, Rochester, N. Y.

"Call Me Madam" album, Dina Shore-Broadway cast (RCA Victor)  
 "The Bandwagon" album, Mary Martin (Columbia)  
 "The Telephone Song," Andrews Sisters (Decca)  
 "I Guess I'll Have To Dream The Rest," Dick Haymes-Tommy Dorsey (Decca)  
 "So Long," Gordon Jenkins-The Weavers (Decca)  
 "Candy Land Parade," Art Mooney (M-G-M)

day meeting also decided to appoint a woman, at a paid salary, to head up the reorganization drive. Her name will be revealed this week.

A spokesman for the district chairmen said final approval for the new organization, as planned by the various committees, must come from the membership, when the women hold their national convention next April.

The membership, as proposed by

the chairmen, will be grouped into two classes: active voting members, and associate non-voting members. The active members will constitute women employed by networks or stations in an executive or creative capacity, women broadcasters and clients using network time. Associate members will come from women employed by advertising agencies, trade groups, education, services, etc.

## NEW BUSINESS

KVSM, San Mateo, Calif.: Four Progressive Broadcasting System network programs sold to local advertisers. They are "Grand Motel," quarter-hour, five-times-daily, and "Cotton Seed Clark," a five-times daily, hour show, to Mission Auto Courts; "Hugh Herbert Said It," Sundays, 12-12:30 p.m., to Mission Drive-in; and the Ley & Livingston agency has picked up the "Mary Grove" five-times-weekly, 15-minute series for one of its clients.

KPIX, San Francisco: Acme Breweries have purchased a weekly half-hour "V how" channel 5—"Acme Story" time contract for the business was through Foote, Cone & Belding, advertising agency of San Francisco. "Stars in the Making," weekly 15-minute musical tele-show starring Edna Fischer, has been purchased by R. D. Schwab & Co., distributors of Sentinel TV, in conjunction with Pacific TV. Time was placed through the Lockwood-Shackelford Agency.

## New NPA Edict Deals With Tube Production

(Continued from Page 1)

lates percentages of output each manufacturer must divert to filling defense orders. Types and percentages are:

1. Pressed steatite electrical ceramics products, 15 per cent ceiling. A 20 per cent ceiling also is provided for extruded steatite electrical ceramics products.

2. Electronic tubes (except power tubes), if produced by only one company, 50 per cent ceiling. If produced by two or more companies, 25 per cent ceiling.

3. Fixed composition resistors, 25 per cent ceiling.

NPA said current production of receiving tubes is running at the annual rate of 400 million, while annual production of fixed composition resistors is one and a quarter billion.

Possible government supervision in the distribution of radio and TV sets and electrical appliances was seen in the NPA announcement that an industry advisory committee of radio, TV and appliance wholesalers will meet at 10 a.m. today with the government agency.

Electrical fuse manufacturers also are scheduled to meet with NPA officials today.

## Murray Katz

Murray Katz, father of Raymond Katz, program director for WMGM, New York, died Monday in the Flower Fifth Ave. Hospital. He was 63 years old. Katz senior was active in show business, and for many years served as a salesman in the millinery field. Funeral service will be held at 10:30 this morning in the Riverside Chapel, Manhattan.

# Most NBC Stations to Oppose Rate Cuts

(Continued from Page 1)

reason why rate cuts should be made in such markets as Boston and Philadelphia. He indicated too that the company was considering raising radio rates rather than lowering them and that some announcements to this effect would be made early next year.

The position of Crosley which operates AM stations in Cincinnati and New York, is in many respects the same as Westinghouse. The company has been enjoying a prosperous radio year, and likewise TV stations in Cincinnati, Dayton and Columbus have been doing well. The company's attitude is said to be a bad timing to inaugurate rate reductions now.

In talking the broadcasters, RADIO DAILY learned that several of them feel that the TV circulation in their cities has not cut in seriously on the radio audience and that since the Korean war radio has enjoyed higher ratings. They argue too that with government's defense measures and cut backs in industry, TV receiver production may be seriously curtailed and as a consequence the development of the audience "frozen" for sometime.

It is reported that NBC has suggested rate cuts averaging around 12 per cent in the 50 TV cities. The Association of National Advertisers had asked in June that nighttime radio rates in 53 cities receive an average cut of 14.9 per cent.

The NBC decision to hold a meeting of the affiliates in New York on January 10th was motivated by the reaction to the network's rate cut proposal. Many broadcasters were against any reductions being made effective January 1st and some asked that a meeting be held.

## "AM" Tag Ruled Out

Washington—A call letter cannot be designated by the appendage "AM," the FCC held in denying application of Beckley Newspapers Corp., Beckley, W. Va., for assignment of call letters WCFC-AM for its new AM station. The Commission said such an assignment would violate Sec. 2.302 of the Rules & Regulations which limit AM stations to 4-letter call signals.

WCFC, an FM station, has been on the air the past three years.

Commission regulations do permit the use of FM after AM call letters.

# ★ ★ TELE TOPICS ★ ★

**G**REATEST array of celebrities ever seen on TV will "Guest Star" on the B. F. Goodrich "Celebrity Time" via CBS-TV on New Year's Eve. Show will be a combination live, newsreel and photo album presentation celebrating the 80th anniversary of the company. In addition to emcee Conrad Nagel and BFG president John Collyer the program will picture personalities of the past 80 years including Gen. Custer, Buffalo Bill, Lillian Russell, Henry Ford, Teddy Roosevelt, Kaiser Wilhelm, John D. Rockefeller, Theda Bara, Pearl White, Enrico Caruso, George M. Cohan, Gen. of Army John J. Pershing, Elsie Janis, Jimmy Walker, Al Smith, Harry Lauder, Al Jolson, Garbo, Rudolph Valentino, Babe Ruth, Jack Dempsey, Sophie Tucker, Chas. Lindbergh, Wally and the Duke, Winston Churchill, Gen. Eisenhower, General MacArthur and President Harry S. Truman. . . . Effective, Jan. 1, WHAS-TV, Louisville, Ky., will boost its hourly rates from \$300 to \$400 and spot costs from \$50 to \$65. Station explains that TV sets in the area now total 67,000 and that while home circulation has risen 168 per cent, cost per thousand for the advertiser has dropped 41 per cent. . . . William Bradford Huie, editor of the American Mercury magazine will guest on "Leave it to the Girls," Sunday, Dec. 21 on NBC-TV. . . . Number of sponsors on WLW-TV, as of Dec. 1, is now 223, according to William McCluskey, sales manager for the Cincinnati video outlet. . . . Russ Vincent, new recording star of ADAM, made his TV debut on "The Zebra Manners Show," Monday via ABC-TV.

## TODAY'S TV Personality

**G**EORGE CRANSTON, manager of WBAP, AM, FM, TV, Fort Worth, Texas, was born in Edinburgh, Scotland. As a boy it was his ambition to come to the U. S. and Canada, and to earn passage money he sang as boy soprano soloist at Edinburgh Episcopal Church, earning a shilling a week. Coming to the new world at sixteen, George worked in a print shop and attended the University of Manitoba, Canada. He served in the 10th Canadian Infantry Battalion in World War I. Before returning to Winnipeg, George studied as concert tenor in



CRANSTON

London. Coming back to Canada, he participated in one of the first radio broadcasts in November, 1919, making him a real veteran of the medium. Shortly afterwards, he went to Chicago and free-lanced around WLS, WEBH and WGN. In 1928 he returned to Winnipeg as program director of CKY and also wrote, produced and directed programs. Tiring of the rugged Canadian winters, George tossed a pencil at a map and found that he was headed for Fort Worth and the life of a Texan. He became manager of WBAP in 1930—a job he has held continuously since then.

**A**S of Dec. 1, 30,198 TV receivers have been sold in the WOI-TV area, according to station officials and the Des Moines Electrical League. . . . Florence Reed on the "George Futnam Show" tonight over DuMont, will read the long celebrated New York Sun editorial concerning the fact that there is a Santa Claus. . . . KLAC-TV, Los Angeles, inaugurated a new TV treatment in a story of the theater when "Hippodrome" made its debut. Live artists, in musical, comedy, and revue settings, portrayed the action of "out front" and "behind the scenes" with a unique feature film tie-in. . . . Ethel Smith and Betty Jane Watson will appear with Morion Downey on "Refreshment Time," Saturday, Dec. 30 over CBS-TV. . . . Lillian Kallir, nineteen-year-old pianist, who played for President Truman at the Father and Daughter dinner in Washington, Dec. 17, will make a guest appearance on DuMont, tonight at 10:00 p.m. . . . The 17th annual Orange Bowl football game between the University of Miami and Clemson College will be televised by WTJV in Miami under the sponsorship of the Gillette Safety Razor Company. Game has been completely sold out. . . . "Trapped," the WOR-TV thriller produced by Harvey Marlowe, will star Meryl K. Parker, Joseph Hardy, and Frank Baxter, Friday night in "The Man After Me."

**N**B'C'S renowned Radio City Studio 8-H has had its face lifted for TV. Representing an investment of over \$1,000,000, 8-H has been reconvered into the most modern and the largest studio in the world. New features include the most modern and extensive lighting system extant; a platform or "island" hanging from the ceiling from which lights and TV cameras will operate; six cameras operating on the floor; three control rooms; a completely equipped stage for theater-type presentations; fifteen separate dressing rooms; an over-all size of 300,000 cubic feet, making it the largest single unit of television studio production space in the country, and the largest rear projection screen ever used in television. . . . "Charlie Wild, Private Detective," starring Kevin O'Morrison, will bow-in on Friday, Dec. 22 with "The Case of the Coming of Leary" on CBS-TV. . . . Ben Greer, formerly with WSPA, Spartanburg, S. C., has joined the TV staff of WFMV-TV, Greensboro, N. C., as announcer-producer, it was announced yesterday by Gaines Kelley, general manager of the station. . . . KSTP-TV, Minneapolis-St. Paul, hostess Marjorie Ellis McCrady wore a quarter of a million dollars worth of furs to keep her warm during her "For You—Ladies" show last week.

# Radio-TV Web Plan Christmas Schedule

(Continued from Page 5)

narrated by Jay Jostyn, will be aired by WFDR from 11 to midnight, Christmas Eve. In addition to Xmas programs and carol music in English, WOV, WMOM, WLIB, will broadcast holiday programs in various foreign languages. WINS, WWRL, WHLI, WNYC and WBNX, have also planned extensive Christmas tributes and carol music programs.

## Church Choir on WPIX

Highlights of WPIX's holiday fare are: the All-girl choir of the church of St. Jean Baptiste in a program of religious music on Christmas Eve, with "The Night Before Christmas," read by John K. M. McCaffery, and a two-and-one-half-hour show Saturday, Dec. 23, to collect toys for needy children. The Madison Square Boys' Club will be featured in the telecast.

# TV-Allocation Evidence Being Weighed By FCC

(Continued from Page 1)

tions" to Canada, Mexico and Cuba, need further revision. Should such a revision be held unnecessary interested parties will be given a minimum of 30 days' notice of the hearing date on proposals for specific allocations, the Commission announced.

If revision of the FCC's proposal is found necessary, "due notice of its revised proposals will be given and interested parties will be afforded an opportunity to submit comments thereon," the Commission statement said.

# KGW Ownership Seeks To Change Corporate Name

Portland, Ore. — The Oregonian Publishing Company, which owns KGW, has received FCC authorization to transfer the license of its 5 kw station to a new corporation, Pioneer Broadcasters, Inc., it was disclosed by H. Quenton Cox, general manager.

The publishing company recently sold its newspaper, The Oregonian, to Samuel I. Newhouse, a Newark, N. J. publisher. The former stockholders of the newspaper retained ownership of the station under a new corporate name. KGW will continue to be operated by the same officers and management, Cox said.

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## COAST-TO-COAST

### Tries New Interview Method

Worcester, Mass.—John Wrisley has been trying out an interview twist on his WTAG "Morning Parade" which has drawn good listener reaction. When well-known music personalities hit town, Wrisley is right there, tape recorder plugged in, to get an interview. But instead of shooting the wad in one session of 5 to 10 minutes, Wrisley cuts five or six short takes, from 30 seconds to 2 minutes each, and uses one each morning on his Monday thru Saturday show. Arranger Jerry Gray, who recently played here with a road show, made such a series with Wrisley—one on recording sessions, one on arranging, one short biographical chat, one on getting new musical ideas and one on how he works his "Club 15" music chorus. Each interview ended with a lead-in for a current Jerry Gray recording, which Wrisley then played on the show. Advantages are that listeners who might miss the show one day still have a chance to hear the celeb on another stanza.

### Two Added At WBT

Charlotte, N. C.—Jacqueline Sharpe and George H. Adams have been added to the promotion department of WBT, WBT-FM and WBT-TV, according to an announcement by the promotion manager, J. R. Covington. Miss Sharpe studied at Mary Washington, the woman's college of the University of Virginia, and received a B. A. degree in journalism from the University of North Carolina. George Adams is a graduate of Davidson College.

### Joins WTOP Staff

Washington—Bob Roth, for the past three months a staffer at WOL, Washington, has joined WTOP announcing staff, Hazel Markel, director of program service, announced. Roth formerly was with WLWE and WTVR, Richmond, and WIP, Philadelphia.

### Football Banquet On WKBN

Youngstown, O.—Dan Gardner, WKBN sportscaster, was master of ceremonies at the Eighth Annual WKBN Football Banquet. He announced the WKBN All-Mahoning County Football Team selected from eleven County high schools. Principal speaker at the banquet was Ray Eliot, head coach at the University of Illinois. Approximately 400 high school athletes, coaches, principals and superintendents attended the banquet held December 11.

### Appointed To WSGN Post

Birmingham, Ala.—Alfred N. Greenberg has been appointed director of sales promotion and research for WSGN in this city. Greenberg, who has been a member of the faculty of City College of New York for the past four years, was formerly with WOV in N. Y.

## California Commentary

By ETHEL ROSEN

● ● ● Rumored that CES is dickering with Harmon-Ising for the release of his cartoons on television. . . . George Macready planned out for New York Friday (15) for two weeks of television appearances and exploitation for RKO's "Tarzan's Peril" in which he has top featured role. . . . Armed Forces Radio Services recorded Christmas greetings to the boys

### Hollywood

overseas on the Paramount lot the other day. Making the recordings were Bob Hope, Bing Crosby, William Bendix, Dorothy Lamour, Lloyd Nolan, William Demarest and Ruth Hussey. The "talking Christmas cards" will be beamed as part of the AFRS five-times-weekly "Show Business" program produced by Jack Brown. . . . Louella Parsons, who has been on the air for 20 years, begins her sixth year under her current sponsorship (The Andrew Jergens Co.) on Dec. 24. . . . Mae Murray guest on Howard Wormser's Charades TV show over KTLA, Dec. 17th. . . . Draper Daniels, v-p in charge of copy for Y & R Chicago, and Phil Bowman, radio head for Chicago office, in town for a few days on meetings for "The Halls of Ivy." . . . Radio's "Junior Miss," a \$4,000 package with a consistent 6 to 8 rating, has been dropped by the sponsor after three and one-half years on the air. . . . Frank Cunningham is new manager of KPAS, Banning, replacing William T. Smith. . . . Robert LaMar has joined KTLA news staff as assistant to Jonathan Rice. . . . John Ireland and his wife, Joanne Gru, head for New York the first week in January for their television debut. . . . They will appear together on three important coast-to-coast video programs. . . . Mal Boyd has completed a screen treatment on his original story idea, "Tele-Visions of 1951." Boyd visualizes the project as an annual series of movies based on the exploitation build-up of TV. . . . Eddie Cantor cuts a special tape this week of a Christmas spot for the ABC "Ozzie and Harriett" show of Dec. 22nd. . . . TED, Laguna Beach (Calif.) which left the air September 27, is being reorganized by President Tom Danson preparatory to applying to FCC for return to the air.

★ ★ ★ ★

● ● ● Red Skelton leaves on Christmas night for two weeks of vaudeville engagements in St. Louis and Chicago. He'll be at the State Theater for a week beginning Dec. 28th, at the Chicago Theater the week beginning Jan. 5th. . . . KAVL, Lancaster, newest station in Los Angeles County, has joined SCBA as 52nd member. W. B. Carter is manager and Herbert Comstock commercial manager of 250 watter, which is owned by Antelope Valley Broadcasting Company. . . . Sara Berner has joined the Hollywood columnist Jimmy Starr troupe, which flew to Europe yesterday (under auspices of U. A. Air Force) for two-week stint of holiday troopshows. Unit headlined by June Havoc, Rod Cameron and Roscoe Ates returns here Jan. 3rd following schedule shows on Xmas Eve in Berlin and New Year's Eve in Vienna. . . . Burt Lancaster cut spot announcements this week for use in radio campaign for March of Dimes, being launched here in January. . . . Seen at Jean Hersholt's 13th Anniversary cocktail party the other night were Mr. and Mrs. Ralph Edwards, The Andrews Sisters, Charles Correll, Art Gilmore, Betty Hutton, Eve Arden, Lloyd Brownfield, Louella Parsons, C. B. DeMille, Sol Lesser, and, of course, Maggie Ettinger, hostess of the party. . . . KTLA's Harry Babbitt and his family have been chosen "typical American family" and will ride as such on the Philco "Home Sweet Home" float in the annual Tournament of Roses Parade in Pasadena on Jan. 1. . . . The Navy Department has obtained the services of Broderick Crawford and Dennis O'Keefe to star in two radio plays to be produced by Universal Recorders. Hollywood Co-ordinating Committee set the stars for the "Adventure Is Your Heritage" series, designed for Navy recruiting. Crawford will star in "Crisis in Chile." O'Keefe stars in "Hurricane in Samoa." Frank Danzig produces and directs for Universal Recorders.

★ ★ ★ ★

## BEHIND THE MIKE

ROBERTA QUINLAN on Friday will present the Mohawk Chorus of 120 voices, recruited from the Mohawk Carpet Mills, and under the direction of Reg Harris.

Bobby Burns, of the Frank Sinatra staff, into Army Special Services next month.

The 3 Suns say a lotta stars refuse to follow a monkey act on TV because it'll look like an encore.

Ella Fitzgerald celebrates her 18th ann'y in showbiz next week and will be feted with a party at her current Birdland stand.

Sunny Skylar, composer of a dozen song hits, introduces his latest tune, "You Gotta Let Your Heart Show," when he guests on "Versatile Varieties" this week.

Christmas on the air, sez Martin Block, finds St. Nick the Santa of attraction.

Al Schacht off this week for Austria to entertain troops abroad.

Gabby Hayes' Sunday NBC-TV series: wonderful Hayestronics.

Hank Sylvern likes the Somerset Maugham Theater because it has Razor's Edge perfection.

Margaret Phelan weighing offers from her home state, Texas, to do a grand opera tour.

George Shearing's definition of a soap opera cast: Hacktors.

Patti Page, the Oklahoma girl who hit the big-time as a top recording star, brings her mother and dad to N. Y. this week for an appearance on Morton Downey's "Star of the Family" stanza.

Sid Cassel's 8-year-old youngster, Arthur, a terrific clik on the Fred Allen show.

Lovely redhead Mitzi Mackay who hails from Budapest and Hollywood, here in N. Y. for TV. Watch this gal—another Piaf.

Bill Keene on "Big Town" again. Can't keep a good actor off a good show.

Ben Harrison formerly a radio entertainer, now one of the country's top hotel executives, has been appointed guest relations manager of the Hotel Martinique at Miami Beach. He is lining up some of TV's top performers for appearances at the Martinique during the season.

Busiest man in radio is Edward Arnold. Ed has been in town three weeks, in which time he has completed three TV shows, recorded 11 half-hour "Mr. President" radio shows and completed rehearsals on his legit show "The Apple of his Eye," which opens Dec. 25.

Ray Robbins, ork leader who's currently booked into the Hotel New Yorker's Terrace Room, is our example of how to get rich fast—besides his wad from the New Yorker, he's doing four stands weekly over CBS in the late evening, not to mention numerous single shots on both radio and TV.

Carl Lindemann, Jr., of NBC-TV technical operations, now commercial co-ordinator of the "Kate Smith Show."

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# RADIO TELEVISION DAILY

SPONSORS  
BUSINESS  
AGENCIES

VOL. 53, NO. 17

NEW YORK, WEDNESDAY, OCTOBER 25, 1950

TEN CENTS

## NAB GROUP REVIVES GIVEAWAY ISSUE

### Radio Trade Promotion Plan Launched By Web

#### CBS Department To Service Web Sponsors

Establishment of "Trade Promotion" as a new activity of the advertising and sales promotion department of CBS was announced yesterday by Louis Hausman, vice-president in charge of the section for the network. As head of the new operation, Henry Brenner, formerly marketing

(Continued on Page 6)

#### CBC Television Plans Gaining Momentum

Montreal — The Canadian Broadcasting Corporation still has hopes of getting its Montreal television station on the air by the end of 1951, according to J. Alphonse Oumet, chief engineer and co-ordinator of TV for the CBC. But because of a delay in starting construction of the transmission tower on Mount Royal,

(Continued on Page 7)

#### ASCAP Fetes UNESCO With Dinner Tonight

The American Society of Composers, Authors and Publishers will be host at a dinner in honor of the Committee of International Copyright Experts of the United Nations Educational, Scientific and Cultural Organization, tonight at the Mayflower Hotel, Washington, D. C. Speakers will include Luther H.

(Continued on Page 2)

#### Havana TV Station Goes On Air Today

Havana—Cuba's first television station sponsored by Union Radio goes on the air commercially today with officials of the government and the City of Havana participating in the opening day's ceremonies. Cables of congratulations have been received from Justin Miller, president of NAB; J. R. Popelle, president of TBA, and Robert C. Sprague, president of RTMA of the United States. The opening day's telecasting will include coverage of baseball and ceremonies incident to the launching of the new station.

#### Off The Air Records Of Met Operas Barred

The New York Supreme Court has restrained a recording company which had been engaged in the business of recording "off the air" broadcasts of the Metropolitan Opera and marketing records of these performances for retail sale. The firm is Wagner-Nichols Recorder Corporation, also known as Home Recordist Guild.

Acting upon the suit filed by the Metropolitan Opera Association, Inc., the American Broadcasting Company, which broadcasts the operas, and Columbia Records, Inc.,

(Continued on Page 5)

#### Olympic Radio Sales Soar To All Time 9 Mo. High

Sales and earnings of Olympic Radio & Television, Inc., reached all-time highs in the three-month and nine-month periods ended Sept. 30, 1950, according to an announcement made yesterday by Adolphe A. Juville, president.

Net sales for the nine months,

(Continued on Page 2)

#### Whole Industry Joins In Tribute To Jolson

The entire entertainment industry is mourning the death of Al Jolson, who died suddenly Monday night of a heart attack in San Francisco. He was 64.

Jolson was in San Francisco to appear as a guest star on Bing Crosby's CBS program. The show was to have been transcribed yesterday. His sudden passing was a shock to everyone and brought high tribute from many of the greatest names in show business.

Bing Crosby, who arrived in San Francisco yesterday, said, "The sud-

(Continued on Page 2)

#### CBS Will Intervene In Chicago Color Action

Newest development in the color TV controversy was the announcement yesterday that CBS expects to sit in at the injunction suit being brought in Chicago to restrain the FCC from putting the CBS color-TV system in operation on Nov. 20.

In terse words CBS announced

(Continued on Page 6)

#### Spurred By Wisc. Decision Against Prize-Shows

Washington Bureau of RADIO DAILY

Washington — During the second day of a two-day meeting of the NAB's AM Radio Committee which closed last night, members virtually demanded action by the association on the present giveaway problem confronting broadcasters on a local basis. Some members contended that the

(Continued on Page 8)

#### Color Adapters Ready For Early Shipment

Commander Television Corporation announced yesterday that within ten days it will begin shipping TV receivers which will have color adapters built into the sets to receive either the conventional black and white or the CBS type color. Announcement was made by Mitchell Fein, vice-president of the company.

In his statement, Fein said that

(Continued on Page 7)

#### Emergency FM System Considered In New York

An FM emergency public address system is being considered by New York City defense authorities as an expedient method for instructing and warning the city's eight million

(Continued on Page 8)

#### Keep Going, Bob

Seoul, Korea—The Republic of Korea's President, Syngman Rhee, couldn't get a seat at the Bob Hope show here last night as 3,000 GI's thronged the National Theater to see and hear the comedian and his cast record the "Bob Hope Show" for broadcast on NBC, Tuesday, Nov. 7. He finally got a seat in the lighting technician's box.

### Record Turnout For BMI At Chicago Program Clinic

Chicago—A record attendance of 110 persons gathered at the sixteenth clinic of Broadcast Music, Inc. at the Stevens Hotel in Chicago on Monday. Burt Squire, midwest station relations man for BMI, was chairman of the meeting, which was the first ever held in Chicago.

The eleven speakers who addressed the conference included: Roy

Harlow, vice-president in charge of station relations of BMI, who spoke on the significance of a program directors clinic; Charles Barnart, program manager of WMBD, Peoria, whose subject was "The Production of a Concrete Idea"; and Robert Burton, BMI veepee in charge of publisher relations, who discussed

(Continued on Page 5)

#### Nice Gesture

Pauline Frederick, ABC correspondent accredited to United Nations, was presented with a piece of UN's birthday cake by Secretary General Trygve Lie, yesterday at a ceremony attended by President Harry S. Truman. Lie received the piece of cake from President Truman and in turn passed it on to Miss Frederick.

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FINANCIAL (October 24)

Table with columns: High, Low, Close, Net Chg. Rows include ABC, Admiral Corp., Am. Tel. & Tel., CBS A, CRS B, Philco, Radio Pfd., RCA Common, RCA First Pfd., Stewart-Warner, Westinghouse, Westinghouse Pfd., Zenith Radio, NEW YORK CURB EXCHANGE, OVER THE COUNTRY.

Oberfelder To Speak
Principal speaker at the Ninth Annual Luncheon of the Pulse, Inc., to be held today at the Biltmore Hotel, will be Ted Oberfelder, general manager of radio station WJZ. His talk is entitled "Radio and Television Research: Some Observations."

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

Entire Entertainment Industry Joins In Tribute To Al Jolson

(Continued from Page 1)

den passing of Jolson is a terrible shock. He was the most dynamic figure in show business. It was thrilling to watch him burst into song and note the magical electrical effect he created upon the audience. I don't know of any other performer who had this power."

William S. Paley, chairman of the board of CBS, the network with which Jolson had a three-year exclusive radio and TV contract, said, "I have known Al Jolson for many years and have always enjoyed him as a great star. His untimely passing comes as a great shock. We have lost one of our most beloved figures, but he will be in the heart and memory of the world for years to come."

In Mobile, Ala., Eddie Cantor said, "He was my friend for almost 40 years. He was more than that. He was an inspiration to all of us in show business. He was a leader. There can never be, there will never be another Al Jolson."

"A terrible shock," said Jimmy Durante in New York, "The entire world will mourn this great and colorful personality, both as an entertainer and as a kind, generous and unselfish person."

Recently Returned From Korea
Jolson had recently returned from Korea where he had entertained troops in the front lines. During World War II, he had traveled more than 42,000 miles over a period of four years singing to the American GI's all over the world.

A pioneer of show business techniques, Jolson was considered the greatest entertainer of this age. He had been in the entertainment limelight for 39 years.

Olympic Radio Sales Soar To All Time 9 Mo. High

(Continued from Page 1)

ending Sept. 30 amounted to \$13,648,538, compared with \$5,018,278 for the like period, 1949—an increase of 172 per cent. Net income after Federal taxes amounted to \$895,920 as compared to \$198,037 for the similar 1949 period. Results were equal to \$2.65 per common share in 1950 as against 58 cents for the 1949 period.

Net sales for the three months ended Sept. 30 totalled \$5,946,161, up 267 per cent from the \$1,618,150 volume of the like 1949 period. Earnings for the latest three months were \$1.23 per share. The company has 338,263 common shares outstanding.

Tommy Riggs Returns

Commencing Monday, Oct. 30, Tommy Riggs and Betty Lou, will return to WCBS with a quarter-hour program, 9:45-10:00 a.m., EST. The show will be a participation program and will occupy the time slot vacated by Bing Crosby.

The son of a Jewish Cantor, Asa Yoelson ran away from his Washington, D. C. home at the age of 15 to follow a career behind the footlights.

In 1911, Jolson appeared in his first Broadway musical, the Shubert's "La Belle Paree." This was followed by another show and he became a hit. For the next ten years, he starred in such successful musicals as "Robinson Crusoe, Jr.," "Sinbad," "Bombo," and "Big Boy" among others.

In the middle 20's, Jolson was lured to Hollywood, and later made motion-picture history by starring in the first talking picture, "The Jazz Singer." Other movies included "The Singing Fool," "Mammy," and "Sonny Boy." He returned to Broadway for "Wonderbar" in 1931, and for his last stage show, "Hold on to Your Hats," in 1940.

During the 30's Jolson starred on various network radio shows. His final regular network program was aired over NBC during 1947 and 48. This was precipitated by the tremendous Jolson boom brought about by the Columbia Pictures' movie of his life, "The Jolson Story," in 1946. The film was such a terrific hit, Columbia followed with a sequel, "Jolson Sings Again."

Jolson is survived by his fourth wife, Erle Galbraith, whom he married in 1945, and an adopted son, Asa Albert Jolson. His previous marriages ended in divorce. Ruby Keeler was his third wife.

Funeral services will be held tomorrow at the Temple of Israel, Hollywood, with Rabbi Nussbaum officiating. Interment will follow at Forest Lawn Cemetery.

ASCAP Fetes UNESCO With Dinner Tonight

(Continued from Page 1)

Evans, Librarian of Congress and U. S. delegate to UNESCO, Herman Finkelstein, general attorney of the society and Valerio de Sanctis, delegate from Italy.

Otto A. Harbach, president of ASCAP will preside. Co-hosts with Harbach will be members of the ASCAP board of directors. Volunteer entertainment will be provided by Rudolph Friml, Irving Caesar, Victor Borge, Grace Panvini and Garfield Swift.

Heads WNBC Press

Wini Schaefer, press representative of WNBC, WNBC-FM and WNBT, has been appointed to the position of director of publicity for the stations effective October 30. It was announced by Ted Cott, WNBC-WNBT general manager. At the same time, Schuyler G. Chapin, who has held the post of publicity director since 1949, will join NBC national spot sales department as a television account executive.

THE BIG INDEPENDENT WITH THE AUDIENCE WITH THE RESULTS WITH IN BALTIMORE

SEE YOUR HEADLEY-REED MAN FOR THE WHOLE WITH STORY

# Teevy's got **glammer** ...Dammer!



What looks! Whatta line! Teevy's a better draw than free lick! Ties up traffic every time she shows!

Teevy is so terrific that many of her admirers overlook the sordid fact that she is supposed to do more than please people. Unless the gal starts moving merchandise over the counter for cash—she'll lose her job!

WPIX is proving that TV sells... the hard way—at retail. Low cost programs are making sales for everything from stockings to second hand Chevrolets, at low cost. We know—because many of the orders come direct to us, by mail and phone.

WPIX in its two years of operation has built and held regular audiences with news, sports, movies, public service and information features as well as entertainment... has proven low cost programs which acquaint prospects with the advantages of advertised items, and vice versa—and are making sales at lower cost than other media.

This station commands the world's richest metropolitan market with the highest set coverage—more than 1,500,000 TV receivers among four million families. And WPIX is the best place for the national advertiser to learn how to use TV economically and profitably.

Ask any WPIX representative to show you the record of sales results... WPIX, the New York News station, 220 East 42nd St., New York City... MU 2-1234.

**WPIX** - metropolitan showcase

## California Commentary

**A**FTER 17 brilliant and busy years as Radio Production Head of the Ward Wheelock Company, Miss Diana Bourban, one of the few women ever to hold a top executive position in big-time radio advertising, resigned October 1st. Some of the shows she handled included "Hollywood Hotel," Campbell's Soups shows for Amos 'n' Andy, Burns & Allen, and Jack Carson, the most recent "Club 15" and "Double or Nothing."

Steve Allen was guest of 80 young women who are members of the National Secretaries Association in Long Beach recently.

Bob Dulaine, KWIK disc jockey, has just finished a TV script called "An Eye for An Eye," story of a prize fighter.

Frank DeVol has been set to play his first major dance engagement opening at the Hollywood Palladium for five weeks starting Nov. 14.

Mary Chase, personal manager of negro balladier Josh White, currently at Mocambo here, is in from New York to close radio and film deals now pending for the artist.

The Edgar Bergen-Charlie McCarthy show will travel to a number of different army camps during the coming months.

ABC Pacific newscaster Bob Garrard is vacationing for a few days, while fellow newsman Frank Hemingway takes over.

Bill Anderson, 21-year-old-son of Eddie "Rochester" Anderson, married Geraldine Lung on the 15th.

Larry Marcus, script editor of NBC's "Night Beat," starring Frank Lovejoy, is leaving the show to write a film for Rosalind Russell. Warren Lewis, director of the show, will also do the writing.

Martin Lewis vacationing at the Desert Inn, Las Vegas.

Irving Salkow in New York to open eastern offices for A.T.C. He will stay at the Warwick.

Victor Records is reissuing Walter O'Keefe's famous million-copy seller of "The Man On the Flying Trapeze." O'Keefe wrote the special lyrics for the recording.

Gloria De Haven is in New York for two weeks of television appearances before starting her "Two Tickets to Broadway" movie at RKO. She will guest on the Jack Carter show and will also confer with CBS execs on their video series offer.

Richard C. Elpers celebrated his twentieth year with CBS this month.

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By SID WHITE

### Man About Manhattan. . . !

● ● ● From a completely authoritative source, we've learned that Billy Rose, as a result of the unanimous critical acclaim awarded his new TV series over ABC, has received two powerful offers from rival networks. CBS offered him a \$100,000 bonus if he'd switch over there after the first 13-week contractual cycle—and NBC offered him time at his own financial figure. When both network execs used the same argument—the old chestnut about their webs reaching the greater listening audience—Billy gave them the red face treatment by countering with: "Just a minute, sweetie. Didn't you ever hear of a guy named Walter Winchell and the rating he gets over ABC?"

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● ● ● Arthur Gottlieb, owner of Canada's largest film studio, Audio Films, in Toronto, is turning over his vast resources to TV films. He will be represented in this country by the popular Corky O'Keefe. Incidentally, Arthur, who is married to Gladys Glad, has Jim Bishop, formerly of Collier's, as his house guest. Jim is writing the biography of the late Mark Hellinger. And this brings up another thawt: With the thousands of great short stories written by Mark, what a series this would make for television!

☆ ☆ ☆ ☆

● ● ● ONCE OVER LIGHTLY: To the best of our knowledge, there has never been a truly successful play produced about radio. Wonder if the embryo Shaws and Sherwoods will come up with one about TV. . . . Dorothy Kilgallen takes a sabbatical from her air chores next week. Taking a quick hop over to London for the Command Performance. There's one gal who works almost as hard as Godfrey. . . . John O'Hara, to date, has turned down all writing offers for TV. The talking point usually gets as far as salary and then the great O'Hara drops astronomical figures. And quien sabe? He may get it. . . . For his production stint on the Billy Rose show, Jed Harris gets \$2,500 weekly plus a big percentage of any of the stories sold to the films. From the three shows we've seen, he's well worth it. . . . Ava Gardner's bull fighter is on his way over here from Spain to help publicize her picture. With his terrific sense of humor, we wouldn't be at all surprised if Frankie Boy booked him for a quest shot on his show. . . . Ken Murray came up with the bluest fluff of any season on his Sat. nite show. . . . Seaman Jacobs, Ed Wynn's scripter, and his frau, Margie Hart, will make Manhattan their permanent home. The list grows and grows. No wonder the housing shortage hasn't reached H'wood. . . . Aside to Fred Allen: Please, dear friend, bring back Allen's Alley in full slum bloom.

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● ● ● Tony Canzoneri's lawyer is ready for the straight-jacket. Seems that Tony is suing a network and the producer of the championship fight films on the basis that the ex-champ should be paid for allowing the pictures to be shown on television. The other p.m. at Lindy's, Tony signed a complete release to the picture man, Leonard Lyons affixed his signature to the document as witness.

☆ ☆ ☆ ☆

● ● ● MIKE TODD was complaining to the Lindy crowd about the headaches accruing to the production of a big TV show. "Bobby Clark is a low comic," he said, "but how low can you get on a home screen? So I can't present him as I know he should be presented. So what happens? I get rapped. Television doesn't get rapped—only me, Michael Todd." An unsympathetic listener asked him why he was doing it then. Mike looked at him sadly and answered meekly: "For the 25 thousand bucks!"

☆ ☆ ☆ ☆

## AGENCIES

**L**ESTER VAIL has re-joined the radio - television department of Young & Rubicam, Inc., as a producer-director. He most recently was with Dancer-Fitzgerald-Sample.

**B**UDDY BASCH OFFICE has been signed to handle record promotion and exploitation for singer Andy Russell.

**G. M. BASFORD COMPANY** has announced the additions to the staff of Kent S. Putnam and Edgar M. Yaxley.

**HENRY KAUFMAN** has been appointed an account executive with the Zan Diamond Advertising Company. He was formerly with Haire Publications.

**JAMES T. CUNNINGHAM**, formerly copy chief and publicity director of Casmir Advertising Company, has joined the copy staff of Ewell & Thurber Associates, Toledo.

**ROBERT E. BRADHAM**, former manager of WTMA, Charleston, S. C., has opened his own advertising agency.

**WILLIAM G. BISHOP**, formerly assistant editor of Chrysler Motors magazine, has joined the copy staff of Ross Roy, Inc., Detroit advertising agency.

**DOHERTY, CLIFFORD & SHENFIELD, INC.**, has been appointed to handle advertising for the Welch Grape Juice Company.

**LIONEL COLTON** has been named as national sales representative for WERI, Westerly, R. I.

**POWELL ENSIGN**, sales manager of Everett-McKinney, Inc., station reps, is in Grasslands Hospital, Valhalla, N. Y., where he is recovering from polio.

**THAINE A. YOUST**, formerly with Doherty, Clifford & Shenfield, has joined Lennen & Mitchell, Inc., as a merchandising executive.

**P. A. WILLIAMS** of Fortune magazine has been appointed chairman of the guest relations committee of the Advertising Club of New York.

"JINGLES THAT DON'T JANGLE!"

**TOY INSTRUMENT  
MUSICAL ACCOMPANIMENT**  
available for  
**TV FILM COMMERCIALS**

Make your TV spots sound alive and full with this unique, professional-sounding musical background.

No Royalties or Restrictions!  
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## Off The Air Records Of Met Operas Barred

(Continued from Page 1)

which holds the exclusive recording contract, Judge Henry Clay Greenberg of the state Supreme Court last week granted application for preliminary injunction restraining "off the air" recording of the Metropolitan's radio broadcasts.

Wagner-Nichols during the 1949-1950 season recorded all 18 Metropolitan Opera performances broadcast over ABC, the suit charged. Records were made from the master waxings, advertised and sold to the public as "records of broadcast Metropolitan Opera performances."

### Transcript From Suit Brief

The suit said in part: "Since the defendants, unlike Columbia Records, pay no part of the cost of the performance of the operas and are held to no standard of artistic or technical excellence, they incur only the very small cost of recording these performances 'off the air.' The quality of their recordings is inferior to that of Columbia Records and is so low that Metropolitan Opera would not have approved the sale and release of such records to the general public. By reason of their negligible costs, the defendants are able in competition with Columbia Records to sell their records at considerably less than those of the latter, with a consequent loss of revenue to Columbia Records and the Metropolitan Opera."

In granting the preliminary injunction, Judge Greenberg commented that "we have here a business venture purposed to gather in the harvest, the seeds of which were planted and nurtured by others at great expense and with consummate skill."

The court ruling prohibits Wagner-Nichols from continuing to record "off the air" broadcasts of the operas, thereby ending their operatic record venture. It was reported that the defendants may appeal the injunction. They have 30 days in which to file.

## Stork News

Chicago—Frank Barton, continuity writer for NBC's "Welcome Travelers" show, is the father of a seven pound, three ounce daughter, Amy.

## Bans TV Pickup

The all-star professional tennis matches which will be played at Madison Square Garden on Thursday evening, Oct. 26, will not be televised. Bobby Riggs, promoter, announced this week. The tennis matches will include appearances of Gussie Moran, Jack Kramer, Pancho Segura, and the Garden appearance will mark the opening of a national tour.

## ★★ RECORDS ON PARADE ★★

By TED PERSONS

RADIO DAILY'S "Jockey Jury" scans the new record releases and picks those most likely to succeed:

**BOB CLAYTON, WHDH, Boston, Mass.**  
 "Rainbow Gal," Alan Dale (Columbia)  
 "Oh, Babe," Louis Prima (Robin Hood)  
 "Sleigh Ride," Johnnie Desmond (M-G-M)  
 "I Can't Give You Anything But Love," (Alphabet Song) Buddy Morrow (RCA Victor)  
 "My Wonderful One," David Rose (M-G-M)  
 "To Think You've Chosen Me," Eddy Howard (Mercury)  
 "Can't Seem To Laugh Anymore," Don Cherry (Decca)  
 "Voice Of The Xtabay," (album) Yma Sumac (Capitol)  
 "The Place Where I Worship," Al Morgan (London)  
 "Tennessee Waltz," Erskine Hawkins (Coral)

**ART FORD, WNEW, New York, N. Y.**  
 "Green Meadows And Peaceful Pastures," Guy Lombardo (Decca)  
 "Autumn Leaves," Bing Crosby (Decca)  
 "Creaming," Julian Dash (Signature)  
 "You're Just In Love," Perry Como (RCA Victor)  
 "To Think You've Chosen Me," Eddy Howard (Mercury)  
 "All My Love," Russ Case (M-G-M)  
 "You've Got Me Crying Again," Hugo Winterhalter (RCA Victor)  
 "Music, Maestro Please," Don Cherry-Tommy Dorsey (Decca)  
 "Guess I'll Have To Dream The Rest," Andy Russell (Capitol)  
 "Molasses, Molasses," Spike Jones (RCA Victor)

**EDDIE GALLAHER, WTOP, Washington, D. C.**  
 "Orange Colored Sky," Jerry Lester (Coral)  
 "You're Just In Love," Perry Como (RCA Victor)  
 "A Crosby Christmas," Bing Crosby and Sons (Decca)  
 "To Think You've Chosen Me," Eddy Howard (Mercury)  
 "Sleepy Ol' River," Frankie Laine (Mercury)  
 "If I Were A Bell," Doris Day (Columbia)  
 "A Marshmallow World," Bing Crosby (Decca)  
 "Just For A While," Mindy Carson (RCA Victor)  
 "Petite Waltz," Sammy Kaye (Columbia)  
 "Autumn Leaves," Jo Stafford (Capitol)

**DAVE MILLER, WPAT, Paterson, N. J.**  
 "So Long, Sally," Curt Massey (London)  
 "Daddy's Last Letter," Tex Ritter (Capitol)  
 "I Need Attention Bad," Ernest Tubbs (Decca)  
 "I Wanna Do Something For Santa Claus," Johnny Bond (Columbia)  
 "Feeling Sorry," "Skeets" Yaney (M-G-M)  
 "Willow, Will You Weep For Me?" Carter Sisters (RCA Victor)  
 "San Angelo," Dale Evans (RCA Victor)  
 "Gee, But It's Lonesome Out Tonight," Al Rogers (M-G-M)  
 "Lose Your Blues," Smokey Rogers (Coral)  
 "River Road Two Step," Pee Wee King (RCA Victor)

**ERNIE SIMON, WJJD, Chicago, Ill.**  
 "The Best Thing For You," Perry Como (RCA Victor)  
 "Patricia," Perry Como (RCA Victor)  
 "A Rainy Day Refrain," Mindy Carson (RCA Victor)  
 "A Marshmallow World," Arthur Godfrey (Columbia)  
 "A Bushel And A Peck," Margaret Whiting-Jimmy Wakely (Capitol)  
 "Sleepy Ol' River," Frankie Laine (Mercury)  
 "Lucky, Lucky Me," Evelyn Knight (Decca)  
 "Thirsty For Your Kisses," Ames Brothers (Coral)  
 "Molasses, Molasses," Teresa Brewer (London)  
 "Harbor Lights," Ralph Flanagan (RCA Victor)

**PRESSING BUSINESS:** Absolutely the topper! "Christmas In Killarney"! The ditty (a sort of "Jig-gle Bells"), written by John Redmond, James Cavanaugh and Frank Weldon, and published by Remick, has been recorded by Dennis Day for RCA Victor and by Percy Faith and His Shillelagh Singers for Columbia. Christmas In Killarney? Faith, and it's a great Day. . . Vaughn Denny, Decca's singer-composer-pianist-arranger, is cutting four more sides next Tuesday. . . Eddy Howard might well sing "To Think You've Chosen Me" and direct the sentiment toward Joe Carlton *et al* over at Mercury, the people, who have boosted him into the hit class again. . . Mercury bills the performing artists on "Tennessee Waltz" as Patti Page and Patti Page for the simple reason that the "performing artists" is Patti Page who does both voices. . . London Records reports that phenomenal sales have greeted release of its first completely recorded opera, Mozart's "Abduction From The Seraglio." The work was released in an album of long-playing records accompanied by a complete libretto in German and English.

## Record Attendance At BMI Chicago Meet

(Continued from Page 1)

"The History and Application of the Copyright Law."

Harold Safford, program manager of WLS, discussed "The Science of Building A Farm Audience"; Ell Henry, publicity director of ABC's central division, spoke on "Publicizing Radio Programs," and Al Maury, program manager of WBBM, talked on "Building Station Personality Through Programming."

Speakers on music and radio were Henry Weber, musical director of WGN, who spoke on serious music; Don Marcotte, musical supervisor of WMAQ, who discussed "The Science of Good Music and Programming"; and Reo Fletcher, chief music librarian of ABC, whose subject was "Music Library Streamlining Made Easy." Ernie Simon and Bill Evans spoke on the disc jockey formula.

## Stewart-Warner Reports Increased Sales, Earnings

Increased sales and earnings were reported by the Stewart-Warner Corporation for the first nine months of 1950. Net earnings for this period amounted to \$3,030,696, equal to \$2.35 per share of \$5 par value capital stock, James S. Knowlson, board chairman and president said yesterday.

In 1949 net earnings were \$1,296,284 or \$1 per share for the first three quarters.

Sales for the first nine months of this year totaled \$54,739,447. In the same period of 1949 sales were \$40,445,152.

Knowlson warned in his report that civilian business enjoyed this year may be curtailed, due to the defense program. But he added that the company's participation in defense activities will increase. Government orders have increased materially this year, he said.

## Will Carry Fights

Pan American Broadcasting Company, eastern representative of the Alaska Broadcasting System, announces that the Pabst Brewing Company has contracted to broadcast the "Fight of the Week," by direct line from the United States, over six stations of the Alaska Broadcasting System: KFQD, Anchorage; KFRB, Fairbanks; KIBH, Seward; KINY, Juneau; KTKN, Ketchikan; KIFW, Sitka. The U. S. Army has made arrangements to have radios available so that army personnel can hear the fights.



## CHRISTMAS SHOWS Streamlined Fairy Tales

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## New Books

**ONE MOMENT PLEASE** by Rev. James Keller, M.M., founder of the Christophers. Published by Doubleday & Co., Garden City, L. I. \$2.

Creating human interest word pictures of men, incidents and their meaning, Father James Keller has made a profound contribution to daily living in his latest book, "One Moment Please," which is the third in the Christopher Daily Guides to Better Living.

Father Keller's book which is essentially a heartwarming preaching for prayer, peace, and brotherhood of man, is distinctive insofar as it calls for only a moment of reading daily and leaves one inspired by its thought provoking messages.

The Maryknoll priest who gave us "Three Minutes A Day" and "You Can Change The World" in his current series has another human interest document in "One Moment." It is forthright in pointing out the doctrine of the Christophers that the greater influence for good, then the greater the change in the world and all mankind.

We commend Father Keller's daily reminders for good living to you as worthwhile reading in these topsy turvy times. It will stimulate you and as Father Keller puts it:

"If this book does no more than encourage one person to stop each day just for a moment of reflection and prayer on the why and wherefrom of life from the point of view of eternity, it will be well worth the effort involved in preparing these 365 reminders."

BURKE

## CBS Will Intervene In Chicago Color Action

(Continued from Page 1)

yesterday: "CBS will move to intervene in the Chicago suit." The move was forecast in yesterday's RADIO DAILY story on Frank Stanton's rebuttal to Robert C. Sprague's Sunday night broadcast over the CBS network.

With the discontinuance of Pilot Radio Corp's suit in New York and the expectation that Pilot will join forces with RCA in Chicago, both sides are expected to predicate their future actions on the outcome of the pending suit in the Windy City.

## New CBS-Show Promotion To Stress "Merchandising"

(Continued from Page 1)

assistant to the vice-president in charge of the grocery division, Standard Brands, Inc., was appointed to head up the new service.

In making the announcement, Hausman said: "Radio, with all its penetration and effectiveness, has never been capitalized as greatly among sales people and dealers as other media. One purpose of CBS' 'Trade Promotion' will be to help CBS network advertisers and their outlets throughout the country to make more effective use of the merchandising power of CBS radio programs.

"CBS is the first radio organization to take such a step on a nationwide basis. After four months of planning and discussion, we believe we have developed a program that will be welcomed by network sponsors. Our activity will be nationwide, working simultaneously in many cities from coast to coast with tremendous local impact."

### Brenner Explains Activities

One good example of the Trade Promotion department's work was cited by Brenner. It is a brand new publication called "CBS Radio Picture News," published monthly by the network and sponsored by local affiliates who distribute copies to grocers and druggists in their own listening areas. The first issue, now in the mails, features Arthur Godfrey in a full-page newspaper size Thanksgiving poster, to be used as a focal point in timely food or drug displays. Inside pages are filled with selling and merchandising aids and picture news of CBS radio stars.

Queried as to costs of the new service, Hausman said that affiliates would pay from \$450 to \$4,500 per year, depending on size of markets and that the network figured its own costs at \$50,000 per year.

Henry Brenner, manager of the newly created Trade Promotion activity was born in New York, May 27, 1914, and studied mechanical engineering at the Cooper Institute of Technology. He headed his own market research organization from 1938 to 1941, and after an association with Arthur Cohn & Associates as account executive, he joined Standard Brands, Inc. in 1944. He served in the U. S. Maritime Service during the war.

Hausman said that if the new service proves of value in radio, it would probably be extended to CBS-TV.

### Adv. Executives Comment

Marketing and advertising executives have given approval to the new CBS project. Some typical comments follow:

Basil L. Emery, vice-president and director in charge of domestic and foreign sales and advertising, Chesebrough Manufacturing Company: "As sponsor of the 'Dr. Christian' radio program, we are indeed happy to see CBS taking the lead in establishing this new merchandising

service. I wish the Trade Promotion program every success."

George Oliva, director of advertising, National Biscuit Company: "Believe me, we're always happy to get merchandising assistance—and this looks really useful. National Biscuit Company is glad to take advantage of CBS' new trade promotion."

### Kaufman, Harper Comment

Zenn Kaufman, merchandising manager, Philip Morris Company, Ltd., Inc.: "We at Philip Morris know and appreciate the importance of merchandising in competitive marketing. CBS is to be congratulated for its progressive step in developing a merchandising program designed to increase the productivity of network radio advertising."

Marion Harper, Jr., president, McCann-Erickson, Inc.: "The merchandising of radio advertising at the point of sale is a job that has needed doing for a long time. The CBS Trade Promotion program impresses me as a fine start in this important work."

### "For Both CBS and Clients"

Paul H. Willis, general advertising manager, Carnation Company: "I know from personal experience just how difficult it is to merchandise radio advertising. That's why I'm very glad to see CBS starting a well planned merchandising operation. I fully expect it to be productive for both CBS and its clients."

## WHBU Joins Columbia; Affiliates Total 194

Effective Sunday, Oct. 29, WHBU, Anderson, Ind., will join the CBS radio network as a basic supplementary station, it was announced yesterday by Herbert V. Akerberg, vice-president in charge of station relations for the net.

With the addition of WHBU, the total number of CBS radio affiliates will number 194. The newest CBS member operates with 250 watts on 1240 kc and is owned and operated by the Anderson Broadcasting Corporation. John R. Atkinson is general manager of the station.

## BEHIND THE MIKE

PEGGY LEE and Dave Barbour set for a shot on the Arthur Murray TV'er early in Nov.

Phil Hanna did a bang-up job substituting for Freddie Bartholomew on WPIX the other p.m. He's been offered a stanza of his own as a result.

Adam Records launching singer Russ Vincent via a tremendous campaign to start in Jan.

Soap co. bidding for half-hour TV film series directed by Les Hafner of Motion Picture Stages, Inc., starring Burgess Meredith and Franchot Tone.

Kay Francis, John Loder and Peggy Ann Garner on the 3rd Prudential Family Playhouse Nov. 7th.

Wilbur Stark and Jerry Layton doing a terrific job with their "Roscoe Karns, Inside Detective" TV series. The show, which originally was seen on a limited network in the East, is now telecast as far South as New Orleans and as far West as San Francisco. Latest Videodex ratings show a sharp leap all over the country, with the high spot of 50.0 in Pittsburgh.

Margaret Phelan, currently headlining at the St. Regis Maisonette, signed by RKO-Pathe to star in a series of film shorts.

The TVision Jane Harvey hovering over Rockefeller Plaza, ogling the Glide'n Slide set.

The Mad-Mad-MADmoiselles performance on the Robert Q. Lewis show last week jammed the Blue Angel.

Renato Rossini, the guitarist at the Rough Rider Room, Hotel Roosevelt, will be guested by the boys of Halloran in appreciation of his frequent visits.

Don Russell has signed to do the Saturday night events at Madison Square Garden, via DuMont. Don is also readying his own daytime TV show.

Barry Wood will present the balcony scene from "Romeo and Juliet" with Donald Buka and Margaret Phillips on the Kate Smith television show.

Burt Brazier is currently playing the lead in a series he wrote for the CBS soaper "Aunt Jenny."

George Putnam's "Broadway to Hollywood" on DuMont, Wednesday nights, has been renewed by Tide-water Oil Co.

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## CBC Television Plans Gaining Momentum

(Continued from Page 1)  
indications are that Toronto will have TV before Montreal. The CBC's original plans were for a simultaneous opening in the two cities.

Before work on the transmission tower on Mount Royal can begin, approval of the Provincial Government is necessary. The city agreed to donate a site for the tower in 1944, but provincial acceptance of the agreement is still pending. (Premier Maurice Duplessis had indicated that he is withholding approval until the CBC permits him to have a provincial radio network, something which the CBC claims is not within its power to give.)

### Other Plans in Work

Meanwhile, other CBC preparations for TV here are going ahead rapidly. The Canadian Government has voted the necessary money—\$4,500,000 to be divided between the CBC's Montreal and Toronto TV stations. Construction of a special studio to house TV equipment in the rear of the CBC Building here on Dorchester Street West was begun three months ago and is going according to schedule. Equipment has been ordered and delivery is expected to coincide with completion of the new studio next spring. Program directors are already planning TV shows and a special technical staff is being trained.

Toronto is likely to get TV first simply because that city does not have a mountain to worry about. A 550-foot tower is being constructed in the center of the city that will be capable of serving the whole urban and suburban area within a radius of 50 to 60 miles.

In Montreal, the transmission tower must be built on the mountain because if it is built anywhere else the mountain will block full reception for citizens who are on the opposite side of the tower. If the tower were to be built downtown, for instance, the mountain would block reception in Snowden and Outremont.

For a while, the CBC's TV station here will divide its time between French and English programs.

### O. W. Pike

Schenectady, N. Y.—O. W. Pike, manager of engineering for the General Electric Company's Tube Division here, died October 7 at Ellis Hospital following a short illness. He is survived by his wife, Sarah Warner Pike.

The deceased had been with General Electric for 30 years.

It's NEW! It's DIFFERENT!  
"CHRISTMAS IN KILLARNEY"

Being Recorded This Week—  
Watch For Announcements

## ★ ★ TELE TOPICS ★ ★

**F**IVE years ago television made much of film footage of the formation of the United Nations in San Francisco and the movies were flown East for presentation on a handful of TV stations. Yesterday TV covered the 5th anniversary of U. N. with a pooled telecast by four networks which reached most of the nation's television cities and brought the address of President Truman to an estimated TV audience of 25,000,000. The TV coverage of yesterday compared with five years ago dramatizes the development of video in five years and points up the educational and cultural potentialities of the new art. Five years hence TV will be able to carry the pictorial progress story of U. N. to stations linked by coaxial cable from coast to coast and the proceedings will be viewed by most of the nation's population.

### TODAY's TV Personality:

**ROBERT W. SARNOFF**, production mgr. of NBC's television program department, has been with the network since January, '48, when he joined the sales staff in a liaison capacity with the program department. He has also served the web in the capacity of assistant to Norman Blackburn, who in '48 was national program director of NBC television. Before join-



SARNOFF

ing NBC, Sarnoff was associated with Look Magazine as assistant to the publisher, and earlier he held a similar position with the Des Moines Register and Tribune. A graduate of Harvard University ('39), Bob served with the Navy for 3½ years, two of which were spent in various battle areas of the Pacific theater of war. The NBC executive is a native of New York, is married, and the father of one child.

**N**BC-TV is reported to have hastily telegraphed stations carrying the kine of Danny Thomas' comedy routine of Oct. 11th, that they have full permission to cut the jocular references to the late Al Jolson, which Thomas wise-cracked before Jolson's untimely death. . . . Film clips from "The Jolson Story" were seen last night on CBS-TV News (7:30 p.m.), as was an exclusive of Bernard Baruch reading the prayer for United Nations Day that was written by Cardinal Spellman. . . . Television Authority has requested and obtained a two-week delay in the beginning of the NLRB hearings on the representation of actors in televised motion pictures in Los Angeles. SAG refused to join TvA in requesting the adjournment, commenting that TvA is doing everything possible to delay the election. Date for the hearings is now Nov. 13. . . . Bay Area TV set ownership has climbed past the 100,000 mark, according to KGO-TV, reporting a September sale of 13,677 sets. . . . Cliff Edwards has signed with WPIX to be the voice of the Night Owl puppet on "Night Owl Theater."

**A**RTHUR GODFREY is following the line of other CBS artists regarding the CBS color system—advising his Monday night audience that their present sets will not become obsolete, but warning those who haven't bought sets not to buy for six months. . . . NBC-TV's "Lights Out," which has consistently pulled good ratings, has been renewed by Admiral for another 13 weeks (effective Nov. 27), heaping a warm reward on producer Herbert Swope, Jr. . . . "Raggedy Ann," the kiddy doll that has outsold all other child properties in history, is a good bet for a puppet show that has been passed up. Live actors, however, will impersonate the doll and her partner "Andy," on DuMont's "Small Fry Club" today. . . . James S. Pollak, former program manager of WPIX, has been appointed television program manager of the Souvaine Company. . . . Edward Montaigne, veteran Hollywood producer, has been inked by CBS to produce the "Man Against Crime" show starring Ralph Bellamy. . . . "The Late Christopher Bean," starring Helen Hayes is expected to pull an audience Friday night that'll be a new high for ABC-TV.

**R**ANSOM SHERMAN moves his NBC-TV show a half-hour earlier on Nov. 1st, to accommodate the Bert Parks show, which goes into the 3:30 p.m. slot on that date. . . . Mary Ellen Munro, versatile teen-age actress of all media, joins "The Goldbergs" on CBS-TV, Oct. 30th (9:30 p.m.), as "Daphne" (Rosie's friend). . . . Judy Lynn, 21-year-old thrush, will share the spotlight with Alan Dale on CBS-TV's "Sing It Again," commencing Saturday (Oct. 28) at 10 p.m. . . . San Francisco's Livingston Bros. department store has grabbed the tab at KGO-TV for a quarter-hour weekly fashion show, starring Evangeline Baker as fashion authority (Wed., 7:15 p.m.). . . . Army vs. Columbia is the game scheduled to be seen on CBS-TV Saturday (1:45-4:00 p.m.), emanating from Baker Field. . . . Don W. Lyon, program director and co-ordinator for the Syracuse Univ. radio-television center, has accepted the appointment of chairman of the television committee for the National Association for Education by Radio. . . . KFI-TV, Los Angeles, has upped its rates to a \$750 base evening hour effective immediately, while afternoon time will be upped to \$450 an hour.

## Color Adapters Ready For Early Shipment

(Continued from Page 1)  
the confused situation existing in the TV industry today caused by numerous public statements from all sides, has undoubtedly hampered sales and upset consumers and dealers.

Commander will produce its TV sets to receive the present black and white and CBS color, enabling each consumer to decide for himself whether he wishes to receive color broadcasts. The color adapter will enable the viewer, by turning a switch, to receive the color broadcasts, but in black and white only. The addition of a Commander color converter will turn the black and white picture into full CBS color.

Fein pointed out that when a color adapter is built into a set, the cost is comparatively low. However, the cost of building the adapter into a set not equipped for color will run about ten times the initial factory cost. The company expects to be producing color converters shortly.

Washington—Hugh B. Terry, vice-president and general manager of KLZ, Denver, yesterday sent out telegraphic invitations to the press to meet with him this morning at the offices of Pierson & Ball, Washington attorneys, for a statement on color TV. Said Terry:

"In view of the constant flow of statements on color television, I will also have one." Terry, chairman of the NAB AM radio committee, declined to amplify his invitation.

### Meade Davidson

Meade Davidson, 62, former news commentator for WWRL, New York, died Saturday, Oct. 21, at his home in New York City, of a heart ailment. He had discontinued his broadcasting activities when he first became ill a year ago. At the time of his death, he had been writing 5-minute programs tracing the history of the United States, which were being translated into foreign language broadcasts by the station.

### Gagsters Honor "Stooges"

"Stooge Day," to pay tribute to the "foils," the unsung heroes of the comedy world, will be observed at the "Comedians Round Table" luncheon to be held by the Gag-writers Institute at Trader Tom's Steak House tomorrow, October 26, at 1 p.m. J. C. Olsen, star stooge of the Broadway hit "Pardon Our French," and the Olsen and Johnson TV shows of the past, will be guest of honor at the luncheon.

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EST. 1914 **PATHESCOPE**

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## NAB Group Reopens Issue Of Giveaways

(Continued from Page 1)

Supreme Court has held that broadcasting is interstate and comes under the jurisdiction of the FCC, therefore is not subject to state regulation.

These broadcasters are understood to have demanded that the NAB take an active hand in the present anti-giveaway wave that has broken out in Wisconsin and other states, or face depletion of membership.

Pointing up the intense interest of association members in the revived issue of giveaways was the announcement that Ben A. Laird, president of WDUZ, Green Bay, Wis., and president of the Wisconsin Broadcasters Assn., in Washington for the meeting of the NAB committee, has called an emergency meeting of the WBA board for Friday, Oct. 27, at the Loraine Hotel, Madison, Wis., to discuss the recent ruling of the attorney general on giveaway programs.

### Wisconsin a Case in Point

In a long-distance conversation last night with Kenneth Schmidt of WIBA, Madison, secretary of the association, Laird said the ruling of Oct. 19 of Attorney General Thomas Fairchild may mean the end of giveaway programs on all radio stations in the United States.

"I am deeply concerned over the ruling," said Laird in an exclusive statement to RADIO DAILY. "I have ordered all giveaway programs, both network and local, cancelled on our own station. If this ruling by the Wisconsin State Attorney General is permitted to stand in the courts, then giveaway programs on all radio stations are doomed."

### Cancel "Stop the Music"

Two weeks ago the Wisconsin Broadcasters Assn. board met in regular session and transacted business, Laird said. Then on Oct. 19 attorney general Fairchild, who is a candidate for the U. S. Senate on the Democratic ticket, cracked down on giveaway programs, holding them illegal in the state of Wisconsin.

WTMJ, Milwaukee, the Milwaukee Journal station operated by Walter J. Damm, was the first to cancel "Stop the Music," a network feature. WTMJ cancelled all giveaway programs. Subsequently most stations in Wisconsin cancelled giveaways, both network and local, according to Laird.

On the WBA board are, in addition to Laird, Joseph Mackin, of WMAM, Marinette, vice-president;

# COAST-TO-COAST

### Maffie Executive At WEIM

Fitchburgh, Mass.—Henry G. Molina, Jr., owner and general manager of WEIM, has announced the appointment of Al Maffie as commercial and promotion manager of the Yankee-Mutual outlet—soon to increase its power to 1,000 watts on 1280 kc. Maffie is the resourceful executive who recently put WTSB, Brattleboro, Vt., on the air from a trailer when its permanent quarters were not completed in time for the first broadcast of the station.

### Ehrhart Leaving WTMA

Charleston, S. C.—Robert G. Ehrhart leaves WTMA this month after twelve months as control engineer, according to an announcement by Douglas M. Bradham, manager of the station. Bob will attend Central Airlines School in Kansas City, Mo.

### "Homemaking"

Worcester, Mass. — When Lyda Flanders of the WTAG "Modern Kitchen" show, recently visited her native Vermont, she stopped at a farmhouse to inquire about a good place to have lunch. The woman who answered the door recommended a place "down the road a-piece—" but added that she didn't think Mrs. Soanso was serving meals that day. Lyda wanted to know why. "Oh, she's down sick," was the answer. "Got ptomaine."

### Loring Promoted At CFCF

Montreal, Canada—Rex Loring, film and newsreel commentator, has been appointed associate news editor-newscaster at CFCF. Rex, formerly with CKOY in Ottawa as newscaster, joined CFCF in July.

### Airs Ringling Bros. Circus

Houston, Tex. — If the daring young man on the flying trapeze who broadcast into a KATL microphone during the opening performance of the Ringling Brothers circus here seemed to be doing so with something less than "the greatest of ease" there is a very simple explanation. He was Johnnie Edwards, program director of the five-kilowatt independent, risking his neck in order to bring to KATL listeners an authentic description of how the big arena looks to the aerialists from their high perches. For the third straight year KATL interrupted its regular program schedule to bring the thrill of the circus to shut-ins and others unable to get to the big top.

Kenneth Schmidt, secretary; Jean Heal, WTCH, Schawno, treasurer; George Fricchette, WFHR, Wisconsin Rapids; Howard Dahl, WKBH, La Crosse; Bruce Wallace, WTMJ, Milwaukee.

On Oct. 19 Attorney General Fairchild held that "Stop the Music" and seven other giveaway programs violated the lottery laws of the State of Wisconsin.

### Honored By Columnist

Hartford, Conn.—WDRC received high praise from a local newspaper columnist, Mrs. M. Oakley Stafford, who praised in her column WDRC's employment policy. She noted that Carlton Brown, WDRC transmitter engineer, has been with the station for 11 years, and then added: "That station has a great rep for people staying with it a long, long time. Apparently everyone is happy there. Bespeaks well for the judgment of the employer who hires, and the employees who get the job. Both know their minds."

### Appointed NAEB Director

Northfield, Minn.—Milford Jensen, operations director of WCAL, St. Olaf College, has been appointed interim director of Region IV of the National Association of Educational Broadcasters. NAEB president Richard B. Hull announced that Jensen will serve until the election of new officers at the annual NAEB meeting, to be held the last three days of October, at Lexington, Kentucky. Jensen replaces Irving R. Merrill, present Region IV director, and former director of KUSK, University of South Dakota. Merrill is studying for a masters degree at the University of Illinois, and WILL, during a year's leave from KUSD.

### Lollipop Party On WSTC

Stamford, Conn. — A "Lollipop Party" for pre-school and school-age children was held at the WSTC studios on October 24th at 4:30 p.m. This party was prepared by Merry Reynolds, WSTC's "Fairy Princess," to give the children a chance to meet the "Fairy Princess," "Teeny Tiny Tom," and all the other bright little characters on "The Fairy Princess" program. The guests attended the regular broadcast of the program and later took part in the specially prepared show and party. All "Fairy Princess" listeners and their parents were invited to attend the party.

### Young Performer Celebrates

Waterbury, Vt. — "Top of the Morning," husband and wife show on WDEV featuring Mr. and Mrs. John Woods (Sammy and John) and their son Mark, was deluged with congratulatory messages when Mark was born a year ago. The program was again deluged when Mark's first birthday occurred the 17th of this month. Seven days later, Mark celebrated his first anniversary of broadcasting. Since the broadcast emanates from the Woods' living room, Mark has no trouble making the show. A year ago, right after Mark came home from the hospital, John asked him his opinion of the political situation. The answer was a long and lusty wail. This year, Sammy asked Mark what makes the world go 'round and Mark responded, "Betsy Ross Bwead," the program's sponsor.

## Emergency FM Plan Considered In N. Y. C.

(Continued from Page 1)

inhabitants in case of sudden catastrophe.

The plan provides for loudspeakers to be placed strategically throughout the city. It would supplement city's air raid siren system by broadcasting instructions and warnings to the street crowds to keep them out of danger areas and provide for safe and organized rescue work.

Originator of the plan is Stanley Joseloff, head of the Storeast Corporation of America, an organization which broadcasts music and announcements by FM radio to grocery chain stores in the Northwest and Midwest.

Under his plan, the FM network of loud speakers, all tuned to one emergency frequency, can be put on the air by turning on a switch which cuts off all regular commercial broadcasts on the city's local FM stations and leaves wires free for the street announcements.

## Mass Education By AM-TV Urged By Seymour Siegel

Mass democracy cannot succeed without mass education and the most effective tools, radio and TV, are giving the people vaudeville and quiz shows instead of discussions of the broad public issues of the day. Seymour N. Siegel, director of radio communications for New York City, told the Cooper Union Forum, Sunday night in his address on "Ideas on the Air."

Siegel said: "One of the striking things about this century in our country is our experiment of basing government not on a single group, not on those who have the most talent and the best education, but upon everybody. Mass democracy is trying to draw everyone into the process of government. This was considered not to be within the reach of those who had to earn their daily bread by the sweat of their brow."

Continuing, Siegel said: "Radio and TV are merely tools. The question is how they are being used. Now it surely cannot be in the best interest of our nation that such a large percentage of our listening time should be devoted to soap operas, variety vaudeville and light music, audience participation shows, squalid crime shows and nonsensical quiz programs. I think our highly developed communications system is doing very little to raise the culture and the reasonableness of the American people."

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