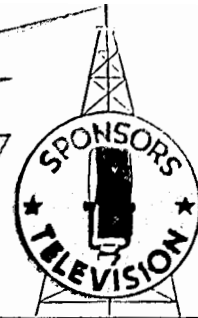




# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 47, NO. 1

NEW YORK, FRIDAY, APRIL 1, 1949

TEN CENTS

## FM BROADCASTERS GATHER FOR CLINIC

### Key NBC Executives To Attend Convention

Key executives of NBC headed by William Hedges, vice-president in charge of planning and development; O. B. Hanson, vice-president and chief engineer; Gustav B. Margraf, vice-president and general attorney; I. E. Showerman, vice-president in charge of Central Division, will attend the management convention of NAB meeting in Chicago, April 11 through 13.

Others attending will be: James Gaines, director of owned and  
(Continued on Page 3)

### Hedges Gets Presidency Of Radio Pioneers Club

Members of the Radio Pioneers Club held their annual dinner last night at Toots Shor's restaurant in New York and elected William S. Hedges, NBC veepee in charge of planning and development, as their president for the coming year. Hedges succeeds Edgar Kobak, MBS president.

Other officers for the 1949-50 season are Frank E. Mullen, Goodwill Stations, first vice-president;  
(Continued on Page 4)

### Two More TV Stations Join Columbia Network

Two new TV affiliates—WKY-TV, Oklahoma City, and WGAL-TV, Lancaster, Pa.—will join the CBS Television Network bringing the total number of CBS video outlets to 35, it was announced yesterday by Herbert V. Akerberg, CBS vice-president in charge of station relations.

WKY-TV, which will go on the air  
(Continued on Page 4)

### President To Speak

A five-minute address by President Truman on the subject of Savings Bonds and volunteer workers will be broadcast by the major networks Tuesday, April 19, 10:00-10:05 p.m., EST. The President will explain the aims of the Savings Bonds drive, which will start four weeks later, and the role of volunteers in the sale of bonds to the public.

### Rackmil Takes Post As Decca President

Milton R. Rackmil, formerly executive vice-president of Decca Records, Inc., has taken over the post of president succeeding the late Jack Kapp. Rackmil was elected president at a special meeting of the board of directors this week. Rackmil with Kapp was one of the founders of Decca, serving first as treasurer and later as vice-president.

Rackmil announced yesterday that by virtue of a new agreement  
(Continued on Page 4)

### 'Citizens Service Stations' Formally OK'd By FCC

Washington Bureau of RADIO DAILY  
Washington—The FCC yesterday announced the finalizing of rules for "citizens radio service stations," with regular licensing to begin in two months time. The Commission announced that any citizen 18 years or older will be eligible for a license valid for a five-year period. All  
(Continued on Page 3)

## Signing Of No. Atlantic Pact To Get Web, Indie Coverage

Signing of the North Atlantic security alliance, which brings together the largest group of top diplomatic officials ever to assemble in Washington, will be covered by all four major networks and hundreds of independent stations next Monday, April 4, from 4:30-5 p.m., EST.

The television networks also are arranging extensive coverage of the historic event and proceedings will

### 150 Register At Hotel Commodore In New York For One Day Session Planned By FMA Executives

### FM Survey Released By N. Y. Researcher

The progress of FM broadcasting is the subject of a survey completed yesterday by the Jay Company, New York, and released in conjunction with the FMA Sales Clinic which will be held at the Commodore Hotel in New York.

J. A. Yergen of the Jay organization conducted 191 personal interviews in New Rochelle, N. Y., during the month of February. The  
(Continued on Page 3)

### Three Summer Institutes Planned By NBC Network

Plans for three summer radio institutes conducted by NBC in collaboration with Northwestern University, University of Southern California at Los Angeles and Stanford University, were announced yesterday by Sterling W. Fisher,  
(Continued on Page 2)

### Artists To Participate In Dedication Of KCBS

Bob Crosby and vocalist Evelyn Knight of the CBS "Club 15" series, and Arthur Hull Hayes, CBS vice-president in charge of San Francisco office, will head the list of participants.  
(Continued on Page 2)

With 150 leaders in the FM broadcasting field registered for the FM Clinic sponsored by the FMA Association, the one day session of panels and speeches will get underway at the Commodore Hotel in New York at 9:30 a. m. today. Titled "What's What in FM" the clinic was arranged  
(Continued on Page 6)

### Philco Sales For '48 Increase \$50,000,000

Philco Corp. sales jumped nearly \$50 million in 1948 with most every major division sharing in the 21 per cent increase, according to the company's annual report issued to stockholders. Philco sales for '48 were \$275,424,340 compared to \$226,507,592 in 1947.

Earnings last year were \$10,531,914, equal (after preferred dividends) to \$6.32 a share on 1,607,576 shares of  
(Continued on Page 2)

### Four Types Of Shows Hold Line Against TV

Radio programs suffering less from the influx of television—in those homes equipped for the visual medium—are shows of the classical music, news, quiz and audience participation and comedy situation type, according to an analysis made by the research department of  
(Continued on Page 6)

### 'Dutiful' Sponsor

"Straight Arrow," sponsored on Mutual by Nabisco, has been offering Indian headbands and leathers to listeners. Of the 138,000 requests, 40,000 have come from Canadians. Now it seems there's a duty to be paid on such importations to the Dominion, so the sponsor is footing that bill. But in the future, show will say "Limited to U. S."

**Orchid Theme**  
Orchids will be the theme of the dinner being planned for Saturday night at the Poor Richard Club, in connection with the Eastern Conference of Women's Advertising Clubs, to be held in Philadelphia on April 2nd and 3rd, according to Nellie E. Quirk, general chairman of arrangements for the Philadelphia Club of Advertising Women.

# RADIO DAILY

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JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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### WEST COAST OFFICES

At Steen, Manager  
6425 Hollywood Blvd. Phone: Gladstone 8438  
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Phone: Wisconsin 3271  
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1417 Ashland Bldg. 155 No. Clark St.  
Phone: State 2332

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## FINANCIAL

(March 31)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Chg.
ABC	8 3/8	7 7/8	7 7/8	- 1/8
Admiral Corp.	17 3/4	17 1/2	17 1/2	- 1/4
Am. Tel. & Tel.	146 3/4	146 1/2	146 3/8	- 1/8
CBS A	19 3/4	19 1/2	19 1/2	- 1/8
CBS B	19 1/4	19 1/8	19 1/4	- 1/8
Farnsworth T. & R.	1 3/4	1 1/4	1 1/4	- 1/8
Gen. Electric	38 1/4	37 3/8	37 3/8	- 1/8
Philco	32 3/4	31 7/8	31 3/4	- 1/8
Philco pfd.	87	87	87	- 1/8
RCA Common	13	12 5/8	12 3/4	- 1/4
RCA 1st pfd.	70 1/4	70	70 1/4	+ 1/8
Stewart-Warner	13	12 7/8	12 7/8	- 1/8
Westinghouse	23 5/8	23 3/8	23 3/8	- 3/8
Westinghouse pfd.	93 7/8	93	93 5/8	+ 1/8
Zenith Radio	31 1/4	30 7/8	31	- 1/2
NEW YORK CURB EXCHANGE				
Hazeltine Corp.	13 1/2	13 1/2	13 1/2	.....
Nat. Union Radio	3 1/2	3 1/2	3 1/2	.....

## 10 YEARS AGO TODAY

From the Files of Radio Daily  
Zenith Radio Corp. conducted its first live talent television test. . . Effective April 30th, a new network option time schedule will be in effect at 6 NBC west coast stations. . . Elliott Roosevelt representing the Texas State Network has signed a long term licensing agreement with the Associated Music Publishers, Inc. The agreement gives member stations the right to originate locally and to the network AMP copyright numbers.

## ★ COMING AND GOING ★

ROBERT BARNABY, engineer in the Audio-Video Facilities Group at NBC, today will go down to Camden, N. J., for the final tests of the tape-recording machines to be used in Chicago during the period of Daylight Saving Time.

CHARLES GODWIN, manager of the Mutual network's Southern office, is back at his desk in Atlanta following a trip to key cities of Louisiana, Alabama, Texas and Mississippi.

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

NORMAN KNIGHT, Eastern manager of the Mutual network's station relations department, has returned from Washington, D. C., where he conferred with officials of WOL.

EDWARD R. MURROW, Columbia network news analyst, and WELLS CHURCH, director of news broadcasts for the web, leaving for Washington, D. C., to cover Monday's signing of the North Atlantic pact. Murrow will broadcast from WTOP.

HARRY ACKERMAN, vice-president of CBS and director of network programs in Hollywood, is returning to his West Coast headquarters following two weeks of conferences in New York.

JIM HAGEN, of the U. S. Steel Company's public relations division, will leave New York over the week-end for a 10-day visit to Chicago in preparation for the "Theater Guild On the Air" broadcast from the Windy City April 10.

EARLE FERRIS, publicist, off for a lecture engagement at Texas Christian University. He will speak on the subject, "Product Public Relations."

CARL DOZER, commercial manager of WCAE, American network affiliate in Pittsburgh, Pa., is here for huddles with executives of the web.

RICHARD McCUTCHEON, newswriter and editor at WOR, left Wednesday for a vacation in Europe. He'll spend a month touring England and the Continent.



## Artists To Participate In Dedication Of KCBS

(Continued from Page 1)  
cipants on the special dedicatory broadcast Sunday, April 3, in connection with the change in call letters of KQW, San Francisco, to KCBS.

The program will be aired 5:00-5:30 p.m., Pacific Standard Time, over KCBS only.

Several prominent San Francisco civic officials also will take part in the dedication. Ray Hackett and his orchestra will provide the music.

## Philco Sales For '48 Increase \$50,000,000

(Continued from Page 1)  
common stock outstanding at the end of the year. This followed a seven per cent stock dividend on Dec. 14.

Philco's working capital went up more than four and a half million dollars in 1948. At year's end, current assets amounted to \$75,500,661 while current liabilities were \$42,186,049. This left a working capital of \$33,314,612.

## Three Summer Institutes Planned By NBC Network

(Continued from Page 1)  
manager of NBC's public affairs and educational department.

The Northwestern session will run from June 27 to August 6, the U.C.L.A. term from June 20 to July 30, and the Stanford term from June 23 to August 20, with the respective instructional staffs composed of NBC personnel in Chicago, Hollywood and San Francisco.

The objective of the institutes is to give professional radio personnel and educators opportunity for specialized training under a faculty with broad experience in station and network practice.

Northwestern this year will offer 12 courses bearing university credit, in addition to a symposium on radio and television—1949. The 12 courses will treat station publicity and promotion, sales, announcing, directing techniques, station management, music for radio, dramatic writing, production procedures, continuity writing, program planning and building, public service broadcasting, and news broadcasting and special events.

## Cheese Cake

Nobody seems to know just why newspapers call pictures of pretty girls "cheese cake." But everybody knows why they print them so frequently. Such pictures have a sure-fire, ready-made audience.

It's for this same reason that more and more radio time buyers are using W-I-T-H in Baltimore, the nation's sixth largest market. They get a BIG audience from this BIG independent radio station.

Moreover, they get this BIG audience at very LOW cost. Yes, it's a fact that station W-I-T-H delivers more listeners-per-dollar spent than any other station in town. W-I-T-H covers 92.3% of all the radio homes in the Baltimore trading area.

Get in on these low-cost sales. Call in your Headley-Reed man and learn the full W-I-T-H story today.

AM **W-I-T-H** FM

**Baltimore 3, Maryland**

TOM TINSLEY, President  
Represented by Headley-Reed

**50,000 watts at 800kc.**  
527688 in 1949

A GREATER VOICE COMING—  
AND, BY FAR, A BETTER BUY!

**CKLW**  
in the Detroit Area  
J. E. Campeau, President

5,000 WATTS at 800 Kc.  
MUTUAL

Adam J. Young, Jr., Nat'l Rep. • Canadian Rep., H. N. Stovin & Co.

**WINZ**

## Key NBC Executives To Attend Convention

(Continued from Page 1)

operated stations; Easton Woolley, director of station relations; Sheldon Hickox, manager of station relations; E. B. Lyford, assistant manager of station relations; Norman Cash, Paul Rittenhouse, Paul Hancock, station contact representatives (New York); A. E. Kaney (Chicago).

From National Spot Sales Department: James McConnell, director; Jack De Russey, manager, Oliver Morton (Chicago). Also attending will be James Nelson, director of advertising and promotion. From the Radio Recording Division: Don Mercer, director, Wade Barnes, Addison Amor (New York); William Reilly (Chicago), William Gartland (Hollywood).

Other department representatives will be: Robert P. Myers, assistant general attorney. Engineering: Ray Guy, Whitney Bolton (engineering panel), George Nixon (NAB Recording Committee); Hugh M. Beville, director of research.

Representing NBC's owned and operated stations: Charles Bevis, Jr., manager WNBK, Cleveland; John McCormick, manager WTAM, Cleveland; William McAndrew, general manager WRC, WRC-FM, WNBW, Washington; Tom McFadden, manager WNBC, WNBC-FM, WNET, New York; John Elwood, KNBC-NBC, San Francisco; Lloyd Yoder, KOA, Denver; Jules Herbeuoux, manager of WNBQ.

## Radioites Profiled

April issue of Cosmopolitan magazine carries two features about radio personalities. One is an article by Jimmy Durante (pictures by George Price) titled, "How To Be the Life of the Party." The other is a special feature on Ed Gardner titled "Archie, the Manager." It is by-lined by Al Jolson who says, "I knew Ed Gardner when. . ."

### TELEVISION

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Experienced Television and Radio executive with more than 20 years 4 A agency background as account executive, producer, talent buyer, TV production supervisor, spot and network time buyer. Seeks contact with agency eager to put new life into its radio and television department.

Box No. 225  
RADIO DAILY  
1501 Broadway, N. Y. C.

## Not Even SRO

Studio ticket requests received by NBC for Toscanini broadcasts this season came from such far away places as Cuba, Brazil, South Africa, France and China. During the weekly concerts covering a period of eight weeks, 10,750 people have witnessed the broadcasts and more than 2,000 others have been turned down. Several hundred ticket requests for next Saturday's broadcast of "Aida" had to be turned aside.

## FM Survey Released By N. Y. Researcher

(Continued from Page 1)

survey was made for WGNR, New Rochelle radio station.

Twenty one questions were asked. When asked, "do you know what is meant by the term FM broadcasting," 53.9 per cent claimed they did while 46.1 per cent said they weren't sure or definitely didn't know. 49.7 per cent of the people said they had heard an FM broadcast at some time or other. When asked what they thought of the FM broadcast they heard, the answers ranged from 40.1 per cent saying they liked it because it was clearer or free of static to 4.7 per cent disliking it because it was hard to tune, not as strong a signal or didn't like music. Of those having heard it, a definite preference was shown for the FM broadcast.

18.8 per cent of the people said they owned a radio or television set which received FM broadcasts. Of this 18.8 per cent, 50 per cent said their sets were in combination with television while 44.4 per cent had FM sets in combination with AM. The remainder had FM separately.

FM owners broken down by income were as follows: 37.2 per cent upper, 51.4 per cent middle, 11.4 per cent lower, as against a city total of 13.4 per cent upper, 44.9 per cent middle, 41.7 per cent lower.

Other information such as car ownership, occupation, number in family, age of members in family, etc. are also tabulated.

## Betty Clark Renewed

"Betty Clark Sings," starring the 12-year-old blind singer Betty Clark, has been renewed for 13 weeks over ABC in its Sunday 3:15 p.m. time slot, effective April 17. The program, which will complete its first 13-week cycle on April 10, is sponsored by the P. J. Ritter Company, makers of ketchup, chili sauce and other food products, and is produced by the Clements Company of Philadelphia.

## Pearson Honored

Drew Pearson will be presented with an award for his aid in combating juvenile delinquency by George J. Beldock, president of Youth United, during the commentator's Sunday night broadcast (April 3) over ABC at 6 p.m., EST. Program will originate from the Hotel St. George in Brooklyn.

## 'Citizens Service Stations' Formally OK'd By FCC

(Continued from Page 1)

operations will be in the 400-470 megacycle band. The Commission explained that the service is designed primarily to afford a two-way short-range private communication service. Part 19 of the rules defines it as a "fixed and mobile service intended for use for private or personal radio-communication, radio signalling, control of objects or devices by radio, and other purposes not specifically prohibited herein."

The service is expected to be especially useful for communication on farms, such as between house and buildings or workers in remote locations; for outlying camps and work crews, and for industrial plants and construction projects. Citizens' stations may also be used to communicate with vehicles within a limited area and, as in the case of other radio services, for emergency communication when regular wire line facilities have been disrupted or rendered ineffective.

## New Series On WVOM

Boston—WVOM is inaugurating a new series of programs featuring Dr. Alexander Brin, a member of the National Advisory Board of Educators, and publisher of the *Jewish Advocate*. The broadcast is called "Life In Israel."

## Atlantic Pact Signing To Get Full Coverage

(Continued from Page 1)

basis of top diplomatic officials was the 1921 naval conference.

In addition to the half-hour broadcast carried by the major networks, MBS is scheduling a pickup from 3:30-3:45 p.m., EST. In both broadcasts over Mutual, Albert L. Warner, chief MBS correspondent in Washington, will describe the scene in the Interdepartmental Auditorium in Washington and will present some of the statements by various foreign ministers.

Countries represented in the signing of the North Atlantic Pact include Canada, Belgium, Denmark, France, Italy, Iceland, Luxembourg, Netherlands, Norway, Portugal and the United Kingdom.

## Carson In Milwaukee

Milwaukee—Thursday, March 31, was CBS day at WISN, Milwaukee. Cy Howard and Jack Carson, both local boys, appeared on WISN programs. Jack Carson visited Schultz's Music Shop at noontime and Cy Howard, creator-director-writer of "My Friend Irma" and "Life With Luigi" dropped in for a chat with Ann Leslie, popular women's commentator at 4:00 p.m.

• faces • facts • figures • wins •

## NEW TIMES . . . NEW SPONSORS

EFFECTIVE APRIL 15



**DON GODDARD**

7:00-7:15 A.M. Mon. thru Fri.  
(Metro. Life Ins. Co.)

8:15-8:30 A.M. Mon. thru Fri.  
(Metro. Life Ins. Co.)

Noon-12:15 Mon. thru Fri.  
(Robert Hall Clothes)



**CARROLL ALCOTT**

6:30-6:45 P.M. Mon. thru Sat.  
(Available)

7:30-7:45 P.M. Mon. thru Sat.  
(Available)

10:30-10:45 P.M. Mon. thru Sat.  
(Strauss Stores)

**WINS**  
50KW NEW YORK

CROSBY BROADCASTING CORPORATION

## LOS ANGELES

By AL STEEN

K TTV's tele show, "Rumpus Room," now being sponsored by the Lewis Food Co. on a 52-week basis.

Lex Boyd, announcer for KROW, Oakland-San Francisco, will exchange marriage vows on Sunday with Nyla Ruth Carroll.

Jerry Fairbanks' "Crusader Rabbit" video film series had its debut before a juvenile audience at the Fairbanks studio Friday afternoon. The kids were the children of Hollywood newsmen. The series will be made up of 130 film shorts.

Marten Lamont's initial Cine-vision tele subject, "Adventure in Arizona," gets under way next week in Nogales. It will be the first of a series of 13 subjects, with Lamont's son, Norman, playing the leading role.

### Hedges Gets Presidency Of Radio Pioneers Club

(Continued from Page 1)

Arthur Church, KMBC, Kansas City, second vice-president; Paul W. Morency, WTIC, Hartford, Conn., vice-president and secretary; Orestes H. Caldwell, Caldwell-Clements Publications, vice-president and treasurer; Edgar Bill, WMBD, Peoria, Ill., vice-president; J. R. Poppele, WOR, New York, vice-president; Dorothy Gordon, New York Times, vice-president.

Fifty door prizes were offered, and old-time slides, courtesy of BMI, were shown. Patt Barnes was master of ceremonies.

The Radio Pioneers Club, which recently began an expanded program to activate groups on a regional basis, was founded in 1942 by H. V. Kaltenborn of NBC. It was organized for persons who have been associated with the radio industry for 20 years or more.

### Rackmil Takes Post As Decca President

(Continued from Page 1)

Bing Crosby will continue to appear on Decca Records for the next seven years. Everett Crosby participated in the negotiations on behalf of his brother.

## ARTHUR EDDY

Public Relations — Publicity

812 Taft Building  
Hollywood

GLadstone 5305 — GLadstone 9082



### Mainly About Manhattan. . . . !

● ● ● Despite Bill Ware's denial that FMA will not merge with NAB, rumors are going the rounds that many members of NAB who operate both AM and FM stations would rather see all their eggs in one basket . . . this faction may influence the thinking of some of the other FMA members and bring about the merger. . . . Could the mystery voice that called the trade press Wed. to deliver a vitriolic tirade against the CCNY conference belong to a former employee of the college? . . . Despite what you may have heard, Mutual is assured of the World Series broadcast exclusive through 1951. . . . Don Ameche becomes Jimmy Durante's new partner April 8th. Alan Young, who leaves the show, is heading for N.Y. where TV plans are being set for him. . . . Hear Westinghouse is picking up the tab on CBS' "Studio One." . . . Get a load of Norm (WOR) Livingston's H'wood tan. The lad looks healthier than a bottle of vitamin pills. . . . Radio Television Critics Circle has elected Paul Denis as its first Honorary Life Member. . . . Spencer Hare suggests that WW sign himself off the air as "Your Kaiser Phraser." Lou Brown, prolific writer of popular songs, may get the writing assignment on the new Olsen and Johnson TV show.

★ ★ ★ ★

● ● ● All along Radio Row this week all we heard was "Did you catch Berle Tuesday night?" The answer is, yes, we did—and we agree that not only did it top anything Berle has ever done, but we'd venture to say it was one of the greatest one-hour shows ever put together. Berle is certainly making it tough to follow himself.

★ ★ ★ ★

● ● ● AROUND TOWN: More notes in the mail, this time from Lillian Jason, of McCann-Erickson, and Harry Forwood, p.a. for "Life With Mother," who both had the answer Bob Trout was looking for on that quote. (We oughta be on Bob's payroll). . . . Patricia Wheel gets a leading role on tonight's Ford Theater on CBS appearing with Montgomery Clift and Joan Loring in "Wuthering Heights." . . . Former p.a. Bob Rost has joined Tele-Cine Corp. of America as TV producer. . . . WMGM staff director, Milton B. Kaye, is walking around holding his sides these days. Seems his 13-year-old daughter, Carol, dealt him a playful jab in the ribs—and broke one. . . . "Call the Police," last year's summer replacement for Amos 'n' Andy, will do a repeat chore this year. . . . John Wilson, ex-B'way columnist for the defunct Star, is now N.Y. ed for Downbeat. . . . Dick Linke, Capitol records exploiter, landed 4 pix of singing teams in this week's Life. . . . Spike Jones has TV deal cooking. . . . Radio Row glad to see Bea Walker, noted vocal coach formerly with Eddie Cantor, back from H'wood and setting up shop here. . . . NBC's Bob Adams and Jimmy Dunn huddling about an air show for the film star. . . . Entire cast of the Arrow show dropped with the exception of the rubberfaced comic, Jack Gilford. . . . Gregg Sherwood tells of the time she and Groucho Marx stormed into Colbee's. "Table for two?" asked the waiter. "No, four," corrected the Marxman, "we're starved."

★ ★ ★ ★

● ● ● MAIN STREET TREATS: Peter Donald's mad-libs on his new "Talk Your Way Out Of It" ainer. . . . Herb Sheldon's new daytime comedy stanza on ABC. . . . Dan Peterson's smooth announcing on the televised fights from Phila. . . . Martha Deane's commenting on her WOR stanza—first program to our knowledge using the "group discussion" idea. . . . Stan Freeman's piano and commentating via WQXR. . . . Catherine Mastiche's lyrical soprano on WHOM Sunday p.m. . . . Art Waner's piano'ing from the Latin Quarter.

## CHICAGO

By NAT GREEN

MARIE PLONIM, Charles Comp-ton, Alan Axtell and John Nil-son of Radio Sales in Chicago, are on a five-day trip to CBS stations in Richmond, Charlotte and Birmingham.

Buckingham Gunn of WGN, William Hollander of Balaban & Katz, and Walter Schwimmer of Schwimmer & Scott are members of the publicity committee for the Chicago fund drive of the American Cancer Society.

Harvey Rubin has joined the radio and television department of Richard Bradley Associates, ad agency.

Hank Grant, emcee of WGN's "Let's Have Fun," will receive an award Friday from the Illinois Studio Craftsmen Club as the most popular emcee in Chicago.

### Two More TV Stations Join Columbia Network

(Continued from Page 1)

On May 1, has been assigned Channel 4. It is owned and operated by the WKY Radiophone Company, Oklahoma City, P. A. Sugg, general manager.

WGAL-TV, assigned Channel 4, joins the CBS-TV network on June 1. Station is owned and operated by WGAL, Inc., 8 W. King St., Lancaster. Clair McCollough is general manager.

## Send Birthday Greetings To—

April 1

Eddy Duchin H. C. Hudson, Jr.  
Arthur King Roland Martini  
Linton Wells Jim Waldrop

April 2

Frances Carlon Jerry Cooper  
W. Arthur Rush Gary Stevens

April 3

Jane Barton George Jessel  
Peter Van Steeden

April 4

Ed East Jay Freeman  
Dorothy Gordon Doris Rhodes  
Johnny Forrest

April 5

Vincent F. Callahan  
William McGrath Bob Lewis  
Marjorie Whitney  
Robert Q. Lewis

April 6

Clyde North Lowell Thomas

April 7

Walt Framer Tyler Davis  
Walter Winchell Bert Wheeler  
Lillian Stewart

# “Buy U. S. Savings Bonds during the Opportunity Drive,”

SAY THESE LEADING AMERICANS

WILLIAM GREEN, *President, American Federation of Labor*



For the working man, an increased investment in U. S. Savings Bonds can mean—not only increased security—but increased ability to take advantage of the opportunities that are part of the American way of life.”

WINTHROP ALDRICH, *Chairman, Chase National Bank*



“I believe that every individual who can possibly do so should buy more U. S. Savings Bonds. These bonds represent one of the best investments of our time.”

PHILIP MURRAY, *President, Congress of Industrial Organizations*



“The C.I.O. has endorsed every effort to encourage the worker to put more of his earnings into U. S. Savings Bonds. They represent both security and independence.”

CHARLES F. BRANNAN  
*Secretary of Agriculture*



I am heartily in favor of the Opportunity Drive to buy more U. S. Savings Bonds. Everyone engaged in farming should recognize the importance of a backlog of invested savings as a means of realizing the agricultural opportunities of the future.”

**D**URING MAY AND JUNE, the U.S. Savings Bond Opportunity Drive is on!

It is called the Opportunity Drive—because it is truly an opportunity for *you* to get ahead by increasing your own personal measure of financial security and independence.

If you haven't been buying Savings Bonds regularly, start *now*.

If you have been buying them, add an *extra* Bond or two to your purchases this month and next. Remember—you'll get back \$4 for every \$3 in a short ten years' time!

*Put More Opportunity  
in Your Future . . .*

**INVEST IN U. S. SAVINGS BONDS**



*This space contributed by RADIO DAILY*

## AGENCIES

**ANACONDA COPPER MINING COMPANY** announces the appointment of Kenyon & Eckhardt, Inc., effective today, to direct the advertising of Anaconda and all subsidiary companies, including the American Brass Company and Anaconda Wire & Cable Co.

**JOHN W. HEANEY, JR.** has joined Endorsements, Inc., as an account executive, it has been announced by Jules Alberti, president. Heaney comes from VIP Service, where he was an account executive. Prior to that he was with McGraw-Hill Publications and Fairchild Publications.

**FRED GARDNER**, president of Fred Gardner Company, Inc., New York, announces that C. Ralph Bennett has become vice-president and a principal in the agency. He will continue his duties as creative director of all accounts. Bennett has been a member of the University of Minnesota faculty, writer of textbooks and articles on advertising, and was a copy executive with McCann-Erickson, BBD&O, Maxon, and director of promotion for Street & Smith Publications.

**ARTHUR PINE ASSOCIATES** have been appointed to handle publicity-public relations for the Hotel Sagamore at Lake George, Bolton Landing, N. Y.

## ABC Engineers To Attend NAB Conference In Chi.

Frank Marx, vice-president in charge of engineering for ABC together with other members of the network's radio engineering staff will attend the forthcoming NAB Engineering Conference in Chicago, April 6-9.

Making the trip from New York with Marx will be George Milne, ABC's director of technical operations; James L. Middlebrooks, chief facilities engineer and Robert Morris of ABC's radio facilities engineering staff.

Key representatives from ABC's engineering department in other cities will attend the meet. Philip G. Caldwell, manager of technical operations for ABC's Western division will come in from Hollywood. Charles Kocher, chief engineer of WXYZ, ABC's Detroit owned and operated station; E. C. Horstman, engineering manager, and James Valentine, television engineering supervisor, respectively, of the network's Central Division also will attend.

### ATTENTION INDEPENDENT RADIO PACKAGE PRODUCERS

IF YOU HAVE AUDITION RECORDS or completed series of Transcriptions, call Mr. Nelson, WI. 7-4755 for an appointment.

# 150 FM Broadcasters Here For One Day Business Meet

(Continued from Page 1)

by William Ware, president of FMA, to give advertisers, agency executives and representatives of allied fields of broadcasting a progress report on the new radio service.

Everett Dillard, consulting engineer, FM broadcaster and former president of the association, will discuss the progress of FM at the morning session. Other speakers slated for the morning session are Herbert George, speaking on "How We Sell FM," William Ensign, discussing "Transit Radio" and Millard C. Faught who will talk on "Two Million Sponsors."

Major E. H. Armstrong, inventor of FM, and Edgar Kobak, president of Mutual, are scheduled to speak at the luncheon session. Major Armstrong will discuss his crusade to protect the development of the FM service and Mr. Kobak will give a network president's views of the value of the new radio service.

Two speakers will discuss the aspects of FM promotion at the afternoon session. The speakers will be Ted Leitzell of Zenith Radio Corp. and G. L. Roark of General Electric. Linnea Nelson, agency time buyer, will also speak. Her topic will be "FM From the Agency Point of View."

The advance reservations include: George W. Binham, WKRP, Poughkeepsie, N. Y.; T. F. Flanagan National Assoc. Radio Station Representatives, New York; Ray A. Furr, WIST, Charlotte, N. C.; Charles Fowler, FM-TV Magazine, Great Barrington, Mass.; Lewis Winer, editorial director, Bryan Davis Publishing Co.; Saul Carlson, Radio-TV critic, New Republic, New York; William J. Broughton, General Electric, Syracuse, N. Y.; Lydie Bloch, Maxwell Hage, The Advertisers Magazine, New York.

Also, Gervase W. Butler, department store economist, New York; Frank Saunders, Tide, New York; C. J. Harrison, A. W. Rhinow, Federal Telephone & Radio Corp., Clifton, New Jersey; John P. Atherton, Atherton & Currier Inc., New

York; J. H. L. Troutfelder, William Pine Jr., WFBR, Baltimore, Md.; George Bernstein, WCFM, Washington, D. C.; Glennwood E. Broyles, WFOB-FM, Fostoria, Ohio; Sol Chain, WBIB-FM, New Haven, Conn.; W. F. Myers, Kolin Hager, Seaga, Inc., New York; Joseph Rattay, associate editor, Joseph Lux, managing editor, Business News Services; Walter Craig, vice-president, George Kern, chief time buyer, Benton & Bowles radio & TV department, New York; W. H. Conklin, KFEL, Denver, Colorado; Edwin H. James, Broadcasting.

And William H. Paulsgrove, WJEL, Hagerstown, Md.; Paul Perreault, WXHH, Cambridge, Mass.; Jerome P. McCarthy, WTOA, Trenton, N. J.; Peter M. Soutter, radio station representative, Paul H. Rayment Co.; Edward E. Grazoa, associate editor, Electrical Engineering, New York; Richard K. Jewett, Association of National Advertisers, New York; Edward Davis, commercial manager, KDPC, Sausalito, Calif.; Elliott N. Sanger, WQXR, New York; G. H. Browning, Browning Laboratories, Inc., Winchester, Mass.; H. William Koster, John C. A. Watkins, Charles W. Woodward, Jr., WPJB, Providence, R. I.; E. M. Waterbury, general manager, Robert E. Russell, station manager, WOPT-FM, Oswego, New York; Nelson S. Rounsley, WEEF, Easton, Pennsylvania; E. J. Hodel, WFCF, Beckley, W. Va.; Seymour N. Siegel, WNYC, New York; C. R. Runyon III, sales manager, Frank Gunther, C. R. Runyon, Jr., Radio Engineering Lab, New York; Ed Wheeler, WEAW, Evanston Ill.; W. Wendell Budrow, WBEF-FM, Pittsfield, Mass.

Also A. V. Tidmore, Pottsville Bestg. Co., Pottsville, Pa.; Maurice vanWyck, WGYN-FM, New York; Mark T. McKee, Jr., WMLN, Mt. Clemens, Mich.; Mel Warner, Ray Thompson, WCEC, Rocky Mount, N. C.; Ralph J. Robinson, WACE, Chilespeo, Mass.; Ben Hoberman, manager, WDET-FM, Detroit, Mich.; William O. Burchinal, WNIQ, Uniontown, Pa.; Charles A. Fuller, WBEF-FM, Brockton, Mass.; William E. Ware, KEMX, Council Bluffs, Iowa; Ben Strouse, WWDG, Washington, D. C.

And Julian Gross, WKNB, Hartford, Conn.; G. Richard Swift, WCBS-FM, New York; Hugh Boyd, Hoyd Burns, WDHN, New Brunswick, N. J.; Frank A. Seitz, John E. Arens, WFAS-FM, White Plains, N. Y.; James A. Hardman, Robert Hardman, J. Gordon Keyworth, WFEM, North Adams, Mass.; William Marion, WPOE, Elizabeth, N. J.; Leonard H. Marks, FMA Counsellor, Washington, D. C.; Thomas B. Tighe, Everett Rudloff, Kenneth Leslie, WJLK-FM, Asbury Park, N. J.; Henry L. Johnson, Benton & Bowles, New York; V. Hamilton Weir, WLEU, Erie, Pa.

## Four Types Of Shows Hold Line Against TV

(Continued from Page 1)

WOR, New York, headed by Robert M. Hoffman. Checkup was made by studying the Tele-Pulse report for January, 1949, which covers only television homes. This report, however, shows the amount of listening and viewing to both radio and television stations.

### Certain Shows Hardest Hit

According to Hoffman's breakdown, the types of radio shows hit hardest in the month of January in television homes in New York after 8 p.m. were mysteries, general dramatic shows, human interest programs and variety-comedy programs. Radio fared better against television during the early evening hours between 6 and 8 p.m. Radio news programs, the report said, have shown slightly above-average appeal in TV homes both before and after 8 p.m.

Hoffman and the WOR research department pointed out in their re-

## Fleming Joining NBC As Web Newscaster

James Fleming, at one time announcer and war correspondent for CBS and more recently with ECA in Europe, has joined the NBC news staff. He will take over the web's newscast on Sunday from noon to 12:05 p.m., EST, and "World News Roundup" on Sundays and Mondays, 9 a.m., EST, respectively.

The report, titled "The Effect of Television on Specific Types of Nighttime Radio Programs," said that radio listening in television homes during the hours from 6-10:30 p.m. was nearly 75 per cent below the level prevailing in all homes. The station expects to turn out reports on the subject on a twice a year basis.

## The Mailbag

### Questions WQXR Claim

"In your Thursday edition I week a story was published relative to WQXR claiming interference from WPTR, Albany, on 1540. I have a similar situation from WQXR. A CP was granted to Silver C. Broadcasting at Taunton, Mass., 1570 and on the last day of appeal WQXR claimed interference. But the law firm of Cohn & Marks & Weldon & Carr (latter, engineer consultants) say the claim is ridiculous and WQXR isn't even shown in our engineering exhibit. Taunton is almost two hundred miles from WQXR in New York City and the station is on 1570, the other 1560."

J. Milton Hammond,  
Editor, Publisher,  
Journal Publishers,  
Millvale, Pa.

### WOR News Staffer

Walter E. Heulle, previously with the Westchester County Publishing Bureau, has been added to the writing staff of the news department at WOR, New York. He replaces Robert O'Connor who recently was named sports director for the coming WOR-TV. Heulle founded the Newcastle Tribune, Chappaqua, N. Y., in 1927 and managed and edited it with the North Westchester Times until 1942 when he went in the Navy as a lieutenant.

### Stork News

Jerry Marshall, disc jockey WNEW, New York, is the father of a boy born to Mrs. Marshall Mar 29 in Manhattan. Baby is named Michael Terry. Another new papa WNEW is Bob Stewart, wife whose wife gave birth to a boy Sande, in Brooklyn the same day.

## TELEVISION FM • RADIO • ELECTRONIC ENGINEERS AVAILABLE

We have a number of exceptionally well trained and qualified graduates who having completed advanced training in F.M. and Television and hold first class radio-telephone licenses are available for immediate employment. For information, write, wire or call Employment Director.

"operated by leaders of the radio and television industry"

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**RADIO-ELECTRONIC SCHOOL**  
OF NEW YORK  
52 BROADWAY, NEW YORK 4, N.Y.  
Bowling Green 9-1120

# TELEVISION DAILY

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

## AUSTRALIA PUSHING TV PLANNING

### TELE TOPICS

THERE HAS BEEN considerable agitation recently for the establishment of a code of ethics for tele programming. This movement usually points out the occasional use of a blue line or gesture and holds that such material has no place with TV's family audience. With this thinking there can be no argument. Blue material or material that is in any way offensive has no place on the air. But in drawing up a code of specific program practices the danger is faced that in attempting to censor all adult program content might be asculcated. It is possible for this new medium to present shows that are in good taste and at the same time are cognizant of the world in which we live and the manner in which we behave. There comes to mind the recent "Ford Theater" production of "The Silver Cord," which was criticized by some reviewers for its adult presentation. Why should there be such a reaction to TV treatment of a theme which has been recurrent in great literature since the time of Sophocles? Let's not regard such broadcasts to be paragons of progressive thinking (and thereby incur the possibility of a defense reaction which might remove them from the air) but instead let's accept them for what they are, mature themes presented for a mature audience. Television can prove that the twelve-year-old mind" of movie fame belongs only to persons who have been on this earth a dozen years, no more, no less.

GENE RAYBURN, the zanier half of WNEW's Rayburn and Finch, took his seven-year-old daughter, Lynn, to NBC for broadcast of "Howdy Doody" last week. With the other moppets, Lynn sat in the peanut gallery" and was picked up by cameras. Unlike the others, however, she wore on her dress a large badge denoting membership in DuMont's "Small Club," and this also was scanned by NBC cameras. When Bob Emery, men-ber of "Small Fry," heard of this yesterday, invited Rayburn and his daughter to a "Small Fry" broadcast and said that they should bring along, if they wished, a "Howdy Doody" doll. . . . The DuMont show, incidentally, has been renewed by Kolynos and General Foods through the end of this year.

THEODORE SANDER, JR., president of American Maize-Products Co., will do a commercial for Amazo dessert on the Warren Hull show over CBS Monday. Armed with mixing bowl, egg beater, milk and Amazo, he'll whip up a batch of his product in 30 seconds while Hull holds a pop watch. . . . "Your Lucky Star," a minute weekly telephone quizzer with Andy Jones as emcee, debuts over WPIX on April 8, with Ralph Bellamy as guest. Program is a Kermit Schaffer package with George Roberts directing.

### KLEE-TV Invites Mfrs. To Roundtable On Sets

Houston — KLEE-TV yesterday sent wires to the presidents of eight major set manufacturing companies inviting them to participate in a roundtable discussion regarding outmoding of present receivers as a step toward promoting better public understanding of the problems involved.

#### Text Of Wire

Addressed to the heads of Philco, Zenith, Admiral, General Electric, RCA, Motorola and DuMont, the wire read:

"In view of fact that Houston is a new television market, KLEE-TV has been presenting a weekly program 'Television Roundtable' to present facts and problems of television to public. Major issue before buying public today is question of obsolescence of present video receivers.

#### Speech To Be Free

"Therefore, we are cordially inviting you or designated executive of your organization to appear on KLEE-TV's 'Television Roundtable' along with other leading set manufacturer representatives, on April 11, 8-9 p.m., CST. You will be free to say whatever you wish for your own company's receiver, or against competitive sets. Press, public, trade publications have been advised of this invitation. Please answer by return wire."

### Sports Promoters Warned To Set TV Franchise Now

Baltimore—Promoters of sports events should study the most effective means of televising their events, David F. Woods, public relations director of the Pimlico and Laurel racetracks warned yesterday, because now is the time for sports to guarantee itself permanent important time on national networks. Otherwise, "something else will come along and capture the fancy of the millions who view programs."

With notable exceptions like the Preakness, the Kentucky Derby and championship contests, Woods said, promoters are rarely able to gauge with certainty what the attendance will be for any given event. Many promoters are too quick to blame tele for small crowds, he said.

"At the present time," Woods said, "the prohibitive costs involved in prolonged telecasts of sports events

### Pact Pickup

The signing of the Atlantic Pact in the Intordpartmental Auditorium in Washington Monday afternoon will be carried by the four networks on a pool basis. Pickup, which will be made by WOIC, begins at 2:45 p.m. and concludes following an address by President Truman at 4:30. Mr. Truman will be presented by Secretary of State Doan Acheson, who also will discuss the treaty.

### New Crosley Stas. Set \$200 Hourly 'A' Rate

Cincinnati—Basic class A hourly rate of \$200 has been set by Crosley for its two new stations, WLW-D, Dayton, and WLW-C, Columbus. Rate cards for the stations are identical to that of WLW-T here, except for actual time charge. Hourly rate for the Cincinnati outlet is \$350.

A feature of the WLW-T rate card incorporated for the two new stations is a summer discount of from 25 to 40 per cent for the May-September period depending upon the number of consecutive weeks contracted.

Costs for any period, from 40 minutes to ten minutes, on all three outlets bear the same relationship to the cost for a full hour.

tend to scare away commercial sponsors. But with the extension of network facilities and the ever increasing number of set owners, it will be a matter of very little time until the large national advertisers will be willing to pay substantial rights charges for ready-made shows of the sports variety.

"The first thing for the promoters to do is to contract with the networks for a guaranteed number of programs over a maximum number of years. In this manner they reserve for themselves air time for the day when television will be a profitable operation for all three — the network, the sponsor, and the sports promoter. The edge and advantage in this situation distinctly favors the sports promoter for no other television show could command, at this time, such long-term agreements."

### See Modern System Available Within Three Years

Sydney — Australia is pushing ahead with plans for a national television service to include the most modern facilities available within the next three years, Postmaster-General Senator Donald Cameron has revealed. In addition to broadcasting purposes, the government regards video as vitally important to defense and to training of the armed forces.

The first station will be erected here at a cost estimated at \$1,280,000. Future growth of the medium will be worked out in the light of tenders received for the first outlet.

British manufacturers are expected to make a bid for station equipment contracts and are also reviewing the market for production of receivers.

Sir Thomas Spencer, director of Standard Telephones and Cables of England, presently in Australia, said there are many obstacles yet to be overcome for TV here. Main obstacle in England he said, had been the enormous cost of programs, which must be of very high standard to appeal to public taste.

Another recent visitor to Australia, B. J. Edwards, technical director of Pye Industries, has with Prime Minister J. B. Chiefly and Mr. Cameron on tenders by his company. Because of the concentration of the bulk of the country's population in a few big cities, he said, six transmitters would effectively serve 90 per cent of the population at the outset.

Also under consideration is increased production of 16mm. films to provide a backlog of programs for television.

### New TV Series

Chicago—The first musical comedy television show produced in Chicago is being seen weekly on WGN-TV; started Thursday, March 31, 7:30 to 8 p.m. Titled "The Adventures of Homer Herk," the show was created and is being written by Patrick Sammon and Gordon Pace. Bruno VeSota will direct. Music will be under the direction of Robert Trendler.

### WPIX Sells Wrestling

Sunset Appliance Co. has signed with WPIX for sponsorship of Tuesday night wrestling pickups from Eastern Parkway arena in Brooklyn. Pact is for 13 weeks. Guy Lebow is behind the mike.

# The stage is set for the Big Show!

---

This is the *final call* for eleventh hour advertisers to get aboard the *NAB Convention bandwagon!*

Advertising forms for the day-to-day special issues of Radio Daily close on Monday, April 4th. It's your last chance to join the 100 advertisers who have selected Radio Daily for its *Today's news Today* impact at the convention.

Your message in a convention issue will get the added circulation of 1,800 copies delivered by hand daily at the Stevens Hotel. This is bonus circulation—added to the regular daily subscriber circulation of the paper.

Telephone your space reservation today. It's your insurance of forceful representation at the NAB convention. You can't afford to be among the missing.

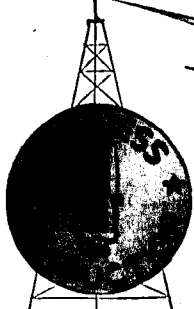
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## 27th ANNUAL NAB CONVENTION

Engineering Conference  
April 6 to 9th

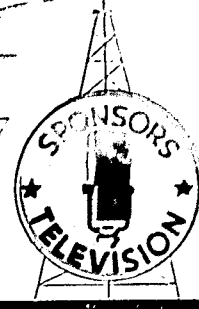
Management Conference  
April 11 to 13th





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 47, NO. 2

NEW YORK, MONDAY, APRIL 4, 1949

TEN CENTS

## FM PRAISED, AND CRITICIZED, AT CLINIC

### RMA Tele Comm. To Inform Gov't, Public

Washington Bureau of RADIO DAILY  
Washington—President Max Balcom, on Friday, announced the membership of the new RMA Television Information Committee, charged with placing before the government and the public "full, factual information on television."

Meantime, there was speculation that the NAB convention might establish a collateral body to work toward the same end. There were well-authenticated reports that NAB will establish for the first time an operating committee to work with its associate members—for instance, transcription companies, station rep-

(Continued on Page 7)

### Tube Sales In February Under Total For Feb. '47

Receiving tube sales dropped 4.4 million in February from the February, 1948, total, and were 865,000 below the January total, RMA reported Friday. RMA members reported sale of 12,643,788 tubes, compared with 17,097,461 in February, 1948, and 13,508,906 in January of this year. Of the February production, 8,954,368 tubes were for new sets and 2,701,061 for replacement.

### New United Nations Series Planned For ABC Network

"Two Billion Strong," a human interest series based on the accomplishments of United Nations, will be presented on the ABC network Saturday afternoons from 4:30 to 5 p.m., EST, starting April 9. The program will emphasize the UN's social and economic accomplishments and will be narrated and produced under the supervision of Gerald Kean of UN radio.

### Elephant Giveaway

Another circus publicity milestone was passed last night when the Cole Brothers Circus put into the "Stop the Music" jackpot the biggest live prize in the history of radio giveaways in the person of "Baby Mine," a four-ton pachydermic cutie. The deal between the circus and the Cowan office was set more than a month ago, says Cole's Bev Kelly.

### Popular Teacher

Chicago—Phyllis Haag, teacher in the Burdick Vocational High School of Washington, D. C., was the winner of the title "Best Teacher of 1949" in the contest conducted by the "Quiz Kids" program, and will receive \$2,500 in cash, a week's entertainment in Chicago, and an appearance on the "Quiz Kids" show on April 10. The winning letter nominating Miss Haag was written by Phyllis Lee Steinberg, 16, who received a \$1,000 U. S. Security Bond, a bicycle, and a tour of Canada, the West Coast and Mexico. Two teachers received second place awards and were given \$1,000 each. They are Josephine Williams, teacher in New Haven, Conn., and Pauline V. Powers, teacher in Youngstown, Ohio.

### Music Committee Dissolved By NAB

Washington Bureau of RADIO DAILY  
Washington—NAB on Friday announced the dissolution of its industry music committee, set up in Atlantic City nearly two years ago to work out industry difficulties

(Continued on Page 3)

### Old Gold Program Set For West Coast

P. Lorillard Co.'s "Old Gold Party Time" will be aired on 19 ABC Pacific Coast stations, beginning April 18, 4-4:14 p.m., PST., un-

(Continued on Page 2)

## 200 Indies Have Registered For Conference In Chicago

More than 200 independent broadcasters have registered for participation in the one conference of Unaffiliated Stations which will be held in connection with the NAB convention at the Stevens Hotel in Chicago next Sunday, it was announced by NAB. Registration includes both member and non-members of NAB.

Justin Miller, president of NAB, will make his only speech of the

### It "Needs Business Men," Says Kobak; Miss Nelson Seeks Market Data; Dillard Sees Merger With TV

### Karol Heading REC; Succeeding Haverlin

John J. Karol, sales manager of the network sales department of CBS, has been nominated for the presidency of the Radio Executives Club of New York to succeed Carl Haverlin, retiring president. Karol's nomination is tantamount to election and his name will be presented to the membership by Bill Hedges, chairman of the nominating committee, at next Thursday's meeting.

### 'Weekly Audience' Info Augmented By BMB

BMB's report of its second nationwide study to be published next fall will contain "composition of total weekly audience" as well as total weekly audience figures, according to a final decision made Friday by the research committee.

This means the report will show

(Continued on Page 8)

### Dick Jones Named V.-P. Of Fort Industry Stations

Detroit—Richard E. Jones, general manager of WJBK and WJBK-TV, has been elected v-p of the Fort Industry Co. He joined the company in Sept., 1948.

Some 200 persons attending the one-day FM clinic in New York Friday heard the staunch backers of FM loudly sing its praises but they also got some constructive fundamental criticism from a network president and a chief time buyer of a top agency.

The network chief was Edgar Kobak of MBS who said in a luncheon speech that "FM needs business men" and added "the technical part is solved." Kobak suggested that FMA headquarters should be moved

(Continued on Page 6)

### Magnavox Starts Suit To Protect Prices

The Magnavox Co. last week filed action in the U. S. District Court for the Southern District of New York against Dynamic Electronics-New York, Inc., alleging that a newspaper advertisement of the local retail chain had created the impression "that Dynamic was running a clearance sale of Magnavox radio-phonograph combinations" and seeking to

(Continued on Page 3)

### FM Panel Of 12 Leaders Named For NAB's Meet

Washington Bureau of RADIO DAILY  
Washington—NAB on Friday announced the 12 men who appear on the convention's FM panel to be held Monday evening, April 11, with Leonard Asch of WBCA (FM), Schenectady, presiding. All phases

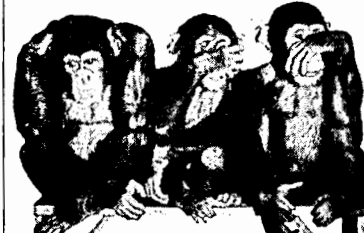
(Continued on Page 6)

### Repeat Dramas

The Palm Sunday and Easter Day broadcasts of "The Greatest Story Ever Told," heard at 6:30 p.m., EST, over ABC, will be repeat broadcasts of "The Betrayal and The Crucifixion" and the story of the first Easter, "The Resurrection." Decision to repeat the dramas again this year was made by The Goodyear Tire and Rubber Company.



★ COMING AND GOING ★



Vol. 47, No. 2 Monday, April 4, 1949 10 Cts.

JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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WILLIAM A. FAY, vice-president of Stromberg-Carlson and chief executive of WHAM, Rochester, N. Y., paid a call Friday at the New York offices of NBC. He plans to be here the rest of the week.

WALTER C. BRIDGES, general manager of the Arrowhead Network and president of WEAU, Eau Claire, Wis., is on the way home after having spent last week in New York conferring with his national reps.

MAX PAULI, since 1937 manager of the H. K. McCann Co. office in Frankfurt, Germany, has arrived in New York for a visit of several weeks. In addition to consulting with McCann-Erickson officials, he'll attend the forthcoming "Germany 1949" Industry Show and study latest U. S. advertising techniques.

ROBERT H. REID, manager of the INS television department, and JOHN M. COOPER, radio director of the news service, leaving for Chicago, where they'll attend the forthcoming NAB convention.

JACK CARSON and the members of his CBS program company are in Milwaukee for an engagement at the Riverside Theater. Their broadcast of last Friday was aired from the stage.

JUDSON BAILEY, of the sports staff at CBS, is expected back today from Florida. He spent six weeks with the Brooklyn Dodgers training at Vero Beach.

IRVING MANSFIELD, Columbia network producer, and MRS. MANSFIELD, are celebrating their fifth wedding anniversary in Atlantic City.

DAVIDSON TAYLOR, vice-president and director of public affairs at CBS, has returned from Cleveland, where he attended the three-day convention of the Second National Conference of the U. S. National Committee for UNESCO.

ANN BARBINEL, radio and tele producer, returns to her New York office today from a six-week combined business and pleasure trip to San Francisco.

ERNEST LEE JAHNCKE, vice-president of the American network in charge of station relations, returned Friday from Richmond, Va., where he had attended the opening of the new "Radio Center" established by WRML, the ABC outlet.

LINWOOD T. PITMAN has arrived from WGAN, Portland, Me., for conferences with officials of NBC, with which the station is affiliated.

PETER DONALD, comedian who started his new "Talk Your Way Out of It" on ABC last week, has transcribed a number of programs and leaves today by plane for a holiday in Bermuda.

WILLIAM SPIER, producer of the Sam Spade and Philip Morris programs, arrived in New York by plane last Saturday night. He'll be here through Wednesday.

RICHARD McCUTCHEON, newswriter and editor at WOR, left last Wednesday for a vacation in Europe.

WINI SCHAEFER, of the secretarial staff at WNBC, left Friday for a two-week vacation in Mexico City.

"Hear no evil..."

The three monkeys holding their ears, eyes, and mouths have stood for the saying, "Hear no evil, see no evil, speak no evil," for a long, long time.

We print their picture to point out that W-I-T-H feels just that way about the other radio stations in Baltimore, the nation's 6th largest market. We hear no evil about them, see none, and speak none.

But we must also tell you that W-I-T-H is the very best buy in this rich town. It covers 92.3% of all the radio homes in the Baltimore trading area.

W-I-T-H is indeed the BIG independent with the 'BIG audience. Call in that Headley-Reed man and get the full story today.

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

FINANCIAL

(April 1)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Rows include DuMont Lab., Stromberg-Carlson.

Stork News

Jonathan Richard, 7 pounds, eight ounces, was born to Mr. and Mrs. Richard Surgal in New York on March 27. The father is a radio writer and the mother who writes under the name of Florence Small is on the staff of Broadcasting.

Roder WSAZ Announcer

Huntington, W. Va.—WSAZ, 5,000-watt ABC affiliate has made an announcement to the effect that Don Roeder formerly associated with KCRC, Enid, Okla., has joined the station's staff as an announcer.

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

Old Gold Program Set For West Coast

(Continued from Page 1)

der a 52-week contract signed last week through Lennen & Mitchell, Inc.

This program, featuring Bert Parks as emcee and the music and songs of Kay Armen and the Buddy Weed trio, has been broadcast by WJZ, New York, 1-1:15 p.m., EST, since Jan. 17.

WIOD's 20th Year With NBC Miami, Fla.—March 24th marked WIOD's 20th anniversary of affiliation with NBC with special programs heard throughout the day which included reading of congratulatory telegrams from Niles Trammell, Charles R. Denny, Easton C. Woolley and Sheldon B. Hickox, Jr., of NBC.

10 YEARS AGO TODAY

From the Files of Radio Daily

Sixty-one per cent of 150 radio editors and critics who participated in RADIO DAILY'S Second Annual Forum in answer to the question, "Do you find, generally, that radio entertainment has progressed this season?" agreed that radio was forging ahead and that faults seem trivial. . . . The FCC announced that Commissioners Case, Brown and Craven will proceed to Philadelphia, New York and other eastern points to make a survey of television developments.

Musical Therapy Needs Discussed By Speaker

In an address before the 3-day North Central Conference on Functional Music, held in Chicago March 25-27, and sponsored by the Chicago Musical College and the Professional Schools of the University of Illinois, Richmond L. Cardinell research director of Muzak Corporation, discussed the defects in present methods of research in musical therapy and outlined a broad program for overcoming those defects in the future.

Cardinell called for a common language, mutually understandable to musician, industrial engineer, acoustics engineer and doctor; classification in concrete terms of general types of music; a complete analysis and standardized catalogue of musical components, maintenance of complete control (mechanically reproduced music) over music used in therapy studies, i.e., dynamics, frequency range, manner of presentation, etc.

In summing up, Cardinell called for a central agency to coordinate the results of all phases of research in functional music and musical therapy, into a unified whole. "We are practically at the beginning of our journey," he concluded, "and if we can reach our ultimate goal of obtaining all the facts relative to functional music in the space of twenty-five years, we will be very fortunate."

Wedding Bells

Marie Stack, assignment editor for CBS Television News, will be married to Arthur Bonner of the WOR news staff Saturday April 30.

# PROMOTION

## Store Quiz Program

"Guess It and Get It," a new quiz, will premiere on WPAT April 4th under the sponsorship of the Packard Department Store, Hackensack, N. J. The show will be presented as a daily feature emanating from the North Jersey establishment. It will be heard from 12:15 to 12:30 p.m., Monday through Friday.

Customers in the store will provide the audience and contestants of the quiz. The winners will be awarded those packages whose contents they guess. The packages will be of items sold at Packard's.

"Guess It and Get It!" is to be produced by Ted Webbe of WPAT's special events department, with Ed Ladd featured as master-of-ceremonies.

## Mailing Pieces

Forty thousand envelope stuffers, printed in various colors and promoting WOR programs, are being distributed with broadcast tickets mailed to listeners.

The direct mail campaign will be continued for an indefinite time, and, although the initial stuffers promote Barbara Welles, Martha Deane, Secret Missions, and John Nesbitt's Passing Parade, the subject will be changed and rotated every few weeks.

The stuffers written and prepared by Joseph Creamer, WOR's director of promotion & advertising, carry a brief description of each show, its time of broadcast, and a reminder that WOR-TV will soon make its debut on Channel 9.

## Magnavox Starts Suit To Protect Retail Prices

(Continued from Page 1)

enjoin the retailer from selling or offering to sell any Magnavox product at less than the stipulated "list" price.

According to the attorneys for Magnavox Co., Gallop, Climenko, Gould and Lynton, New York, the purpose of the suit is to "prevent price cutting of Magnavox products" under the Feld-Crawford Act agreements.

### Quotes From Advertisement

The advertisement under question was carried in the New York Times on March 23. The Dynamic announcement advertised: "Smashing reductions on our entire stock of radio-phonographs, including such brands as Admiral, Bendix, Crosley, Emerson, Philharmonic, Majestic—." The right-hand column of the ad listed, in order, the following brand names as included in the "reductions:" Olympic, Motorola, Magnavox, Philco, RCA Victor and Zenith. In the center and bottom of the two columns were: "Stromberg-Carlson, General Electric and others."

The advertisement pointed out that some floor samples and display models were included in the clearance sale, a spokesman for Dynamic

## Telenews To Exhibit At NAB Convention

INS-Telenews Productions, Inc., will demonstrate their complete television news packages and many TV newscasting novelties at a special exhibit during the NAB Convention in Chicago, International News Service, announced.

Their various services, which are now used in a majority of television stations from coast to coast form the most comprehensive news packages now being syndicated for television. They include Daily and Weekly newsreels, spot news picture programs by Soundphoto, the video news tape and the page printer. In addition, the display will include a variety of devices which stations may use for simplified and foolproof projection of photos, news bulletins, weather reports, ads, etc.

By special arrangement between INS and Station WBKB, Chicago, the latest issues of the Telenews newsreels will be telecast several times daily during the Convention.

Another feature of the demonstration will be the unveiling of a new method of Soundphoto transmission of the INP spot news pictures. With this new system, a complete five-minute program of pictures and script may be delivered to any part of the country within an hour.

The demonstrations will be held for NAB delegates at INS-Telenews headquarters in Room 539 of the Stevens Hotel.

Airing of the newsreels on WBKB, arranged through the co-operation of John H. Mitchell, general manager of the station, is scheduled daily at 10:45 and 11:30 a.m. and 2:30 and 3:30 p.m.

Official representatives of INS-Telenews at the Convention will include Robert H. Reid, Manager of the INS Television Department; John M. Cooper, INS Radio Director; Charles N. Burris, Sales Manager of Telenews; William Stewart, Jr., INS West Coast Business Manager; A. W. Stark, INS Midwest Business Representative, and Gerald B. Healey, INS Central Division Manager.

## Kelvinator Renews Edwin C. Hill On ABC

Kelvinator has renewed the ABC broadcasts of Edwin C. Hill's "The Human Side of the News" for an additional 52 weeks effective April 25. The renewal contract was placed through Geyer, Newell & Ganger, Inc., of New York and covers 127 stations.

The "Human Side of The News," which has been sponsored by Kelvinator since April 26, 1948, is broadcast over the ABC network Monday through Friday from 7 to 7:05 p.m.

said, adding that it was made clear in the ad that some of the models advertised "may be scratched." The spokesman said, however, that Dynamic had no official comment to make at this time on the Magnavox complaint.

## NAB Music Committee, Work Finished, Dissolved

(Continued from Page 1)

with the AFM. The committee pointed out that its work has been completed, now that new network contracts have been signed, the recording and transcription ban lifted, FM networking of music arranged and live music for TV been permitted.

About 26 per cent of the approximately \$19,000 subscribed for the committee will be repaid to subscribers in proportion to their contributions.

On hand for the final meeting of the group were Charles R. Denny of NBC, for the nets; RMA President Max Balcom; Richard Testut, for transcription companies; Edward Wallerstein, for record manufacturers; A. D. "Jess" Willard, for NAB, and Richard P. Doherty, committee secretary.

## New Model

U. S. Television Mfg. Corp. has begun deliveries on its new 15-inch TV-AM-FM-phonograph console which will be retailed at the same price of \$895.

# NEW BUSINESS

WQXR, New York: Dazian's Inc., supplier of theatrical costumes' material, has entered the New York radio field with a six-week contract, effective today, calling for sponsorship of "Curtain at 2:30," Mondays through Fridays, from 2:30-2:45 p.m. The deal was handled by John Ryan, WQXR account executive, through Bachenheimer-Lewis.

Ricciardi Co., Inc., maker of ice cream, has returned for its sixth year of sponsorship on WQXR with the purchase of the 12:30-12:45 p.m. segment of the "Luncheon Concert," Tuesdays, Thursdays and Saturdays, and "Let's Celebrate," Mondays and Fridays, 9:30-9:45 p.m. The 20-week contract, effective April 4, was handled by the station's account executive, Walter S. Newhouse, through Doherty, Clifford and Shenfield, Inc.

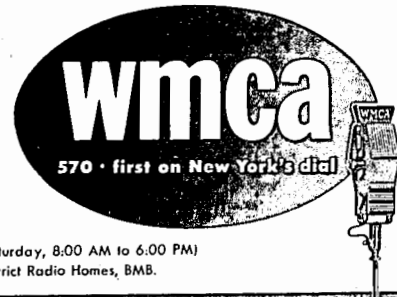
A 52-week contract has been signed by Helena Rubinstein's Wonder School for "Composers Varieties," Mondays through Saturdays, 9:45-10 p.m.

Realistic new rate card makes **WMCA** your **best buy** in New York!

HERE'S CASE No. 2

	WMCA	Independent Station B	
<b>One-Minute Spot Announcements</b> <small>(minimum national rate)</small>	24.00	40.00	You save <b>40%</b> on WMCA
<b>Cost-per-thousand homes</b> 8:00 AM to 6:00 PM	<b>69¢</b>	1.15	
<b>Quarter-hour programs</b> <small>(minimum national rate)</small>	64.00	128.00	You save <b>50%</b> on WMCA
<b>Cost-per-thousand homes</b> 8:00 AM to 6:00 PM	<b>1.84</b>	3.68	

Reduce Station "B's" published rate as much as 39% and you still can buy WMCA for less at card rate! Ask us to prove how price-fixed WMCA is now the smartest buy in the market!



Based on February Pulse (Monday-Saturday, 8:00 AM to 6:00 PM) average ratings and Metropolitan District Radio Homes, BMB.

## SOUTHWEST

**T**HE Radio Talent Award" broadcast each Monday night over WFAA, Dallas, has become a stage show according to a joint announcement made by the WFAA staff and officials of the Interstate Theaters Circuit. The entire third round of the contest will be broadcast each Monday night from the stage of the Majestic Theater in Dallas until the contest is concluded on May 9. According to Charles Freeman of the Interstate staff, the circuit will offer prizes in addition to those being offered by WFAA.

A new series of programs directed especially to the campus crowd is being presented from 3:30 to 5:00 p.m. daily over KONO, San Antonio. Program is aptly called "Campus Serenade."

The nationally famous Baylor University A Capella Choir was spotlighted recently over the Mutual network series from Waco, spotlighting collegiate choral groups. Broadcast originated through KWTX, there.

Sonny Phelan will replace Joe Allison on KITE, San Antonio, according to an announcement made by Charles Balthrope, owner and manager of the outlet. Allison has resigned his post. Phelan will take over as emcee of the KITE three-hour early morning show, "The Radio Almanac" as well as regular announcing duties.

Announcement has been made by Hugh A. L. Halff, president and general manager of Southland Industries, Inc., of the appointment of J. R. Duncan as director of programs for WOAI-TV. A pioneer in television and actively engaged in various phases of video development since 1931, Duncan was formerly associated with WLW-T in Cincinnati, Ohio.

The FCC has renewed the City of Dallas' license for WRR, Dallas, for the period ending Nov. 1, 1951.

Bob Shelton, WFAA, Dallas' hillbilly comedian, goes on the air next Saturday with a new "Texas Barn Dance" program to be aired at 9:00 p.m. The programs will originate from the Gitzendanner Auditorium in Waxahachie, Tex. each Saturday night and will feature outstanding Texas hillbilly and western talent.

Fred Vance, national sales account executive, KTSA, San Antonio, leaves this week on an extended several weeks business trip to the advertising centers of the nation. He plans stops at New York, Chicago, Detroit and Cincinnati, among other cities.

Students of two colleges will alternate in a weekly series of 13 radio programs dealing with great moments in history. First airing will be heard this Wednesday over KMAC, San Antonio, when "The Birth of an Era" will be presented by the St. Mary's University radio workshop. The Avilan Club of Incarnate Word College will be heard the following week with their presentation of "Joan of Arc."



## California Commentary . . . !

● ● ● Switch by KFI-TV to daytime broadcasting exclusively has proved to be a successful venture, according to W. B. Ryan, general manager. A survey by Facts Consolidated, research organization, showed that almost two-thirds of television set owners had looked at the daytime programming sometime during the station's first 19 days of operation and that 45.1 per cent reported watching KFI-TV three days a week or more. . . . Lawrence C. Buskett has been appointed assistant sales manager in charge of local sales for KMPC. . . . Jerry Fairbanks is back from two weeks of Chicago parleys with his midwest sales head, B. N. Darling. . . . Bob Purcell, narrator of ABC's "California Caravan," has been handed a top feature role in Republic's "Fathoms Deep." . . . ABC's "Pat Novak For Hire" is vacating its Sunday spot and will replace "The Amazing Mr. Malone" on Saturday nights. . . . For the first time, a Hollywood premiere was televised Thursday night when KTSL shot the opening of the new Marcal Theater. . . . Because its kinescope studio is not completed, KNBH cancelled the 30-minute variety program scheduled to open the Cancer Control Month fund-raising drive on Thursday. . . . A 15-minute open end feature series has been added to Broadcasters' Guild program group. It will star Captain Stubby and the Buccaneers.

★ ★ ★ ★

● ● ● Bob Hope, Frank Sinatra and Dinah Shore will headline the Army Day show over CBS Wednesday night, to be produced by the Armed Forces Radio Service Reserves. . . . Budget Finance Plan, Inc., is now sponsoring "James Roosevelt Speaks" over five West Coast ABC stations. . . . Renzo Cesana, director of television for the Masterson-Reddy-Nelson agency, is heading for Rome to serve as a writer on an RKO picture starring Ingrid Bergman. He has a leave of absence from the agency. . . . John Brown has acquired the radio rights to Crockett Johnson's comic strip, "Barnaby," and will audition actors shortly for the various roles on the show which he is packaging. . . . Bob Hope leaves on a 13-state tour following his broadcast of April 19. To make up for the day he was fogged out in Providence on the last tour, Hope will give three shows in that city at the Rhode Island Auditorium. . . . Cy Howard is preparing a third package for CBS titled "The Private Lives of Eddie and Annie." His others are "My Friend Irma" and "Life With Luigi." . . . Margaret Whiting has been signed by Paramount to star in a musical short to be made in New York.

★ ★ ★ ★

● ● ● Amos Baron, KECA sales manager, who broke a leg in mid-February, is back at his desk, although the leg is still in a cast. . . . William Sterling has joined Young & Rubicam's television department here. He formerly was with Paramount's publicity department and production assistant to Louis de Rochemont at 20th-Fox. . . . Eddie Green of "Duffy's Tavern" premiered first two-reeler of his Sepia Productions Thursday night. Picture features an all-Negro cast and will be distributed through television channels. . . . J. Carrol Naish of "Luigi" fame is in Morgantown, W. Va., today to be the guest of honor at the annual banquet of the International Cultural Society of the Women's University. . . . Jane Nigh stars in the final subject of the first half of Grant-Reclam's "Your Show Time" tele series. Picture will be Bret Harte's "Col. Starbottle for the Plaintiff." . . . T&T Radio Measurement Co. is moving from Crossroads of the World to Compton, Cal. . . . Harry Ackerman, vice-president of CBS and director of network programs, is back from New York conferences. And Vice-Proxy Don Thornburgh shoves off for the NAB convention in Chicago tomorrow.

## CHICAGO

By NAT GREEN

**R**ITA LYNCH, Irish soprano who was flown from Ireland for the St. Patrick's Day broadcast of WGN's "Windy City" program, left Chicago Thursday morning to rehearse for an appearance on Michael O'Duffy's Mutual show Sunday. Miss Lynch intends to fly back to Ireland next week.

Don McNeill will emcee the "Breakfast Club" from Florida all this week, returning to Chicago for the broadcast of April 11. The Florida studio audience will hear the Chicago originated portion of the program with a loud speaker system, installed in the Women's Club in Miami.

Frank P. Schreiber, manager of WGN, will conduct a seminar in television at the evening session of the Mutual network affiliates meeting in Chicago on April 10.

Bob Bedine, who served as disc jockey with the U. S. Army recruiting programs over several Chicago stations, is moving into the 9:05-9:30 p.m. spot on WIND for a Monday through Friday disc show, starting today.

Ernie Simon, WJJD disc jockey, had an audience of 1,500 spectators when he presented Mrs. Raymond J. Elicky, winner of the "Libby Telephone Quiz" with a jackpot of \$3,300.

The Southern Illinois University capella choir and madrigal singers started a new series, "Chicagoland Sings," on WGN, March 26.

WJJD's mystery voice contest, "Whoozit," returns to the air today with Marty Hogan as emcee.

Charles E. Salik, general manager of KCBQ, San Diego, Calif., announces the appointment of the George P. Hollingbery Co. as its exclusive representative.

## Series Of Weekly Talks Set For Catholic Hour

A series of six weekly addresses on "Morality and Government" by the Rev. Francis E. Connell, C.S.R., will be presented on "The Catholic Hour" starting Sunday, April 24 on NBC, at 6:00 p.m., EST.

Father Connell is professor of moral theology at Catholic University of America and rector of Holy Redeemer College, Washington, D. C.

Titles of Father Connell's talks will be: April 24—"The Source of Civil Authority", May 1—"The Limits of Civil Authority", May 8—"The Duties of Public Officials", May 15—"The Choosing of Public Officials", May 22—"The Need of Honest Officials", May 29—"The Loyal Citizen."

The Choir of Sulpician Seminary of Catholic University of America, a male chorus of 34 voices, will sing on the first four programs. The Music Choir of Catholic University, a 30-voice male chorus, will provide music for the two final broadcasts.



**Help them  
to help  
themselves**



**Every Easter Seal You Buy  
Helps a Crippled Child**

## **Buy Easter Seals**

When you buy Easter Seals you give crippled children a chance to overcome their handicaps. A chance for proper medical care, healthful recreation and special vocational training. When you buy Easter Seals you give these children an opportunity to help *themselves* to lead useful, happy lives. This year, why not buy *more* Easter Seals.

**THE NATIONAL SOCIETY FOR CRIPPLED CHILDREN AND ADULTS, INC.**

11 South La Salle Street, Chicago 3, Illinois

## 200 Indies Registered For Chicago Confab

(Continued from Page 1)

tion of the independents and will present his findings in a panel called "The Independent Is Here To Stay."

Other sections of "Independents' Day" include a panel on "Do I Need Transcriptions?" in which Cy Langlois of Lang-Worth, John Sinn of Ziv, and Walter Davidson of Capitol Transcriptions will take part.

**To Outline Council Program**  
Gordon Kinney, radio director of the Advertising Council, will outline the Council's new program services planned especially for the independents in a talk titled "Public Interest Audience Building—The Advertising Council's Allocation Plan."

"How To Steal An Audience" is the provocative subject of a discussion on specialized programming, featuring Cal Smith, KFAC, on the topic of Good Music; Bill McGrath of WHDH, on Sports; Ralph Weil on WOV on Foreign Language Programming, and Patt McDonald of WHHM on Pop Music.

**Mitchell To Speak**  
Maurice Mitchell, director of broadcast advertising NAB, will be in charge of a panel called "Bread and Butter" which will present ways and means of stations getting more business from department stores, public utilities, dealer co-ops, legal notices, government business, and national accounts.

Mel Drake of WDGY will deliver the committee official report, and Jess Willard, vice-president of NAB, will open the independents' session.

The Unaffiliated Stations Committee will hold an advance meeting in the Hotel Stevens, Saturday afternoon.

### Statement By Cott

"Our session is also important as a work-tool for the independent station operators," Chairman Ted Cott said, "For this will be the first time they have been able to get together to exchange experiences, thrash out common problems and take practical action for the future on many fronts. From start to finish the entire session has been planned above all to be practical."

Cott emphasized that the session will be positive in its approach. "We are not anti-anything," he stated.

## Voice Of America, BBC To Air Atlantic Pact Meet

The Voice of America, in cooperation with BBC, will give complete world coverage to the entire ceremony of the signing of the North Atlantic Pact in Washington today. BBC is cancelling its scheduled programs in order to bring listeners a complete picture of this important event. Commentaries from the Auditorium in the Labor Department Building will be given by David Penn from the Voice of America and Leonard Miall, BBC

## FM Praised, And Criticized, At 1-Day New York Clinic

(Continued from Page 1)

from Washington to New York or Chicago, the same suggestion he has made previously to the NAB.

"Stop arguing and start constructive selling," Kobak commented. He said that advertisements he had read on FM sets did not explain to him just why he should buy such a product. He also stated that "poor FM sets" on the market had hurt the medium.

Despite any technical advantages of FM, Kobak claimed that "it is not a distinct medium and that FM broadcasters should not try to sell it as a medium itself." He urged the FM crowd to stop battling the AMers and instead to "join them and move in and take over part of broadcasting's responsibility."

### Says Agencies Welcome FM

Linnea Nelson, chief time buyer for J. Walter Thompson, told the FM broadcasters that no door had been barred for them by agencies or advertisers but that in her work she found it almost impossible to get FM market facts. In AM radio, she said, the advertiser can be shown what he is getting for his dollar but "with FM radio we're sunk as far as being able to show anyone that through the use of FM he's going to get the most for his money."

Miss Nelson stated that of 700 FM stations in operation, only 326 are listed in Standard Rate and Data, adding that 156 of the 326 are FM outlets which duplicate their AM programming. But some of the stations listed in the book, the time buyer pointed out, say "rates not determined," "consult management," "rates on request," or "see network listing." Miss Nelson commented that where so much confusion existed over FM facilities she is forced to drop any consideration for advertising campaigns.

### Quotes Godfrey Address

The agency exec disclosed that "more FM station owners have asked me how they should sell and operate their new acquisitions than have told me how my clients could sell more by using them." Miss Nelson said that a talk last year by Ken Godfrey of the 4-A had prompted a small group of FM broadcasters to send out as much statistical information as they had available. But she added that it would be far better to have just a few facts on all stations than millions of facts on a few outlets.

"It has always seemed strange to me," Miss Nelson reported, "that so many owners of FM stations have so little confidence in its future." She emphasized that the advertiser's aim is to reach the public regard-

Washington correspondent. The commentaries will be heard on BBC's European and General Overseas Services.

In addition, part of the proceedings will be transmitted direct from

less of the advertising medium used.

Everett L. Dillard, president of the Continental Network, predicted that the ultimate industry trend will be to combine FM and TV in the smaller television set class. He said the strictly competitive business of radio manufacturing will force the issue. "In many ways," Dillard stated, "I look to see TV help FM, and FM to help TV."

### Armstrong Cites Problem

Major E. H. Armstrong presented a tape recorded demonstration at the luncheon session showing the static-free reception from New York FM stations (up to a distance of 75 miles) compared with AM signals during the summer thunderstorm season. Seeking to determine FM's major problem, Armstrong said, "We haven't got any people to listen to it."

Millard C. (Tex) Faught, a consultant to FMA, revealed something new in a radio advertising formula used by WGCH, FM outlet in Greenwich, Conn. Station has been on the air only 90 days, Faught said, and "is already keeping its books in a nice conservative shade of ink by getting most of the local merchants into an advertising pool." Each shoulders a modest share of a weekly budget.

Ted Leitzell, public relations director of Zenith Radio Corp., claimed "there are already areas where FM stations with alert, promotional minded management represent a better buy for advertisers, and will do a better job for them, than AM stations in the same city." Leitzell announced that Zenith shortly will introduce a new FM-only table model receiver retailing for \$39.95.

### "Success Story"

A success story in selling FM to advertisers was related by Herbert F. Georges, viceep and general manager of WHEB and WFMI-FM, Portsmouth, N. H. He said that an intense promotional campaign paid off in the sale of "more than 45 regular quarter-hours weekly of commercial FM time in addition to special events." Georges added, "Our approach to selling commercial FM radio was to go to our prospects armed with proof of the fact that there are people who have FM radios and that they listen to them."

The rapid growth of Transit Radio, Inc., which sets up franchises with FM stations, was detailed by William H. Ensign, eastern manager. Ensign said that on Feb. 1 a total of 207 advertisers were using Transit Radio in the seven cities in which it was operating. They fell into 22 categories, ranging from printing and stationery shops to amusement places and restaurants.

the Auditorium to listeners in Great Britain on the BBC's two main domestic networks.

The entire program will be recorded and translated into many languages.

## FM Panel Of Twelve Set For NAB's Meet

(Continued from Page 1)

of FM operation, including representation for FM station operators, set manufacturers, newspaper radio editors, agency time buyers, attorneys, transit radio operators, FM network operators, and FCC will be discussed.

Taking part in the session with Asch will be FCC Commissioner Paul A. Walker; Cy Braun, FCC engineer in charge of FM; Miss Linnea Nelson, chief time buyer for the J. Walter Thompson Co.; Dr. W. R. G. Baker, General Electric; Ted Leitzell, Zenith Radio; William E. Ware, president, FM Association; Everett L. Dillard, president, Continental FM Network; Sam Lesner, radio editor of the Chicago Daily News; Leonard Marks, attorney, Washington; Harold Blodgett, vice-president, WPTR-FM, Schenectady, N. Y., and Frank E. Pellegrin, Transit Radio, Inc., Chicago.

One change was made on Friday in the television panel which was announced before, however. As now arranged, the television discussion of Wednesday, April 13, lists Terry Clyne, vice-president of the Biow agency, in place of Myron Kirk.

## Pan-American Affected By Radio-Men Walkout

A strike, hinging on the question of the adequacy of radio-telephone equipment for trans-ocean airplanes, by 280 radio operators of the Pan American World Airways resulted in the indefinite postponement of flights to London, Frankfurt and Johannesburg.

The CIO Transport Workers' Union, local 504, which called the strike at LaGuardia Field, New York, with picketing in London and other overseas air fields, has contended that radio-telephone equipment has not been tested satisfactorily. The radio flight officers have maintained that presently-used radio-telegraphy is insured automatic response in the event of ocean disasters because all ships keep their receivers open on the 500 band. In the case of radio-telephones, the union contends, the SOS signal is picked up by the nearest ground receiver which, in turn, must re-transmit the call for help, thus involving a loss of valuable time.

It was also understood that the installation of radio telephones would eliminate the need for the radio flight officers. Direct negotiations between the union and Pan American broke down Friday morning over this point and the dispute over wages and working conditions. A federal mediator, George S. McSwan, meanwhile, continued his efforts over the week-end to iron out the disagreement pending the federal investigation of the adequacy of radio-telephones in Pan American's D-C-4s.

# TELEVISION DAILY

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

## TELE SNARES SMPE SPOTLIGHT

### TELE TOPICS

**B**ILLED AS A NEW KIND of intimate show, "Candlelight Review" didn't quite click in any department in its opener on WNBT last week. Program features Roger Dann, Monica Lewis and Kirkwood & Goodman cavorting in an attractive set representing a penthouse on Fifth Avenue. All are rather pleasant performers, but none is strong enough to carry the show. Dann's efforts along these lines fell flat. Production-wise there were several fluffs, which seem to be a common occurrence on preems these days. Most glaring was the all but invisible opening titles flashed on the screen after a very pretty picture of a candle. . . . It was the A. S. Beck commercials, however, that just about ruined the show. The first was a ridiculous, overlong drama-type plug in which Eric Rhodes, as the manager of an exclusive shoe salon, complained to a Beck salesman for swiping his ideas. The spot was badly handled and was neither salesmanship nor entertainment. It was followed by a bit showing Dann in absolute rapture over a shoe, supposedly from Beck's, worn by Miss Lewis. The impression this left with male viewers could not have been worse. The second commercial, a short straight plug using an attractive model, was more palatable. Agency is Dorland; producer is Howard Barnes, and director is Richard Goode. Mark Lawrence and Dick Maury were listed as scripters, although their efforts were not apparent.

**A**T THE REQUEST of the FBI, Dan Peterson devoted half of his "Man On the Street" show over WABD Friday to descriptions of two fugitives. Two days previously the FBI office in Baltimore used tele to circulate descriptions of the pair when they were believed to have been in that city. . . . Jack Sterling, who does the WCBS (AM) wakeup show, begins a five week interview series on WCBS-TV April 18, 1 p.m. . . . Charles Irving has formed a TV production house bearing his name to work in association with Foote, Cone & Belding on a situation comedy series featuring young performers. Program debuts for Toni Co. May 19, 9 p.m., and will be partly on film.

**P**HILIP MORRIS, through Biow, will sponsor the WPIX two-hour pickup of the Army parade in New York Saturday. Joe Bolton and Rex Marshall will describe the event. . . . Milton Berle visits Howdy Doody on Friday to stump for his Cancer Fund marathon the following day. . . . Terry Clyne, of Biow, will serve on the NAB TV panel instead of Mike Kirk, of Kudner, as previously reported. . . . New quizzier, with Walter Kiernan as emcee, bows over ABC Friday, 9:30 p.m. Titled "Sparring Partners," program will be directed by Sean Dillon.

### Petrillo Announces AFM Wage Increase

Musicians working in television get a wage increase under a new agreement announced Friday by James C. Petrillo, AFM president. Musicians employed on local TV shows will now receive 80 per cent of the applicable AM rate instead of 66 2/3 per cent. For network video programs, they will be paid 90 per cent of the AM rate. Previous scale was 75 per cent.

Petrillo pointed out that the contract covers only network owned and operated stations and network telecasts aired by independents. New contract, negotiated during the last several weeks, runs until April 1, 1950. Other terms of the agreement signed in May are the same.

### Goodall Golf Series Placed On 19 Stations

Chicago—Stations in each of 19 cities will run a 13-week series of five-minute films titled "How to Improve Your Golf" during the spring and summer months. Negotiations for the series has just been completed by The Goodall Company, Cincinnati, through Ruthrauff & Ryan, Inc. The series stars the noted golfer Harold (Jug) McSpaden, who each week demonstrates correct golf technique in one phase of the game. Commercials feature clothing made by the Goodall Company.

Stations scheduled for the series are: KLAC-TV, Los Angeles; WNBW, Washington, D. C.; WSB-TV, Atlanta; WNBQ, Chicago; WAVE-TV, Louisville; WDSU-TV, New Orleans; WBAL-TV, Balti-

### RMA Tele Comm. To Inform Gov't, Public

(Continued from Page 1)  
representatives, equipment manufacturers, etc. Some of these firms pay well over \$1000 annually in dues.

Any committee to work on the TV problem would probably take the form of a body within NAB for the benefit of broadcast and TV transmitting equipment manufacturers who are associate members of NAB. Such a group might join forces with the RMA group to counteract misleading rumors and stories about TV and alleged misinformation about its future.

Chairman will be Paul V. Galvin, past president of RMA and president of Motorola. Galvin proposed the industry information program last February, to give detailed and factual information to the public, the radio trade, government officials, etc., and to clarify confusion and misunderstanding.

Associated with Chairman Galvin on the RMA committee are the following: Benjamin Abrams, of Emerson Radio and Phonograph Corp.; Dr. W. R. G. Baker, General Electric Company; H. C. Bonfig, Zenith Radio Corp.; James H. Carmine, of Philco; James W. Craig, Crosley; Dr. Allen B. DuMont; Joseph B. Elliott, RCA Victor, and William J. Halligan, Hallicrafters.

more; WNAC-TV, Boston; WWJ-TV, Detroit; KSD-TV, St. Louis; WJZ-TV, New York; WLW-TV, Cincinnati; WEWS, Cleveland; WPTZ, Philadelphia; WDTV, Pittsburgh; WMCT, Memphis; WBAP-TV, Fort Worth; KLEE-TV, Houston, and WTVR, Richmond, Va.

### Assn. Convention Will Emphasize Value Of TV

The close affiliation between television and the motion picture industry will be strengthened this week when TV receives the lion's share of the agenda of the 65th semi-annual convention of the Society of Motion Picture Engineers at the Hotel Statler. The first two days of the five-day meeting, which begins today, will be devoted to TV, with emphasis on the medium's use of films and on theater video.

At the press conference on Friday, SMPE spokesmen said that TV engineers would be welcomed into the society as a step toward ironing out common problems. At the same time, Earl Sponable, president of SMPE, disclosed that Theater Owners of America had become a sustaining member of the society in cognizance of the role tele will play in the future of exhibitors. TV committees of both organizations will meet in a closed session on Friday to explore methods of common effort on tele.

At the opening luncheon this afternoon, Dr. Allen B. DuMont will be guest speaker. This will be followed by a forum on video with D. E. Hyndman as moderator and R. B. Austrian as chairman. Speakers include Alfred N. Goldsmith, consulting engineer; Richard Blount, GE; E. A. Bertram, DeLuxe Labs; Arthur J. Miller, Consolidated Films; Clyde Keith, Western Electric; Dave Gudebrod, N. W. Ayer, and J. A. Moran, Young & Rubicam.

Tonight Sponable will preside over a technical session on tele, highlighted by a progress report on theater video by Barton Kreuzer, of RCA.

Tomorrow will be devoted to two technical sessions. Speaking in the morning will be William C. Eddy, of Television Associates; Roger Thompson, DuMont; A. H. Brolly, TA; F. N. Gillette, General Precision; W. Engles, WPIX, and G. Lawlor, Houston Corp. H. E. White and M. R. Boyer will preside.

### Program, Spots Sold

The D. P. Harris Hardware Manufacturing Corp. will sponsor a 5-minute film titled "Thrills On Wheels" and the Lehn & Fink Products Corp. has signed a 21-week contract for spots in the "Easy Does It" program, it was announced yesterday by John C. Warren, sales manager of WNBT.

The "Thrills On Wheels" program, a film showing trick bicycling and roller skating, will be seen on Mondays and Thursdays 6:55-7 p.m.

## The Week In Television

### Canadian Government Adopts TV Plan

Canada's Minister of National Revenue, J. J. McCann, announced in the House of Commons that Parliament will be asked to vote \$4,000,000 as a loan to CBC for establishment of TV stations and production centers in Montreal and Toronto. Government's interim plan would allow one private station in any city. . . . ABC purchased the site of its studios on West 66th Street in New York from Webb & Knapp. Purchase equipment and construction represents an investment of \$2,500,000. Web also leased 10,000 square feet in the center to WOR-TV for offices and studios. . . . Dr. Allen B. DuMont urged immediate extension of the coaxial net to additional cities and addition of stations in present web areas to make network TV economically feasible. . . . Australia is pushing ahead with TV planning aiming at a modern national service within three years. . . . Procter & Gamble, in association with the Compton agency, began negotiations with several film producers for a 26-week series of half-hour programs.

## COAST-TO-COAST

**WMRN "Scout Troop" Of The Air**  
Marion, Ohio—"Troop 1490" taken from WMRN's frequency 1490 on the dial, is a program heard each Saturday afternoon on the station designed for all Boy Scouts, but in particular for the lone scout without a troop. The format features Scout Master of the Week, Scout of the Week and the Scout Song of the Week. The scout equipment headquarters of a local department store is the sponsor.

### WDVA Covers Fire Disaster

Danville, Va.—WDVA personnel covered a disastrous fire which recently enveloped a block in the downtown business district. Ten minutes following the discovery of the blaze staff personnel were taking pictures and recording on tape an account of the incident. Announcer Dick Campbell and Jim Adams along with engineer Rush Sawyers were directly across the street at an ideal vantage point in order to give complete coverage of the burning buildings.

### ESSO Buys Time On WSNY

Schenectady, N. Y.—The Esso dealers of Schenectady and vicinity have purchased heavy schedule of broadcast on WSNY. The deal was arranged through the efforts of Roger Kelson, representative of the Esso Oil Co., WSNY and the Esso dealers themselves. Initial schedule calls for a total of 448 broadcasts per week.

### WGAI New School Show

Elizabeth City, N. C.—"The Albarmarle Classroom of the Air" is a new show currently being aired over WGAI. This 45-minute, six-a-week program calls for two students from each high school to compete in a quiz for individual points and for school standing. Winners receive saving bonds and cups as awards at end of twelve weeks' series.

### O.A.P. Sked Increased On KROW

Oakland, Calif.—Beginning April 4th, the Citizens Committee for Old Age Pension increases its broadcast schedule on KROW. George H. McLain, chairman of the committee presents the program, discussing Old Age Security and Security for the Blind, now known as the 25th Amendment of the State Constitution. Broadcasts also deal with various subjects pertinent to the general welfare of the people of California.

### KDKA Variety Show

Pittsburgh, Pa.—A "Cafe Society" variety type program "The Spotlight Show" will be heard at midnight Monday through Saturday from the "Carousel" a famous Pittsburgh nite spot emceed by KDKA's producer-actor Ed King with Jackie Heller owner of the club as the featured star. Top headlines playing at the club will be presented on the show in addition to interviews with visiting celebrities.

## ★ THE WEEK IN RADIO ★

Frank White May Succeed Kobak At MBS

By VAL ADAMS

**F**RANK WHITE, president of Columbia Records, in line to succeed Ed Kobak at MBS. Kobak expected to resign at Mutual board meeting in Chicago this week and present his successor to affiliates gathering April 10. White was CBS veepee and treasurer until January, 1948, when he was switched by the web to head up Columbia Records.

Procter & Gamble dropping "Life of Riley" on NBC at end of this season. Decision came suddenly and with no advance warning. . . . FCC Chairman Wayne Coy told Armed Forces Communication Association that "our very profusion of radio transmitters can become a source of danger in wartime."

Women listen to radio more than men, not only during the day but in the evenings and on Sundays as well, according to survey by University of Illinois. . . . "Your Hit Parade" switching from Hollywood to New York June 4. . . . Westinghouse slashed retail prices of some radio models up to 50 per cent. Philco did same thing recently.

Robert C. Tait, veepee of Mellon National Bank & Trust Co., Pittsburgh, named president of Stromberg-Carlson, succeeding Dr. Ray H. Manson. . . . Jack Kapp, Decca president, died suddenly in New York of cerebral hemorrhage. Milton Rackmil, Decca executive veepee, took over as president.

While TV has taken 1,000,000 homes away from radio, the latter medium has added 3,000,000 homes, according to Walter Craig, Benton & Bowles veepee, speaking before ANA spring meeting. . . . Call letters of Columbia's KQW, San Francisco changed to KCBS. . . . William R. McAndrews named general manager of NBC's three Washington stations, WRC, WRC-FM and WNEW. . . . WNYC, New York City's municipally owned daytime station, finally got another six months extension for night operation.

Philco sales in 1948 jumped nearly \$50-million. Gross was \$275,424,340. . . . Four types of radio programs holding up best against inroads made by television, according to analysis made by research department of WOR, New York. Program types are classical music, news, quiz and audience participation and comedy situation. . . . William S. Hedges, NBC veepee, elected president of Radio Pioneers Club. He succeeds Ed Kobak.

Drew Pearson slapped with \$300,000 damage suit by Attorney General Fred Howser of California. Howser charged commentator with broadcasting and writing "untrue, false and defamatory" statements. Radio stations not being sued. . . . William Weintraub agency picked up entire Kaiser-Frazer account for all media which runs to \$10,000,000 annually. Weintraub already had radio.

Co-operative tie-up made by Los

Angeles Mirror and KMPC. They'll pool facilities of station and newspaper for increased benefits to listeners and readers. . . . New electrical programer for testing audience reaction being developed by Charles Hull Wolfe, director of radio and TV testing bureau at BBD&O. It's being tried out now at WNEW, New York. . . . Chesterfield considering sponsorship of "Sing It Again" on CBS.

KABR, 5,000 watt MBS outlet in Aberdeen, S. D., suspended broadcasting on decision by stockholders. It started business in 1934. . . . Emerson Radio and Phonograph Co. appointed Foote, Cone & Belding as agency. . . . Converter turntable (to be added to standard phonographs) for playing of 33 1/3 rpm records introduced by Micro-Verter, Inc. It retails for \$19.95. Gadget develop under direction of Dr. Peter Goldmark, CBS.

CCNY's fifth annual Radio-Television and Business Conference was a big success as industry leaders discussed future of broadcasting. . . . William Ware, FMA president, refuted rumors that FMA will merge with NAB at Chicago convention. . . . NAB registered sharp protest with FCC against latter's proposal to limit the use of 540 kc. channel.

ABC used closed television circuit to hold business conference between Canada Dry Ginger Ale officials (new sponsor for the TV web) and dealers and distributors in widely separated areas. . . . Walter Winchell still atop the Hooperatings. . . . General Mills (for Wheaties) will do a special one-hour broadcast over CBS April 17 titled "Welcome Back, Baseball." Bing Crosby emcees.

Frederick Ziv Co. launching sales campaign on "Meet the Menjous," new five-a-week series starring Adolph Menjou and Verree Tresdale. . . . Zenith notified distributors of its list price guarantee on sets to protect dealers against heavy losses resulting from factory over production.

### Autry Making Tour With Network Troupe

Gene Autry and his CBS radio troupe leave Hollywood after their broadcast of Saturday, April 9 for a series of one-night dates in Texas from April 11 through April 18. The Autry show will play dates in San Angelo, Waco, Beaumont, Abilene, Ranger, San Antonio and Port Arthur. Troupe returns to Hollywood April 23 for radio broadcast.

### Convalescing On Coast

Maurie Webster, executive assistant in the CBS Western Division Program Department, is convalescing at Valley Hospital, Los Angeles, following an emergency appendectomy performed Tuesday evening.

## BEHIND THE MIKE

**J**IM KANE, CBS-TV publicist, tells about tavern devotees betting on the appraisals of Sig Rothchild's antique show, "What's It Worth."

Gale agency snagged 11-year-old Toni "Candy Store Blues" Harper for a concert tour this spring and summer.

Monarch-Saphin prexy, Al Saphin, confers the Monarch Award this month on Tommy Morton, featured dancer in "Lend An Ear."

Harlem's Apollo theater switching from its long-standing vaude policy this month to present "Anna Lucasta."

Ella Fitzgerald spent \$500 in trans-Atlantic calls cancelling her European concert tour and bow into Pop City next month instead.

With every city and state agency and all leading oil companies in the Southwest joining forces with Eagle Lion for the world preem of "Tulsa" in that city on April 13th, the event is fast turning into one of the biggest celebrations since Oklahoma was granted admittance into the Union.

Press coverage of NBC's new "Candlelight Revue" (Dorland, Inc.) nothing less than sensational. Take a bow Jack Perlis).

Les Tremayne will dub his tome, "Memories That Tremayne."

Imogene Coca, the comicutic of "B'way Revue," is buying a small Calif. ranch. She's gonna call it the Bar Tender.

### Weekly Audience' Info Augmented By BMB

(Continued from Page 1)

a percentage of radio families—and the number of radio families—that listen to a given station 1-2 days or nights per week; 3-4-5 days or nights per week; and 6-7 days or nights per week. BMB's Study No. 1 contained the weekly audience figures only.

Members of the research committee attending Friday's meeting were D. E. Robinson of C. J. LaRoche & Co., chairman; Albert Dempewolf, Celanese Corp. of America, and Hugh M. Beville, Jr., NBC.

Others in attendance were Edward Evans, ABC; Fred Nanche, BBD&O, and Harper Carraine, CBS. BMB staffers were Cort Langley, Ralph Sharp, Richard Wyckoff and Kenneth Baker.

### KRIO Joining ABC

Station KRIO of McAllen, Tex., will affiliate with ABC as a member of the Southwest group, effective July 21, it was announced Friday. Owned by the Frontier Broadcasting Company, Inc., KRIO operates fulltime on 910 kilocycles with 1,000 watt power. The station is managed by Ingham S. Roberts. The addition of KRIO brings to 272 the number of stations comprising the ABC network.





# RADIO DAILY



The National Daily Newspaper of Commercial Radio and Television

VOL. 47, NO. 3

NEW YORK, TUESDAY, APRIL 5, 1949

TEN CENTS

## THEATER TELEVISION NEAR, SMPE TOLD

### Commission Resumes Hearings On WHAS

Washington Bureau of RADIO DAILY  
Washington—Hearing on the proposed purchase of WHAS, Louisville, by WLW, Cincinnati, for \$1,925,000 was resumed yesterday before the FCC, following a four-week lay-off called for preparation of additional engineering testimony. William S. Alberts of the staff of Crosley Broadcasting, WLW licensee, was heard on engineering findings, as was Lester Carr of the consulting firm of Weldon & Carr.

Carr pointed out that primary service from 39 stations was available.  
(Continued on Page 6)

### Crosley Starting Spot Campaign In 87 Cities

First use of radio by the Crosley Division of Avco since the account was placed with Benton & Bowles gets under way this week with a spot announcement campaign in 87 key markets for Shelvador refrigerators. The campaign will run throughout April at least and may be extended into a longer period.

In addition, Crosley is offering a series of recorded jingle announcements on a cooperative basis to distributors.  
(Continued on Page 6)

### Daily Fax Newspapers Skedded For Convention

Chicago—Radio Inventions, Inc., with the aid of NBC's WMAQ-FM, is readying a certain surprise demonstration with its facsimile equipment tomorrow afternoon, Wednesday, opening day of the first half of the NAB convention. The surprise, never before demonstrated to the public.  
(Continued on Page 2)

#### Museum Piece

First production model of the self-contained table phonograph in RCA-Victor's new line of 45 r.p.m. record playing instruments was presented to the Franklin Institute Museum by D. F. Schmit, vice-president in charge of engineering. Phonograph and records will be displayed during the Institute's 125th anniversary celebration beginning April 20.

### Reynolds Leaving KMPC For KLAC

West Coast Bureau, RADIO DAILY  
Hollywood—Robert O. Reynolds, vice-president and general manager of KMPC, is resigning within the next 30 to 60 days to become general manager of KLAC. Ralph Atlas, Chicago radio executive and general manager of WIND, has made a deal to purchase KLAC and details will be announced in about a week.

KLAC, the Dorothy Thackrey station, is part of a package being sold to a new owner.  
(Continued on Page 2)

### Non-Affiliates Meet Public Service Reps

A subcommittee of NAB's Non-Affiliated Stations Committee will meet representatives of some 40 national public service groups at the WQXR studios, New York, tomorrow, to discuss problems of indies in allotting time and using material for various public drives.

The NAB group is headed by Ted Cott, WNEW v-p, who is assisted by...  
(Continued on Page 2)

### Will Supplement Movies, Says DuMont; Kreuzer Sees RCA Manufacturing Cinema Equipment This Year

#### Eddie Cantor Starts NBC-TV Show In Fall

Chicago—Eddie Cantor will start his new television program on the NBC network in October, for his present radio sponsor, Pabst Blue Ribbon beer. At a press conference during his Milwaukee engagement, Cantor said the contract for the video series was signed several months ago. Cantor will present a half-hour show, twice a month, with an all-new cast, among whom will be...  
(Continued on Page 7)

#### Television Covering UN Assembly Today

Television will cover the opening session of the UN General Assembly meeting today, 3:30 p.m., EST, at Lake Success, New York.

The television facilities of CBS, ABC and NBC will be on hand to televise the 2nd part of the 3rd session.  
(Continued on Page 7)

#### Boxtop Technique Used For Cancer Fund Drive

Use of boxtop technique to aid the 1949 fund drive of the New York City Cancer Committee has been put into operation by Duane Jones, chairman.  
(Continued on Page 3)

More than 650 representatives of the film, television and radio industries attending yesterday's opening sessions of the Society of Motion Picture Engineers' five-day convention at the Hotel Statler heard predictions of large-screen theater tele in the very near future by Barton Kreuzer, of RCA-Victor, and Dr. Allen B. DuMont.

The head of the Allen B. DuMont Laboratories told the opening luncheon that "in time, systems will be developed which will make it possible to broadcast television programs in color."  
(Continued on Page 7)

### WCAU May Bring In Outsider As Prexy

Philadelphia—Delay of Dr. Leon Levy, president and general manager of WCAU, in stepping down from his active management post is viewed here as indicating that an outsider will be brought in to take over the top position. But there is no strong hint as to who the outsider may be.

Both Dr. Levy and Isaac D. Levy, president of WCAU-TV, are expected to leave the station.  
(Continued on Page 6)

### Tape Method Picked For DST Playbacks

Use of tape for recording and playing back certain network shows during the Daylight Saving Time period has become the dominant method for such an operation, a checkup of the situation reveals. The only network which continues to use platters instead of tape is CBS.  
(Continued on Page 6)

## New Century Network Plans Six Hour Program Schedule

St. Louis—The proposed Century Network will commence operation very shortly, according to Fred O. Grimwood, secretary of the organizational group. Letters from Grimwood to interested parties state that the group will start with approximately 20 stations, but 50 interconnected units are expected within a matter of a few weeks after the start.

Grimwood, "will be of a sustaining nature and of the type to enhance listening to our various stations. My personal station, WTOM, Bloomington, Ind., will form one of the key stations of our network."  
Plans of the network group at present contemplate a central program agency to run six-hour program service to several stations, in network fashion. Rights to broadcast...  
(Continued on Page 2)

#### Inside Info

ABC may be the subject of good-natured "unfair" charges by the other three networks beginning today. Two of the web's regularly-scheduled commentators—Mrs. Eleanor Roosevelt, and Erwin D. Canham—are delegates to the UN General Assembly which opens in New York today, and both will be covering the session for ABC.

#### Foreign Guests

Ten members of leading French and Italian trade unions, in this country as guests of the Free Trade Union Committee of the AFL, will visit NBC for a specially conducted tour of the network's radio and TV facilities April 7. They will be greeted by John H. MacDonald, NBC v-p., and Clay Morgan, executive assistant to the president.



★ COMING AND GOING ★

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FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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FINANCIAL

(April 4)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

Table with columns: Bid, Asked. Rows include DuMont Lab., Stromberg-Carlson.

Wedding Bells

Marie Stack, assignment editor for CBS television news, will be married to Arthur Bonner of WOR, New York, on April 30. Bonner formerly was on the CBS news staff.

10 YEARS AGO TODAY

From the Files of Radio Daily

WOV and WBIL, of the International Broadcasting Corporation, rigidly checking all programs to eliminate the slightest possible semblance of political bias in their programming. . . NBC during 1939 insofar as gross billings are concerned expects the largest year in the history of commercial broadcasting. . . Negotiations are under way for the showing of television scenes in several broadcast picture theaters now being made by Gaumont British.

D. W. THORNBURGH, vice-president of CBS in charge of the western division, today will leave Los Angeles for New York. He'll spend a few days here before going on to Chicago for the NAB convention.

ELDON CAMPBELL, sales manager of KEX, Portland, Ore., to New York for conferences with the national representatives of the station. He plans to remain in the East for about two weeks.

C. A. BENGTON, manager of WINR, Binghamton, N. Y., is conferring with officials of NBC, with which the station is affiliated.

PETER DONALD and his actress wife, JO JANIS, left yesterday for a short stay in Bermuda. They'll be away a week. Donald had previously recorded ahead his programs for the period.

NAT RUDICH, of Gainsborough Associates, has returned from a business trip to Washington, D. C.

ELMORE C. LYFDOR, assistant manager of the station relations department at NBC, and NORMAN CASH, of the stations department, will leave tomorrow for the engineering and management meeting at the NAB convention in Chicago.

JACK BENNY, Columbia network comedian, has arrived in New York by plane for a stay of 10 days.

MORRIS S. NOVIK, radio consultant and secretary of the National Assn. of Educational Broadcasters, has returned from the UNESCO meeting in Cleveland. Now he's leaving for Washington, D. C., on business.

C. ROBERT THOMPSON, assistant director of WBEN, Buffalo, N. Y., is spending a few days in Gotham. Visited for a while yesterday at the offices of NBC.

BURTON M. ADAMS, of the station relations department at NBC, is visiting video stations of the Midwest.

Daily Fax Newspapers Skedded For Convention

(Continued from Page 1)

the press or public, is designed to impress traders with the lightning like qualities of facsimile.

Radio Inventions will maintain a booth in the NAB exhibit area throughout the convention. The Northwestern School of Journalism will put out a daily facsimile edition, using WMAQ-FM's transmitting antenna. Each fax edition will carry UP news and Acme photos. The fax newspaper will be scanned in the exhibit booth and piped to WMAQ by line. The booth will display facsimile scanning and recording equipment of three different companies—Stewart-Warner, General Electric and Bunnell.

Reynolds Is Leaving KMPC To Join KLAC

(Continued from Page 1)

to Warner Brothers. The film company has said all along it wants only the TV interests and would sell the AM station.

Denies Connection With Probe Reynolds said that his switch to KLAC has no relationship to any plans that KMPC owner G. A. Richards may have in face of the FCC investigation. The general manager commented his move is based strictly on an offer made to him by KLAC several months ago. No successor to Reynolds at KMPC has been announced.

Hunt Foods Plans New York Campaign

Hunt Foods, Inc., has set up a \$200,000 budget for a radio and newspaper campaign on "Hunt's Heavenly Peaches" in the New York metropolitan area. Agency is Young & Rubicam. Plans were mapped out in Y&R's New York office during a visit by Frank Oxarart of Los Angeles, advertising manager for Hunt Foods. Radio campaign will begin shortly.

Century Network Plans 6-Hour Sked

(Continued from Page 1)

music and other programs owned by transcription producers are being sought. "We are particularly in the market for transcription series of musical numbers alone, albums, libraries not widely broadcast, or anything else to which you can deliver an absolute broadcast release," Grimwood told transcription producers.

Speaking further of the network's programs, Grimwood told producers: "We will have certain periods of the day in which we can broadcast programs to the network which will be of cooperative sponsorship nature, although on the net they will be sustaining in themselves. Certain participation spots will replace local commercials."

Rice Resigning

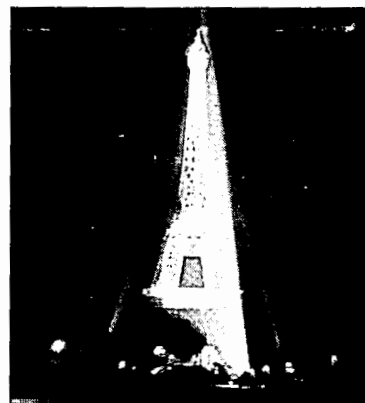
Ray Rice, publicity director of Raytheon Manufacturing Co. for the last four years, is resigning May 1 to set up his own office. He will retain his present staff and take over the space now occupied by Raytheon's publicity department at 60 East 42nd St., New York. Rice plans to handle the Raytheon account and add others later.

Non-Affiliates Meet Public Service Reps

(Continued from Page 1)

Eleanor N. Sanger, WQXR program director, and Arnold N. Hartley, WOV program director. Among the public service groups attending the meeting will be: the Girl Scouts, the USO, National Red Cross, National Conference of Christians and Jews, National Foundation for Infantile Paralysis, the YMCA, CARE and the National Safety Council.

"Click"



Somebody flips a switch; the majestic Eiffel Tower rises out of the night. It's like magic. One second darkness; then "presto!"—this awe-inspiring scene.

That's just about how quickly you can do a selling job in Baltimore, once you get wise to W-I-T-H. For W-I-T-H is the station famous for low-cost results.

If you are trying to make a little bit of money go a long way, buy W-I-T-H—the station that produces more listeners-per-dollar than any other station in town. W-I-T-H covers 92.3% of all the radio homes in the Baltimore area. Call in your Headley-Reed man and get the full W-I-T-H story.

Advertisement for W-I-T-H AM Baltimore Maryland FM, featuring a stylized face logo and contact information for Tom Tinsley, President, represented by Headley-Reed.

**NEW BUSINESS**

WGN-TV, Chicago: P. A. Starck Piano Co., through George H. Hartman Co., 10 weekly quarter hours of "Piano Parade" for 52 weeks from March 20; Kubec Electric Co., one weekly (Monday) announcement on "Spell With Isbell"; Simmons Mattress Co., through Young & Rubicam, two weekly one-minute announcements in "Chicago and Newsreel" for 13 weeks from April 5; Tele-tronics, Inc., through Jones Frankel Co., two daily announcements in "Chicago and Newsreel" for 13 weeks from March 31; Lincoln-Mercury division of Ford Co., through Kenyon-Eckhardt, "Poast of the Town," Sundays, 7 to 8 p.m., for 52 weeks from April 3; Chambers Corp., through Kapp Co., five weekly one-minute announcements for two weeks from March 31; General Electric Co., "The Fred Waring Snow," Sundays, for 10 weeks from April 24; Union Oil Co., through Foote, Cone & Welding, a one-time documentary film on April 13; Ford Motor Co., the "Ford Theater" on April 11, May 16 and June 13; Allen B. DuMont Labs., Inc., renewal of "Schoolhouse," Tuesday, for 13 weeks from April 19.

WGN, Chicago: Wm. Wise & Co., through Thwing & Altman, "Get More Out of Life," Monday through Friday, for 13 weeks from April 4; Keeley Brewing Co., through Schwimmer & Scott, three weekly station break announcements for 26 weeks from April 4; S.O.S. Co., through McCann-Erickson, Inc., three weekly station break announcements for 13 weeks from April 11; Atlas Brewing Co., through Olian Advertising Co., "Jim Ameche, Story Teller," Tuesday, Thursday, Friday and Saturday, from April 25 to December 30; F. W. Fitch Co., through Campbell-Mithun, Inc., five weekly station break announcements for four weeks from April 10; Lever Bros. Co., through Federal Adv. Agency, Inc., renewal of seven station break announcements for "Breeze" for 13 weeks from April 4, and five participating announcements in "Hal and Lee" for 13 weeks from April 4.

WBKB, Chicago: Balaban Floor Covering Co., through Rocklin & Associates, minimum of 104 telecasts to be seen twice weekly; Reed & Barton, through Badger, Brownning & Hersey, Inc., semi-weekly one-minute film spots; Nash-Kelvinator Sales Corp., through Geyer, Newell & Ganger, Inc., one-minute spots three times a week; Liggett & Myers Tobacco Co., through Newell-Emmet Co., film spots.

**Stork News**

Mort Fleischl, account executive at WMCA, New York, and his wife are parents of a son born April 3 in the White Plains (N.Y.) Hospital. Baby weighed 7 pounds, 11 ounces and has been named Barry.

**Boxtop Technique Used For Cancer Fund Drive**

(Continued from Page 1)

promotion chairman. Under the plan worked out, several manufacturers of household items will contribute to the fund the full retail price of every package of their product purchased in New York City within specified "gift periods."

One of the first companies volunteering to participate is B. T. Babbitt, Inc., maker of Bab-O and other cleaners, which will announce its offer on "David Harum" (CBS), "Lora Lawton" (NBC), and "My Mother and I," a foreign language program. These programs on New York stations will announce that any purchaser of a can of Bab-O during the two-week period can promote the cancer drive by sending the label to Cancer, New York 17, N. Y., for which the manufacturer will contribute the full retail price of the product.

Another manufacturer which has agreed to the plan is the Marlin Company, makers of razor blades. It will begin participation April 11.

"It should be made clear," said Jones, "that the participating companies will not merely contribute the profit on each can or package purchased, but will give a sum equal to the entire retail price which includes cost of manufacture and marketing, all as an outright contribution to the cancer fund."

**WVET Adds To Staff**

Rochester, N. Y.—Marion Repenter has joined the copy staff of WVET. Prior to joining the station, she was associated with the program department of WHAM, Rochester for more than six years.

**"Kate Smith Sings" Stays On Sustaining**

Mutual will continue "Kate Smith Sings" as a sustainer after Philip Morris drops sponsorship April 22. Program is heard daily at 12:15 p.m., EST, and follows "Kate Smith Speaks" which is a co-op. The co-op show added 14 more local sponsors last week, bringing the total to 308, Mutual's second largest co-op in point of sponsors.

**New Line Of TV Sets**

Chicago—A new line of Trav-Ler Radio Corporation television receivers was introduced last week in an exhibition at the Knickerbocker Hotel attended by nearly 300 distributors and merchandise managers from midwest, eastern and southern states. Included in the Trav-Ler receiver line were four console models, two with 10-inch picture tubes, priced from \$249.95 to \$349.95. Deliveries of the new sets will begin this month, according to Joe Friedman, president.

Friedman stated that by May the production of television sets by Trav-Ler should reach 1,000 units a week, and will be increased later.

**Hope Meets Crosby**

Bob Hope has been added to the talent line-up of General Mills' "Welcome Back, Baseball" which will be emceed by Bing Crosby over CBS, April 17, from 10-11 p.m., EST. Other guests include Dinah Shore and Claudette Colbert. Music will be furnished by John Scott Trotter's orchestra and the Jud Conlon Rhythmaires. Show is written and produced by Bill Morrow and Murdo MacKenzie with Ken Carpenter as announcer.

**AGENCIES**

ARTHUR CASEY has joined the St. Louis staff of Gardner Advertising Co. as director of radio and television activities. His former connections include director of public relations at Stix, Baer and Fuller, St. Louis; Director of Operations, WOL, Washington; executive assistant to the general manager, KMOX, St. Louis.

ROY S. DURSTINE, INC. has been appointed by Browne Vitners to handle the advertising of Mumm's Cordon Rouge and Extra Dry Champagne.

WINSLOW LEIGHTON, president and general manager of WSNY, Schenectady, has announced the appointment of Adam J. Young, Jr., as its radio station representative. Appointment takes effect April 15, 1949.

L. BUCHMAN CO., INC. manufacturers of pillows and comforters, with showrooms at 230 Fifth Avenue, New York City, now add television advertising, supplementing their national advertising campaign. Television spots featuring their Sylvan Pillows begin over WCBS-TV at 10:15 p.m., April 21st. Fuller & Smith & Ross is the Agency.

ROBERT S. KELLER, INC., has been appointed national promotional representative for WCMW, Canton, Ohio, it has been announced by Arthur W. Davis, general manager of the station.

**"WOVI Leads the Parade"**

—The Billboard, March 12, 1949

WOVI the only dual first award winner in Billboard's 11th Annual radio and television promotion competition.

- Wake Up New York
- Band Parade
- 1280 Club
- Prairie Stars

Italian language market, 2,100,000 individuals, larger than Baltimore and Washington combined.

Originators of *Audited Audiences* **WOVI**

RALPH N. WEIL, Gen. Mgr.

The Bolling Company, National Representatives **NEW YORK**

## LOS ANGELES

By AL STEEN

**R**ED RYDER," sponsored by Langendorff United Bakeries, returns to ABC's Pacific Coast network on May 3. It will be heard Tuesdays and Thursdays, 7:30 to 8 p.m.

Gene Autry and his CBS show leave for a series of one-night stands in Texas after their broadcast April 9.

Mrs. Isabella Logan, former secretary to NBC's Lewis Frost, returns to the network here to replace Elizabeth Fraser in the sales traffic department. Miss Fraser left Saturday for a four-month tour of Europe.

Producer Lou Holzer's "California Caravan" was the first ABC show to emanate from the network's new studios in the Tom Breneman Restaurant Sunday night. The new studio is separate from the dining room where "Breakfast in Hollywood," "G.E. House Party" and the Kay Kyser show are aired.

Zeke Manners is in New York for a two-week stay.

Maurie Webster, executive assistant to CBS' western division program department, was rushed to the hospital for an emergency appendectomy last Tuesday. He's recuperating at the Valley Hospital.

Broadcasts originated by KFMV, the ILGWU-sponsored FM station, are being sent by transcription to more than 125 other radio stations across the nation to be used in connection with the current drive for funds by the City of Hope, national non-sectarian medical center at Duarte.

Opie Cates, who has been appearing as himself on the Lum and Abner show, has been named musical director of the CBS program, replacing Felix Mills.

"Railroad Hour" will have a 22-week hiatus this summer, but Gordon McRae is set to remain on the fill-in series with the Sportsmen Quartet and John Rarig's music.

## Want a Right Hand

to help out with your television problems? You can hire a secretary, research, media and production assistant all in one personable package. She knows many of the answers and she knows how to find the others in a hurry. I recommend her unequivocally to anyone concerned with television. I only wish she could have come with me in my new job. For further information write to RADIO DAILY, 1501 Broadway, New York City, Box 226.



## Mainly About Manhattan. . . . !

● ● ● Looks like "Against the Storm," which once copped a Peabody Award, will keep Philip Morris on Mutual five days a week. . . . P&G to bankroll a series of TV films (dramatic thrillers) via NBC, each costing about \$7500. . . . "Queen for a Day" to get itself a French version. There it'll be tagged "Reine d'un Jour" (pardon our grammar school French). . . . Hoopers really mean something at KLAC on the coast. Disc jocks there have a parking space near the station with room for one car only—and the highest Hooper lad gets it. . . . CBS mulling plan to expand Robert Q. Lewis' stanza to a full hour in mid-May. . . . Major mags (Holiday, Life, etc.) slashing their advtg. rates. . . . Hildegarde de departs for a "one man" European concert tour after her current Persian Room stint. . . . Internal situation at one local indie station has the program chief casting about for another berth. . . . Ben Grauer due to blossom out as a full-fledged comic via the Henry Morgan stanza. . . . CBS veepee, Harry Ackerman, week-ended with playwright Clifford Goldsmith. (Can that mean that latter's "Aldrich Family" is due for a switch next season?). . . . Faced with lack of video programs to entice set buyers, out-of-town dealers are offering as high as 40 per cent discount. . . . Jackson (Philo Vance) Beck points out that there's nothing new about Ted Lewis' act. It's old hat, he sez.

★ ★ ★ ★

● ● ● THE MORNING MAIL: "Dear Sid," writes Walter Kay, from WJW, Cleveland, Ohio. "Have noticed your col'm is capable of digging up a number of Radio-lites who have faded from the scene. As a kid, I always enjoyed two fellows (whose names I can't remember) with a theme song that went: 'I'm the BEST FOODS Tenor . . . I'm the HELLMAN'S Baritone.' Never thought of getting into radio at the time I used to hear 'em, but now that the game is my own livelihood, I'm interested in knowing if those boys ever recorded any of their tuneful arrangements." Okay, Main Streeters. There's your problem for today.

★ ★ ★ ★

● ● ● AROUND TOWN: Like Danton Walker's idea of reviving memorable moments of great shows on his "Show Business, Inc." via NBC-TV. Burgess Meredith, John Steele and the one and only Fritzie Scheff are his guests this week. . . . Bea Kalmus, the disc jock, bedded with a broken leg. . . . Jo Ranson's daughter, Justine, weds Harry Schacter on the 9th. . . . A 'first' in television, so far as we know, was established the other night when "Kukla, Fran and Ollie" on NBC devoted its entire half-hour to an ABC production, "H'wood Screen Test." . . . And speaking of co-operation among the webs, Mrs. Willkie's appearance on Mutual's "20 Questions" on behalf of "Save the Children Federation" won her a date on CBS' "We the People" tonight. . . . Johannes Steel starts a new Tues. and Thurs. schedule via WLIB. . . . At neighboring tables at Garrison's, two larks and a drake—Carol Bruce, Lisa Kirk and Alfred Drake. . . . Joe Franklin, the young man with the old-time record collection, cuts his first batch of transcriptions tomorrow for Fine-Nelson. . . . TV must be growing up. The barber shop at 6th Ave. and 51st Street is now offering special haircuts for TV actors. . . . Red Benson has bought a \$75,000 half-interest in an Adirondack Mountain Hotel where he once worked as a bus boy.

★ ★ ★ ★

● ● ● GOTHAM'S SIDE-SHOW: Jake the Salesman, who sells tickets to events that don't exist. He even guarantees the buyers (who know all about his racket) there's no 20 per cent Federal tax on the ducats. . . . Nedicks Nellie, who hangs around that juice stand chiseling orange drinks from customers and spiking them with her own home-made gin. . . . Harebreath Harry, who walks up and down 8th Ave. feeding his rabbit carrots dipped in mustard.

## SAN FRANCISCO

By NOEL CORBETT

**B**ILL BALDWIN, whose KPIX television show is making Bay Area people conscious of the importance of a brand new television set in their homes, like most golfers, clowns on the course. Most of the gags and situations for their show are worked out by Baldwin and his partner, Dale Wights, on the local golf courses.

The noted authoress, Kathleen Norris, is now heard from KEEN's Palo Alto studios. More from KEEN is that Harold Wooley, account exec, and Miss Anna Arrowsmith were married April 2nd, and Don Christopher, former sales manager for KVOO, Casper, Wyoming, has joined the staff.

Here 'n' There . . . Bob Sherman and Sig Shore, admen who keep their accounts alive through the medium of local radio and visual stunts, now have Prof. Leo the Lion Voss holding forth on "Horsetrade Ed's" used car lot. Leo the Lion specializes in hunger strikes. Which means to us, if L-the-L works only half of each year, his food budget should be back to '39 levels. . . . Bill Thompson has resigned from KGO-ABC as press head. . . . Josita, the Packard-Bell Girl on Bill Baldwin's television show is also a talented pianist—and a cutie-pie too. Watching the commercials, it's hard for one to keep a solid eye on the Packard-Bell being showcased. But then, if one wants to look at pretty gals coming out of the air, right in his front room, one must have a television set—Simple. . . . Lots of programs about Spring these days. But the one we liked was on KNBC's "Story to Order" — All about pussywillows, petticoats and prunes. . .

**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. 46th St.  
 HENRY GREENFIELD, Mgr. Director N. Y. 19



## **The 27th Annual Convention**

of the

# **National Association**

of

# **Broadcasters**

*(April 6th to 13th, Stevens Hotel, Chicago)*

will be one of the most  
important meetings in  
broadcasting history . . .

Represented by a staff including Marvin Kirsch,  
Frank Burke, Ted Persons and Nat Green, *Radio  
Daily* will carry a complete, daily, on-the-spot  
record of all activities.

## WCAU May Bring In Outsider As Prexy

(Continued from Page 1)

veepee and general counsel, were scheduled to retire from active management April 1 but their exit has been held up until successors are named. The two officials announced about two months ago that they would step down April 1 but during this period the Philadelphia Bulletin, owner of the station, failed to come up with replacements. This is considered to be strong indication now that replacements won't come from inside the organization.

During the annual WCAU board of directors meeting, in which both Levys were reelected president and vice-president, respectively, the board also elected three department heads to vice-presidents. They are Alex Rosenman, John G. Leitch and Joseph T. Connolly.

Rosenman, with WCAU since 1927, has been commercial manager since 1940 and now becomes veepee in charge of sales. He continues to direct the sales of all WCAU media—AM, TV and FM.

### Joined Station 20 Years Ago

Leitch, now veepee in charge of engineering, joined WCAU in 1929. He has been technical director since 1932 and both the WCAU building and WCAU-TV were constructed under his direction.

Connolly, veepee in charge of radio programs, has been in radio for 15 years. He became WCAU program director in 1946, six years after joining the station as a specialist in news and special events.

Several officers were reelected by the board of directors. They include Joseph L. Tinney, Sr., veepee and assistant manager; G. Bennett Larson, veepee in charge of television; William L. McLean, Jr., treasurer; and Richard W. Slocum, secretary.

## Crosley Starting Spot Campaign In 87 Cities

(Continued from Page 1)

tributors and dealers to promote its line of refrigerators. In local sponsorship deals, Crosley will pay one-half of the cost. Recorded jingles run for 15, 30 and 60 seconds.

Campaign marks the initial radio appropriation from the \$2,500,000 Crosley account placed with Benton & Bowles a few months ago. The advertiser begins its first television show ("Who Said That?") over the NBC network next Saturday, April 9, at 9 p.m., EST.

## Calling Young Doctors

Jack Benny, John Garfield and Kate Smith will appear on "Theater U. S. A." over ABC April 7, 8:30 p.m., EST, to help the U. S. Army and Army Air Forces enlist the services of young physicians and dentists. Garfield will enact a scene from the Clifford Odets play, "The Big Knife." Cartoonist Ham Fisher also will make an appearance.

## 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 G. Peatman, Director. Survey Week of March 25-31, 1949

TITLE	PUBLISHER
A Little Bird Told Me.....	Bourne
A Rosewood Spinnet.....	Shapiro-Bernstein
Again.....	Robbins
Beyond The Purple Hills.....	Goldmine
Brush Those Tears From Your Eyes.....	Leeds
Buttons And Bows.....	Famous
Cruising Down The River.....	Henry Spitzer
Far Away Places.....	Laurel
Galway Bay.....	Leeds
Here I'll Stay.....	Chappell
I Get Up Ev'ry Morning.....	Leeds
I Love You So Much It Hurts.....	Melody Lane
If I Could Be With You.....	Remick
I'm Beginning To Miss You.....	Berlin
It's A Big Wide Wonderful World.....	Broadcast Music
I've Got My Love To Keep Me Warm.....	Berlin
Johnny Get Your Girl.....	Bourne
Lavender Blue.....	Santly-Joy
Little Old Church Near Leicester Square.....	Oxford
No Orchids For My Lady.....	Leeds
Once In Love With Amy.....	E. H. Morris
Powder Your Face With Sunshine.....	Lombardo
Red Roses For A Blue Lady.....	Mills
So In Love.....	I. B. Harms
So Tired.....	Glenmore
Someone Like You.....	Harms
Streets Of Laredo.....	Famous
Sunflower.....	Famous
While The Angelus Was Ringing.....	Chas. K. Harris
Why Can't You Behave.....	T. B. Harms
You Broke Your Promise.....	Pic Music

## Second Group

TITLE	PUBLISHER
A Chapter In My Life Called Mary.....	Shapiro-Bernstein
"A"—You're Adorable.....	Laurel
As You Desire Me.....	Words & Music
Ballin' The Jack.....	E. B. Marks
Bouquet Of Roses.....	Hill & Range
Candy Kisses.....	Hill & Range
Careless Hands.....	Melrose
Down By The Station.....	American Academy
Green-Up Time.....	Chappell
Hurry, Hurry, Hurry.....	Biltmore
I Don't See Me In Your Eyes Anymore.....	Laurel
I Got A Gal In Galveston.....	Republic
I Wanna Marry Mary.....	Cameron Music
Just Reminiscing.....	Encore
Look Up.....	Patmar
Mississippi Flyer.....	Mellin
My Dream Is Yours.....	Witmark
She's A Home Girl.....	Triangle
Someone To Love.....	Warren Publications
Tara Talara Tala.....	Oxford
Underneath The Linden Tree.....	La Salle
You You You Are The One.....	Campbell

(Copyright, 1949 by Office of Research, Inc.)

## Commission Resumes Hearings On WHAS

(Continued from Page 1)

able in the area where WLW and WHAS service overlap, with 12 stations available in at least half the area and eight in 75 per cent of the area. Primary service from at least four stations is to be had in 90 per cent of the overlap area, he said, and from 16 stations in such heavily populated areas as Springfield and Madison, as well as in Cincinnati itself.

R. E. Dunville and James D. Shouse, vice-president and president respectively of Crosley Broadcasting, were also heard, Dunville averring that the station's policies on news and information programs would in no way be affected by its advertisers. In response to a hypothetical question, he said he would carry a health program of authority which might affect the sales of the product of advertisers on the station.

What the advertisers want primarily, Dunville said, is audience and acceptability. The station is even more desirable when they get those at a low cost per listener.

## Tape Method Picked For DST Playbacks

(Continued from Page 1)

CBS although the web will use tape to some extent.

NBC, which employed both discs and tape last summer, now has 10 of the latest RCA Victor magnetic recorders installed in its Chicago Merchandise Mart studios to handle delayed broadcasts starting April 24. NBC experimented with the tape recorders last summer but had to send them back to RCA for adjustments.

O. B. Hanson, NBC engineering veepee, said "the tape machines make for high tone fidelity and are easier to edit and manipulate." Tape job is also a more economical operation.

MBS this year is making its first use of "Magnecording" purchased from Magnecord, Inc., Chicago equipment manufacturer. One ton of the special playback and recording equipment was flown to Mutual headquarters in New York from Chicago by United Air Lines.

ABC will continue to use the Ampex tape recorders. Web has four recorders situated at each point where playbacks are fed to stations that do not switch to Daylight Saving Time.

## Signs For Film Role

Hans Conried, cast member of Columbia's "My Friend Irma," has been signed to play the role of Kropotkin in the Hal Wallis film production. He replaces the late Felix Bressart who started the role. Other radio players appearing in the film are Marie Wilson and Gloria Gordon.

# TELEVISION DAILY

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

## THEATER TELE PLUGGED AT SMPE

### TELE TOPICS

PAUL WHITEMAN bounced into the TV limelight Saturday nite as mentor of a thoroughly satisfying teen-agers show over the ABC Eastern net. With the aid of his charming daughter, Margo, Pops paraded a strong lineup of versatile teen-age talent before the cameras of WFIL-TV, Philadelphia, and came up with a highly entertaining 60 minutes. Charm of the "TV Teen Club" presentation is that youth seems to be in command. A singing jury of 12 youngsters on stage served as judges, and more than 3,000 kids in the armory audience kept the place rocking with applause, cheers and whistles. . . . The ten acts on the show this week were all good, and tap dancer Calvin Davis, who was the nite's winner, was no less than sensational. Chorus of 150 voices directed by Skipper Dawes served as an effective background for some of the numbers. Program is produced by Jack Steck and directed by Derb Horton. Script is by Ben Martin and Al Wistert is activities director.

SOME INTERESTING COMMENTS on the rising talk of censorship for tele were made last week by Gilbert Seldes on his WNEW radio show, "The Lively Arts." After outlining the censorship-free history of radio, he said: "The conditions of television are not the same. A net official with whom I discussed censorship last week said frankly that the way little children glue themselves to the TV screen imposes responsibilities far greater than that of radio. He didn't, as a matter of fact, think the tiny tots were getting good enough entertainment and hopes for better. But he was acutely aware of the need for balanced judgment. Neither he nor the sponsors who support him are at all likely to offend any large portion of the average audience. And he knows, as we all know, that if censorship sets in on moral grounds, it will—in some underhand way—extend itself to politics and economics and all ideas and the great service of television, which is to bring the living truth home, will be destroyed."

SALE OF "STUDIO ONE" by CBS to Westinghouse is getting hotter by the hour, and the firm may assume sponsorship in time for the next airing two weeks hence. . . . Several months ago, when the Roller Derby was in town, it was scanned by CBS and, for the first time, was a success in New York. The sport is back now, and back on video (this time it's ABC) and is playing to capacity crowds nightly. About 60,000 admissions have been chalked up to date and another 45,000 is expected this week. Saturday nite, 5,000 were turned away. . . . Saul Reiss, formerly with Bernard Shubert, Fox and Ken Dolan, has joined the TV department of United World Films.

### Eddie Cantor Starts NBC-TV Show In Fall

(Continued from Page 1)

be several promising young people. There will be eight people in the cast. Two boys and two girls are already signed in Hollywood.

Asked if the show might eventually become a weekly program, Cantor said it would not. "No one can do a weekly television show and make it a good one," he said.

As to the form of the show, Eddie said it will be a "School for Show Business," presenting carefully worked out skits, some of which may be rewritten from the scores of skits owned by Cantor, many from the old "Sketch Book" and the "Follies." A feature will be the dramatization of news stories of the day of the broadcast, with a humorous twist.

In connection with his radio show, Cantor intends to make appearances in auditoriums in Pittsburgh, Cleveland, Detroit, Chicago and Buffalo, and perhaps other cities. Harry Von Zell, the Mad Russian, Sidney Fields and others will work with Cantor in these shows.

Cantor says he will make no more pictures after his life story is filmed next fall.

### KTLA News Renewed

Hollywood — Rancho Soup has picked up its second thirteen-week's option on "Rancho Newsreel," with Gil Martyn, it was announced yesterday by Harry Maynard, KTLA sales manager. Deal was set by Long Advertising Service of San Jose for Sunnyvale Packing Company of Sunnyvale, Calif.

## Canada Faces Big Obstacles In TV Field, Says Hackbush

Montreal—It will be a long time before Canada will be producing its own tele programs or before any station will be in operation in this city, Ralph Hackbush, vice-president and general manager of Stromberg-Carlson, told members of the Montreal Kiwanis Club at the weekend.

He added that the \$4,000,000 talked of to set up a nationwide system in Canada would be only a drop in the bucket compared to the total cost required. Another major obstacle will be the many technical problems that must be overcome, he said.

### ABC Sets May 5 Debut For KGO-TV, 'Frisco

San Francisco — KGO-TV, ABC owned and operated station, will begin operations here May 5, it was announced by Gayle V. Grubb, general manager. Program schedule will feature coverage of the home games of the Oakland Oaks baseball team. Programming plans other than baseball are still in the formative stages and will be announced as soon as the lineup is definite, Grubb said.

Station's opening night program will include a contest between the Oaks, Pacific Coast League pennant winners last year, and the San Francisco Seals.

Approximately 30 games will be scanned by KGO-TV during the season. Arrangements were worked out by Clarence Laws, president of the team, and Grubb in negotiations last week. Grubb said at least three field cameras will be used for the games, with one of them equipped with a Zoomar lens.

### WKY-TV Antenna Ready; Station Debut In Two Mos.

Oklahoma City — The five-bay super-turndial antenna for WKY-TV is now in place on top of the tallest radio tower in the business, 968 feet above the ground at Britton, eight miles northeast of Oklahoma City. Crew of eight steeplejacks fought a high and cold wind to get the two and a half ton, 75-foot antenna on top of the tower. Work was done Sunday afternoon after a five day delay due to typical Oklahoma March weather.

### Widespread Use Of Large Screen TV Seen At Confab

(Continued from Page 1)

be developed to produce theater programming the equal of the finest .35 mm. movies. In time," he added, "theater television can be used as supplemental movie fare."

The manager of film recording and theater equipment facilities at RCA-Victor, Kreuzer told the 700 persons, attending the evening demonstration of the new RCA theater-size, direct-projection equipment, that "RCA expects to be in a position to manufacture theater television equipment based on the new system in pilot-run quantity possibly by the end of this year."

#### Price Estimated

It is expected that the price for a single unit of the RCA theater TV equipment, without standby facilities, will be less than \$25,000. This compares to the present RCA dual 35 mm. film projectors with auxiliary equipment costing the same price.

The new RCA TV projector, which enables the bulk of the equipment to be placed outside the auditorium, increases the projection throw from the previous 40 feet to 65 feet. It is capable of projecting a picture of 15 ft. by 20 ft. It consists of a Schmidt-type projection optical system, housed in a barrel, 30 by 36 inches, mounted on a seven-foot high pipe-standard. It was pointed out, however, that the barrel could be suspended from the ceiling of the theater.

#### Statement By DuMont

In speaking of the present possibility of video programming for theaters, Dr. DuMont told the earlier session that he did not believe there are enough special events and sports contests at the present time to make regular large-screen theater television programming feasible now. "Large screen video," he explained, "does help in allowing more of the public to see television until more receivers are sold."

### Television Covering UN Assembly Today

(Continued from Page 1)

session of the General Assembly when it convenes with an address by its president, Herbert Evatt. Special studio facilities have been provided for the TV networks for telecasting interviews with UN delegates.

New York city's AM and FM station, WNYC, will continue its usual airing of the proceedings at the UN.

## SOUTHWEST

**T**HE "Kallison Trading Post" has started its 13th year of broadcasting on KTSA, San Antonio, with Perry Kallison as "The Old Trader." The airings originate six mornings a week from the store and are directed at the farm and ranch audience.

Guy Savage has been named assistant manager and sports director for KLEE-TV, Houston. Savage was program and sports director for KLEE there.

B. F. Orr, president of KTRH, Houston, has announced that Monte Kleban will join the staff of the outlet in a "planning and advisory consultant on all phases of the station's activities." Kleban has been associated with a local agency and prior to that was affiliated with WOAI, San Antonio, as program and production manager.

Keith Tye, former member of the sales of KTEM, Temple, has been named sales manager of KVER, Albuquerque, N. M.

Arrangements have been completed for the San Antonio City Wide Easter Sunrise Service to be broadcast from the Municipal Auditorium on April 17 over three local outlets. In addition to the regular services and sermon, there will be music provided by a 60-piece orchestra, a 300 voice choir and a pageant titled "The Glory of the Resurrection."

Bud Whaley, disc jockey for KMAC, San Antonio, will emcee a new show to be staged each Monday night at the Kit Kat Klub. It is titled "Guess The Tune." There are to be \$1,000 in prizes.

The Saturday Night Shindig which originates each week in the studios of WFAA, Dallas, and carried by the Texas Quality Network has rounded out five years on the air and is starting its sixth year. It is sponsored by the Fant Milling Co., makers of Gladiola Flour and Gladiola Baking Powders. Program originates in the mythical Old General Store in Possum Flats with Pop Myers, Little Willie, Peg Moreland, Jeannie MacDonald, Lynn Bigler, Mack Newberry, Clarence Bruyere, Jim Boyd and His Men of the West.

Melissa Smith, featured vocalist with the Horace Heidt band has returned to San Antonio for a month's vacation after touring some 20,000 miles in 30 states with the band. Miss Smith will rejoin the orchestra on the West Coast to fulfill radio and recording commitments. Prior to joining Heidt's band she was featured here over WOAI.

### Leon Levine Honored

Leon Levine, director of discussion broadcasts for the Columbia Broadcasting System, has been elected president of the Metropolitan New York Chapter of the Association for Education by Radio. He will assume his duties immediately for a one-year period.

## COAST-TO-COAST

### Thomas Joins WSB

Atlanta, Ga.—Jim Thomas has joined the announcing staff of WSB. He was formerly associated with WOPI, Bristol, Tenn., KRIS, Corpus Christi, Texas and WCYB in Bristol, Va. In addition to his present duties, he is attending Georgia Tech.

### KSL "Princess" To Hollywood

Salt Lake City, Utah—KSL's Story Princess, Alene Dalton, is closing doors to her castle and heading for Hollywood to confer with Columbia and Capitol record firms about a "Story Princess Album For Children." From Hollywood she will journey to Cincinnati and Chicago to confer with department store executives concerning her "Princess" merchandise, books, dolls and dresses. The program was recently awarded first place in the NRDG Association annual competition.

### Bauman WIDE Sports Dir.

Biddeford, Me.—Bruce Bauman, formerly associated with WKAP in Allentown, Pennsylvania, recently joined the staff of WIDE as sports director and play-by-play announcer.

### McEniry On KLZ Staff

Denver, Colo.—John McEniry is the latest addition to the sales staff of KLZ. He comes to the station with twelve years' background in advertising and radio time selling experience in the Denver area. He is the second McEniry to work for KLZ. His brother Matty was an announcer for the station for many years.

### WTIC Receives USMC Citation

Hartford, Conn.—WTIC recently was awarded a citation from the United States Marine Corps "for demonstrating the spirit so necessary to the success of the national defense." The certificate of citation was presented to Paul W. Morency, vice-president and general manager of the station, by Captain Garth K. Sturdevan, officer in charge of USMC recruiting district of Connecticut and Western Massachusetts.

### WBBM Writer In Panel Discussion

Chicago, Ill.—WBBM writer-producer, Skee Wolff will participate in the panel discussion to be held at the Art Institute in Chicago, May 17th, as part of a program planned for the convention of the American Federation of Arts. The topic of discussion will be, "How Can Television Do for Art What Radio Did for Music?"

### WIS Staff Changes

Columbia, S. C.—Tom Dailey, formerly with WNOK, has joined sales staff of WIS along with Alen Newcomb of WNCA, who will join WIS's announcing staff on April 8th. Francis DuBose is the new chief control operator of the station replacing Ed Hodgins now associated with WIS transmitter staff.

### WJPS Informal Newscast

Evansville, Ind.—In an endeavor to increase audience interest in listening to the news, WJPS has adopted an informal easy-going style for its Monday to Saturday a.m. "News for You" program. The newscaster reports the news in the casual manner of one looking over the newspaper and program commercials are delivered along the same lines.

### WONS Kiddie Show

Hartford, Conn.—WONS' Kiddie Revue will mark its tenth anniversary and 500th broadcast under the sponsorship of a local department store, Brown-Thompson, with a gala program originating from the store on April 16th. Morris Sechtman has been the program's director all that time. Ed Begley, former prominent network luminary, and Jack Lacy, WINS disc jockey, were those who formerly handled announcing duties on the show at one time known as "Uncle Ed" and "Uncle Jack." Now it's "Uncle Ev" Seltzer.

### WRRN Now WHHH

Warren, Ohio—WRRN has changed its call letters to WHHH and at the same time the new corporate name will be The Warren Tribune Radio Station, Inc.

## BEHIND THE MIKE

**S**TAN FREEMAN whipping up a TV package that will highlight his piano and baritone.

Public-service minded Fortune Pope, WHOM chief, has donated the station's old 250 watt auxiliary transmitter to Rutgers U. for experimental purposes.

Peter Donald flies home Sunday from Bermuda in time for his stint on the Fred Allen show.

Eleanor Flournoy thinks that Artie Shaw must be a great horseman. He's always on the bridal path, she sez.

Fred Fassler, violin virtuoso, a big clerk at the Warwick's Raleigh Room.

Lidie Murfi's first American date since returning from Europe will be at the Club Riviera in Columbus, Ohio.

Jerry Strong, WINX disc jockey, emceed the annual Cherry Blossom Festival Water Pageant and Concert in Washington.

Mort Nusbaum's 26-week program of "You Can Be A Star," up at WHAM, Rochester, wound up with a better than 8 Hooper. Mort's now making a unit of the show and going out on the road with it.

Realtor Walter Shirley, who pens the "Spotlight" paid-ad column in the Daily News, will syndicate the feature this summer.

# For Free

A leading Portland, Oregon furniture store long has advertised "free delivery for 100 miles." When this store's radio program was shifted to KEX, it was heard by so many *more* people, in so many *more* places, that the sponsor was forced to extend this 100-mile free-delivery limit! *Warning: Don't expect your program on KEX to sell only in Portland!* KEX's 50,000-watt voice reaches customers throughout the great Pacific Northwest market! For details, call Eldon Campbell at KEX, or Free & Peters.

**50,000 WATTS  
ABC AFFILIATE  
PORTLAND, ORE.**

# KEX



**WESTINGHOUSE RADIO STATIONS Inc**

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

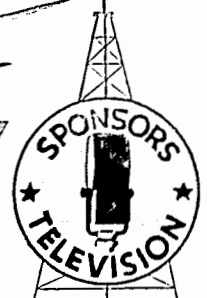
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 47, NO. 4

NEW YORK, WEDNESDAY, APRIL 6, 1949

TEN CENTS

## ENGINEERS ON HAND FOR NAB CONFAB

### House Group Asks Cut In Voice Of Am. Fund

Washington Bureau of RADIO DAILY  
Washington—A two-million dollar cut in the Voice of America budget was proposed yesterday at the House Appropriations Committee. Reduction of the budget bureau estimate of \$36 million to \$34 million was recommended for the fiscal year beginning in July, but it was pointed out that the recommended amount is \$2.9 million more than the current budget. In addition, the committee recalled that \$4,000,000 in the current budget was for estab-

(Continued on Page 6)

### BMI Appoints Higgins As ET Library Contact

To encourage the use of BMI tunes, a contact man has been appointed to serve as liaison between Broadcast Music, Inc., its affiliated publishers, and transcription services. Robert Higgins, a BMI staff member since 1940, has been assigned the special duties and will report directly to Carl Haverlin, president.

In his newly created post, Higgins will work in cooperation with Robert J. Burton, veepee in charge of

(Continued on Page 5)

### Globe-Democrat Buys An Interest in KWK

St. Louis—An interest in KWK, 5,000 watt MBS outlet, has been purchased by the Globe-Democrat Publishing Co. and the newspaper's radio activities will be combined with the station, it was announced yesterday by E. Lansing Ray, publisher. The paper opened KWGD, an FM station and its only radio voice, last

(Continued on Page 5)

**HEADQUARTERS**  
RADIO DAILY staff members covering the NAB convention can be reached by calling  
**SUITE 1523**  
at the  
**Hotel Stevens, Chicago**

### CBS Program Sets \$50,000 Jackpot

With either a do or die effort to clinch a sponsor or beat NBC to the punch, CBS is hiking its "Sing It Again" jackpot to a \$50,000 minimum. Exactly \$25,000 in merchandise prizes building each week the "Phantom Voice" is not identified.

The super jackpot policy will go into effect when the current "Phantom Voice," worth only \$20,000 in prizes, is identified. Under the new setup, a contestant will get a crack at the \$25,000 in cash after he had identified the "Phantom Voice" for emcee Dan Seymour. Door to the

(Continued on Page 5)

### New Program Exchange Plan Offered By French

The establishment of a symbolic radio network known as the "International Goodwill Network," designed for the mutual exchange of programs between American stations and the French Broadcasting System in France for furthering understanding between the peoples of the two countries was announced

(Continued on Page 6)

## TV Impact On Films, Radio Discussed At SMPE Confab

The impact of television on the film and radio industries and techniques of improving TV programming and transmission highlighted the ten papers read by stations, agencies' and manufacturers' representatives at the second series of sessions of the Society of Motion Picture Engineers' convention at the Hotel Statler yesterday.  
Ralph B. Austrian, a television

### Advance Guard Arrives In Chicago For Opening Of Three Day Technical Meeting

(By Staff Correspondent)

### Comparative Ratings Show Major Change

There's been a decided change during the last three years in the comparison of average nighttime ratings on the four major networks. According to a breakdown of Hooperatings and Nielsen reports by Edward F. Evans, ABC's director of research, ABC shows the highest average rating gain from 1946 to 1949 and NBC is charged with the biggest loss.

By Hooper standards, ABC's average rating gain from 1946 to 1949 was 100 per cent, while NBC's was 10 per cent. (Continued on Page 5)

### WLW, WHAS Coverage Subject Of FCC Session

Washington Bureau of RADIO DAILY  
Washington—The FCC was told yesterday that Hooper studies reveal that in peak listening hours less than one per cent of the people of Louisville listen to WLW, Cincinnati, and less than one per cent of

(Continued on Page 2)

### INS-Telenews Showing New Projector For TV

Chicago — INS-Telenews exhibit at the NAB convention is unveiling today another machine in the growing line of gimmicks aimed at helping TV stations handle news bulletins.

(Continued on Page 2)

Chicago — Eight hundred radio and TV engineers, the advance guard of around 1,800 broadcasters who will attend NAB Engineering and Management Conferences, moved into the Windy City yesterday for the three days of technical discussions which will precede the broadcasters ad-

(Continued on Page 6)

### Garden Fight Rights Bring Heavy Bidding

Despite reports that Gillette may meet with heavy bidding competition in renewing its radio and TV boxing rights with the 20th Century Sporting Club, a spokesman for the company claimed yesterday that so far as he is concerned it's already in the bag for Gillette. Nothing, however, is signed.

Gillette has been paying about \$400,000 a year for fight rights but

(Continued on Page 6)

### Will Disclose Program Test Results At REC

Some of the findings from 1,000 program tests before an average audience of 300 persons (for each test) will be divulged to industry representatives for the first time tomorrow, Thursday, by Horace Schwerin during the Radio Execu-

(Continued on Page 5)

**Cantor Honored**  
Eddie Cantor will be able to prove his three-day current visit to New York with two awards: the citation granted him at the Jewish War Veterans dinner at the Waldorf-Astoria Hotel last night and the annual Franklin Delano Roosevelt plaque of Midwood High School to be presented to him tonight at a special ceremony in Brooklyn, New York.

**Tunesters**  
Amateur song writers have a chance to hear their tunes broadcast via "Top Tune Time" broadcast every week over WDAS, Philadelphia, and WFPG, Atlantic City. Four songs are selected for airing each week and listeners vote on those by mail. Cash awards are given winners. Show is owned by Edward French, New Jersey real estate man.



Vol. 47, No. 4 Wed., April 6, 1949 10 Cts.

JOHN W. ALICOATE : : Publisher

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

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WEST COAST OFFICES

Al Steen, Manager  
6425 Hollywood Blvd. Phone: Gladstone 8458

WASHINGTON BUREAU

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

CHICAGO BUREAU

Walt Green  
1417 Ashland Bldg. 155 No. Clark St.  
Phone: State 2332

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

FINANCIAL

(April 5)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	7 3/4	7 3/4	7 3/4	- 1/4
Admiral Corp.	17 1/8	17	17 1/8	- 1/8
Am. Tel. & Tel.	146	145 7/8	146	+ 1/8
CBS A	19 3/8	18 3/8	19 3/8	+ 3/4
CBS B	18 3/4	18 3/4	18 3/4	- 1/2
Farnsworth T. & R.	1 1/4	1 1/8	1 1/4	+ 1/8
Gen. Electric	37 1/2	37	37 1/4	+ 1/8
Philco	31 7/8	31	31 7/8	+ 3/8
RCA Common	12 3/4	12 1/2	12 1/2	- 1/8
RCA 1st pfd.	71	71	71	- 1
Westinghouse	23 1/2	23 1/4	23 1/4	- 3/8
Westinghouse pfd.	93 1/2	93	93 1/2	+ 1
Zenith Radio	30 1/2	30 1/8	30 1/8	- 7/8

NEW YORK CURB EXCHANGE

	Bid	Asked
Nat. Union Radio	3 1/2	3 3/8
OVER THE COUNTER		
DuMont Lab.	14 1/4	15 1/4
Stromberg-Carlson	12 3/4	14 1/4
U. S. Television	1/2	3/8
WJR (Detroit)	6 7/8	7 1/8

Engages Erwin-Wasey

Sylmar Packing Corporation has appointed Erwin-Wasey agency to handle the firm's advertising. Ripe olives, hominy and beans are among the company's food products. Account will be handled from the agency's Los Angeles office.

INS has served

FOR 9 YEARS

Engineering Conference

WEDNESDAY, APRIL 6, 1949

- 10 a.m. REGISTRATION—Mezzanine Floor, Hotel Stevens
- 10 a.m. MEETING, NAB ENGINEERING EXECUTIVE COMMITTEE—Room 8, Hotel Stevens
- 2 p.m. TOUR, HALLICRAFTERS PLANT—Ladies Invited. 5th and Kostner Avenues, Chicago, Ill.  
Arrangements made through: Charles J. Nesbitt, Advertising Manager  
Hallcrafters Hosts: "Bill" Halligan, President  
Ray W. Durst, Executive Vice-President  
Nelson P. Case, Vice-Pres. in charge of Engineering  
R. W. Maher, Sales Engineer  
Charles J. Nesbitt, Advertising Manager
- 6-8 p.m. RECEPTION-COCKTAIL PARTY—Ladies Invited  
North Ballroom, Hotel Stevens

WLW, WHAS Coverage Subject Of FCC Session

(Continued from Page 1)

the people of Cincinnati listen to WHAS, Louisville, even though primary service areas of the two stations include both cities. The testimony by W. Ward Dorrell of the Hooper organization was the evidence submitted as the hearing on the proposed buy of WHAS by WLW for \$1,925,000 was concluded.

Lester Carr of Weldon & Carr, consulting engineers, told the FCC that in the overlapping service area of the two stations, one or more other stations serve 67 per cent at night, two or more serve 35.8 per cent, three or more serve 22.9 per cent and four or more stations serve 11.4 per cent. Daytime listeners throughout the entire overlap area can get primary service from two or more other stations, while three or more serve 99.3 per cent, four or more serve 95.8 per cent, five or more other stations serve 90.3 per cent and ten or more other stations serve 69.1 per cent of the area.

Dorrell reported that a Hooper study last December in the evening hours from six to ten o'clock showed radios on in 34.5 per cent of the Louisville homes called, with only half of one per cent tuned to WLW. In the same month 7,430 Cincinnati homes were called, with 35.9 per cent of the sets in use and only one tenth of one per cent tuned to WHAS.

10 YEARS AGO TODAY

From the Files of Radio Daily

A comprehensive study of station farm programs is currently being conducted by the Katz Agency. . . . Television broadcasts are now included in standard agreements between RCA and film producers. . . . WNYC employees subpoenaed by a special City Council Committee investigating broadcasting of alleged racial propaganda. . . . The fourth link in Mutual's "facsimile network" was added when WHK joined with WOR, WGN and WLW.

INS-Telenews Showing New Projector For TV

(Continued from Page 1)

tins and photos. This one, however, called the Projectall, is a projection machine with a variety of uses. It can handle the correct time, weather reports, opaque title or art work, pandowns, and three dimensional objects (models and small merchandise).

Projectall machines are manufactured in Chicago by Tressel Studio Productions, new company recently formed by George Tressel, Frank Tracey and Sergei Fomenko. Sales agent is INS. Machine sells for \$1,600 and the combination price for a pedestal is \$1,950. It also can be leased for \$100 a month plus an initial one-time installation charge of \$150.

The Projectall is designed to effect substantial savings in art and the titling expenses to TV stations. It's claimed that the machine enables stations to project complete sponsored news programs with minimum effort and time.

Hoppy On Radio

"Hopalong Cassidy," well known to cowboy TV fans in New York, will be featured in a radio series on WOR starting Saturday, April 9, 3:30-4 p.m. Bill Boyd plays the title role.

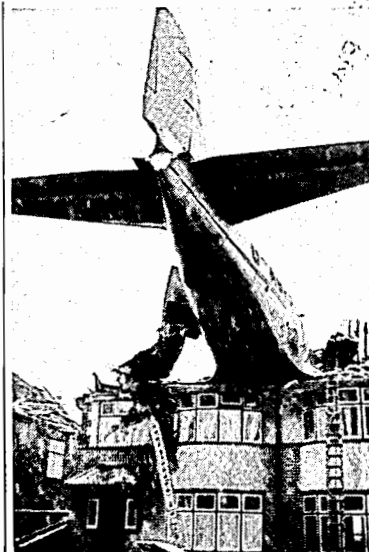
Alter Is Biow Veepee

Samuel A. Alter has been named vice-president of the Biow agency. He heads up the contract group on the Pepsi-Cola account.

NEELY ENTERPRISES IS PRESENTING AT THE NAB Convention for Prestoseal Mfg. Corp.

AT THE AMBASSADOR WEST A NEW REVOLUTIONARY DIAGONAL MAGNETIC ACETATE TAPE SPLICER. REQUIRING NO ADHESIVE MATERIALS, NO DOUBLE THICKNESS, TEN SECOND CYCLE.

FOR THE SMPE CONVENTION SEE PRESTOSEAL AT THE STATLER HOTEL, ROOM 362



Nose Dive

That shot of an air wreck we thought was a honey of a spectacular. The plane piled into four houses just outside of London.

The caption on the picture said that the crew of four and one passenger escaped miraculously. The people in the houses weren't hurt either.

It just goes to show that things aren't always as bad as they look. That goes for business, too. If your sales have nose-dived in the Baltimore market . . . you can still get up where you belong. The way most advertisers do is to put radio to work . . . and sales by radio in Baltimore means W-I-T-H.

That's the successful independent that delivers more listeners-per-dollar-spent than any other station in this big town. Use W-I-T-H and you'll be on your way up again!



W.I.T.H.

Baltimore 3, Maryland

TOM TINSLEY, President  
Represented by Headley-Reed

**PROMOTION**

**Publicizing Price Policy**

Zenith Radio Corporation, Chicago, has just guaranteed its factory list prices on Zenith radios and television sets, it is announced to distributors by E. F. McDonald, Jr., Zenith president. McDonald said that Zenith had issued a price guarantee in 1936-37 and had thereby protected dealers against heavy losses such as they experienced in some other lines of merchandise as a result of factory overproduction followed by frequent and indiscriminate price slashing and distress liquidation.

★ **COMING AND GOING** ★

DON BALL, program director of WCBS, on Tuesday was in Philadelphia, where he acted as toastmaster at the annual dinner of the Brown University Alumni Assn.

GEORGE B. STORER, president of the Fort Industry Company, and LEE WAILES, vice-president in charge of operations, are in town from Detroit, visiting the networks and their national sales office.

ALLAN WOODALL and ERNEST BLACK, owners of WDAK, Columbus, Ga.; WBML, Macon, Ga., and WCOS, Columbia, S. C., were welcomed this week at the Radio City offices of the American network.

WILLARD KLINE, manager of KEPO, American network affiliate in El Paso, Texas, is in New York for conferences with executives of the web.

BENEDICT GIMBEL, JR., president and general manager of WIP, Philadelphia, and GORDON GRAY, vice-president of the station, were in New York early this week on company business.

ROBERT HUDSON, director of education and news broadcasts at CBS, is at WFMD, Frederick, Md., attending the Sixth College Conference on the Use of Radio.

BOB KELLER, immediately upon his return from Canton, Ohio, where he discussed national promotion at WCMW, his new client, left for Arlington, Va., to attend ceremonies marking WEAM's entering upon full-time operation.

ELINOR INMAN, Columbia network director of religious broadcasts, is back at the network following a trip of three weeks to Mexico and Cuba.

**LOS ANGELES**

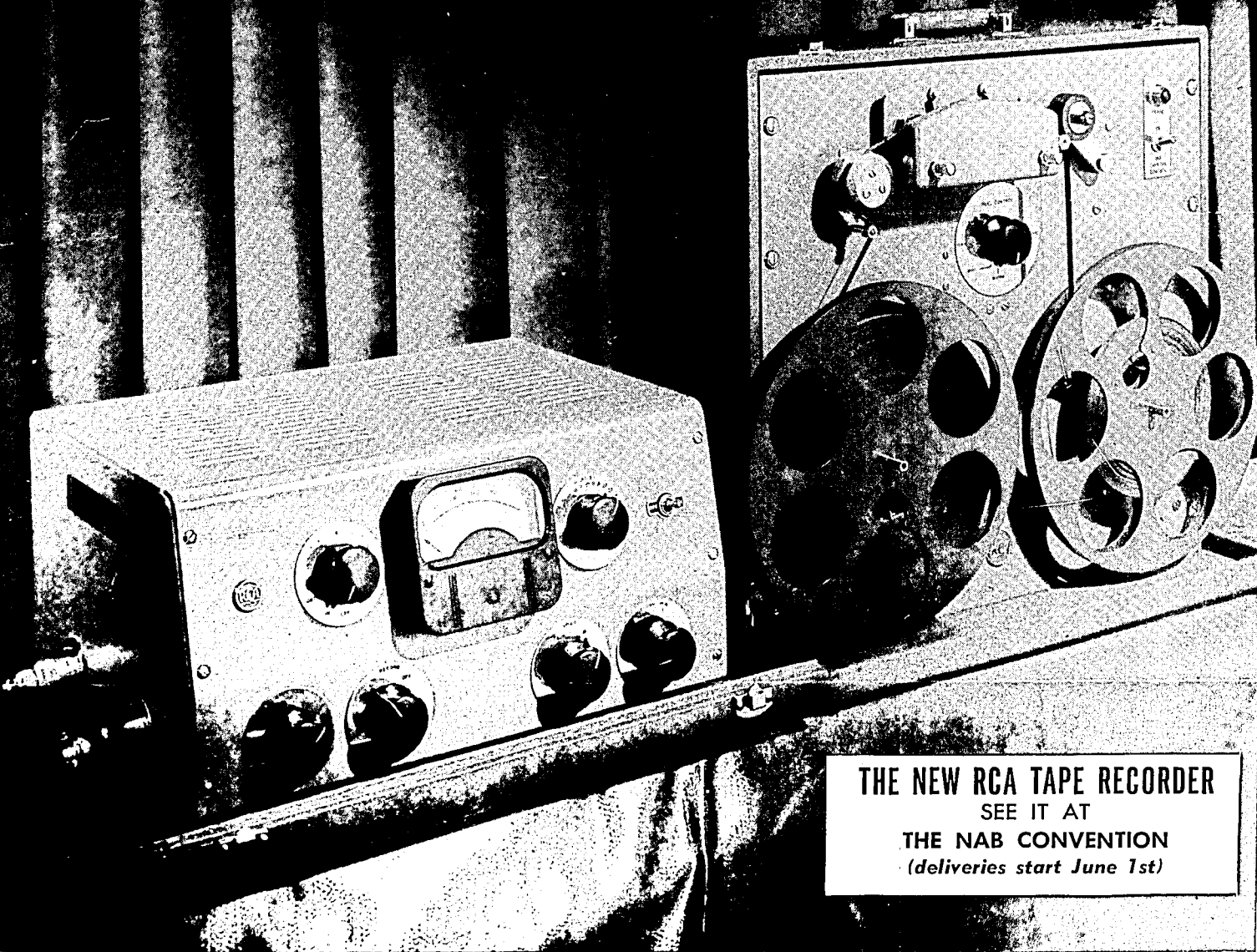
By AL STEEN

**FUBBER MCGEE AND MOLLY** leaving for Europe on the Queen Mary in late May.

Ben Gage, husband of Esther Williams, is reported to be drawing a top video fee locally for his "Rumpus Room," which he recently sold to KTTV. He is said to be getting \$500 a week for the entire package.

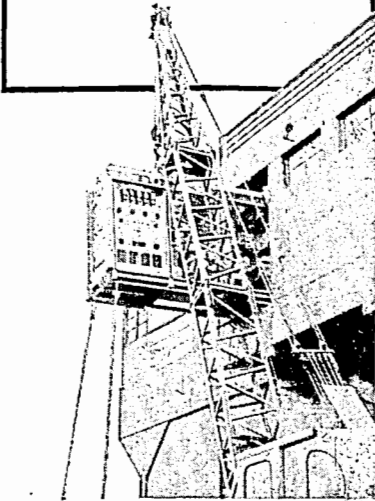
The new Jack Kirkwood show, which bows over the American Broadcasting Company network on Wednesday, will be a Baron Munchausen type of situation comedy.

Advertisement



**THE NEW RCA TAPE RECORDER**  
 SEE IT AT  
**THE NAB CONVENTION**  
*(deliveries start June 1st)*

"going up!"



**KGW's magnificent new studio facilities now matched by all new transmitter equipment!**

The shot above shows one of the units of the new KGW transmitter being hoisted through a second-story window of the transmitter house. This 5000-watt piece of Raytheon equipment is truly another step ahead in KGW's constant development. With the installation of this new transmitter, new towers and more efficient directional antenna, KGW completes a \$1,000,000 program of modernization and improvement of equipment and facilities. Dialing KGW now becomes more of a "must" for Pacific Northwest listeners.

It is a proved engineering fact that the lower frequencies provide greater coverage in proportion to power than the higher AM frequencies. Thus KGW, on a frequency of 620 with 5000 KW, provides greater coverage than greater power at higher frequencies. The KGW directional antenna also gives greatest coverage in areas of greatest population in Oregon and Southern Washington.

**another step ahead for**

**KGW and KGW-FM**  
PORTLAND, OREGON

**COMPLETE SCHEDULE  
SIMULTANEOUS SERVICE**

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.



**Mainly About Manhattan. . . !**

● ● ● RCA retrenching by shelving its TV show (Kukla, Fran and Ollie) and its air show with Robert Merrill for the summer. Former goes off for 8 weeks and latter for 13. . . A new morning soap opera, "Modern Romances," goes on ABC next week in conjunction with the mag of that name. . . Despite its rating, "The Amazing Mr. Malone" failed to latch on to a sponsor and it looks like it'll be replaced Saturday nights on ABC by "Pat Novak For Hire." . . Reason the mags are fearing TV (and slashing rates): There isn't a national mag that can claim more circulation in N.Y. than there are TV sets. . . Mark Goodson mulling over producer contracts offered him by two major film companies. . . Jimmy Blaine and Estelle Loring have landed the singing assignments on the TV version of "Stop the Music" which preems on ABC-TV May 5th. Harry Salter's ork will be on hand, natch, with Bert Parks as emcee. . . They just won't leave Arturo Godfrey alone. ABC is readying a giant give-away stanza against his daytimer and now NBC is planning a super-duper hour-long TV show opposite him Wednesday nights starting the first week in June. . . Speaking of Godfrey, his bankroller, Chesterfield, is getting those big movie name video plugs in return for handing them a snazzy Philco tele set. (Hey, fellas, I smoke too). . . Morey Amsterdam sez the reason taxi drivers are out on strike is they want more cab-bage.

★ ★ ★ ★

● ● ● Eaves-Dropping on Democracy: Pittsburgh Courier columnist, Billy Rowe, had a long-distance phone interview with Groucho Marx the other p.m. The newspaperman wanted to know if the latter had ever invited Negro contestants to be on his quizzer. "To tell you the truth," retorted Groucho, "we have had Negroes on the show and if you haven't noticed it, it's because I don't notice it myself. To me, a contestant is a contestant. I get my humor out of what he says, not what he looks like."

★ ★ ★ ★

● ● ● AROUND TOWN: One of the webs has cautioned its flacks not to refer to those summer fillers as 'summer replacements.' (A shift in name won't change the aroma, fellas). . . TV rights to "The Timid Soul" have been acquired by the jet-propelled Jerry Layton-Wilbur Stark organization. Ernest Truex and his wife, Sylvia Field, will be starred, with Jerry Holland in charge of the scripts. . . Bob Novak has cut an audition platter of a new package called "Tales By Candlelight"—an adult story-telling format featuring John Griggs, who narrates "House of Mystery" and "Adventure Parade." . . Hugh James being set for commentating role on new air series featuring semi-classical and pop music. . . Ezra Stone, booked by the National Concert and Lecture Bureau, starts a series of lectures April 26th, teeing off in Buffalo. . . Add puzzling items: The fact that Fannie Brice is trying out her "Baby Snooks" routine for video. Who's gonna play who? . . Director-producer Gary Stevens back from a nation-wide promotion trip for Mutual's "Luncheon at Sardi's." Stanza, incidentally, goes to 45 minutes daily starting next week. . . New Ford TV series lining up four of the top choreographers in the biz. . . Kate Smith's noontime show on Mutual has 308 co-op sponsors. . . Gorgeous Gregg Sherwood contends that if a gal has a nice figure, it's like money in the bank. It draws interest.

★ ★ ★ ★

● ● ● MAIN STREET SEEN-ery: Henry Fonda and the "Mr. Roberts" sailors in a spirited gobfest at the Sea Shore restaurant. . . Milton Berle keeping Times Squarers in constant laughter with his videosyncracies. . . Marlene Dietrich getting her New Look skirt caught in a B'way drug store's revolving door. . . Douglas Gilmore, the handsome social lion, ordering lamb at the Fireside Inn.

**AGENCIES**

FEDERAL ADVERTISING AGENCY, INC. has resigned the account of the Lily of France Corset Company, Inc. This will be effective July 1, 1949.

BOLLING COMPANY, radio and television station representatives, has been appointed national reps for WANE, Ft. Wayne, and WTHI, Terre Haute, Indiana. WANE, owned by the third largest tobacco distributors in the country, becomes a CBS affiliate Sunday, April 3rd; WTHI, owned by the largest grocery distributor in the area, now an ABC affiliate, goes CBS September 23, 1949.

HENRY F. MARX, formerly of Lennen & Mitchell, Inc., has joined the copy department of O'Brien & Dorrance, Inc., specialists in sales promotion.

THE KATZ AGENCY, INC., has been engaged as national advertising representative for KLAC-TV, Los Angeles, Cal.

DESPITE the suit by Tallulah Bankhead against Procter & Gamble and Benton & Bowles, the agency has just recorded another version of the Prell jingle. This time a full orchestra was used.

NEIL MULHERN has resigned as vicepee and manager of Kenyon & Eckhardt's Detroit office. Don Miller is now in charge.

THE RUSSEL M. SEEDS CO., Chicago, announces that direction of all media now is being placed under Harry B. Goldsmith, Jr., vice-president. Arvid H. Bergston, who has been assistant space buyer for the agency for eight years, has been appointed space buyer to succeed John Berling, who retires after 32 years with the company. Miss Merle Myers will continue as agency time buyer.

**Stork News**

Wilmington — It's a girl for Mr. and Mrs. George Sutherland. Sutherland is vice-president, and general manager of Wilmington's home-owned and operated stations, WAMS, AM and FM. It's their second. . . The first was a boy.

1906 *Henri* 1949

*Henri*  
CONFISEUR

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

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

## Comparative Ratings Show Major Change

(Continued from Page 1)  
 age rating on commercial shows from 6-11 p.m., Sunday through Saturday, has consistently increased 68 per cent during the last three years. NBC's at the same time has dropped 25 per cent. CBS is up 7 per cent and the Mutual network is off 7 per cent.

Networks stack up as follows according to the average nighttime Hooperating in the first quarter of 1949: CBS 11.6, NBC 11.0, ABC 9.6, MBS 4.3.

Nielsen's method of audience reporting shows ABC with an increase of 39 per cent since early in 1946. NBC's average nighttime Nielsen dropped 17 per cent while both CBS and MBS went up 4 per cent. The Nielsen figures listed in Evans' analysis cover only the first two months of each year while Hooperatings cover the first quarters.

Average nighttime ratings for each network in Jan.-Feb., 1949, by Nielsen standards are as follows: CBS 13.0, NBC 11.9, ABC 10.0, MBS 5.0.

### KCBQ Engages Hollingbery

KCBQ, San Diego, Cal., has named George P. Hollingbery Co. as its national representative.

## Globe-Democrat Buys An Interest In KWK

(Continued from Page 1)

December but the channel and the operational permit have been turned back to the FCC.

KWK has been owned and operated since 1927, when it was established, by Thomas Patrick, Inc., but the ownership will be changed to KWK, Inc. Station continues to be known as KWK and KWK-FM. Management and staff of the station remains the same with Robert T. Convey as president and general manager.

The Globe-Democrat plans to withdraw its television application and lend support to the TV application of KWK. The newspaper's KWGD building, designed specifically for television, will become the studio location for KWK when it moves from its Chase Hotel headquarters about May 15. KWK owners are hoping that it will become the next video station in St. Louis. This will give two of the city's newspapers a television outlet. KSD-TV being owned by the Post-Dispatch.

### McGees Profiled

Saturday Evening Post of April 9 begins a two-part article titled "The McGees of Wistful Vista," the story of Jim and Marian Jordan. Profile is written by Robert M. Yoder.

## Will Disclose Program Test Results At REC

(Continued from Page 1)

tives Club luncheon in New York. This program information about the likes and dislikes of the average listening audience has been compiled over a period of 13 years.

Theme of Schwerin's discussion, to be augmented by slides and charts, is "The Radio Sponsor In A Buyer's Market." Seven of Schwerin's staff members have been drawing up the presentation for the last six months.

In all of the 1,000 programs that the researcher has tested, it was found that no single program was unanimously approved by the sampling audience. Schwerin believes that pre-testing of radio programs today is more important than ever in the face of television inroads and other competition.

## BMI Appoints Higgins As ET Library Contact

(Continued from Page 1)

publisher relations, and Roy Harlow, director of station relations. Higgins is the son of Joe Higgins of Columbia Records who has been a familiar figure in the recording and transcription industry for many years.

Setting up of a contact man to call on ET library firms follows recent

## CBS Program Sets \$50,000 Jackpot

(Continued from Page 1)

cash prize will be locked up in a single question which Seymour will ask about the "Phantom."

Money part of the jackpot always remains the same but merchandise will increase every week the "Phantom Voice" is not identified. If a contestant names the "Phantom" he keeps the merchandise even if he can't answer the question which follows.

"Sing It Again," aired Saturday from 10-11 p.m., EST, has been close to snagging a sponsor in the last two weeks. If it is sold, presumably the advertiser would put up the jackpot.

### Shrew Taming

Burgess Meredith and Joyce Redman will be heard in "The Taming of the Shrew" during the "Theater Guild" broadcast over ABC Sunday, April 10, 9:30 p.m., EST. Shakespearian play will originate from Chicago.

suggestions by BMI station members that greater efforts be made to promote the use of BMI tunes by transcription libraries. Broadcasters at the NAB District 1 meeting in Boston passed a resolution to that effect two weeks ago.

**SPEAKERS  
 AT THE  
 CONVENTION  
 ARE USING**

*the  
 revolutionary  
 new*

**ALTEC**

**21B MINIATURE  
 MICROPHONE**

**"TALENT DESERVES TO BE SEEN AS WELL AS HEARD"**



Altec, leader in sound reproduction developments, now introduces a microphone unparalleled in performance, miniature in size, the first of its kind. The small size and weight contribute to versatility of microphone positioning. It is no longer necessary for speakers to limit their motion to the "live" side of a microphone: the Altec microphone is omni-directional. Dynamically it covers the complete audible range both as to spectrum and loudness.

**EXCLUSIVE FEATURES:**

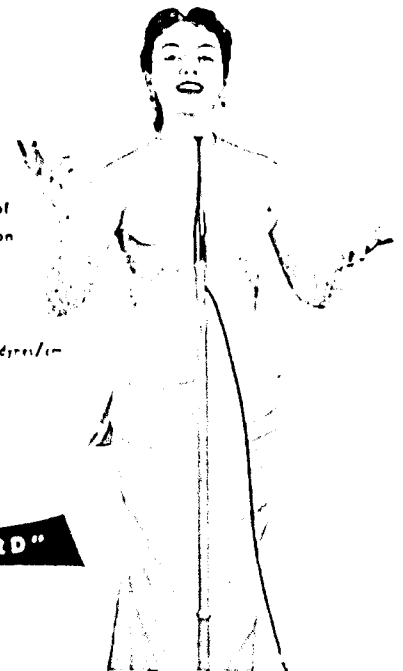
- Small size
- Omni-directional
- Less wind noises
- Light weight (less than 1/4 oz.)
- Small shadow
- Blast proof — shock proof
- No angular discrimination
- No false bass build-up

**MICROPHONE SYSTEM:**

Output Level:  
 —50 dbm in a sound field of 10 dynes/cm<sup>2</sup>

Output Impedances:  
 10, 50, 150, 250, 500, 400 ohms

Ask for brochure  
 Room 527  
 STEVENS HOTEL



# House Group Asks Cut In Voice Of Am. Fund

(Continued from Page 1)

ishment of radio facilities, and is therefore non-recurrent.

The committee said its cut "does not indicate disapproval of the purposes and objectives of the program," but rather the fear that "too rapid an expansion of the organization would lead to waste and inefficiency."

In addition, the committee said it "was not at all impressed with the testimony in justification of the provision for construction of two new curtain-type antennae at domestic shortwave transmitters at a cost of \$514,000, and recommends deletion of this item." These were to be installed at Bethany, Ohio, at the Crosley plant, and on CBS property in Brentwood, L. I. Purpose of the installation would be a stronger and better directed signal.

The State Department said its international broadcasts have a potential audience of 295 million people through the world, exclusive of shortwave listeners in this country. Of these, 151 million are in western Europe, 43 million in the "iron curtain" countries, nine million in the mid-east and Africa, 61 million in the Far East and 31 million in the American republics. It was estimated that from eight to ten million Russians tune in the VOA.

Overall spending of \$11,900,000 on international broadcasting is proposed in the program submitted to the committee, but this amount will presumably be cut in view of the two-million-dollar cut in the overall appropriation. Creation of 38 new jobs was asked.

It was estimated that during the 1950 fiscal year a daily total of 35 hours and 55 minutes of programming will go out. In addition, over \$200,000 was asked for the local purchase of radio time overseas and in Latin America—\$105,000 to be spent in Latin America. Of this, \$18,000 would be spent in Buenos Aires. It was pointed out that the State Department last year received 2,600 free hours from Latin American domestic stations.

Of the \$98,208 to be spent to buy time in Europe, \$10,000 would be allocated to Belgium and to Holland, \$20,000 to Spain, \$35,000 to Italy and \$23,208 to France.

## Zenith Tests

Plans have been made to make the first commercial test of Phonevision late this year in an undisclosed western city, according to John R. Howland of Zenith Radio Corp. Howland made the announcement yesterday at the SMPE convention in New York. He said arrangements are being made to equip 300 homes with Phonevision receivers to receive the programs.

# Expect 1,800 At NAB Confabs On Engineering, Management

(Continued from Page 1)

ministrative conferences. The engineers found the largest display of equipment in the history of NAB conventions in the 30,000 square feet of display space of the Hotel Stevens' basement exposition floor. Thirty-seven exhibitors are showing the latest in radio and TV transmission and studio equipment with video exhibits much more in evidence than at any other previous convention.

Other exhibits are on the fifth and sixth floors of the hotel. These include transcription companies, recording devices, and other services occupying around 100 individual rooms.

## Registration Begins Today

Today is devoted to registration, an afternoon tour of the Hallicrafters plant and a reception and cocktail party scheduled for 6 p.m. Tomorrow the engineering sessions will begin with James Ebel, WMBD, Peoria, Ill., chairman, NAB engineering executive committee, presiding at the opening session scheduled for 9 a.m. All general sessions will be held in the East End, Grand Ballroom.

Justin Miller, president of NAB, will deliver an address of welcome, during the noonday luncheon meeting tomorrow, and Dr. William L. Everitt, head of the Department of Electrical Engineering, U. of Illinois, will also be heard. Royal V. Howard, director, NAB Department of Engineering, will preside at the luncheon.

Five papers will be presented dur-

ing the afternoon session of tomorrow's conference. John H. De Witt, Jr., member, NAB engineering executive committee and president of WSM, Nashville, will preside at this session.

Advance registration on Page 8, this issue. Following is the list of 37 exhibitors already assigned.

- Amperex Electronic Corporation.
- Andrew Corporation.
- Associated Program Service.
- Broadcast Measurement Bureau.
- Broadcast Music, Inc.
- Capitol Records, Inc., Transcription Division.
- Collins Radio Company.
- Communications Products Company, Inc.
- The Daven Company.
- Allen B. DuMont Laboratories, Inc.
- Encyclopaedia Britannica.
- Fairchild Recording Equipment Corporation.
- Federal Telephone and Radio Corporation.
- Gates Radio Company.
- General Electric Company.
- Harry S. Goodman Radio Productions.
- Graybar Electric Company, Inc.
- International News Service Television Department.
- Keystone Broadcasting System.
- Lang-Worth Feature Programs, Inc.
- London Library Service.
- Machlett Laboratories, Inc.
- Magnecord, Inc.
- NBC Radio-Recording Division National Broadcasting Company.
- Presto Recording Corporation.
- Radio Corporation of America RCA Victor Division.
- Radio Television Publicity Corporation.
- Radiotime, Inc.
- Raytheon Manufacturing Company.
- SESAC, Inc.
- Standard Radio Transcription Services, Inc.
- Stewart-Warner Electric Division Stewart-Warner Corp.
- Western Electric Company, Inc.
- Westinghouse Electric Corporation.
- Winchager Corporation.
- Frederick W. Ziv Company.

# New Program Exchange Plan Offered By French

(Continued from Page 1)

yesterday by Pierre Crenesse, director of Radiodiffusion Francaise en Amerique du Nord.

One-half -hour segments, 11:45 a. m.-12:15 p. m., Paris time, have been set aside once a week for the broadcasting in France of programs produced by American stations. The "goodwill" shows for French consumption must be in French.

The French Broadcasting, in turn, has increased its programs in English for American stations to five per week, four 15-minute and one 30-minute shows. The number of American stations using the French System's programs has increased to about 200 since April, 1947.

## Joins Gainsborough

Miss Arline L. Walker has joined Gainsborough Associates as account executive and public information specialist. Prior to her commission in the WAC in 1942 she was a radio actress.

## KRIO Joins ABC July 21

KRIO, McAllen, Tex., on July 21 will become an affiliate of ABC as member of the Southwest Group.

# Set Sales Only Three % Saturation Of Country

Washington Bureau of RADIO DAILY Washington—The 1,500,000 receivers sold to date represent only three per cent saturation of the national market, National Retail Furniture Association members were told here yesterday by John W. Craig, vice president of Avco Manufacturing Corp. and general manager of its Crosley Division.

He predicted that in the next decade "television, more than any other product, will provide stability and strength to organizations in the retail furniture, department store and appliance fields."

# Australian Prog. Firm Organized In Sydney

Formation of International Television Services Pty. Ltd., Australia's first program organization, was announced yesterday in Sydney. Directors are R. E. Denison, Frederick Daniell and C. Don Service. The firm plans to produce for the international market a series of dramatic, musical and comedy films, and also will serve as Australian representative for Television Film Productions, Ltd., of London.

# Garden Fight Rights Bring Heavy Bidding

(Continued from Page 1)

it is ready to go higher to continue a deal which has proved most advantageous for the sponsor. The person mentioned most as a possible competing bidder to take the rights away from Gillette is Tom Gallery, DuMont sales manager, who used to be a boxing promoter himself in Los Angeles.

It is understood that Gallery has several advertisers who are encouraging him to make a strong bid. If he should make a deal with 20th Century, he'd probably be hard pressed to make a decision as to which of several possible sponsors to sign on.

However, it is believed the Mike Jacobs outfit would prefer to make a radio-television deal with an advertiser rather than a station or network. On this basis, a DuMont bid might not get top billing.

## In Garden Since 1941

Gillette has maintained its radio rights to Garden boxing since 1941. It has had a television deal with 20th Century since 1944. Present contract runs out May 31 and negotiations already are under way.

While nothing has been said about who may get the rights to the Edward Charles-Jersey Joe Walcott fight in Chicago in June, promoted by Joe Louis and his two partners, it was learned yesterday that in all probability the affair will be carried by NBC. It's understood that NBC has quietly sewed up the deal but the sponsor has not been set although Gillette might have first refusal.

# WOV's "Pantry Survey" Expanded To New Fields

WOV, New York, has expanded its "pantry survey" covering grocery and drug products in Italian language homes to indicate volume of consumption for grocery store items as well as brand preferences on grocery and drug products. Survey is currently being made by The Pulse, Inc.

## The Mailbag

### Commercial Minded

"Anent the difficulty engendered by the fifth possible network in selecting a name — since Century Broadcasting was out, and Federal Broadcasting reeks of government control—why not be frank about it and use:

"Commercial Broadcasting Corp." . . . after all, the public is gullible to a certain point. Thereafter, honesty is by far one's greatest virtue!

Cordially,  
Walter Koy  
WJW,  
Cleveland, Ohio

# TELEVISION DAILY

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

## WEBS ALLOTTED CO-AX TIME SEGMENTS

### TELE TOPICS

**NBC'S BIGGEST** nighttime sustaining period, 8-9 Wednesdays, probably will be bought soon by RCA Victor. J. Walter Thompson is the agency. . . . Seeman Brothers, through Weintraub agency, will soon begin an extensive spot campaign in behalf of Air-Wick deodorizer. . . . Gian-Carlo Menotti, writer of "The Old Maid and the Thief," "The Medium," "The Telephone" and other operas, has been commissioned by NBC to compose TV's first original opera. He will write both libretto and music for the work which will be aired by the web next fall, and will have complete freedom in his choice of subject, length and form of the work. . . . Initial schedule of releases for TV by United Artists includes 50 subjects, ranging from full length features to especially produced five-minute musicals. . . . Wonder if John Crosby's excellent series on commercials will bring about any changes on the part of the more flagrant offenders.

**AN AMERICAN LEGION** citation for "achievement of distinction" will be presented to DuMont and the Veterans Administration for the program "Operation Success." Maurice Stember, Adjutant of the New York Department of the Legion, will present the certificate to Mortimer Loewi, director of the web, and Donald Weiss, VA producer of the program, on the show tomorrow night. Citation is signed by Stember, Joseph Piccirillo, chairman of the Department's Rehabilitation Committee, and George A. Mead, director of the Committee. Aired every Thursday, 8-8:30 p.m., program features war-disabled veterans in demonstrations of skills which make them likely candidates for job-trainee positions in industry. According to VA officials, program has caused a 200 per cent jump in placement of war-injured vets in training positions in this area, with more than 325 men being placed as a direct result of the show.

**TWO BRITISH** manufacturers, Pye Ltd. and Murphy Radio, have formed a new \$400,000 company called Link Sound and Vision Services to start a TV relay system. Idea is to pick up BBC transmissions at a central receiving station and re-transmit by wire to individual receivers in areas where normal reception is bad. . . . Loring Smith will be written out of the script for the Hartmans show while he is out of town for the pre-Broadway tryout of "The Happiest Years." . . . "Golgotha," the story of the life of Jesus from Palm Sunday to Easter, filmed by private church organizations in France, will be aired by ABC next week as part of the web's Holy Week observance. The 90-minute film was directed by Julian Duvivier with English text by Forrest Izard and music by Jacques Ibert. Cast includes Robert Le Vigan, Jean Gabin, Harry Baur, Charles Granval and Juliette Verneuil.

### Allocations Determined At Meetings Of AT&T And Network Officials Cover Two New Westbound Channels Scheduled To Begin Operation May 1

Allocation of time periods on the three westbound coaxial channels between New York and Chicago that will be available beginning May 1, was completed yesterday following several weeks of negotiations between network representatives and AT&T. One of the two new channels to open next month will be available only after 6 p.m.

Allocation of time on the east-bound cable also was decided, and allows for full circulation for such commercial shows as "Kukla, Fran and Ollie" on NBC, and "Identify," "Super Circus" and "That's O'Toole"

on ABC. Representing webs at the meetings were Ernest Lee Jahneke, v-p in charge of station relations, and Ray Diaz, traffic manager, A&BC; J. L. Van Volkenburg, tele v-p, and Bob Wood, manager of network operations, CBS; Leonard Hole, director of network operations, and Bob Jamieson, traffic manager, DuMont; Carleton Smith, director of operations, and E. B. Lyford and Stephen Flynn, station relations, NBC.

The westbound timetable, which will be in effect until Aug. 31, is shown below.

TIME	SUN.	MON.	TUES.	WED.	THUR.	FRI.	SAT.
10-Noon		D *	D *	D *	D *	D *	
12-1		C D	C D	C D	C D	C D	
1-1:30		A D	A D	A D	A D	A D	
1:30-2		A *	A *	A *	A *	A *	
2-3		?	?	?	?	?	?
3-4	N *	N ?	N ?	N ?	N ?	N ?	N ?
4-4:30	A N *	A N *	A N *	A N *	A N *	A N *	A N *
4:30-5	A C N	C N	C N	C N	C N	C N	C N
5-5:30	A C N	C N	C N	C N	C N	C N	C N
5:30-6	A C N	A N	A N	A N	A N	A N	A N
6-6:30	A C N	D N *	D N *	D N *	D N *	D N *	D N *
6:30-6:45	A D N	C D N *	C D N *	C D N *	C D N *	C D N *	C D N *
6:45-7	A D N	D N *	D N *	D N *	D N *	D N *	D N *
7-7:15	A D C	C D N *	C N *	C D N *	C N *	C D N *	C D N *
7:15-7:30	A D C	A D N *	A N *	A D N *	A N *	A D N *	A D N *
7:30-7:45	C D X	A C D	A C D	A C D	A C D	A C D	A C D
7:45-8	C D X	A C N	A C N	A C N	A C N	A C N	A C N
8-8:30	A C N	C D N	A D N	A C N	A C N	C D X	C D X
8:30-9	A C N	C D X	A D N	A C N	A C N	C D X	C D X
9-9:30	C D X	A C N	C D N	C D X	A C N	A D N	A D N
9:30-10	C D X	C D N	C D N	C D X	A C N	C D X	A D N
10-off	A C N	A C D	A C N	A C N	A D N	A C N	A C N

A—American  
C—Columbia  
D—DuMont  
N—National  
\*—Open time  
?—Possible requirement by Bell Co. of Penn.  
X—ABC, N. Y.—Phil.—Wash.; NBC, N. Y.—Phil.—Chi.

### TV Impact On Films, Radio Discussed At SMPE Confab

(Continued from Page 1)

reduced by \$126,360,000 annually" in the next five years "if nothing is done about it by the motion picture industry."

He suggested that the movie industry turn an ever-increasing amount of its attention to the technical phases of television, particularly in the use of motion picture films.

Television will also play an important role in the future education of our youth, according to William F. Kruse of William F. Kruse Associates, who read a paper, entitled, "How Can Television Serve Educa-

tion." Another speaker before the session, A. H. Broly of Television Associates, described the use of a combination of fluorescent and incandescent lights with simple camera lens filters to obtain improved color response with image-orthicon television camera tubes.

The importance of the proper type of film development in getting "today's news on the air today" via television was described in a paper jointly authored by Walter D. Engels and Maurice Kerins, WPIX, and George Lawlor, of the Houston Corp.

### TV Perfect Promotion For Movies—Shupert

Denver—"Television is certain to prove of far greater help than harm to the movie industry," George T. Shupert, director of commercial operations for Paramount tele, said yesterday at a meeting of the Colorado Association of Theater Owners here.



SHUPERT

"In motion pictures we have a product that is unique, a product combining headline personalities and dramatic ideas, a product designed expressly for high sight-and-sound appeal. Television is the perfect medium to promote it."

Pointing out that 55,000,000 persons do not regularly attend the movies, Shupert said, "When television blankets the country, it can do an unprecedented selling job for us. We will be able to make a strong pitch with an appetizing sample of each picture. And it's certain to be the most compelling commercial on the air — vibrant with big names, fast action and high professional polish."

**Would Hook Theaters In Web**  
Also part of Para's TV planning, he continued, will be presentation of TV shows, especially special events, on theater screens. He added that plans also include "linking of theaters in a vast network to offer specially-arranged exclusive non-telecast events such as championship bouts, first nights of Broadway shows, all-star variety bills, perhaps a World Series, Kentucky Derby or Bowl football games. . . .

"In New York City alone there are at least 30 movie theaters that can be filled to capacity, at an average of \$5 a head, for a telecast of a heavyweight championship fight. . . . And once arrangements are made to pipe these events into hundreds of theaters in other cities, I think you will agree that the possibilities are staggering."

### Hospital Fire In Illinois Shown Over NBC-TV

Films showing the burning of St. Anthony's Hospital yesterday in Effingham, Ill., were aired over NBC-TV at 7:58 p. m. last night on the Camel News Caravan.

# ENGINEERS REGISTER FOR NAB CONFAB

Herewith is listed the advance registration for the Engineering Conference to be held in Chicago prior to the opening of the NAB Convention at the Hotel Stevens in the Windy City. Story and list of exhibitors will be found on pages one and six; agenda on Page Two.

## A

Albertson, Fred W., Dow, Lohnes and Albertson, Washington, D. C.  
Allen, W. H., KALB, Alexandria, La., Stevens.  
Arvidson, Paul, WOC, Davenport, Iowa, Stevens.

## B

Balley, Fred, WJBC, Bloomington, Ill.  
Balley, Stuart L., Jansky and Balley, Washington, D. C.  
Bartlett, F. E., KSO, Des Moines, Iowa.  
Baston, Whitney, NBC, New York, N. Y., Stevens.  
Belle Isle, A. G., WSYR, Syracuse, N. Y.  
Reville, Ross, WWDC, Washington, D. C., Stevens.  
Binns, F. D., WLAC, Nashville, Tenn., Stevens.  
Bliesner, Carl B., WREN, Topeka, Kans.  
Bostiek, M. N., KWTX, Waco, Tex., Stevens.  
Brackett, Quincy A., WSPR, Springfield, Mass., Stevens.  
Burgan, George L., WHDF, Houghton, Mich., Stevens.

## C

Cassens, Gerald, WLDS, Jacksonville, Ill., Stevens.  
Caudle, L. L., Jr., WSOC, Charlotte, N. C.  
Chambers, Joseph A., Chambers and Garrison, Washington, D. C., Stevens.  
Chandler, George Clarke, CJOR, Vancouver, B. C., Canada, Stevens.  
Chinski, Gerald R., KXYZ, Houston, Tex.  
Collins, Raymond, WFAA, Dallas, Tex.  
Compton, Robin D., WOIC, Washington, D. C., Stevens.  
Cook, K. H., KMBC, Kansas City, Mo.  
Courchene, Homer, WLS, Chicago, Ill.  
Craven, T. A. M., Craven, Lohnes and Culver, Washington, D. C., Palmer House.  
Cross, Robert, KROC, Rochester, Minn., Stevens.  
Curtis, James R., KFRO, Longview, Tex., Stevens.

## D

Dadisman, Amos, KFII, Wichita, Kans., Stevens.  
Daugherty, C. F., WSB, Atlanta, Ga., Stevens.  
David, William Russell, Sr., WPTR, Albany, N. Y.  
Davis, George C., Washington, D. C., Stevens.  
Dettman, Robert A., KDAL, Duluth, Minn., Stevens.  
Dewing, Harold, WCYS, Springfield, Ill.  
DeWitt, John H., Jr., WSM, Nashville, Tenn., Stevens.  
Dieringer, Frank A., WFMI, Youngstown, Ohio, Stevens.  
Dodd, Carlos, WDSU, New Orleans, La.  
Doolittle, H. D., Dr., Machlett Laboratories, Inc., Springfield, Conn.  
Droke, O. S., KWKH, Shreveport, La., Stevens.

## E

Ebel, A. James, WMBD, Peoria, Ill., Stevens.  
Essig, R., Collins Radio Co., Cedar Rapids, Iowa.  
Evans, C. Richard, KSL, Salt Lake City, Utah, Stevens.

## F

Findley, L. K., Collins Radio Co., Cedar Rapids, Iowa, Stevens.  
Florance, Herbert C., KDFC, San Francisco, Calif., Stevens.  
Flynn, Roy M., KRLD, Dallas, Tex., Stevens.  
Fox, J. C., WHAS, Louisville, Ky.  
Full, Elliott D., KNIC, Iowa City, Iowa.

## G

Gabrielson, Olaf, KFGO, Fargo, N. Dak., Stevens.  
Gamble, Joe A., WRBL, Columbus, Ga.  
Ganzhuber, John H., Western Electric Co., New York, N. Y., Stevens.  
Garland, O. K., WJHL, Johnson City, Tenn., Stevens.  
Geiken, Don, KVOX, Moorhead, Minn., Stevens.  
Gillett, Glenn D., Glenn D. Gillett & Associates, Washington, D. C.  
Ginnett, Robert J., WHBF, Rock Island, Ill.  
Green, J. A., Collins Radio Co., Cedar Rapids, Iowa, Stevens.  
Gresham, Stokes, Jr., WISH, Indianapolis, Ind.  
Grove, William C., KFBC, Cheyenne, Wyo., Stevens.

## H

Hahn, Norman, WIBA, Madison, Wis.  
Haines, Homer M., WNAE, Warren, Penn., Stevens.  
Hales, Frank B., WBRY, Waterbury, Conn., Stevens.  
Hamrick, William H., WWNC, Asheville, N. C.  
Hancock, Robert, KDTH, Dubuque, Iowa.  
Herold, Joseph, WOW, Omaha, Nebr.  
Hirsch, Oscar C., KFVS, Cape Girardeau, Mo., Stevens.  
Hixenbaugh, George P., WMT, Cedar Rapids, Iowa, Stevens.  
Hoffman, Karl B., WGR, Buffalo, N. Y., Stevens.  
Hogan, John V. L., WQXR, New York, N. Y., Stevens.  
Hollbrook, Darrel, WLDY, Ladysmith, Wis., Stevens.  
Hoskins, Cecil B., WWNC, Asheville, N. C.  
Houts, James J., KYSM, Mankato, Minn.

## I

Ing, George W., KONO, San Antonio, Tex., Stevens.

## J

Jackman, F. C., WREN, Topeka, Kans., Stevens.  
Jackson, A. H., Blaw-Knox Company, Pittsburgh, Penn., Stevens.  
Jett, E. K., WMAR, Baltimore, Md., Stevens.  
Johnson, Albert D., KOY, Phoenix, Ariz., Stevens.  
Johnson, E. M., MBS, New York, N. Y.  
Jones, G. I., Graybar Electric Co., Inc., Havertown, Penna.

## K

Kean, Walter F., Riverside, Ill.  
Kelley, James J., WFBL, Syracuse, N. Y., Stevens.  
Kempkes, David J., KHIO, Sioux Falls, S. Dak., Bismark.  
Kennedy, H. Edwin, WILM, Wilmington, Del., Stevens.  
Keyworth, J. Gordon, WMNB, North Adams, Mass.  
Koehler, James F., Philco Corporation, Philadelphia, Penna.  
Koerner, Meredith L., WSAM, Saginaw, Mich.  
Krahl, A. K., KMBC, Kansas City, Mo.

## L

LaMarque, James W., Graybar Electric Co., Inc., New York, N. Y., Stevens.  
Landreth, Ellis, WBBW, Welch, W. Va., Stevens.  
Langlois, C. O., Lang-Worth Feature Programs, Inc., New York, N. Y., Stevens.  
Lawhon, J. D., WMAZ, Macon, Ga., Stevens.  
Lee, Carl E., WKZO, Kalamazoo, Mich., Stevens.  
Leeman, Alvin, WKBH, LaCrosse, Wisc., Stevens.  
Lewis, L. L., WOI, Ames, Iowa.  
Linder, D. O., KWLM, Willmar, Minn., Stevens.  
Linder, H. W., Jr., KWLM, Willmar, Minn., Stevens.  
Livesay, J. R., WLBH, Mattoon, Ill.  
Lodge, William B., CBS, New York, N. Y.

Loyet, Paul A., WHO, Des Moines, Iowa, Stevens.  
Lyford, E. B., NBC, New York, N. Y.

## M

McCracken, Artie, WFAH, Alliance, Ohio.  
McIntosh, Frank H., 710-14th St., N. W., Washington, D. C.  
McKey, Dixie B., Dixie B. McKey and Assoc., Washington, D. C.  
McLean, James D., Philco Corporation, Philadelphia 34, Pa.  
Machlett, R. R., Machlett Laboratories, Inc., Springdale, Conn.  
Magin, Theodore G., WDAN, Danville, Ill., Stevens.  
Major, John S., WREN, Topeka, Kansas, Stevens.  
Marchant, R., Minn. Mining & Mfg. Co., St. Paul, Minn.  
Mattison, Y., Collins Radio Co., Cedar Rapids, Iowa, Stevens.  
Mayer, Herbert J., WIBBL, Sheboygan, Wisconsin.  
Miller, J. A., Lang-Worth Feature Programs, Inc., New York 19, N. Y., Stevens.  
Minor, M. J., WB7, Charlotte, N. C., Drake.  
Moler, A. R., KMBC, Kansas City, Mo.  
Morris, William F., WSOO, Sau't Ste. Marie, Mich., Stevens.  
Moshy, A. J., KGVO, Missoula, Montana, Stevens.  
Mullan, Lester A., KTRH, Houston, Texas.  
Murray, Louis H., WPAM, Pottsville, Pa., Stevens.  
Myers, Walter, WJJD, Chicago, Ill.

## N

Neill, W., Raytheon Manufacturing Co., Waltham 54, Mass.  
Nowman, J. Edward, WDBJ, Roanoke, Va., Stevens.  
Nopper, C. G., WMAR-TV, Baltimore, Md., Stevens.  
Novy, J. F., WBBM, Chicago, Ill.

## O

O'Brien, Bernard C., WHEC, Rochester, N. Y., Stevens.  
O'Hagan, James E., Allied Record Mfg. Co., Hollywood, Calif., Stevens.

## P

Parks, Vern, WBMJ, Peoria, Ill.  
Parrish, Ben, KHIO, Hannibal, Mo.  
Perry, Roger L., WPOP, Portland, Maine.  
Piere, Max E., KSOO, Sioux Falls, South Dakota.  
Piere, R. Morris, WGAR, Cleveland, Ohio.  
Pineell, W. J., WGY, Schenectady, N. Y.  
Putman, R. E., WGY, Schenectady, N. Y.  
Pylo, K. W., KFBI, Wichita, Kansas, Stevens.

## Q

Quentin, Charles, KRNT, Des Moines, Iowa, Stevens.

## R

Radziwon, Eugene L., 160 Coles St., Jersey City, N. J.  
Rector, Chester Y., WIOU, Kokomo, Ind.  
Reed, Elmo, WJPG, Green Bay, Wisconsin, Stevens.  
Rekart, A. F., KXOK, St. Louis, Missouri, Stevens.  
Ridgeway, Frank B., WEBR, Buffalo, N. Y.  
Rohrbaugh, Phillip A., WIVR, Hanover, Pa., Stevens.  
Rowe, Thomas L., WLS, Chicago, Ill.

## S

Sanderson, J. V., WSGN, Birmingham, Ala., Stevens.  
Sawyer, Roger, KGLD, Mason City, Iowa, Stevens.  
Schneider, Sidney, WEAN, (FM), Evanston, Ill.  
Schoeny, Erwin P., WGBF, Evansville, Ind., Stevens.  
Schoeder, Ray J., KMA, Shenandoah, Iowa, Stevens.  
Scott, Milton C., Jr., WIOD, Miami, Florida, Stevens.

Shelton, Aaron, WSM, Nashville, Tenn.  
Sherman, G. V., WBBM, Chicago, Ill.  
Sincelar, David G., KVFD, Fort Dodge, Iowa, Stevens.  
Smith, Carl E., WHK, Cleveland, Ohio, Stevens.  
Snider, Robert, KTUL, Tulsa, Okla., Stevens.  
Snyder, Reed, WHO, Des Moines, Iowa, Stevens.  
Staley, Max F., KJLV, Huron, South Dakota, Sherman.  
Stantz, L. H., WBNF, Binghamton, N. Y.  
Staubitz, E. J., Blaw-Knox Company, Pittsburgh, Pa., Stevens.  
Stern, Edgar B., Jr., WDSU, New Orleans, La., Drake.  
Stewart, Arthur, KFAB, Omaha, Nebr., Stevens.  
Stone, Earl J., WELL, Battle Creek, Mich., Stevens.  
Stueckwisch, Milburn H., WSOY, Decatur, Ill., Stevens.  
Sturm, Harold F., WHTN, Huntington, W. Va., Stevens.

## T

Talbott, Edward P., KROD, El Paso, Texas, Stevens.  
Taylor, Frank H., Lehigh Structural Steel Co., New York, N. Y.  
Taylor, Robert G., KMHK, Mitchell, South Dakota, Stevens.  
Taylor, S. P., Western Electric Co., Inc., New York, N. Y., Stevens.  
Thomas, Morris W., KOMA, Oklahoma City, Okla., Stevens.  
Tous, E. C., Graybar Elec. Co., Inc., Richmond, Va.  
Torrey, William H., KGNC, Amarillo, Texas, Stevens.  
Towner, Orrin W., WIAS, Louisville, Ky.  
Troeglen, Karl, KCMO, Kansas City, Mo., Stevens.  
Troman, R. A., Blaw-Knox Company, Pittsburgh, Pa., Stevens.  
Tucker, Durward J., WRR, Dallas, Texas.

## V

Volk, Joseph A., WEW, St. Louis, Missouri.

## W

Wallack, Chester A., KVGB, Great Bend, Kansas, Stevens.  
Wegner, John F., Allied Record Mfg. Co., Washington, D. C., Stevens.  
Wheeler, Edward A., WEAW, Evanston, Ill., Stevens.  
Whitman, Harvey, KPRC, Houston, Texas, Stevens.  
Whitman, Urbin, WTAD, Quincy, Ill.  
Wilson, George A., WKRC, Cincinnati, Ohio, Stevens.  
Wilson, Walton W., KSUM, Fairmont, Minn., Stevens.

## Y

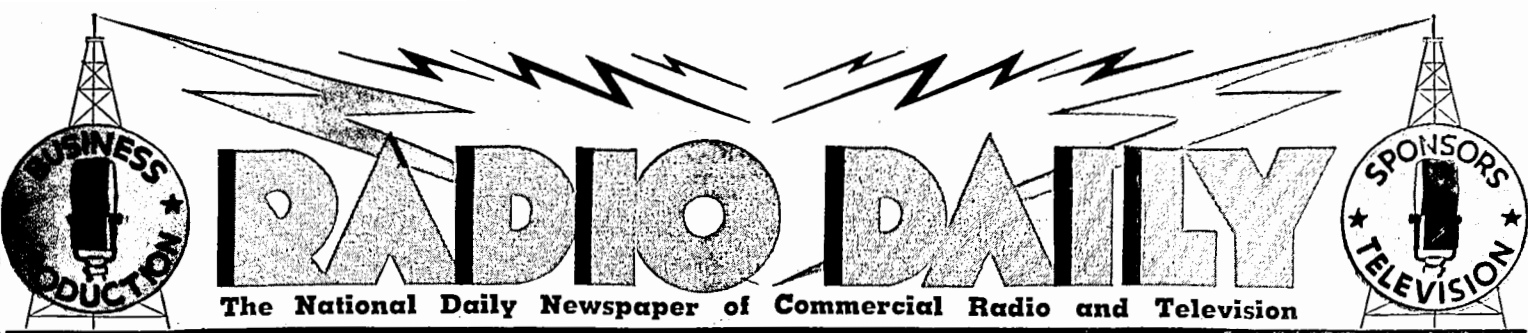
Yandell, Ryburn, WJPF, Herrin, Ill., Stevens.  
Young, H. D., KRPL, Moscow, Idaho, Stevens.

## Z

Zellmar, Lester, WTRC, Elkhart, Ind., Stevens.

We ran out of records of the "Phil Davis and Co." ad cantata so we are broadcasting it tonight at 10:15 P. M. on WINS. For any information . . . Phil Davis, Columbus 5-8148 or Fenton Productions, Plaza 9-8266.





# NAB BREAKING ATTENDANCE RECORDS

## NARBA Proposals Getting More Study

Washington Bureau of *RADIO DAILY*  
 Washington—The FCC announced yesterday that it will hold a further industry-government session on the NARBA proposals April 21 at the Archives Building here. The various proposals of the member countries for the September conference in Canada are to be in circulation among the members by May 2, so this will probably be the final meeting. Considerable interest attaches to the U. S. proposals regarding the 540 channel.

## Goodman Ace Program Now Ace With CBS

Status of the "Mr. Ace and JANE" show on CBS has been moving toward permanency during the last week and even Philip Morris (through Biow) is investigating the picture.

Just recently CBS had made a tentative decision to bring the show to an end but last week the Goodman Ace stanza got an okay to continue at least until June. Now there's a good chance the program

(Continued on Page 4)

## Radio-TV Spotighting Brand Names Luncheon

WABD (DuMont), WQXR, WNBC and ABC will be on hand to cover the speech by John Foster Dulles before the 3rd annual Brand Names Day luncheon at the Waldorf-Astoria Hotel, April 12.

The DuMont tele network will carry the entire Dulles' speech from 1:30-2 p.m. and also the na-

(Continued on Page 2)

## High Rating

Despite the battle with CBS, Niles Trammell, president of NBC, is apparently unruffled. He's just been named among the 10 best-dressed men in America by students and graduates of the Barbric School of Modeling. Selections of the ten chosen were made on the basis of "excellence of sartorial taste and personality projection."

**HEADQUARTERS**  
 RADIO DAILY staff members covering the NAB convention can be reached by calling

SUITE 1623  
 at the  
 Hotel Stevens, Chicago

## ABC Advisory Group Meeting In Chicago

ABC has scheduled a meeting of its Stations Advisory Committee in Chicago Sunday, April 10, at which top execs of the network will be present.

Representatives of the committee on hand will be its chairman, Roger Clipp, WFIL, Philadelphia; J. P. Williams, WING, Dayton; E. K. Hartenbower, KCMO, Kansas City; Henry P. Johnston, WSGN, Birmingham, Ala.; Harold Hough,

(Continued on Page 8)

## Movie Play Broadcast Irks Film Exhibitors

Washington Bureau of *RADIO DAILY*  
 Washington — Monday night's broadcast of Fred MacMurray and Claudette Colbert in "Family Honeymoon," their current Universal feature, has aroused a storm of protest by Washington area film exhibitors, and it appeared yesterday that it may mean canceled bookings for the film. "Family Honeymoon" has not yet had its neighborhood screening in this area.

It was reported that a stiff protest

(Continued on Page 2)

## Capital's Ears, Eyes Glued To AM-TV In Press Strike

Washington Bureau of *RADIO DAILY*  
 Washington — Washington broadcasters were deluged yesterday with demands for special programming and services because of the sudden strike which shut down the city's four daily newspapers. In addition, the TV stations were kept operating on special schedules. Stepped up news schedules and special programs of spots for retail merchants were the rule on all the stations.

## Arney Figures Registration At 2,500; Growth of AM, TV Adds Interest; Engineering Sessions Today

By FRANK BURKE  
 Editor, *RADIO DAILY*

Chicago — Predicting that all attendance records for NAB conventions will be broken this week-end, C. E. Arney, secretary-treasurer of NAB, yesterday estimated that this year's registration will probably hit the 2,500 mark. Heaviest attendance at any previous convention was in Chicago in 1946 when 1800 registered for the annual NAB confab.

Three factors were attributed to

(Continued on Page 4)

## NAB's Membership, Finances Favorable

Chicago—Membership of the NAB totals 1,904 or 57 per cent of the total number of 3,213 FCC licenses, CP's and CG's, according to a report made to the NAB convention by C. E. Arney, secretary-treasurer. There are 1,903 licensed AM stations among this number, of which 1,181, or 62 per cent, belong to the industry association.

Breakdown of the NAB membership reveals that out of a total of

(Continued on Page 4)

## Technicians Turn Out Strong For RMA Meets

Philadelphia — Series of town meetings for radio technicians in four cities conducted by the Radio Manufacturers Association brought an attendance of 10,280 technicians, dealers and distributors, according

(Continued on Page 2)

## Expose?

Horace Scherwin will make some strong charges about radio advertising today when he is featured at the Radio Executives Club luncheon in New York. It's understood that Scherwin will back up his charges with findings of his qualitative research organization. Luncheon is scheduled for the Hotel Roosevelt at 12:30 p.m.

## Summer Features Revealed By CBS

West Coast Bureau, *RADIO DAILY*  
 Hollywood—CBS has lined up 10 Summer replacement shows to originate from here and others may be added to the roster, according to vice-president Harry Ackerman, who yesterday gave *RADIO DAILY* the first detailed breakdown of the new shows. Ackerman said that he and Hubbell Robinson, vice-president in charge of network programs, were convinced that the public was be-

(Continued on Page 2)

## News Directors Pick New York For Confab

Chicago—National Association of Radio News Directors has scheduled its fourth annual convention for New York Nov. 11-13. Decision was made at the group's mid-year board meeting.

Lee Coney, WLCS, Baton Rouge,

(Continued on Page 4)

## New Microdisc Home Recorder Introduced

American National Distributing, Inc. has been organized for the distribution of the Wagner-Nichols microdisc recorder in metropolitan

(Continued on Page 8)

At the same time, there were complaints from some merchants that broadcasters were trying to profit from the strike by raising their time rates. One theater circuit executive told *RADIO DAILY* that two stations which had offered free announcements in the morning called later in the day asking prohibitive rates for spots. One, he said, offered packages of ten announcements for

(Continued on Page 6)

# RADIO DAILY



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

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### WEST COAST OFFICES

**Al Steen, Manager**  
6425 Hollywood Blvd. Phone: Gladstone 8438  
**WASHINGTON BUREAU**  
**Andrew H. Olden, Chief** 6417 Dahlonega Rd.  
Phone: Wisconsin 3271  
**CHICAGO BUREAU**  
**Net Green**  
1417 Ashland Bldg. 155 No. Clark St.  
Phone: State 2332

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

## FINANCIAL

(April 6)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	7 7/8	7 3/4	7 7/8	+ 1/8
Admiral Corp.	17 1/2	17	17 1/2	— 1/2
Am. Tel. & Tel.	146	145 3/4	145 7/8	— 1/4
CBS A	19 1/2	19	19 1/2	— 1/4
Farnsworth T. & R.	1 1/4	1 1/8	1 1/4	— 1/8
Gen. Electric	37 3/4	37	37	— 1/4
Philco	31 3/4	30 3/4	31	— 7/8
Philco pfd.	85	85	85	— 2
RCA Common	12 3/4	12 1/2	12 3/4	— 1/4
Stewart-Warner	12 1/2	12 1/4	12 3/4	— 1/8
Westinghouse	23 3/4	23 1/2	23 3/4	— 1/8
Westinghouse pfd.	100 3/4	100 1/2	100 3/4	— 1/8
Zenith Radio	30 3/4	30 1/2	30 3/4	+ 1/4

### NEW YORK CURB EXCHANGE

Hazeltine Corp.	13 3/4	13 3/4	13 3/4	+ 1/8
Nat. Union Radio	3 3/8	3 3/8	3 3/8	—

### OVER THE COUNTER

	Bid	Asked
DuMont Lab.	14 3/4	15 1/4
Stromberg-Carlson	12 3/4	14 1/4
U. S. Television	1/2	3/4
WJR (Detroit)	6 1/2	7 1/8

### Romberg Ending Tour

Sigmund Romberg and his concert orchestra will wind up a 12 week tour with an appearance in Carnegie Hall, New York, Sunday, May 1. Metropolitan Opera star Jarmila Novotna will be featured in the performance.

## INS has served

**WCOP**  
BOSTON

**FOR 9 YEARS**

## Summer Replacements Revealed By Columbia

(Continued from Page 1)

coming more receptive to situation comedy and that the network would concentrate on that type of light entertainment in producing its three summer comedy programs.

Joan Davis will headline "Leave It to Joan," which will portray her as a department store employee. Dick Mack has been signed to produce. The Rudy Vallee show will cast the crooner as a mild, prudish professor of paleontology. A third comedy situation setup will be "Young Love," a college-age series starring Janet Waldo and Jimmy Lydon and written by Bob Lee and Jerry Lawrence.

### Shows in Works

An untitled mystery-adventure series is in the works and a western-type of show is being readied, titled "Gun Smoke." This is a show created by Ackerman.

"Melody Morgan" will star Hoagy Carmichael as a "singing detective" in New Orleans. An audition record will be cut in about three weeks. "Make Believe Town" will be a dramatic series with a Hollywood setting.

In the audience participation bracket, J. C. Flippen and Vera Vague each will head up a show. Flippen will conduct "Earn Your Vacation," a contest program open to school teachers exclusively. Vera Vague will do "Merry-Go-Round," a comedy quiz show. Both the quiz programs will be taped.

## Technicians Turn Out Strong For RMA Meets

(Continued from Page 1)

to Harry A. Ehle, chairman of the RMA's town meeting committee. Local expenses of the meetings in New York, Boston, Atlanta and Los Angeles were financed by 125 sets and parts distributors and four chapters of The Representatives of Radio Parts Manufacturers.

Registration cards show that technicians attending meetings came from 29 states, Canada, England and Venezuela. Ehle said that 15 television stations and 45 radio outlets cooperated in promoting the meetings.

## 10 YEARS AGO TODAY

From the Files of Radio Daily

According to the Office of Education, Department of Interior, recordings of the CBS educational program, "Americans All-Immigrants All," will be made available to schools and other educational centers. . . Stewart-Warner Corporation will definitely enter the field of television this spring. . . More than twenty announcers, newscasters and sound effects men at NBC's local stations KPO-KGO, have signed with AFRA.

## Radio-TV Spotlighting Brand Names Luncheon

(Continued from Page 1)

tional Brand Names Quiz contest, emceed by Bert Parks of ABC's "Stop the Music" program, from 2:30 p.m. Five contestants from five states, winners of the title of "Brand Queen" in their own communities, will try for the national honor.

WQXR has set aside the full half-hour period for broadcast of the entire speech. WNBC will air the portion between 1:45-2 p.m. ABC will record the entire speech for re-broadcast at a later time.

Maj. Gen. Julius Ochs Adler, v-p and general manager of the New York Times and a member of the board of directors of the Brand Names Foundation, will act as emcee at the luncheon session. Ivor Kenway, v-p of ABC, is chairman of the Brand Names Day Committee.

## Movie Play Broadcast Irks Film Exhibitors

(Continued from Page 1)

has gone to the headquarters of the Theater Owners of America, and that the local Universal exchange has notified its home office that the broadcast has caused much ill feeling here.

## COMING and GOING

**WALTER E. MYERS**, of the network sales department at NBC, off to Springfield, Mass., where today he will speak on "Radio Advertising" at the American National College.

**GEORGE W. WALLACE**, television sales promotion manager at NBC, is in Chicago to deliver an address at the meeting of the Edison Electric Institute to be held at the Edgewater Beach Hotel. His subject: "Television Puts It On the Line."

**GOAR MESTRE**, president of Circuito CMQ, has arrived from Cuba and is spending this week in New York. He'll leave for Chicago on Friday.

**RAYMOND F. GUY**, manager of radio and allocation engineering for NBC, left New York yesterday for Chicago.

**CY HOWARD**, producer of "My Friend Irma" and "Life With Luigi" on CBS from Hollywood, has returned to the West Coast following a week spent with his parents in his hometown of Milwaukee.

**WILLIAM SPIER**, producer of the Philip Morris Playhouse and the Sam Spade programs on CBS, will leave New York today for the West Coast. He has been here for the past five weeks.

**CLYDE F. COOMBS**, manager of KARM, Fresno, Cal., is in Gotham for contacts at ABC, with which the station is affiliated.

**MAURY AMSTERDAM**, accompanied by his family, has returned to New York. They had sojourned for three weeks in the Southland.

**GEORGE KLAYER**, of CBS Radio Sales, today will go down to Philadelphia on network business.

# "Okay, Louie, the coast is clear..."



One word from his partner and this cat-nipper is going to work. Might be the biggest haul of the year for the alley brigade up around Fulton Fish Market in New York.

And speaking of big hauls, (legitimate variety) you time-buyers ought to see what W-I-T-H can do for you in Baltimore. For just a little money, you can produce big results.

W-I-T-H is the big bargain buy in Baltimore. It regularly provides more listeners-per-dollar than any other station in town. W-I-T-H has a BIG audience, too—it covers 92.3% of all the radio homes in the Baltimore trading area.

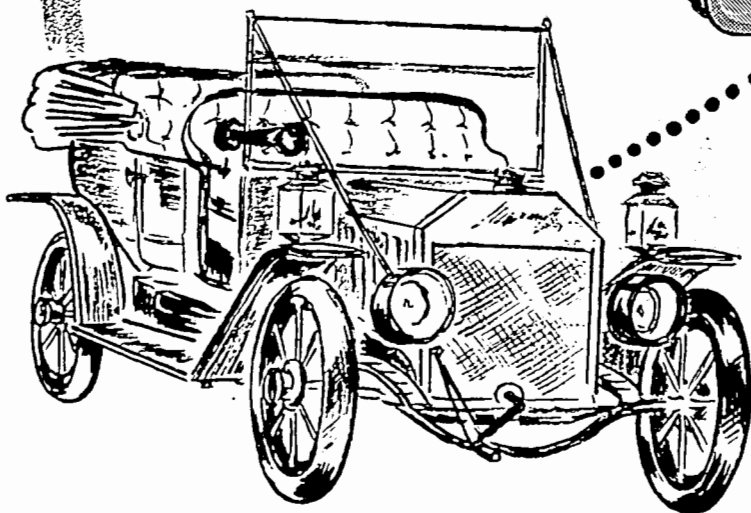
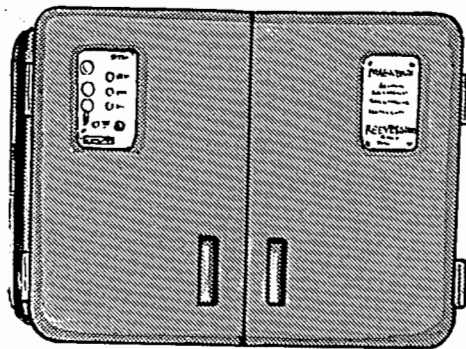
Call in your Headley-Reed man and get the full story today.

**W·I·T·H**  
**AM** Baltimore **FM**

Tom Tinsley, President - Represented by Headley-Reed

# Are You Thinking

## OF BUYING A **MAGNETIC RECORDER**



Automobile marketing today offers the potential buyer a wide choice of models and prices. There are actually 56 manufacturers in the field—producing cars for the American driver. **But**—do you know that there have been 2500 different cars built in the United States alone during the last 53 years? All of these cars were produced because of Consumer DEMAND. Those surviving today showed the maximum of Engineering and Design, Research and Development—AND THE MAXIMUM OF PERFORMANCE . . . because—eventually—customers shopped for VALUE.

**REEVESOUND** BELIEVES THE MAGNETIC RECORDER CUSTOMER WILL DO JUST THAT—SHOP FOR VALUE! REEVESOUND HAS COMBINED THE MAXIMUM OF PERFORMANCE AND VALUE IN ITS SUPERB MAGICORDER AND MAGIMITE MAGNETIC RECORDING SYSTEMS. WE ARE CONVINCED THE CAREFUL SHOPPER WILL DEMAND AN ANSWER TO MANY QUESTIONS. WE ARE PREPARED TO ANSWER HIS QUESTIONS CONVINCINGLY. WE SUGGEST HE ASK ALL OF HIS—PLUS THESE . . .

### DOES IT USE STANDARD PERFORATED 16MM OR 35MM MAGNETIC FILM?

Is the Recorder Synchronous? Is the Sound quality equal or superior to the finest obtainable with the Photo-track? How long do the Magnetic Heads last? Are they easy to adjust or replace? What is their replacement cost? What is the Frequency response obtained? Is the measured Intermodulation less than 3%? How complete is the Erasing? Does the Erase Head touch the film? Will it ever wear out? What is the Noise or Hum level in the Recorded track? Do the Heads retract and advance when

the desired Record and Playback conditions are selected? Can the Recorder be run Forward or Backward at more than one speed without unthreading? Can it be instantaneously reversed without tearing sprockets? Can 1000 feet of film be rewound between spindles in sixty seconds or less? Is there a constant speed synchronous indicator and four digit footage counter on the Recorder? Can the Recorder be operated with both medium and very long loops? Can the Recorder be coupled mechani-

cally to a Projector for running rushes or for double system projection of half hour 16MM Reels? Are other machines available for Playback only? Can Photosound tracks also be run on these machines? Are the machines and Recorders available in both 35MM and 16MM? Are Sound Readers available for editing? Are standard attachments for Moviolas available for single screw attachment that work by simple plug-in to the Moviola amplifier? Can two separate tracks be made on a single film load?

Again—REEVESOUND Suggests "SHOP FOR VALUE"

REEVESOUND CO. INC.  
1600 BROADWAY, NEW YORK CITY

## NAB Meet Breaking Attendance Records

(Continued from Page 1)

the increase in attendance this year. One is the heavy growth of AM and FM broadcasters and another the growing interest in television. The third reason given was the central location of Chicago as a convention city.

Arney's forecast was confirmed by other NAB executives who pointed out that the workshop subject matter of the management conference and the special independent station day were attendance builders. As one executive put it, "Never before have broadcasters been more concerned about the merchandising of the media."

The heavy equipment exhibit which opened in the basement of the Hotel Stevens, yesterday, might be likened to the opening of Ringling Brother's Circus at Madison Sq. Garden. Carpenters, electricians and other technicians worked feverishly to put in place heavy equipment displays with Arthur Stringer, NAB director of exhibits, acting as the equipment circus ringmaster.

"Million Dollar Exhibit"

Stringer called the heavy equipment show "a million dollar exhibit" of the latest in radio and TV apparatus. He said that the large TV exhibits of such companies as RCA, General Electric and DuMont are indicative of the growing interest in this field. The exhibits of radio and TV require 135,000 watts power, the greatest load ever needed for an NAB equipment show.

Yesterday was registration day for the engineers. Approximately 500 were on hand yesterday and more are expected to register this morning. The first presentation of engineering papers and panel discussions will be given at the morning and afternoon sessions today.

## Goodman Ace Program Now Ace With CBS

(Continued from Page 1)

will stay on through the summer. It's understood that it may be used to fill half the time this summer vacated by "Lux Radio Theater."

"Mr. ace and JANE," which returned to the air sustaining the first of February, has been slowly but consistently improving its rating since that time. It has improved from a 4.1 to a 5.5 for the half-hour average.

## RCA INSTITUTES, INC.

The oldest and recognized as one of the leading Radio Schools in America, offers its specially-trained Radio and Television technicians to the Broadcast Industry.

Our graduates have

1st Class Telephone License.

We solicit your inquiry.

Address Placement Manager,

RCA INSTITUTES, Inc.

850 W. 4th Street, New York 14, N. Y.



## Windy City Wordage . . . !

● ● ● There's something about Chicago that makes 'em always come back. Look what happened to NABers. They moved their convention away for two years but now that they picked Chicago again attendance is bigger than ever. . . . Eddie Hubbard, conductor of the "Chesterfield ABC Club" on WIND, has started his semi-annual popularity poll to determine Chicago's favorite band, and boy and girl singers.

## Chicago

Winners last fall were Vaughn Monroe, Frank Sinatra and Peggy Lee. . . . Alex Drier, NBC Chicago commentator, leaves on April 11 on a three-week, 13-day speaking tour of the midwest, addressing meetings of the Skelly Oil Co. and making his broadcasts from NBC affiliates along the route. . . . Hotel Sherman is installing television sets in all of its suites. . . . Helene Heinz has rejoined M. M. Fisher Associates as radio time buyer after an absence of three years. She was with NBC for a number of years.

★ ★ ★ ★

● ● ● Guy Savage, well known in Chicago radio for ten years, has returned to his old home town, Houston, Texas, and writes that on March 1 he took over the job of program manager and sports director of station KLEE, and also is assistant manager and sports director for KLEE-TV. "On March 17," says Guy, "I recorded the completion of my 23rd year in broadcasting, and nearly seven years in TV. I have signed with Don Hampton, Ruthrauff & Ryan, for Southern Select beer, to telecast all home games of the Houston Buffaloes, Texas League, for this region. Things look fine!"

★ ★ ★ ★

● ● ● The Eddie Cantor party at the Pabst Brewery in Milwaukee last Friday night was a gala affair that gave the press an opportunity to get some quotable quotes from the ebullient Eddie, who has some positive opinions and is not backward about expressing them. The pollsters are his pet antipathy. "None of the ratings are worth anything," he declared. "The heads of the heads of the networks should be examined." Selling is the major test, said Eddie, and none of the ratings can be relied upon to give a true picture. He is of the opinion that a sponsor can make a more reliable survey than any of the pollsters.

★ ★ ★ ★

● ● ● Jean Hersholt, who plays the lead in the CBS "Dr. Christian" series, will be in Chicago for the broadcast of the program from the Palmer House on April 27 over WBBM. . . . Jean Armentrout, former continuity writer for Paul Gibson, has been named continuity editor for tele station WBKB. . . . Despite the fact that Al Trace's "Barn Dance Frolics" at the Blackhawk Restaurant is strictly synthetic hillbilly, the customers like it. . . . Harry Creighton, WGN announcer since 1943, will be added to the WGN-TV announcing staff on April 10. . . . NBC is getting a break in the theaters here this week. Its film "Behind Your Radio Dial" has been booked as an added feature during the Chicago premiere of MGM's "Command Decision" at the Woods Theater; and a trailer plugging the Lassie radio show is being shown during the Palace Theater engagement of "The Sun Comes Up," which stars the radio and movie dog.

★ ★ ★ ★

● ● ● WBIK, the Balaban & Katz FM station, went off the air March 30 and operation will remain suspended until the new transmitter atop the American National Bank building is completed in May. . . . Vicki Hebbard, formerly continuity writer for WNMP, Evanston, and Northwestern U. grad, has joined the production staff of Hal Tate Radio Productions as continuity editor, and will have charge of scripts for "Who's Talking?", syndicated mystery-voice program.

## NAB's Membership, Finances Favorable

(Continued from Page 1)

1,108 stations affiliated with networks, 783, or 71 per cent, belong to the association. Of the 1,032 non-affiliates, a total of 444, or 43 per cent, are on the NAB roll of independent stations.

FM stations, including 683 CP's and CG's, and three non-commercial FM stations are listed as totalling 951, as of March first. Of this number 600, or 63 per cent, are NAB members. Four of the 122 TV stations, including 115 CP's, are NAB members. Associate members of the organization are listed as totalling 73.

Income for the fiscal year from April 1st, 1948 to February 18, 1949, totaled \$761,331.68. Membership dues accounted for \$743,775.26 of this amount and \$17,556.42 came from other sources. Total expense for the year was given at \$654,491.96 and the excess income over expenses was placed at \$106,839.72.

## News Directors Pick New York For Confab

(Continued from Page 1)

La., has been named chairman of the Small Stations Committee replacing Sereno Gammell, WHTT, Hartford, Conn., who resigned. Robert Johnson of WKBZ, Muskegon, Mich., was appointed as an additional committee member.

Plans were made to enlarge the NARND Bulletin and issue it in printed form rather than mimeograph. Three associate editors named to work with John Hogan, WCSH, Portland, Maine, are Al Gordon, KFWS, Hollywood; John Sabin, WTMV, East St. Louis, Ill.; James Nolan, WJLK, Asbury Park, N. J.

# 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. 46th St.

HUBERT GREENFIELD, Mgr. Director N. Y. 19

# Hail KCBS...Hail Columbia!

On April 3rd the call letters of KQW, San Francisco, were changed to KCBS. And that dotted the last "i" and crossed the last "t" to the fact that KCBS is now a Columbia-Owned Station.

Making our San Francisco outlet a Columbia-Owned Station and switching its call letters to KCBS means a lot of good things to a lot of good people. Including you.

**FOR THE LISTENER**—KCBS now becomes unmistakably associated with CBS—today carrying the greatest schedule of entertainment ever concentrated on one network in the history of radio. And this star-studded CBS schedule is backed and blended with KCBS local origination which cater to Northern California listening likes.

**ADVERTISERS, TOO**—local, national spot, and network—share new advantages from this reinforced identity between the network and its San Francisco outlet. For instance, more than 900 advertise-

ments promoting the full KCBS-CBS program schedule are now appearing in every newspaper throughout the entire KCBS 50-100% BMB Audience Area.

**A SIGNIFICANT "EXTRA"**—KCBS is now represented nationally by Radio Sales...Radio and Television Stations Representative—CBS. Which means you now can get penetrating and resourceful data about the KCBS market and Northern California listening habits, plus complete and accurate information on how to get KCBS listeners to buy more of your product—faster.

Ask us or Radio Sales how KCBS—"Columbia's Key to the Golden Gate"—can be your key to greater profit.

**"COLUMBIA'S KEY TO THE GOLDEN GATE"**

## KCBS

5,000 watts, 740 kilocycles, Columbia Owned • Represented by Radio Sales



## Engineering Conference

THURSDAY, APRIL 7, 1949

- 8:00 a.m. REGISTRATION—Mezzanine Floor, Hotel Stevens  
MORNING SESSION—9 a.m.  
East End, Grand Ballroom, Hotel Stevens  
Presiding: A. JAMES EBEL  
Chairman, NAB Engineering Executive Committee  
Director of Engineering, WMBD, Peoria, Ill.
- 9:00 A METHOD OF SELECTING AN FM-TV TRANSMITTING SITE  
E. S. Clammer, Commercial Engineer, Engineering Products Dept., RCA-Victor, Camden, N. J.
- 9:30 THE PRACTICAL SOLUTIONS OF TV INSTALLATION PROBLEMS  
Robin D. Compton, Technical Manager, Radio Station WOIC (TV), Bamberger Broadcasting Service, Washington, D. C.
- 10:00 MAKING AND ANALYZING TV AND FM FIELD INTENSITY MEASUREMENTS  
George P. Adair, Consulting Radio Engineer, Washington, D. C.
- 10:30 Fifteen Minute Recess
- 10:45 THE DESIGN, DEVELOPMENT AND OPERATION OF A TV MOBILE UNIT  
Willis I. McCord, Manager, TV Specialties Dept., Allen B. DuMont Labs., Inc., Passaic, N. J.
- 11:15 OPERATION OF THE IMAGE ORTHICON CAMERA  
John H. Roe, Supervisor, TV Systems Engineering Group, RCA-Victor, Camden, N. J.
- 11:45 A 2,000 Mc. TELEVISION RELAY LINK  
Martin Silver, Project Engineer, Federal Telecommunication Labs., Inc., Nutley, N. J.

LUNCHEON SESSION—12:30 p.m.

West End, Grand Ballroom, Hotel Stevens

Presiding: ROYAL V. HOWARD

Director, NAB Department of Engineering

ADDRESS OF WELCOME—

Judge Justin Miller, President, NAB

ENGINEERING EDUCATION AND THE BROADCAST INDUSTRY—

Dr. William L. Everitt, Head

Department of Electrical Engineering

College of Engineering

University of Illinois

Urbana, Illinois

AFTERNOON SESSION—2:15 p.m.

East End, Grand Ballroom, Hotel Stevens

Presiding: JOHN H. DEWITT, JR.

Member, NAB Engineering Executive Committee

President, WSM, Nashville, Tenn.

- 2:15 AM, FM AND TV AUDIO MEASUREMENTS  
Frank H. McIntosh, Consulting Radio Engineer, Washington, D. C.
- 2:45 THE NAB RECORDING & REPRODUCING STANDARDS FOR DISK AND MAGNETIC RECORDING  
Robert M. Morris, Radio Facilities Engineer, American Broadcasting Co., New York, N. Y.
- 3:15 MAGNETIC TAPE RECORDING AND REPRODUCING  
Dr. S. J. Begun, Vice-President in charge of Engineering, Brush Development Co., Cleveland, Ohio
- 3:45 PROPERTIES OF MAGNETIC TAPE AND THEIR RELATION TO MAGNETIC RECORDING  
Reynolds Marchant, Development Engineer, Magnetic Tape Equipment, Minnesota Mining & Manufacturing Co., St. Paul, Minn.
- 4:45 A NEW PORTABLE AUDIO AMPLIFIER FOR AM-FM-TV  
William W. Dean, Audio Engineer, Broadcast Engineering Section, General Electric Company, Syracuse, N. Y.

- 5:00 OFFICIAL OPENING OF EXHIBITS—Ladies Invited  
Exposition Hall, Hotel Stevens

## Capital's Ears, Eyes Glued To AM-TV In Press Strike

(Continued from Page 1)

\$50 and would sell nothing less than that. Another had offered time in the morning in return for passes, he said, but by noon was trying to sell spots at \$10 each. Other spots ordinarily to be bought for one or two dollars were offered late yesterday at three and four dollars, he said.

First announcement of the strike seemed to have come over WTOP Tuesday night at 9:59, while the Associated Press came out two minutes later.

The Washington Post is principal owner of WTOP, which accounts for the station's being first—although its announcement was one hour after the Post's bulldog edition should have hit the street Tuesday night.

Theaters Band for Spots

Downtown theaters got together early yesterday and arranged to buy 14 one-minute spots listing the attractions at each house.

The comics were read on several stations, with the switchboard at WWDC jammed because the station's morning man neglected to read "Mary Worth's Family." In addition, WNBW, NBC-TV station here presented ABC commentator Tris Coffin reading the comics in the Washington Times-Herald on time bought by the paper. Coffin

writes a column appearing in the Times-Herald.

The Washington News put out a special proof-page edition, which was widely used by most stations here. The Washington Star aired a half-hour resume of the Star, including comics, on WMAL-TV, its own TV outlet. Also aired were news pix made by the paper's photographers during the day.

WTOP Offers Time

WTOP sent a wire to editors of all four papers out on strike offering to air features, columns and exclusive items which readers were missing. John S. Hayes, WTOP general manager, said he planned a half-hour roundup at 10 p.m. last night and would give each paper full credit on its own stories.

Jerry Strong, WINX morning man and disc jockey, substituted for the usual a.m. family newspaper by reading the comics. He also aired bulletins every five minutes.

### Circus Jury

Jack Barry's "Juvenile Jury" will pass judgement tonight, Thursday, on Ringling Brothers, Barnum & Bailey circus in Madison Square Garden. They will be guests of honor.

See the Latest in

# TELEVISION!

## FEDERAL'S

### Entirely Air-Cooled Transmitter

—the first 5KW high band Transmitter to provide the many advantages of complete air cooling

at Federal Exhibit Space 8

Exhibition Hall, Stevens Hotel, Chicago

★

1949 Convention and Exposition

National Association of Broadcasters

Federal Telephone and Radio Corporation

# TELEVISION DAILY

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

## EMPHASIS ON TV AT AAAA MEET

### TELE TOPICS

"FIRESIDE THEATER," the Procter & Gamble replacement for "I'd Like to See," will be an entirely different show each week—a kind of showcase for various types of programming. The opener Tuesday night was titled "A Friend of the Family," and may be best described as an attempted situation comedy. The story line concerns three characters, Virginia Gilmore, Yul Brynner and Peter Barry, as themselves. They're rather interesting people and competent performers, but it takes more than that to make entertainment. What was missing was the comedy. Barry's script was extremely weak and had neither the gags nor the situations to provoke laughter. With some good material, the trio could easily carry a very amusing show. Barry also produced and directed. . . . Emcee Win Elliot handled intro, closing and between acts chatter in an easy, effective manner. Commercials, on film, were for Duz, Crisco and Ivory. Agency is Compton. Larry Schwab, Jr., directs for NBC.

AT THE Aberdeen Proving Ground in Maryland yesterday a 40-mile wind blew over a microwave relay tower connecting two WPTZ mobile units located a mile apart just before the NBC pickup of Army Day demonstrations there got under way. Army personnel and web technicians laid down a mile of cable between the two trucks and completed the job in less than 70 minutes. . . . Roger Krupp, former N. Y. web announcer, has joined the staff of WTVJ, Miami, working with program director Clyde Lucas, former band leader. . . . "News Clues," a newsreel quiz show emceed by Jack McCarthy, bows over WPIX Saturday nite. Program features a gimmick whereby panel members contribute a buck to the American Cancer Society for each question missed. Jack Balch will direct, assisted by Joe Johnston. . . . Stan Freeman, pianist-composer-singer, moves into the Beck "Candlelight Revue" tonite replacing the Kirkwood and Goodman comedy team.

JERRY HILL, sports director of KDYL-TV, Salt Lake City, doubled in brass last week when he left the microphone to play in an exhibition hockey game during the station's pickup of the opening of a new artificial ice rink. He filled in for one of the players who failed to show. After the exhibition, he returned to the mike, slightly out of breath for a few minutes, to continue his description of the rest of the ice program. . . . Stanley Rubin, president of Realm Television Productions, is due in town from the Coast with demonstrations of a new low-cost cartoon animation process. Process was developed by Shamus Culhane, former Disney animator, who is joint owner with Realm. . . . Taylor Reed Co. debuts a new puppet show over WNET Sunday ayem on behalf of Cocoa Marsh.

### Langhoff, Of Y & R, Scores Faulty Research At Opening Session, Urges Definition Of Statistical Terms To Avoid Confusion

White Sulphur Springs, W. Va.—The industry was urged yesterday to adopt an acceptable definition of terms for TV research by Dr. Peter Langhoff, veepee and research director of Young & Rubicam. He spoke at the opening session of the 1949 annual meeting of the American Association of American Advertising Agencies at the Greenbrier here. For the second straight year emphasis of the confab was placed on agency video problems.

Langhoff scored as a "fallacy" a study made last year by a New York station "loudly proclaiming TV as a middle class medium on the basis of a survey of a large number of TV set owners. The explanation of the method used to arrive at this appealing conclusion is rather involved," he said, "but suffice it to say, that by such methods many millionaires could find themselves classified as paupers."

Langhoff continued: "Then, there have been many roof-top surveys made from commuter-train windows. These observers describe the forests of antennae on low income homes. Also, we have the observer who discovered that lots of people were taking advantage of the installment purchase plans and arrived at the profound conclusion that we have low income families in the TV audience.

"One TV rating service has published some very useful data on TV set ownership by economic group, using arbitrary rental values for classification. If your rental is over

\$100 per month, you are Class A. That is upper class in this survey. Not many families are in Class A—only six per cent, even in New York.

"I think there is a basic moral to be learned from this rather loose reasoning. We are confused because we haven't defined our terms—specifically, our statistical classifications. Just what do we mean by upper class and lower class and middle class. How high is upper?"

"I think the solution is fairly simple. We can divide our economic scale into four quarters, each with equal numbers of families. Our top group will then contain 25 per cent of all families and each successively lower group 25 per cent each. We will call them top quarter, upper middle quarter, lower middle and lowest quarter. If we use these as a framework for describing our TV family distribution, a good deal of confusion will disappear and, I think, we shall find the greatest number of sets in the top quarter with a rather sharp tapering down to the lowest quarter."

Panel discussion on agency tele problems was moderated by Louis Brockway, of Y&R. Participants were Winslow Case, Campbell-Ewald; Walter Craig, Benton & Bowley; Arthur Fatt, Grey; George Foley, Jr., Newell-Emmett; Robert Ganger, Geyer, Newell & Ganger; Dwight Mills, Kenyon & Eckhardt; O'Neill Ryan, Jr., J. Walter Thompson, and Lawrence Shenfield, Doherty, Clifford & Shenfield.

### ABC Acquires Added Space In Chicago; Business Up

Chicago—WENR-TV has completed arrangements for the acquisition of additional studio and adjacent space effective May 1 by leasing the north wing of the 42nd floor of the Opera Building, it was announced yesterday by John H. Norton, Jr., ABC central division veepee. Involved in the long-term deal is 4,000 square feet of space formerly occupied by Universal Recording.

Web's TV operation here, currently programming almost 50 hours weekly, will have three studios with the acquisition of the new space. The others are the large Civic Studio and the smaller Penthouse Studio on the 44th floor of the Opera Building.

Norton said that the expansion would require the added services of an engineering and programming crew. He added that the TV sales staff has been increased, with three account execs handling video exclusively.

Station, which has been on the air six months, has accounted for over \$300,000 in local business and more than \$400,000 in network business, Norton said. Latter includes a weekly half-hour for Kleenex and a 15-minute stanza for Bell & Howell, neither of which are on the air yet. He added that an order for the second half of the hour-long "Super Circus" is expected to be signed within a few days.

### Tillstrom And 'Kukla' Leaves WBKB In June

Chicago—"Kukla, Fran and Ollie," will leave WBKB on June 10, upon conclusion of Burr Tillstrom's contract with Balaban & Katz, and after a summer hiatus of approximately two months the show will resume on the NBC network for its present client, RCA Victor, with WNBQ as the originating outlet.

Of the reason for the change Tillstrom said: "My association with RCA goes back ten years. Their desire to continue the show for an indefinite period posed a problem that had to be solved, since RCA is an NBC affiliate. The decision was difficult since my relations with WBKB have, from the beginning, been most satisfactory. I learned nearly all I know about television technique at WBKB and cannot praise too highly the showmanship, progressive spirit and production know-how of a station that I shall always consider to be one of the great pioneer stations in the television industry."

John Balaban, director of WBKB, expressed keen regret at Tillstrom's departure. "We shall always regard 'Kukla, Fran and Ollie' as our prize baby and will remain his loyal friends," said Balaban.

### Gillette To Sponsor Derby Live And Film

The 75th running of the Kentucky Derby, May 7, will be televised live for the first time by WAVE-TV, Louisville, under sponsorship of Gillette Safety Razor Co., through Maxon agency.

Event also will be seen on film, as it was last year, on the CBS web 24 hours after the race, with Gillette again picking up the tab.

Pickup by WAVE-TV will be made under the direction of John Boyle. Joe Palmer will call the race, with color by Bernie Bracher, station sportscaster.

### UAL Expands TV Spots

Chicago—United Air Lines is renewing spot tele advertising in Chicago, New York and Los Angeles and is expanding similar advertising in San Francisco and Seattle this week, it was announced by R. E. Johnson, United's director of advertising. Commercials will employ one-minute picture films of Mainliner 300 (DC-6) ground and flight operations. N. W. Ayer is the agency.

## ABC Advisory Group Meeting In Chicago

(Continued from Page 1)

WBAP, Fort Worth; Frank Carman, KUTA, Salt Lake City; Archie Morton, KJR, Seattle; and Owen Uridge, WQAM, Miami.

### Top Officials Present

Heading up ABC's executive group at the NAB convention are Edward J. Noble, board chairman; Mark Woods, president; and Robert E. Kintner, executive veepee. Other ABC veepees in Chicago are Robert H. Hinckley, Frank Marx, Joseph A. McDonald and Ernest Lee Jahncke.

### Stork News

Milton "Mende" Brown, director-producer at WOR, New York, is the father of a girl born to his wife Ruth Kanin at French Hospital April 3. The mother is a costume designer who did the costumes for "Born Yesterday" and is the sister of Garson Kanin. Baby weighed seven and a half pounds and is named Dina.

## New Microdisc Home Recorder Introduced

(Continued from Page 1)

New York, northern New Jersey, Cincinnati, Chicago, Cleveland, Buffalo and Rochester, it was announced yesterday by Edwin Scheuing, president in charge of sales and promotion of the new firm.

Sidney Feitelberg is v-p in charge of management and Robert E. Scheuing is v-p in charge of recording. The address of the company is 119 West 57th Street, N. Y. C.

Apex Recording Studios, at which Edwin Scheuing is v-p in charge of sales, is the visual educational dealer of the recorder. Carl Fischer, Inc. will be the first retailer to introduce the Wagner-Nichols product to the general public on April 18.

The recorder, manufactured by the Wagner Recorder Mfg. Co., embosses music and voice on 4 1/4 inch-diameter discs at a recording pitch of 320 lines per inch and at a cost of one-half cent per minute. The discs play 15 minutes per side on either the new L-P record players or on the W-N microdisc recorder. The entire recorder weighs 27 lbs. and measures 14 1/2" x 11 3/4" x 10".

# AIR TRAVEL AT ITS FINEST...

on the completely modern up-to-the-minute **FLAGSHIP FLEET**



**THE DC-6 FLAGSHIP**

First really new post-war transport, offers a new concept of passenger luxury on long distance travel.

Realistic new rate card makes **WMCA** your **best buy** in New York!

HERE'S CASE No. 3

	WMCA	Independent Station C	
<b>One-Minute Spot Announcements</b> (minimum national rate)	24.00	20.00	You save
<b>Cost-per-thousand homes</b> 8:00 AM to 8:00 PM	69¢	70¢	<b>1.4%</b> on WMCA
<b>Quarter-hour programs</b> (minimum national rate)	64.00	60.00	You save
<b>Cost-per-thousand homes</b> 8:00 AM to 8:00 PM	1.84	2.11	<b>13%</b> on WMCA

Just give us the word and we'll prove, with rates and ratings, how price-fixed WMCA is now the smartest buy in New York!



Based on February Pulse (Monday-Saturday, 8:00 AM to 8:00 PM) average ratings and Metropolitan District Radio Homes, BMB.



**THE CONVAIR FLAGSHIP**

Provides on short trips the kind of speed and comfort hitherto restricted to distant travel.

The answer to today's demands for bigger, better and more air transportation

These two great aircraft form a five-mile-a-minute Flagship Fleet that is unrivalled in safety, comfort and luxury. Wherever you go . . . however long or short your journey may be . . . when you fly the route of the Flagships you are experiencing air travel at its finest.

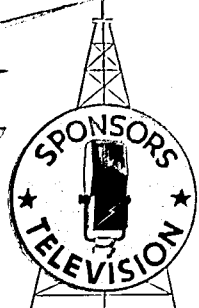
**AMERICAN AIRLINES INC.**





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 47, NO. 6

NEW YORK, FRIDAY, APRIL 8, 1949

TEN CENTS

## NAB BOARD CODE POWERS SUSTAINED

### White Slated To Succeed Kobak, MBS Prexy

#### Board Meet Today Plans Streibert As Chairman

Chicago — Frank White, president of Columbia Records, Inc., is slated to become president of the Mutual network following the annual meeting of that web's board of directors to be held here today at the Ambassador East  
(Continued on Page 8)

#### RCA To Represent Eddy-Kiggins Firm

Chicago — Television Associates, Inc. announced yesterday at the NAB convention that a deal had been completed with Radio Corporation of America whereby RCA will represent the company in the sale of all their television specialties. The announcement was made by Bill Eddy and Keith Kiggins, who have been associated in the development of the TA organization.  
The TA line which is being dis-  
(Continued on Page 4)

#### Commission Activity Includes Transfers

Washington — Construction permits for several new AM stations were announced by the FCC yesterday, as well as approval for transfers of control and frequency shifts. One kilowatt operation was okayed for the Charlottesville, Va., Broadcasting Corporation on the 1280 band, daytime, at an estimated cost of \$27,000. One kilowatt unlimited  
(Continued on Page 4)

**Doctor Is Out**  
The "doctor" will be watched closely when he breaks all precedence by moving his eleven years of "practice" to Chicago for a one-night stand, April 27, 7:30 p.m. CST. The Belle, Business Bureau's annual convention will be the origination of the CBS "Dr. Christian" Show. The program will put on a special play aptopos to the occasion.

**Non-Technical**  
Chicago—As a service to the press, Bob Richards and Jim Dawson of NAB have arranged for special luncheon menus in the NAB press room for those who do not wish to attend the regular convention luncheon sessions. Richards adds that the press can eat informally in the press room and watch luncheon proceedings of the engineering conference from a balcony overlooking the ballroom. Luncheon weary journalists seem to like the plan.

#### Court Upholds FCC In CP Controversy

Washington Bureau of RADIO DAILY  
Washington — The Court of Appeals for the District of Columbia, upholding the FCC's grant of a construction permit in October, 1947, to the Mid-America Broadcasting Company, Louisville, ruled this week that Mid-America's program plans were "far superior" to those of the appellant, WINN, which  
(Continued on Page 4)

#### CBC Operating Surplus Up \$361,000 In 1948

Montreal—The CBC's 1947-48 operating surplus amounted to \$388,369 compared with \$27,000 in 1946-47, it was disclosed in the annual re-  
(Continued on Page 4)

### Engineers Feel TV Thaw; Coy May Spill It Monday

Chicago—Early lifting of the FCC freeze on TV construction was forecast by Commission engineers attending the NAB engineering conference at the Hotel Stevens yesterday and it is possible that Chairman Wayne Coy will fix the date when he addresses the management conference luncheon on Monday.  
TV engineers expect the ban on station construction to be removed within the next few weeks. Some

### Members Vote 760 To 270 To Uphold Right Of Board To Enact, Amend And Promulgate Standards

#### Considers Video Best Low-Cost Advertising

FCC chairman Wayne Coy told the luncheon meeting of the Rotary Club of New York yesterday at the Commodore Hotel "it is now becoming increasingly evident that because of its effectiveness, television advertising may prove to be the cheapest form of advertising — cheapest when measured by sales  
(Continued on Page 7)

#### Butler Joining Federal As Radio Division Dir.

Edward W. Butler is joining Federal Telephone and Radio Corp. as director of the radio division, it is announced by Ellery W. Stone, president. Butler has resigned as  
(Continued on Page 2)

#### 4-A Board Chairman Post Goes To Goshorn

White Sulphur Springs, W. Va.—New board chairman of the 4-A's is Clarence B. Goshorn, president of Benton & Bowles, elected here dur-  
(Continued on Page 2)

By FRANK BURKE  
Editor, RADIO DAILY  
Chicago — The power of the NAB board of directors to "enact, amend and promulgate Standards of Practice or codes" was upheld in the mail referendum of the organization's membership, it was announced at NAB convention headquarters last night. The vote on this amend-  
(Continued on Page 8)

### Wasted Effort Must Halt Says Schwerin

Wasted effort in commercial radio, where a program fails to do the job for the sponsor that it is potentially capable of doing, must be substantially reduced if the medium is to remain healthy and prosperous in the growing gale of tight budgets and television. That was the theme of a presentation made yesterday to  
(Continued on Page 3)

#### Asks FCC Hearing For Competing L. I. Bids

Washington — WQXR asked the FCC yesterday to order a consolidated hearing, with WQXR a party, in the competing applications of Mid-  
(Continued on Page 3)

**Betty Clark Month**  
The National Council to Combat Blindness will be given the profits represented by Ritter Co. products' labels mailed during the month of May to the "Betty Clark Sings" show. Ritter, sponsors of the ABC program, will launch a nationwide advertising campaign to promote "Betty Clark Month," including a recording of the blind songstress.

# RADIO DAILY



## ★ COMING AND GOING ★

Vol. 47, No. 6 Friday, April 8, 1949 10 Cts.

JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : : Business Manager

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**WEST COAST OFFICES**  
Al Steen, Manager  
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**WASHINGTON BUREAU**  
Andrew H. Older, Chief 6417 Dahlonega Rd.  
Phone: Wisconsin 3271  
**CHICAGO BUREAU**  
Nat Green  
1417 Ashland Bldg. 155 No. Clark St.  
Phone: State 2332

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### FINANCIAL

(April 7)

#### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	7 7/8	7 3/4	7 3/4	— 1/8
Admiral Corp.	17	17	17	— 1/8
Am. Tel. & Tel.	145 7/8	145 3/4	145 3/4	— 1/8
CBS A	18 7/8	18 7/8	18 7/8	— 1/4
Farnsworth T. & R.	1 1/4	1 1/8	1 1/8	— 1/8
Gen. Electric	37 1/2	36 3/4	37 1/2	+ 1/2
Philco	31	30 7/8	30 7/8	— 1/8
RCA Common	12 3/4	12 1/2	12 5/8	+ 1/8
RCA 1st pfd.	70 3/4	70 3/4	70 3/4	— 1/4
Stewart-Warner	12 7/8	12 5/8	12 5/8	— 1/8
Westinghouse	23 1/2	23	23	— 1/8
Westinghouse pfd.	93 1/4	93 1/4	93 1/4	— 1/4
Zenith Radio	30 3/8	30	30 1/8	— 1/4

#### NEW YORK CURB EXCHANGE

Hazeltine Corp.	13 3/8	13 3/8	13 3/8
Nat. Union Radio	3 1/4	3 1/4	3 1/4

#### OVER THE COUNTER

	Bid	Asked
DuMont Lab.	14 1/4	15 1/4
Stromberg-Carlson	12 3/4	14 1/4

### Stork News

WQXR engineer and Mrs. Zaven Masoomian became the parents of a seven-pound son, Charles Cedric, at Polyclinic Hospital, New York, on April 2. The Masoomians have one other child, also a boy.

### 10 YEARS AGO TODAY

From the Files of Radio Daily

The NABRMA "Open House Week" campaign for the self-promotion of the broadcasting industry is scheduled to get under way April 17th. . . . BBC has increased its television budget for 1939 \$750,000 over the total allocated a year ago, making this year's appropriation, \$2,500,000. . . . "The Aldrich Family" has been purchased by General Foods for Jell-O as a summer replacement for the Jack Benny series.

KARL O. WYLER, vice-president and manager of KTSM, El Paso, Texas, visited this week at the headquarters of NBC, with which the station is affiliated. He ended his stay in New York yesterday.

TED HUDES, radio producer, is expected back today from Chicago, where he made recorded interviews with legislators and representatives of the State Displaced Persons Commission.

RUSS HODGES, emcee and sportscaster, has left for St. Petersburg, Fla., for a short stay at the training camp of the New York Giants, returning April 10.

JAMES RIDDELL, station manager of WXYZ, Detroit, and JOHN PIVAL, program director of the station, have arrived in Chicago. They plan to be back in the Automobile City April 11.

CARL BURKLAND, general sales manager of CBS Radio Sales, left New York yesterday for Chicago.

JOHN REED KING, emcee, and JACK CARNEY, producer, of "Give and Take" on CBS, left yesterday for Louisville, Ky., from which point tomorrow afternoon's program will emanate.

FRANK MARX, vice-president of ABC in charge of engineering, is in Chicago, where tomorrow he will be a panel member in a discussion with FCC engineers, a feature of the NAB convention.

H. R. BAUKHAGE, American network commentator, today will lecture at the Masonic and Elks Hall in Springfield, Ill. His program will originate at WENR, the web's Chicago outlet.

### Butler Joining Federal As Radio Division Dir.

(Continued from Page 1)  
general manager of the electronics division of Sylvania Electric Products and will join Federal April 25.

Butler has been in the radio industry since 1923 and was with RCA for more than 10 years. He joined P. R. Mallory and Co. in 1944, serving as manager of the rectifier division. During his entire career he has been associated with engineering, research, method standardization, production control, product development and sales.

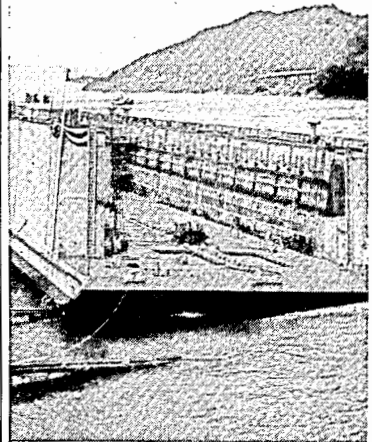
Butler's responsibility at Federal will cover broadcast and communications equipment, including trans-

### 4-A Board Chairman Post Goes To Goshorn

(Continued from Page 1)  
ing the organization's annual meeting. He was vice chairman for the last year and succeeds T. D. Brophy, board chairman of Kenyon & Eckhardt.

Fairfax M. Cone of Foote, Cone & Belding was elected vice chairman and Warren E. Kraft, veepee of Honig-Cooper Co., Seattle, was elected secretary-treasurer.

mitters and associated items, radio links, mobile radiotelephone, radio aids to aerial navigation and telephone and telegraph carrier systems.



## Sideways!

That's a drydock. They launched it sideways out in Pittsburgh into the Ohio River. They had to dredge a hole in the river bottom 500 feet by 150 feet to make the launching come off.

It seems you can do almost anything if you make up your mind to it.

Take radio stations. W-I-T-H started down here in Baltimore about eight years ago. Today W-I-T-H is the big independent that delivers more listeners-per-dollar- spent than any other station in town.

Smart time buyers a long time ago learned that in this great market—the way to make sales at low cost was W-I-T-H.

So many learned that. They must have. So many names in the list of smart advertisers sign off their commercials with "This is W-I-T-H"!

## .. like MAD!

Selling like mad, that is! To promote seasonal specials at its retail stores, *Loft Candy Corporation* (through Lawrence C. Gumbinner agency) uses regular participations on KYW's Ruth Welles program (9-9:30 AM, Mon. thru Fri.). Currently, reports the agency, the Easter Egg special is "selling like mad." One big plus in this high-selling program is its flexibility. Miss Welles' effective ad-lib commercials, the agency points out can be revised at the last minute to synchronize with market situations. Other advertisers, too, report sweet results with this outstanding women's program. For details, call Harvey McCall at KYW, or Free & Peters.

50,000 Watts  
Philadelphia's  
NBC Affiliate

# KYW

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



# W-I-T-H

Baltimore 3, Maryland

TOM TINSLEY, President  
Represented by Headley-Reed

# Wasted Effort Must Halt Says Schwerin

(Continued from Page 1)

the Radio Executives Club in New York by researcher Horace Schwerin who charged that "more than 50 per cent of the effort in radio broadcasting is waste."

The charge was not leveled against individuals but was in reference to factors involved in commercial radio campaigns.

"There are four major causes of waste in radio," Schwerin said, who is head of Schwerin Research Corp. which makes qualitative analyses of programs. He named the causes as "shows that aren't given enough time to build an audience; shows that never should have been put on in the first place; shows that cost too much; and commercials which render the listener psychologically deaf."

### "Worst Cause of Waste"

Probably the worst cause of waste, according to Schwerin's studies, is that the average commercial is just a signal for many people to become psychologically deaf. In one case it was found that while 93 per cent of the audience could identify the sponsor, only 7 per cent knew what the sponsor had to say about his product.

"Advertisers tell us they will de-

# Asks FCC Hearing For Competing L. I. Bids

(Continued from Page 1)

Island Radio, Inc., and the Patchogue Broadcasting Company for a new daytime station in Patchogue, L. I., on the 1580 band with 250 watts. WQXR operates on the 1560 band with ten kilowatts in New York City, and claims that interference would result if either of the Patchogue applications is granted. WQXR has pending an application to boost its power to 50 kilowatts.

mand two things," Schwerin commented, "in this period of tight budgets and television—customers instead of just bodies as their radio audiences, and delivery of those customers at a reasonable cost."

Advertisers, the researcher added, want to quit paying fabulous prices for talent when those fabulous prices don't result in a proportional increase in the number of customers who are listening.

Schwerin was complimentary of the brains in the radio industry and said that "radio's failures can be traced not to poor concepts, but to poor execution of those ideas." Major sources of error, as he sees it, in presentation of radio fare can be divided into five categories. They are familiarity, approach, method, emphasis and direction, the latter meaning direction of the program.

# DON'T MISS

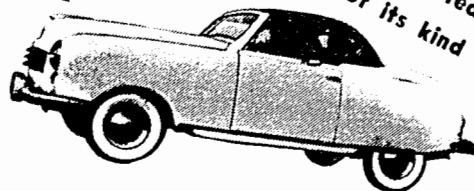


all the FUN with <sup>to</sup> at NAB Convention

suite 544A

Win these prizes at special Convention Contest — conducted by <sup>to</sup> — the only transcription network service of its kind in the world!

**GRAND 1st PRIZE**



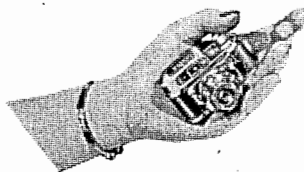
new metal-top PLAYBOY convertib (on display in Exhibition Hall)

**SIX 2nd PRIZES**



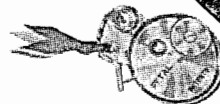
UNDERWOOD UNIVERSAL portable typewriters (on display in Suite 544A)

**THREE 3rd PRIZES**



precision RUBIX cameras (on display in Suite 544A)

**NINE 4th PRIZES**



tiny revolutionary RETAL cameras (on display in Suite 544A)

**TRANSCRIPTION BROADCASTING SYSTEM, Inc.**  
11 East 52nd Street, New York 22, N. Y.



• faces • facts • figures • wins •

## NEW TIMES . . . NEW SPONSORS



**DON GODDARD**

7:00-7:15 A.M. Mon. thru Fri.  
(Metro. Life Ins. Co.)

8:15-8:30 A.M. Mon. thru Fri.  
(Metro. Life Ins. Co.)

Noon-12:15 Mon. thru Fri.  
(Robert Hall Clothes)



**CARROLL ALCOTT**

6:30-6:45 P.M. Mon. thru Sat.  
(Available)

7:30-7:45 P.M. Mon. thru Sat.  
(Available)

10:30-10:45 P.M. Mon. thru Sat.  
(Strauss Stores)

**EFFECTIVE APRIL 15**

**WINS**  
50KW NEW YORK

CROSBY BROADCASTING CORPORATION

## Court Upholds FCC In CP Controversy

(Continued from Page 1)

sought to shift its frequency and boost its power.

Never before has a court of this standing dwelt at such length and in such detail on the comparative quality of programming plans. Preference was expressed by the court for strong local programming over network service.

Mid-America was granted the 1080 channel with one kilowatt night and five kilowatts day. WINN, now on the 1240 band with 250 watts unlimited, sought the same assignment.

"Trust" Charge Ignored

The court failed to rule on the value of WINN's offering of evidence that two top officers of Mid-America had records of anti-trust and Federal Trade Act violations. This evidence was offered after the close of the hearing record, and the three judges agreed that no satisfactory explanation had been offered "why the alleged facts were not discovered prior to the original hearing" and "no proof that the alleged newly discovered evidence would, if true, affect the decision of the Commission."

The three judges who unanimously ruled for the Commission were Bennett C. Clark, former Senator from Missouri, J. Barrett Prettyman and James Proctor.

## Commission Activity Includes Transfers

(Continued from Page 1)

time was permitted the Turlock, Calif., Broadcasting Company on the 1390 band.

KBYR, Anchorage, Alaska, was permitted to shift from the 1240 to the 1450 band, while WGAD, Gadsden, Alabama, was permitted to increase its daytime power from one to five kilowatts, continuing night power of one kilowatt on the 1350 band. WEAS, Decatur, Ga., was granted a power jump from one to ten kilowatts, and KBRZ, Brazos, Texas, was permitted to go from 500 watts to one kilowatt.

Purchase of control of WANE, Ft. Wayne, Ind., by C. Bruce McConnell from Glenn R. Thayer and Merlin H. Smith was okayed, McConnell paying \$21,850 for 69 per cent interest. Assignment of the license to KTAN, Sherman, Texas, for \$18,110 was also okayed, control passing from the Denison Broadcasting Corporation to the Sherman Broadcasting Corp.

## Drake U. Choir Aimer

The Des Moines, Ia., Drake University Choir of 65 voices, under the direction of Stanford Hulshizer, will present a half-hour program, to originate from the studios of WQXR, New York, of folksongs, madrigals and opera excerpts, April 10, 10:30 p.m. The choir, which is currently on a tour of the United States, will broadcast next at WMAL, Washington, D. C., April 12.



## Mainly About Manhattan. . . !

● ● ● Fred Allen, at the big Heart Fund benefit at the Copa, cracked: "With Winchell fighting cancer and Sullivan heart disease, there's nothing left for Earl Wilson and Leonard Lyons to combat but indigestion and athlete's foot." . . . A local TV package outfit is already preparing a series based on the headline-grabbing story of the woman with only a year to live who asked for advice on how to spend the year. . . . NBC's Bob Adams going after Ethel Merman with an idea for an air series. . . . Staff of a leading music mag worried over rumors that it's ready to fold. . . . Mildred Fenton putting "Detect & Collect" on ABC-TV next Thursday with Jack Lescoulie in the emcee slot. La Fenton also set Bob Dixon on the Campbell Soup-Ed Murrow stanza. . . . National sponsor dickering to tie up Guy Lebow to a year's exclusive. . . . Is there a big deal cooking for an army sponsored show on TV based on the Joe Palooka strip? . . . Vic Damone's new nose has created more talk than any schnoz since Durante. . . . Charlie Furey has resigned from Peck agency to join up with Roy Gordon again. . . . Henny Youngman squelched a heckler at Howie's the other p.m.: "Mister, you've got so many pebbles in your head you can get a good job with Cugat's band."

★ ★ ★ ★

● ● ● You can't beat those Main Streeters for fast action. The other day, Walter Kay, from WJW, Cleveland, wanted some info on two fellows whose theme was "I'm the BEST FOODS tenor . . . I'm the HELLMAN'S baritone." Before the ink was hardly dry on the sheet, CBS' Bill Walker was on the phone with the report that they were Billy Jones and Ernie Hare, otherwise known as the Happiness Boys. . . . Gary Stevens (with probly the best memory in radio) supplied the information that after that they were known as the Interwoven Pair. And all the way from Seattle, Wash., comes the correct answer to Bob Trout's problem from Adolph Linden, of the Linden Record Corp.

★ ★ ★ ★

● ● ● AROUND TOWN: Sidney Paul, still out in Chicago with "Mr. Roberts" (where he's a big click, incidentally) postcards that he plans to return to N.Y. and radio this summer. . . . Jack Rubin, vacationing down in Key West, Fla., wires: "Having a wonderful time. Wish I were home." . . . And Pete Donald wired from Bermuda that his plane went so fast it turned the Milky Way into pot cheese. . . . Lisa Kirk, of "Kiss Me Kate," and Nils Asther, former film star, headline tonight's edition of "Experience Speaks" on Mutual. . . . Joe Cherniavsky back from 9 months in So. Africa where he toured with "Oklahoma." . . . Joe Calcagno, who used to ghost-draw the Milt Gross strips, is doing those cute cartoons for the old sailor, Nick Kenny. . . . And hot TV prospects: Frank Libuse, with the insulting waiter routine at the Latin Quarter. . . . Harvey Stone's TV series will have to wait until he finishes up a London Palladium date.

★ ★ ★ ★

● ● ● FILLER-DILLERS: Television still wrestling with its problems, points out Dick (Boston Blackie) Kollmar. . . . Jimmy Kreigsman sez his landlord doesn't object to his television set—he objects to the programs. . . . And Jackie Miles' landlord refers to TV set owners as "Antenants."

★ ★ ★ ★

● ● ● MAIN STREET TREATS: Morton Downey's troudadouring at the Wedgwood Room. . . . Xavier Cugat's sizzling Columbia platter, "El Lobo." . . . Lisa Kirk's swelegant vocal job on the Hank Morgan stanza. . . . Stan Freeman's piano'ing on "Candlelight Revue." . . . Hugh James' salespieling on "Americana." . . . Anne Renee Anderson's delightful "take-offs" in "Lend An Ear." . . . Pianist Phyllis Whitney at Bertolotti's.

## CBC's Operating Surplus Up In 1948

(Continued from Page 1)

part of the Crown-owned corporation. The report, tabled in the Canadian House of Commons by Hon. J. J. McCann, Minister of National Revenue, showed that in the year ended March 31, 1948, a total of \$172,309 was set aside as allowance for depreciation and obsolescence. This left a net operating surplus of \$216,060.

License Fees Helped

Part of the CBC's improved position resulted from Parliament's decision to turn over to the CBC gross revenues from the \$2.50 annual license fees on receiving sets. Previously the collection costs were deducted by the Transport Department. As the result of the change, revenue from license fees increased by \$892,449. Revenue from the fees amounted to \$4,798,291 and from commercial broadcasting to \$1,842,558.

## RCA To Represent Eddy-Kiggins Firm

(Continued from Page 1)

played by RCA at the equipment show includes controllable studio lighting system, tripods, portable camera dollies, continuous film reels and accessories, microwave reflectors and mounts and protective camera cable clamps.

## Send Birthday Greetings To—

April 8

Arthur Allen Bill Curtis  
Bert Gordon Thornton Fisher  
Martin Gunther Lulu McConnell  
Frank E. Hurt Frank Roth  
Frances Hershowitz

April 9

Jim Bannon Franklin Bingman  
Brewster Morgan Gilmore Nunn  
Oliver Smith Mickey Alpert  
Rose Yvonne Stein

April 10

William B. Dolph Fred Hall  
Haven MacQuarrie Eddie Rubin  
Sigmund Spaeth Mark Warnow  
Eugene Patterson

April 11

Rhoda Korten Caroll Carroll  
Paul Douglas Johnny Welsh  
Alvina Vogel Stephen Chase  
Ed Darlington

April 12

Herman Bess Bill Edmonds  
Leo Miller Henry Peterson  
Howard Phillips  
Margaret Gardner

April 13

A. L. Ashby Cecil H. Hackett  
Arthur W. Ingoldsby Lily Pons  
Bob Stanley Catherine Wittfield

April 14

Al Cormier Bill Green  
Al Kavelin Robert Stanton

## Engineering Conference

FRIDAY, APRIL 8, 1949

MORNING SESSION—9 a.m.

East End, Grand Ballroom, Hotel Stevens

Presiding: WILLIAM B. LODGE

Network Adviser, NAB Engineering Executive Committee

Vice-President in charge of General Engineering

Columbia Broadcasting System, New York, N. Y.

9:00 A LOOP-ANTENNA SYSTEM FOR TELEVISION BROADCASTING

A. G. Kandoian and R. A. Felsenheld, Federal Telecommunication Labs., Inc., Nutley, N. J.

9:30 A NEW AND LOW-COST TELEVISION TRANSMITTING ANTENNA

M. W. Scheldorf, Engineer in Charge of Research, and Lawrence R. Krahe, Engineer, both of Andrew Corp., Chicago, Ill.

Mr. Scheldorf will present paper

Mr. Krahe will give demonstration

10:00 DESIGN PROBLEMS IN TRIODE AND TETRODE TUBES FOR HIGH FREQUENCY OPERATION

Dr. Howard Doolittle, Development Engineer, Machlett Labs., Springdale, Conn.

10:30 Fifteen Minute Recess

10:45 DEVELOPMENT, DESIGN & APPLICATION OF SUPER POWER FREQUENCY MODULATION

J. E. Young, Manager, Broadcast Transmitter Engineering Group, RCA-Victor, Camden, N. J.

11:15 AUTOMATIC SELECTION OF BROADCAST PROGRAM CIRCUITS

John A. Green, Head, Broadcast Engineering Department, and Robert D. Essig, Engineer, Broadcast Engineering Department, both of Collins Radio Co., Cedar Rapids, Iowa

Mr. Green will present paper

Mr. Essig will give demonstration

11:45 HIGH VOLTAGE METALLIC RECTIFIERS APPLIED TO BROADCAST TRANSMITTERS

Charles K. Hooper, Advisory Engineer, and Nelson B. Tharp, Design Engineer, both of Westinghouse Electric, Baltimore, Md.

Mr. Tharp will present paper

LUNCHEON SESSION—12:30 p.m.

West End, Grand Ballroom, Hotel Stevens

Presiding: NEAL McNAUGHTEN

Assistant Director, NAB Department of Engineering

NAB's BROADCAST ENGINEERING CONFERENCE—

Remarks by A. D. Willard, Jr., Executive Vice-President, NAB

ATOMIC ENERGY IS HERE FOR GOOD—Illustrated

Dr. Lincoln R. Thiesmeyer, Executive Assistant to the Director

Brookhaven National Laboratory

Patchogue, Long Island, N. Y.

AFTERNOON SESSION—2:15 p.m.

East End, Grand Ballroom, Hotel Stevens

Presiding: J. R. POPPELE

Member, NAB Engineering Executive Committee

Vice-President and Chief Engineer, WOR, New York, N. Y.

2:15 ICONOSCOPE FILM PICKUP SYSTEMS

Harry R. Smith, Head of Special Projects Group, TV Transmitting Equipment Division, Allen B. DuMont Labs., Clifton, N. J.

2:45 THE IMPROVED 16 MM SYNCHROLITE PROJECTOR

H. B. Fancher, Television Engineer, TV Engineering Section, General Electric Company, Syracuse, N. Y.

3:15 KINESCOPE RECORDING

Ralph V. Little, Jr., Supervisor, Theater TV Engineering Section, RCA-Victor, Camden, N. J.

3:45 Fifteen Minute Recess

4:00 A CATHODE RAY TUBE VIDEO SCANNER

Roger D. Thompson, Project Engineer, Transmitter Division, Allen B. DuMont Labs., Clifton, N. J.

4:30 GENERAL PURPOSE TELEVISION STUDIO LIGHTING

Richard Blount, Engineer, Lamp Department, General Electric Company, Cleveland, Ohio

5:00 TELEVISION RECEIVING ANTENNA DESIGN AND INSTALLATION

Lewis Winner, Editorial Director, Bryan Davis Publishing Company, New York, N. Y.

## Engineering Conference

SATURDAY, APRIL 9, 1949

MORNING SESSION—9 a.m.

East End, Grand Ballroom, Hotel Stevens

Presiding: OSCAR C. HIRSCH

Member, NAB Engineering Executive Committee

Owner-Manager, KFVS, Cape Girardeau, Mo.

9:00 TRAINING OF AM & FM ENGINEERING PERSONNEL FOR TV OPERATIONS

Whitney M. Batson, Technical Training Director, NBC, New York, N. Y.

9:30 RECENT ADVANCES IN BROADCAST FACSIMILE

John V. L. Hogan, President, Radio Inventions, Inc., New York, N. Y.

10:00 A PROGRESS REPORT ON ULTRA HIGH FREQUENCY TELEVISION

Dr. Thomas T. Goldsmith, Jr., Director of Research, Allen B. DuMont Labs., Passaic, N. J.

10:30 Fifteen Minute Recess

10:45 FCC—INDUSTRY ROUNDTABLE—

Royal V. Howard, NAB, Moderator

3:00 TOUR OF ABC AND NBC CHICAGO TELEVISION STATIONS—Ladies Invited

Opera Building, Wacker Drive, Chicago

ABC Hosts: J. M. Valentine, TV Operations Supervisor;

W. H. Cummings, AM-FM Operations Supervisor; R. B.

Whitnah, TV Station Engineer

NBC Hosts: Howard C. Lutgens, Division Engineer; Walter

F. Lanterman, Station Engineer, WNBQ and WMAQ-FM;

Paul J. Moore, Supervisor, TV Maintenance

3:00 OPEN MEETING, NAB RECORDING AND REPRODUCING STANDARDS COMMITTEE

West Ballroom, Hotel Stevens

Royal V. Howard, NAB, Committee Chairman

Robert M. Morris, ABC, Executive Committee Chairman

All Members and Interested Parties Invited to Participate

See the Finest in

# TELEVISION!

## FEDERAL'S

### Advanced Design Transmitter

### for Peak Performance

— conservatively rated . . . low maintenance  
 . . . flexibility . . . accessibility . . . reliability

at Federal Exhibit Space 8

Exhibition Hall, Stevens Hotel, Chicago

★

1949 Convention and Exposition  
 National Association of Broadcasters

Federal Telephone and Radio Corporation

## PLUG TUNES

On Records and Transcriptions  
**TELL ME WHY**RYTVOC, Inc.  
1585 Broadway New York 19, N. Y.A Great Novelty Song!  
**I KISSED A GIRL  
AND MADE HER CRY**Recorded on VICTOR  
(Jimmy Brown & Joe Biviano Orch)  
SUNSET MUSIC PUBLISHERS, Inc.  
1674 Broadway N. Y. C.From the Farrell-Lambert Smash Musical  
"All For Love"**"Why Can't It Happen Again?"**  
by Jimmy Gallup and Michel Emer  
CECILLE MUSIC CO., Inc.  
580 Fifth Avenue, New York City

On Records and Transcriptions

**"HEY! MAMA"**  
(He's Tryin' To Kiss Me)ROYAL MUSIC CORP.  
1587 Broadway New York, N. Y.

ART MOONEY'S New Smash!

**BEAUTIFUL  
EYES**—◆◆—  
DUCHESS MUSIC CORP.**ALL RIGHT, LOUIE,  
DROP THE GUN**

recorded by

JIMMY ATKINS .....Coral  
TWO-TON BAKER .....Mercury  
CASS DALEY .....Decca  
JOHNNY DAVIS .....Universal  
ARTHUR GODFREY .....Columbia  
MARION HUTTON .....M-G-M  
ART KASSEL .....Mercury  
LOUIS PRIMA .....RCA Victor  
WESSON BROTHERS .....National

LEO FEIST, INC.

**WORDS AND MUSIC**

By PINKY HERMAN

● ● ● **TIN PAN ALLEY OOPS:**—Of the thirty most-played-songs of the past week, four are published by Leeds Music Corp. . . . hustling firm has accomplished this feat several times in the past and is a tribute to Lou Levy's staff which includes George Levy, Al Gallico, Happy Godday, Arnold Shaw, Sal Chiantia, Goldie Goldmark and Arch Levington . . . incidentally the four tunes are "Brush Those Tears From Your Eyes," "Galway Bay," "I Get Up Every Morning" and "No Orchids For My Lady." . . . ● ABC Producer-Director Dick Charles has a likely-sounding ballad in "You'll Be Sorry From Now On" which he placed with Bob Miller, Inc. . . . ● Ronson has renewed the Johnny Desmond Show for another 13 weeks . . . program is heard MBSundays at 7:55 p.m. . . . ● Milt Gabler and Maurice Hartmann, two of the co-writers of the smash novelty "Choo Choo Ch' Boogie," have collabbed on a ballad, "Tell Me Why" which has all the earmarks of a hit . . . ditty is published by Rytvoc Music. . . . ● Eddy Brandt former commercial manager at WNCA has accepted a similar position with station WLOS in Asheville, N. C. . . . ● Johnny Kane starts a new record program over WLIB Saturday. . . . ● Bregman, Vocco & Conn have a commercial item in the new Sammy Gallup-Ben Weisman ballad, "Have A Little Sympathy." . . . ● Our West Coast spies sent us a wire raving about Rudy Vallee's click at the Coconut Grove. . . . Rudy's magnetic charm and showmanship, not only wowed the cash customers but makes this prognosticator's recent prediction "Vallee will prove as great in Television as he was in Radio" a sound bit of crystal-gazing. . . .

★ ★ ★ ★

● ● ● Mack Gordon and Joseph Myrow have fashioned a hit ditty in "Every Time I Meet You," featured in the forthcoming 20th Century-Fox flicker, "Beautiful Blonde From Bashful Bend." . . . Leo Feist is the publisher. . . . ● Easily one of the brightest musical treats in town is that dispensed by Merle Pitt's Five Shades of Blue Orchestra heard daily over WMCA. . . . ● Peter Donald wonders if "to write a successful Broadway column one must take a course in Public Peeking." . . . ● Jack CBSmith will make a p.a. at the Palladium in London this summer . . . if British Musicians' Union gives the green light Frank DeVol will front the band. . . . ● Joe Platt, owner of the President Garage on W. 48th St., hopes to win a set of Encyclopedia. . . . Radio quizmasters Bert Parks and Red Benson are daily patrons and he wants to have the answers ready. . . . ● Funny how those little Nedick Jingles keep tip-toeing through the mind. . . . ● The title song of the Walter Wanger Technicolor Picture, "Tulsa," which will be nationally released next week, was written by Allie Wrubel and Mort Greene and published by Advanced Music. . . . ● Lou Comito is driving on "Someone To Love" which Warren Publications has purchased from Martin Block Pub. Co. . . . ballad was written by Bob Warren. . . . ● The endless struggle between Capital and Labor has motivated tunesters Eugene West and Bert Mann to labor over and come up with a capital novelty, "I'm Gonna Stage A Walkout" (On You Baby) . . . Adrienne Music is the publisher. . . . ● Jo Stafford won't appear on the Revere Camera Show this summer in order to fulfill an extensive p.a. tour. . . .

★ ★ ★ ★

● ● ● **ON AND OFF THE RECORD:**—Billy Eckstine's latest MGM platter pairing "Caravan" with "A Senorita's Bouquet," is one of the best items to emerge from Frank Walker's emporium . . . deejays might as well supply themselves with a dozen platters because the "Caravan" side is going to be played, re-played and parlayed. . . . ● Columbia has an ace in Harry James' platter of "Hurry, Hurry, Hurry" flipped with "Don't Cry, Cry Baby." . . . Harry's trumpet solo augments the Skylarks' harmonies on the top side with the Skylarks taking over on the "Baby" side. . . . ● The Ralph Wilson Quartet's version of "Knock Wood" on Lucky Records can zoom this Buddy Kaye-Carl Lampl ditty to the top.

## PLUG TUNES

*Climbing Fast!*  
**I DON'T SEE ME IN  
YOUR EYES ANYMORE**Laurel Music Co.  
1619 Broadway New York City*The Hill-billy Smash!*  
**BRUSH THOSE TEARS  
FROM YOUR EYES**

The PETER MAURICE MUSIC CO. Ltd.

*To You, You and You!*  
**"MY BEST TO YOU"**FORSTER MUSIC PUB., Inc.  
1619 Broadway, New York 19, N. Y.  
216 S. Wabash Avenue, Chicago 4, Ill.**A Great Ballad!**  
**THEN I TURNED AND  
WALKED SLOWLY AWAY**ADAMS, VEE & ABBOTT, Inc.  
216 S. Wabash Avenue, Chicago 4, Ill.**"JANIE and ME"**

by Thomas G. Meehan

JAMES MUSIC, Inc.  
1650 Broadway Room 709 N. Y. C.  
Solly Cohn, Mgr.**A Great New Song**  
**REMEMBER MOTHER'S DAY**  
(Sunday — May 8th)  
**SAM FOX PUBLISHING CO.***It's TIME For*  
**"GOT NO TIME"**

by

Jack Reynolds &amp; Larry McMahon

CECILLE MUSIC CO., Inc.  
580 Fifth Ave. N. Y. C.

# TELEVISION DAILY

Section of RADIO DAILY, Friday, April 8, 1949 — TELEVISION DAILY is fully protected by register and copyright

## END OF TELEVISION FREEZE IN SIGHT

### TELE TOPICS

**BANALITY REACHED** a new high on the "Mary Kay and Johnny" stanza over CBS Wednesday nite. The script, written by Johnny Stearns, was as obvious, hackneyed and unfunny as it is possible to get. The plot ran something like this: Junior Executive comes home from work, tells Dumb Dora wife that an important client is coming to dinner. Husband goes shopping. Acidulous, middle-aged male baby sitter arrives, is mistaken for wife for client. Client arrives and is mistaken for radio repairman. This drags on through an interminable series of incredibly bad situations after which the client wins the giant jackpot on the "Whiz Quiz" radio show and the program ends as you knew it would. The client is happy, the husband's bank gets client's business and husband gets raise. . . . There were very few acceptable moments during the half-hour, and the show undoubtedly would improve if cut to 15 minutes. Besides Mr. and Mrs. Stearns, cast included Sidney Blackmer as the client, Vaughn Taylor as the baby sitter and Jean Shepherd. Whitehall commercials, on film, were unimpressive one way or the other. Agency is Dancer-Fitzgerald-Sample. Lester Vail produces and Tom Hutchinson directs.

**NATHAN L. HALPERN**, formerly assistant to CBS proxy Frank Stanton, has been retained as tele consultant by a group of leading motion picture theater owners, including S. H. Fabian, operator of 60 houses on the East coast. Also believed to be in the group are Walter Reade, Ted Gamble and George Skouras. Halpern's job will be to delve into the relationship of video to the theater biz. . . . Sammy Kaye has cooked up a phone jackpot gimmick for his "So You Want To Lead A Band" stanza on NBC Sunday nite. . . . Danny Webb joins the cast of the Hartmanns stanza this week. . . . Telecraft Films, Inc., of Providence, has wrapped up the first two installments of a 13-picture series titled "You Can Dance," with Joe and Libby Champagne. Total of 104 quarter-hour open-enders are planned. Screening will be held around May 1.

**CAUGHT THE SECOND HALF** of the Godfrey show Wednesday nite and would like to register a rave for Mary Osborne. She plays great guitar, sings fine and projects a pleasing personality. Her slow-tempo version of "Sweet Sue" was downright sensational. . . . Gus Van, AGVA proxy, has signed 20 stars to appear on the union's TV series which will be produced by Monte Proser and packaged by Jack Bertell, of Radio Artists Corp. Included are Eddie Cantor, George Jessel, Hildegard, Rudy Vallee, Joe E. Lewis, Jane Froman, Ted Lewis and George Price. Profits from the stanza are earmarked for the AGVA welfare fund.

### Considers Video Best Low-Cost Advertising

(Continued from Page 1)  
made per advertising dollar invested."

In differing with those people who thought that "television was so costly that few advertisers would be able to afford it," Coy cited the fact that today more than a thousand advertisers are using the medium. "Television is becoming an outstanding success story of American business" with only seven TV stations on the air four years ago compared to 60 on the air and as many under construction today. "Within the next two years there will be one or more television stations in every one of the nation's 140 major market areas," he continued. "I predict close to 400 stations on the air by the end of 1951. But these will not be enough to give us the nationwide and competitive system of television that we are aiming for." He concluded with an expression of the hope for an early solution to technical problems barring the way for the additional channels needed to accommodate future TV stations.

When asked by RADIO DAILY about current rumors of his moving to some other government post, the FCC chairman said, "I never make predictions on such matters. If there is truth to it, I haven't been told yet."

### Masson Joins Y & R

Robert B. Masson, formerly with ABC, Grant and Kudner, has joined the radio-tele department of Young & Rubicam. He also has served as AM-TV director of American Heart Association, UN Appeal for Children, Red Cross and the U.S. Treasury.

## General Mills Sets \$750,000 TV Deal For "Lone Ranger"

Minneapolis—General Mills, through Dancer-Fitzgerald-Sample, has closed a deal with Lone Ranger, Inc. and Hollywood producer Jack Chertok of Apex Film Corp., for 52 weekly half-hour shows based on "The Lone Ranger" radio series at a cost of \$750,000. Series will be aired over more than 20 ABC stations in key markets on Thursdays, 7:30 p.m., EST, beginning in mid-September.

In All TV Areas  
Lowry Crites, director of media, and Ed Smith, radio-tele director,

### Two Comm'ls Signed For KGO-TV Opening

Opening program for KGO-TV, San Francisco, ABC's fourth owned and operated station to go on the air within a year, was announced yesterday by Robert E. Kintner, exec veepee of the web.

KGO-TV programming will begin May 5, with a 15-minute dedicatory program featuring civic, state and religious leaders. This will be followed by a half-hour variety show from the Golden Gate Theater, 7:30-8 p.m., under sponsorship of Thompson & Holmes, Philco distributors, through Russell, Harris & Wood agency.

On Air Tuesday Through Saturday  
Pickup of a night baseball game between the Oakland Oaks and San Francisco Seals will follow. Along with 29 other Oaks contests, this also will be sponsored by Thompson & Holmes. Following the premiere, station will be on the air with a Tuesday through Saturday program sked.

Representing ABC at the opening will be Kintner, Charles Barry, veepee in charge of tele, and Frank Marx, veepee in charge of engineering. Web's fifth outlet, KECA-TV, is slated to go on the air in Los Angeles in the near future.

### WNBT Sells Magic Seg To Gold Medal Candy Co.

Gold Medal Candy Co., through Doherty agency, has signed with WNBT for sponsorship of "More Magic," Sunday morning stanza featuring Joan Brandon. Thirteen-week contract was negotiated for the station by Joe Goodfellow.

### Coy May Announce Lifting At NAB Meet Monday

(Continued from Page 1)  
few months. There are 115 TV CP's of record with the Commission at the present time.

Six orders for Acorn transmitter and station equipment were announced by Herbert Taylor, sales director of the DuMont transmitter division yesterday. He added that among the cities who will get the new equipment are Greensboro, N. C., Jacksonville, Fla., Dallas and San Antonio, Texas.

Company's Largest Display  
DuMont's display, largest ever shown by the company at an NAB convention, includes their \$77,000 basic Acorn unit and their \$129,000 expanded Acorn package. The first unit is 500 watts while the second is a completely equipped TV transmitter and studio.

Visitors to the heavy equipment exhibit last night saw themselves televised by both RCA and DuMont. Both companies had jeep outfits in operation and DuMont made use of its mobile televisor unit which was parked on a parking lot adjoining the hotel.

Two Vital Conclabs Set  
Two sessions seem to be of particular interest to the TV engineers and executives attending the convention. One will be the panel discussion of TV engineering problems which will be held Saturday morning and the other will be the full day TV conference on Wednesday. It is expected that the conference with FCC engineers on Saturday will bring out some provocative questions on the freeze, interference and the prospects of moving to the ultra high frequencies.

### WSYR-TV To Go On Air By Autumn, Wilder Says

Syracuse, N. Y.—Indications are that WSYR-TV will be on the air this fall with NBC-TV programs. Col. Harry C. Wilder, president, announced yesterday.

Ground will be broken April 15 for WSYR-TV's transmitter at Sentinel Heights, just outside the city. Plans call for a one-story addition to the present FM transmitter and erection of a 200-foot antenna. Elevation of Sentinel Heights is some 1,440 feet which will mean an effective radiating elevation of some 1,640 feet above sea level. With Syracuse's average elevation some 300 feet, WSYR-TV's signal should penetrate a minimum radius of some thirty-five miles.

## Referendum Upholds NAB Board Powers

(Continued from Page 1)

ment was 760 to 270. In the same referendum the broadcasters voted on another proposed amendment to the NAB by-laws and placed a new limit of not more than two consecutive terms of the service of members of the board of directors. The vote was carried 583 to 465.

### Amendment in Two Parts

The first proposed amendment was in two parts, one of which would have eliminated the board's powers to promulgate Standards of Practice from the by-laws and another from the certificate of incorporation. The vote against such elimination from the certificate was 762 to 273. A total of 1,035 ballots were cast on the code question in the referendum. Members cast 1,048 ballots on the amendment to limit the term's of service of the directorate.

The amendment which would have ended the board powers to promulgate Standards of Practice was proposed by Edward Breen of Fort Dodge, Iowa, a member of the board whose term expires this year.

Stressing the need for more specialized group leadership within the structure of NAB membership, Justin Miller, president of NAB, yesterday paid tribute to the engineers for their group activities since the plan became effective three years ago.

### Welcome Address by Miller

Judge Miller in welcoming the engineers to the conference and luncheon declared that in the international race for allocations "we need the professional leadership you can offer at the present time. It seems that the professionally trained only have the capacity for double thinking."

The NAB president admonished the engineers to forget the problems of AM, FM, TV and clear channels in a common effort to protect all American broadcasting.

Another speaker at the first luncheon session was Dr. William L. Everitt, head of the department of electrical engineering, University of Illinois, who discussed employment of graduate engineers in broadcasting. He suggested that broadcasters present the opportunities of the radio industry to the engineering students much the same as other industries do. He explained that the students are not interested in becoming engineers alone but want positions that hold opportunities for advancement.

### DeWitt Quizzed

John H. DeWitt, member of the NAB engineering executive committee and president of WSM in Nashville, answered questions at an NAB-sponsored press conference. He told of the NARBA treaty expiring in June and the present lack of an agreement on international frequencies. DeWitt urged action toward completion of a new treaty when the conference of NARBA

## Independent Conferences

SUNDAY, APRIL 10, 1949

- MORNING SESSION—Hotel Stevens
- 9:30 a.m. "THE OPENING GUN"—Jess Willard, Vice-President, NAB; Ted Cott, Chairman, Unaffiliated Stations Committee
- 10:00 a.m. "DO I NEED TRANSCRIPTIONS?"—  
PANEL DISCUSSION—  
"Why can't I buy only the part of a library that I need?" . . . "Can I get along without libraries?" . . .  
"Where are transcription costs headed?"
- 10:30 a.m. "A NEW PROGRAM SOURCE—THE UNITED NATIONS"—  
State Department lines for the independent  
Exclusive U.N. programs for independents  
Shortwave pickups for independents
- 11:00 a.m. "PUBLIC INTEREST AUDIENCE BUILDING—THE ADVERTISING COUNCIL'S ALLOCATION PLAN"—  
New programs for the independent  
Gordon Kinney, Radio Director, The Advertising Council
- 11:30 a.m. "THE INDEPENDENT IS HERE TO STAY!"—  
The independent's position in American Radio—a research study by The Pulse, Inc.
- LUNCHEON SESSION
- 12:30 p.m. "WHO OWNS AND CONTROLS RADIO BROADCASTING IN AMERICA?"—  
Honorable Justin Miller, President, NAB
- AFTERNOON SESSION—SALES AND PROMOTION
- 2:00 p.m. "BIG PROMOTIONS ON SMALL BUDGETS"—  
Case Histories—Jerry Franken, Editor, "The Billboard"; Joe Koehler, Editor, "Sponsor"
- 2:30 p.m. "HOW TO STEAL AN AUDIENCE!"—
- 3:30 p.m. "YOUR COMMITTEE REPORTS"—Mel Drake, WDG
- 3:45 p.m. "BREAD AND BUTTER"—

### Summer Replacement

"Archie Andrews," now heard sustaining Saturdays 10 a.m., EST, on NBC, is scheduled as a summer replacement for "Great Gildersleeve" on Wednesday, 8:30 p.m., EST, starting June 8. The "Andrews" sustainer will continue as an evening show until Aug. 31.

meets again next fall in Montreal.

DeWitt, as an exponent of clear channel broadcasting, characterized the Johnson bill which would limit the power of stations as having been inspired by Ed Craney and ex-Senator Wheeler. He added that they seek to break down the clear channels and possibly might appropriate some of the channels to their own use.

It was apparent that the press conference was held to focus attention on the NARBA situation and to give DeWitt a chance to talk on the clear channel situation and the dangers of the Johnson bill. A spokesman for NAB hastened to explain that DeWitt's comments on clear channels and the Johnson bill were not opinions by NAB as an organization.

The papers and panel discussions of the engineering conference yesterday were for the most part of a technical nature. They covered many phases of AM, FM, and TV broadcasting with the afternoon being devoted to papers on disc and magnetic tape recording. Other papers which will be presented today will deal with both the AM and TV transmission fields.

## MBS Board Meeting To Name White Pres.

(Continued from Page 1)

Hotel. By taking the presidency of the Mutual Network, bearing out the prediction in these columns on March 31, White would succeed Edgar Kobak, who yesterday confirmed his intention to retire at today's session of the directorate.

Kobak's plans for the future are said to be not definite. Reports have him re-entering the publication field, setting himself up as a radio consultant or accepting another network job.

Both Kobak and White arrived in Chicago yesterday. The former is stopping at the Blackstone; the latter at the Ambassador East.

It also was confirmed yesterday that Theodore Streibert, president of WOR, will be elected chairman of the Mutual board, succeeding Lewis Allen Weiss, president of the Don Lee Broadcasting System. Weiss has completed the allotted two years as board chairman.

### Sex Education

"Should Sex Education Be Taught in Schools?" will be the subject under discussion by students from four New York colleges on the "College Forum of the Air," over WWRL, today 10:30-11 p.m. Prof. Alvin C. W. Bahnsen of Long Island University will be the moderator.

*Greetings to*

**NAB**

*From*

**HOPALONG  
CASSIDY**

*And Best Wishes For  
A Successful Convention*

*—Bill Boyd*





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

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APR 14 1949



VOL. 47, NO. 7

NEW YORK, MONDAY, APRIL 11, 1949

TEN CENTS

## GOV'T CONTROL NOT NEEDED—MILLER

### Swope Joins RCA After Exit From CBS

Herbert Bayard Swope, who resigned recently as a director of CBS, has joined RCA in the capacity of adviser and consultant. The job will not require his full time and he continues his independent practice with other and non-competing companies.

Swope had been a director of CBS and a member of the executive committee since 1932.

David Sarnoff, RCA board chairman, said, "I am glad to make this announcement because I believe

(Continued on Page 37)

### Chesterfield Wont Buy CBS "Sing It Again"

CBS sales department has to start from scratch again in landing a sponsor for "Sing It Again" now that some sizzling negotiations with Chesterfield wound up in "No Sale." However, the round robin with Chesterfield stimulated such a trade-wise interest in the show that other advertisers are moving in this week to take a serious look at the situation.

Upping of the "Sing" jackpot to a \$50,000 minimum (\$25,000 in cash) is aimed at promoting further fire-

(Continued on Page 38)

### AAAA Establishes Chesapeake Chapter

Baltimore—A new AAAA Chesapeake Chapter, including ten offices of member agencies in Baltimore, Washington and Richmond, has been formed, it has been announced by the American Association of Advertising Agencies.

The new group, an outgrowth and expansion of the former Baltimore

(Continued on Page 37)

### Check Up

Twenty physicians from Liberia and the Belgian Congo, now studying pediatrics at Columbia University, last week thought it about time they studied people a little older than babies. They visited NBC's Henry Aldrich show to watch the antics of the "teen-age" boy and then graduated to Fred Waring's show on the same web.

**HEADQUARTERS**  
RADIO DAILY staff members covering the NAB convention can be reached by calling

SUITE 1623

at the

Hotel Stevens, Chicago

### Non-Affiliates Talk Public Service Plan

Chicago — Indie representatives mapped out additional plans for facilitating the large volume of public service campaigns at the non-affiliates conference yesterday (Sunday) at which Gordon Kinney, radio director of the Advertising Council, offered the services of his organization to the independents on the same basis as those given to the networks.

The session, "Public Interest Audience Building and the Advertis-

(Continued on Page 37)

### "Kraft Music Hall" May Not Renew In Fall

Kraft Foods Co. was reported Friday to have made a decision against continuing Al Jolson on NBC after the end of this season. Jolson's last broadcast on "Kraft Music Hall" will be made in late May.

It's understood that Kraft will keep the Thursday night slot on NBC, 9-9:30 p.m., EST, through the summer months, using a show star-

(Continued on Page 37)

### NAB Head Lauds Innate Americanism Of The Radio Industry As Whole; Denies 'Domination' By Webs

By FRANK BURKE, Editor, RADIO DAILY

Chicago—Lashing out at the critics of radio and characterizing the broadcasters as being "the entrepreneurs of American media, the pioneers of American intellectual enterprise," Justin Miller, president of NAB, delivered his main address of the 27th annual convention at the one-day conference of independent broadcasters held Sunday at the Stevens Hotel. Miller refuted charges that the networks controlled broadcasting and that they were subject to the dictations of advertisers in programming their stations. Said he:

"A few weeks ago a man whose name is well known as a pretender to authority upon the subject of free speech, was reported to have testified that broadcasting in Ameri-

(Continued on Page 4)

### FCC Answers Quiz By Senate Committee

Washington Bureau of RADIO DAILY  
Washington — The FCC replied Friday to questioning by the Senate Interstate Commerce Committee concerning the Commission's reference to anti-trust records of applicants for radio and TV privileges in deciding upon grants. Also turned over to the committee were records and memoranda concerning patents and technical aspects of TV

(Continued on Page 38)

### Atheist Scott Requests FCC Lift KSFO License

Washington — Atheist Robert H. Scott last week asked the FCC to lift the license of KSFO, San Francisco, because that station refused him air time last November. Scott

(Continued on Page 37)

### 43% Of TV Receivers Are FM Equipped

Washington Bureau of RADIO DAILY  
Washington—FMA president William Ware said Friday that a survey of 246 models by 37 set manufacturers reveals that 43 per cent of all new television set-models are equipped with FM bands.

Ware said the figures were not intended to show the volume of out-

(Continued on Page 39)

### Benoit Resuming Duties At Westinghouse Stations

Philadelphia—Walter E. Benoit, associated with Westinghouse since 1922, returns to his executive capacity with Westinghouse Radio Stations, Inc., today, Monday, after a

(Continued on Page 37)

### Mutual Board Elects White; Kobak Becoming Consultant

Election of Frank K. White as successor to Edgar Kobak as president of MBS was officially announced yesterday following a meeting of the board of directors in Chicago. Appointment is effective May 1 and White also becomes a director of the network.

Kobak is planning to become a consultant. Commenting on the development, he said: "I am delighted that my good friend Frank White

has agreed to succeed me and I pledge him and the network my fullest cooperation. I plan to open an office as a business consultant and am delighted to have Mutual as my first client."

White's job as president of Columbia Records, which he has held for 15 months, will be reassumed by Edward Wallerstein, board chairman and chief executive officer of

(Continued on Page 38)

### Lady Manager

It may or may not be just a coincidence, but the new general manager of the only independent station in Hartford, Conn., is a woman. She is Miss Helon Wood who succeeds Harry LoBrun as general manager of WCCC. Miss Wood comes to WCCC from WIBX where she was assistant to the president. She's also been a station rep.

IN THIS ISSUE—PUERTO RICAN RADIO SECTION



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**FRANK BURKE** : : : : Editor  
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**FINANCIAL**  
 (April 8)

**NEW YORK STOCK EXCHANGE**

	High	Low	Close	Net Chg.
ABC	73 3/4	73 3/4	73 3/4	
Admiral Corp.	17 1/4	17	17 1/4	+ 1/4
Am. Tel. & Tel.	145 3/4	145 1/2	145 3/4	
CBS A	18 3/4	18 3/4	18 3/4	- 1/8
CBS B	19	18 3/4	19	+ 1/4
Farnsworth T. & R.	1 1/4	1 1/8	1 1/4	+ 1/8
Gen. Electric	37 5/8	37	37 5/8	+ 1/8
Philco	30 7/8	30 3/4	30 7/8	
RCA Common	12 3/4	12 3/8	12 5/8	
Stewart-Warner	12 7/8	12 5/8	12 7/8	+ 1/4
Westinghouse	23 3/4	22 3/4	23 3/4	+ 3/8
Westinghouse pfd.	100 3/4	100 3/4	100 3/4	- 1/4
Zenith Radio	30 1/2	29 1/2	29 3/4	- 3/8

**NEW YORK CURB EXCHANGE**

Hazeltine Corp.	13 1/4	13	13	- 3/8
Nat. Union Radio	3 1/4	3	3	- 1/4

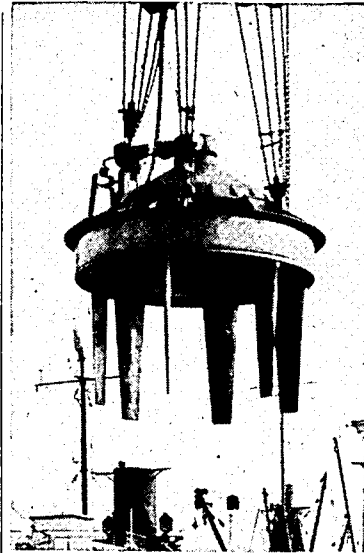
**OVER THE COUNTER**

	Bid	Asked
DuMont Lab.	14	15

**Today's Convention Agenda**

MONDAY, APRIL 11, 1949

- 9:00 a.m. COMMITTEE MEETINGS
- 12:30 p.m. LUNCHEON—Grand Ballroom  
 Presiding: Judge Justin Miller, President, NAB  
 Welcome: Howard Lane, WJJD, Chicago  
 Chairman, Convention Sites and Policy Committee  
 Address: Hon. Wayne Coy, Chairman, FCC
- 2:00 p.m. SALES SESSION—North Ballroom  
 Presiding: A. D. Willard, Jr., Exec. Vice-Pres. NAB
- 2:05 p.m. "RADIO TODAY"—Mr. Thomas
- 2:20 p.m. "IT CAN HAPPEN HERE"—A Panel on Competitive Problems in Selling  
 Moderator: Maurice B. Mitchell, Director of Broadcast Advertising, NAB
- 2:50 p.m. "A DEPARTMENT STORE MAKES RADIO A BASIC MEDIUM"—Zion Co-operative Mercantile Institute, Salt Lake City, Utah
- 3:05 p.m. "NEW TECHNIQUES FOR SUCCESSFUL RETAIL RADIO"—Lee Hart, Assistant Director, Broadcast Advertising Department, NAB
- 3:20 p.m. "MANAGEMENT'S RESPONSIBILITY TO RADIO'S SELLING EFFORT"—Maurice B. Mitchell
- 3:40 p.m. "A FORECAST OF BUSINESS"—Leo Cherne, Leo Cherne Associates, New York City
- 4:00 p.m. "SELLING THE SMALL MARKET STATION"—Simon Goldman, WJTN, Jamestown, N. Y.
- 4:15 p.m. ALL-RADIO PRESENTATION  
 Panel Members: Gordon Gray, WIP, Philadelphia, Pa. Chairman; Lewis Avery, Avery-Knodel; Victor Ratner, CBS; Julian Haas, KARK, Little Rock, Ark.; William Maillefert, WVET, Rochester, N. Y.
- 7:30 p.m. FM SESSION



**It's called cycloidal**

That big 6-bladed, circular gimmick hanging from the cables is what the Navy calls a cycloidal propeller. It is thought it will replace, on some ships, the conventional drive. Equipped with six blades, each of which revolves on its own axis as the rotor revolves, tests prove it produces great maneuverability.

There's always something new around . . . except down here in Baltimore radio

Year after year after year, W-I-T-H continues to come up with more listeners-per-dollar-spent than any other station in this big town!

W-I-T-H is the successful independent in this, the country's 6th largest city.

The smart lists carry our call letters year after year after year. How about you?



**W-I-T-H**

Baltimore 3, Maryland

TOM TINSLEY, President  
 Represented by Headley-Reed

See the Best in

**TELEVISION!**

**FEDERAL'S**

**Entirely Air-Cooled Transmitter with MID-LEVEL MODULATION**

— a sound balance of ALL economical factors . . . simple circuits . . . standard, proven tubes

at Federal Exhibit Space 8  
 Exhibition Hall, Stevens Hotel, Chicago



**1949 Convention and Exposition**  
 National Association of Broadcasters

*Federal Telephone and Radio Corporation*

**CHICAGO AUDIENCE FACTS**

Sunday, 12 N. to 2 P.M.

Network A	1st
WIND	2nd
Network B	3rd
Network C	4th
Network D	5th

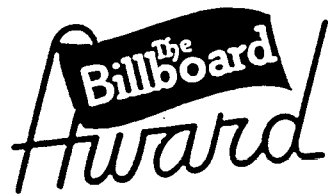
**PULSE**  
 January-February, 1949

**WIND 560 KC**  
 24 hours a day

# WE'RE PROS

## ... at PROMOTION and PROGRAMMING

We're happy to announce that WNEW has been awarded top honors for audience promotion for 1948 by Billboard Magazine. What's more, we're proud that this is the third time in the last four years that WNEW has been so honored.



The  
**Billboard**  
Award

*for outstanding achievement*  
IN RADIO  
*presented to*  
STATION WNEW  
NEW YORK, N.Y.  
FOR  
AUDIENCE PROMOTION  
INDEPENDENT STATIONS  
5000 WATTS OR OVER  
1948

# WNEW

1130  
ON YOUR  
DIAL

ON THE AIR 24 HOURS A DAY

Presented by John Blair  
& Company

# Gov't Control Of Radio Not Needed, Miller Tells Convention Delegates

## COMING and GOING

(Continued from Page 1)

ca is controlled by the presidents of four national networks. The statement is so grotesquely inaccurate that it is difficult to believe any informed person could make it with its serious content. It must have provided a moment of ironic introspection for the network presidents who, of course, know better than anyone else where the real power lies in their organizations."

Judge Miller then cited these figures to make his point: "In the first place the networks own only 18 stations, ABC, 5; CBS, 7; NBC, 6 and Mutual none. In the second place there are, according to the FCC annual report for 1948, 1,105 AM stations affiliated with the networks. NAB's research department classified all AM commercial stations operating as of January 1, 1949, in continental United States as follows: Network non-affiliates, 1,066; unaffiliated stations, 1,341 or 59 per cent affiliated and 41 per cent unaffiliated.



MILLER

"Of the 1,105 AM stations the FCC lists as network affiliated, 506 are Mutual stations. No one who knows Mutual's corporate structure needs to be told that it is a structure designed for the convenience of its members, controlled by a board composed of representatives of autonomous stations. Such control as exercised by Mutual over its affiliated stations is, consequently, widely dispersed and definitely not New York dominated."

Lauds "Independent Thinking"  
Characterizing broadcasters as independent in their thinking, Miller continued: "Anyone who really wants to know the facts can easily discover that these affiliated stations and their operators are generally and widely speaking, a very independent group of men in the real American tradition; who do not hesitate to tell the networks what they think about network proposals; who bargain shrewdly and tenaciously in the negotiation of their contracts and who are vitally concerned with the best interest of the communities they serve.

"Of perhaps greater significance is the fact that a large percentage of American broadcasting stations are not affiliated with networks in any way. And finally, the fact of still greater significance is that the trend is definitely and strikingly toward a larger and larger number of stations, locally owned and operated, by persons who are known and respected in their communities; natural leaders and spokesmen of

the type exemplified by the editors and journalists who have, for so long, fought the battle of freedom of information."

Speaking on the charge that advertisers control broadcasting, Judge Miller gave a breakdown of the advertising distribution as shown by the FCC statistics for 1947 and an estimated breakdown of the NAB research department for 1948. He said that these figures reveal that network controlled advertising approximates only 33 per cent of the total and that this figure alone refutes charges that advertisers dictate network program policies. Local retail advertising, Miller pointed out, is the largest single item, approximately 40 per cent, the rest being distributed between advertising placed by regional networks and spot advertising placed directly by national advertisers.

Referred to "Intellectuals"  
"The increasing competition between these several media which are used for advertising and the trend toward expansion of non-network affiliated stations will expand the number progressively," Miller declared.

Referring to criticism directed at radio by so-called intellectuals, Judge Miller said, "they attempt to distort the meaning of the First Amendment. They assume power in Congress and in its administrative creatures, such as the Federal Communications Commission, to regulate the program content of broadcasting and urge in support of the assumption, a wide variety of arguments of convenience, such as scarcity of frequencies, the desirability of higher standards of program content, the necessity that everyone have a chance to voice his views over a microphone; as well as arguments heretofore reviewed concerning supposed monopoly controls and sinister influences exercised by the networks, advertisers and others."

Cites Congress' Power  
Turning to the power of Government and the rights and duties of licensees to control broadcasting, Judge Miller said: "Briefly stated, the power of Congress and of its creatures such as the FCC, to control broadcasting is found in the commerce clause of the Constitution—namely to regulate commerce between states. Only to the extent that it is necessary to control broadcasting—in order to regulate commerce, does the Government have such power. This power may be very broad in time of war. It is much narrower in time of peace. In order to guide the Commission in its activities, Congress enumerated the duties in terms which clearly relate them to the regulation of commerce. Beyond that point neither the Commission nor Congress has the power to go, no matter how persuasive the arguments may be for Government su-

perision, guidance or censorship. The power of Government extends to the punishment of crime and prevention of monopoly, to the extent that crime and monopoly may interfere with interstate commerce, thus giving limited Governmental controls, also, to the Department of Justice, the Federal Trade Commission and its regulatory officers.

"Power Ends"  
"But when the point is reached at which the limited, delegated power to regulate interstate commerce is no longer applicable, then the Congress and all its creatures must stop; and the power ends."

Judge Miller continued to enlarge on the subject of the power of Congress and the FCC when he said: "In no stretch of the imagination does it include power to abridge freedom of speech—as prohibiting editorializing—because the power of Congress under the commerce clause is expressly limited in this respect by the First Amendment. Bad as programming may be, short of obscenity or incitement to crime, and desirable as it may be to have better programming, those are considerations which might support the Russian concept or the British concept of Government—controlled radio and other media. They do not coincide with the American concept of free speech and press and they cannot break down the prohibitions of the First Amendment."

Criticizes Some Commissioners  
In the closing period of his address the NAB president turned critical about some members of the FCC with the following: "Although some commissioners seem still to hold tenaciously to the idea that they must shoulder the responsible burden of regulating American tastes—after the manner of Radio Moscow and the BBC—and of effecting equitable distribution of broadcasting time between self-appointed exponents of every religion, irreligious, political, social, historical and other theory, it seems now to be pretty definitely settled that the broadcaster, the individual licensee, is the one whose power and duty it is to decide what programming policies and content are best suited to serve the public interest and community. Neither Congress, Commission, network, advertiser or commentator can do it for him."

Approximately 300 broadcasters attended the noon-day luncheon of the conference on Sunday which was presided over by Ted Cott of WNEW, New York, as chairman.

## Chrysler Sponsors Kaye

The Chrysler Sales Division of Chrysler Corp. has signed an initial 26-week contract for sponsorship of the Monday, Wednesday and Friday sessions of "Sammy Kaye's Showroom," 6:45-7 p.m., EST, over WJZ, New York, effective May 9.

DON BISHOP, of NBC network press, leaves tonight for a week of fishing in North Carolina.

A. E. JOSCELYN, director of operations for the Pacific network of CBS, is back on the Coast following a business trip to Detroit, Chicago and New York.

EDWARD R. MURROW, Columbia network news analyst, is back at his desk following a week in Washington, during which he broadcast from WTOP.

BENEDICT GIMBEL, JR., president and general manager of WIP, Philadelphia, is in Chicago for the Mutual network board meeting and the NAB convention.

WALTER WINCHELL and PAUL SCHEFFELS left last Thursday for Miami. Winchell's Sunday program was aired from that point.

BARBARA KEATING, script writer on the Margaret Arlen program over WCBS, is expected back today from a three-week Caribbean cruise.

ROBERT Q. LEWIS, Columbia network comedy star, and ROBERT CONE, script writer, leave today for Tulsa, Okla., from which point their Tuesday and Wednesday programs will emanate. They're going down for the premiere of "Tulsa," the new Walter Wanger movie.

HAL HALPERN, general manager of the Bureau of Allied Arts, left last night by plane on a business trip to Cleveland, Chicago and Detroit.

AL JAECCIN, staff writer for RADIO DAILY, will return today from Baltimore, where he spent two days on business.

VAUGHN MONROE and the members of his band broadcast their Saturday program from Framingham, Mass.

SPIKE JONES and the members of his CBS program company are making personal appearances in several Canadian cities.

STANLEY BURNS returned yesterday from Florida, where he spent a three-week vacation at Miami Beach.

RICHARD S. TESTUT, vice-president and general manager of Associated Program Service, and LES BIEBL, continuity chief, left over the week-end for the NAB confab in Chicago.

RAY HEATHERTON, master of ceremonies heard over the Columbia network, on Saturday officiated at the National Guard Military Ball in Pittsburgh.

JACK CARSON and the cast of his CBS show are back in Hollywood following a series of personal appearances from Coast to Coast.

PETER DONALD and his radio-actress wife, JO JANIS, yesterday returned by plane from Bermuda. The comedian now will resume his chores on the Fred Allen show over NBC, also on "Can You Top This" and his new daytime series, "Talk Your Way Out Of It."

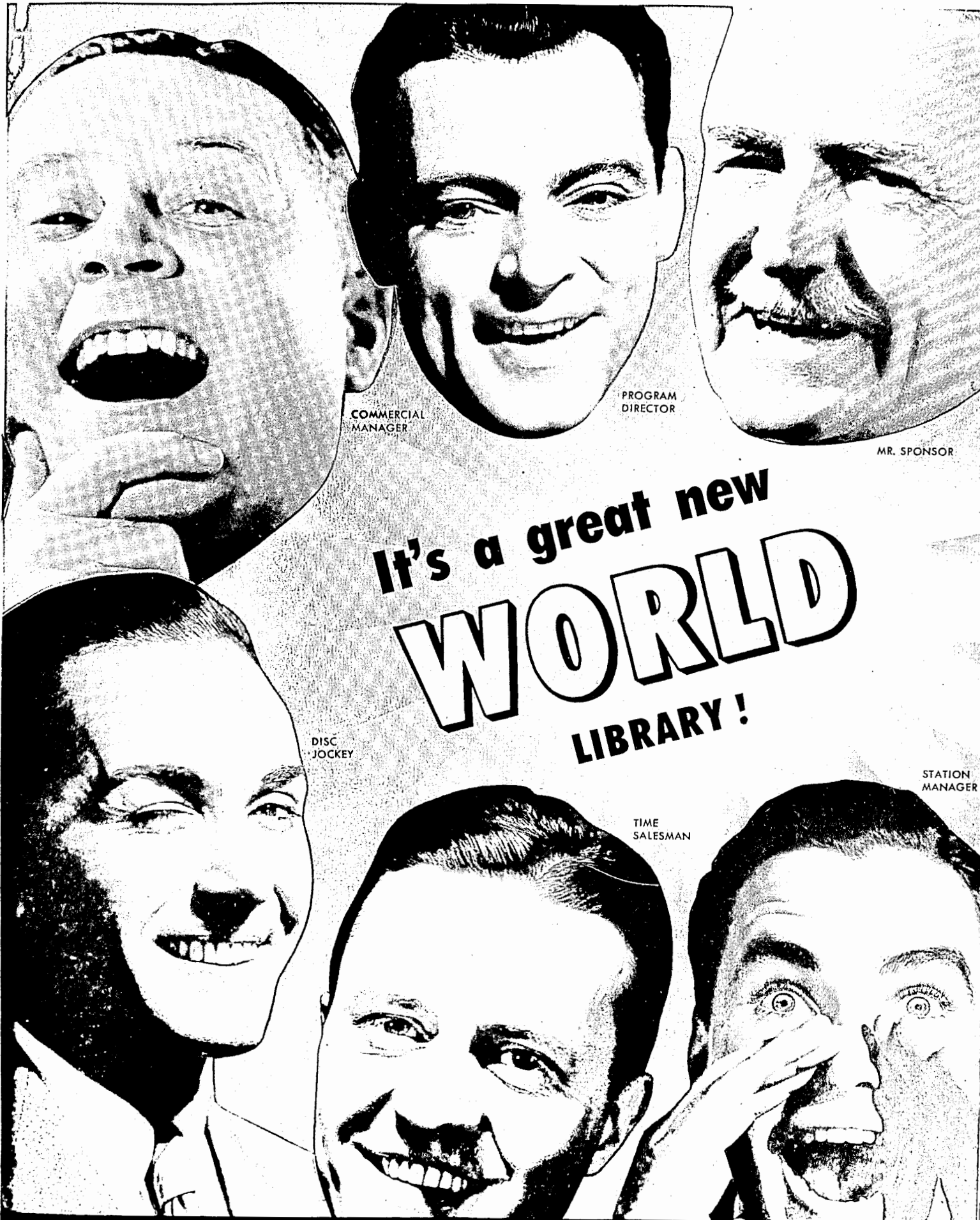
MILTON BACON, assistant to the manager at WCBS, off to New Haven, where he'll be guest speaker at a meeting of the Yale Christian Assn.

ROBERT SAUDEK, American network public affairs vespee, leaving Sunday to address public relations seminar at Naval Air Station, Pensacola, Fla. He'll be back in New York Thursday.

MORTIMER LOEWI, director of the DuMont net; CHRISTIAN WITTING, director of administration; HUMBOLDT GREIG, network assistant; EDWARD McCROSSEN, legal consultant; WALTER COMPTON, general manager of the web's WTTG; ED CARROLL, manager of Teletranscripts, and TOM GALLERY, director of sales, left Saturday for Chicago.

DON HANCOCK, announcer on the "Original Amateur Hour" over ABC, was in Indianapolis last Wednesday for the broadcast of the program from that point. He was back in New York in time to do the Old Gold commercials on this Sunday's stanza of "Stop the Music."

GUY LEBOW, the WPIX luminary, back-and-forth from a short vacation in Atlantic City.



COMMERCIAL  
MANAGER

PROGRAM  
DIRECTOR

MR. SPONSOR

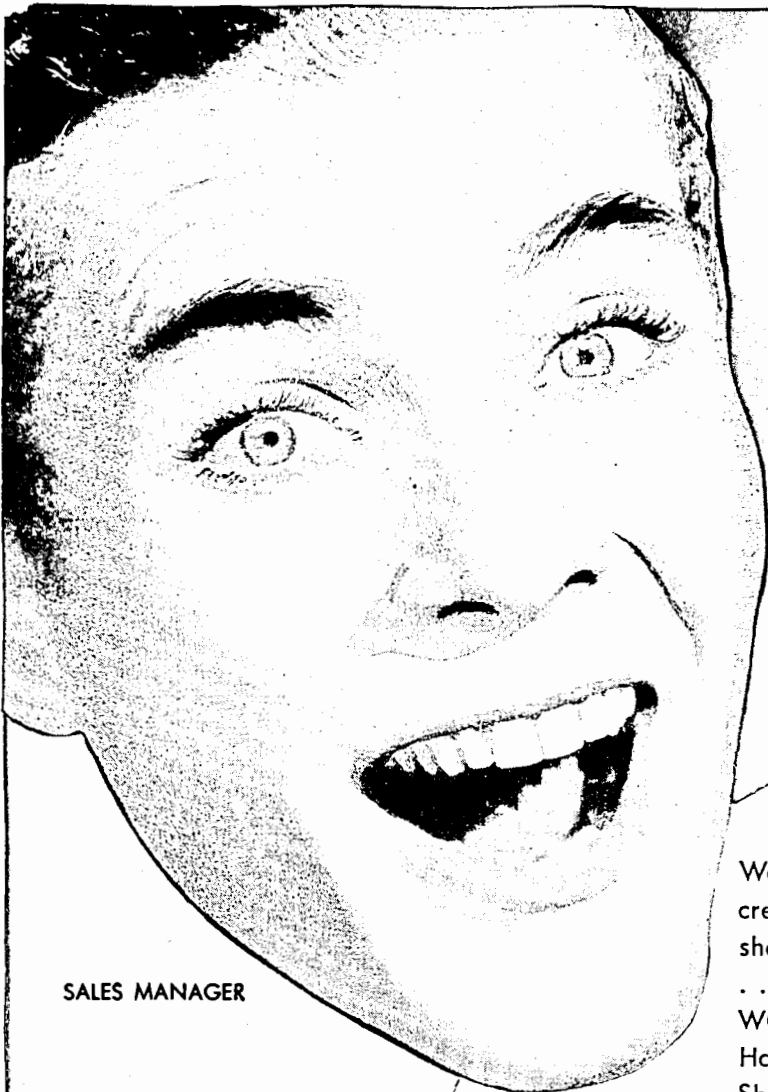
It's a great new  
**WORLD**  
LIBRARY!

DISC  
JOCKEY

STATION  
MANAGER

TIME  
SALESMAN

MAKE "WATCH WORLD" YOUR "WATCH WORD!" ▶▶▶



SALES MANAGER

# WORLD'S Spectacular

# *pays off*

# AT THE CASH

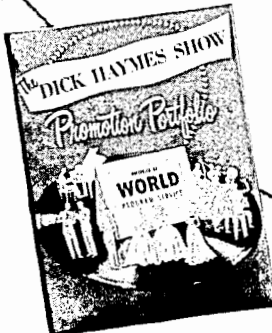
## SPECTACULAR NEW SHOWMANSHIP THAT MEANS INCREASED SPONSORSHIP!

We're showing WORLD subscribers the better way to increased sales and sponsor satisfaction. New stars . . . new shows . . . new scripts . . . new promotions . . . new ideas . . . that mean **NEW** sponsors and **MORE** sponsors for WORLD stations! New, bigger, better shows like "The Dick Haymes Show," "The David Rose Show," "The Lyn Murray Show," "The Carmen Cavallaro Show," "Eddy Howard" and many more—all planned for COMMERCIAL SPONSORSHIP!

HERE'S THE  
**1ST**  
OF THE  
GREAT SHOWS IN  
WORLD'S SENSATIONAL  
COMMERCIAL PLAN!

## THE DICK HAYMES SHOW!

Terrific, power-packed brochures—on "The DICK HAYMES SHOW"—have already been sent to WORLD stations. These brochures tell your prospective national, local or regional sponsor how he can put this great, tailor-made, selling program to work immediately!



This DICK HAYMES SHOW Promotional Portfolio shows your sponsor how he can make this program ring his cash register! It contains ad mats, star photos, newspaper articles, "teasers"—ready to go!

SEE WORLD'S GREAT EXHIBIT — N.A.B. CONVENTION — SUITE

# New Commercial Plan

# for you

# REGISTER!

## COMMERCIAL ...on 8 Great Counts!

1. **COMMERCIAL TALENT** . . . Stars your sponsors like because they sell . . . Sell . . . SELL!
2. **COMMERCIAL TIMING** . . . Each show timed "commercially." Each number timed to fit into its proper place!
3. **COMMERCIAL SCRIPTS** . . . Written like custom-built shows: Commercial lead-ins; open and closing sponsor identification against theme; provision for two full-length commercials inside the show!
4. **COMMERCIAL PRODUCTION AIDS** . . . As in The DICK HAYMES SHOW: Opening and closing themes by Dick Haymes; special voice tracks wherein Dick Haymes ties in with sponsor, introduces Helen Forrest, etc.
5. **COMMERCIAL BROCHURES** . . . Specifically designed to convince sponsors.
6. **COMMERCIAL PROMOTION AIDS** . . . Three sizes of ad-mats, photos, newspaper articles, "teasers"—ready to go!
7. **COMMERCIAL AUDITION DISCS** . . . So your sponsor can hear his show as it will sound on the air!
8. **SPECIAL COMMERCIAL DEPARTMENT** . . . To tell you where WORLD programs are sold—types of sponsors—Hooper ratings—success stories—to make it easier to sell your sponsor and keep him sold.



STATION MANAGER

"The Sponsored Library"  
**WORLD**  
PROGRAM SERVICE LIBRARY

WORLD BROADCASTING SYSTEM, INC.

An Affiliate of Frederic W. Ziv Company  
501 MADISON AVE., NEW YORK 22, N. Y.  
Cincinnati • Chicago • Hollywood

500-501, HOTEL STEVENS, CHICAGO

# REGISTRATION OF MANAGEMENT CONFERENCE

The advance registration for the three-day management conference of NAB follows:

## A

Adams, Roland L., WGPA, Bethlehem, Pa. Stevens.  
 Akerberg, Herbert, V. P., CBS, New York N. Y.  
 Albertson, Fred W., Dow, Lohues and Albertson, Washington, D. C.  
 Albinger, Albert R., WCOL, Columbus, Ohio, Stevens.  
 Aldridge, Mahlon R., Jr., KFRT, Columbia, Mo., Stevens.  
 Albright, G. F., WKBY, Richmond, Ind., Congress.  
 Alexander, John, KODV, North Platte, Nebr., Stevens.  
 Allard, T. J., Canadian Assn. of Broadcasters, Ontario.  
 Allen, W. H., KALB, Alexandria, La., Stevens.  
 Arnoux, Campbell, WTAR, Norfolk, Va., Blackstone.  
 Asch, Leonard L., WTPR, Albany, N. Y.  
 Atkinson, John R., WIBI, Anderson, Ind., Stevens.  
 Atlass, Leslie, WBBM, Chicago, Ill.  
 Antieriello, Josiah W., Jr., WKAM, Warsaw, Ind.  
 Avery, Lewis H., Avery-Knodel, Inc., New York, N. Y., Stevens.  
 Axton, Bailey C., WREN, Topeka, Kans.

## B

Bacus, Roy, WBAP, Fort Worth, Tex.  
 Baker, Philip M., Baker and Thompson, Washington, D. C., Stevens.  
 Baker Ray, KCMO, Seattle, Wash.  
 Baker, R. R., WTRC, Elkhart, Ind., Stevens.  
 Ballard, John, WLAP, Lexington, Ky., Stevens.  
 Banks, Dolly, WHAT, Philadelphia, Pa., Stevens.  
 Banks, William A., WHAT, Philadelphia, Pa., Stevens.  
 Bannister, Harry, WWJ, Detroit, Mich.  
 Bare, John D., WHUR, Hanover, Pa., Stevens.  
 Barnhart, Charles, WMBD, Peoria, Ill.  
 Baskerville, Charles, WFLA, Tampa, Fla.  
 Beach, Thomas N., WTHB, Birmingham, Ala., Stevens.  
 Beaver, C. K., KTBS, Shreveport, La.  
 Becker, Aurelia S., WTBO, Cumberland, Md., Stevens.  
 Bellamy, O. R., "Jim", WPGH, Pittsburgh, Pa.  
 Bennett, Sam H., KMBC, Kansas City, Mo.  
 Berk, Roger C., WAKR, Akron, Ohio, Stevens.  
 Bernard, Joe, KCMA, Oklahoma City, Okla., Stevens.  
 Bernstein, Fred L., WTTM, Trenton, N. J.  
 Biddle, Richard B., WLAX, Muscle Shoals, Ala., Stevens.  
 Bill Edgar L., WMBD, Peoria, Ill.  
 Bills, R. D., WLBI, Mattoon, Ill.  
 Bingham, George W., WKIP, Poughkeepsie, N. Y.  
 Bixby, James, Jr., KBIX, Muskogee, Okla., Blackstone.  
 Black, Elizabeth, The Joseph Katz Company, New York, N. Y., Stevens.  
 Blackman, E. G., WLAC, Nashville, Tenn., Stevens.  
 Blair, John P., John Blair & Company, Chicago, Ill.  
 Bloomquist, Carl, WDSM, Superior, Wis., Stevens.  
 Billing, George W., The Bolling Company, New York, N. Y.  
 Bolling, Robert H., The Bolling Company, Chicago, Ill.  
 Bonduant, Hale, WJBC, Bloomington, Ill., Stevens.  
 Bonebrake, Matthew H., KOCY, Oklahoma City, Okla.  
 Booth, John S., WCHA, Chambersburg, Pa., Stevens.  
 Borland, R. D., WJIK, Cleveland, Ohio, Stevens.  
 Bostick, M. N., KWTX, Waco, Tex., Stevens.  
 Bowden, J. L., WKBN, Youngstown, Ohio, Stevens.  
 Boyd, Gerald F., WPAY, Portsmouth, Ohio.  
 Brandt, Otto P., ABC, New York, N. Y., Stevens.  
 Brechner, Joseph L., WGAY, Silver Spring, Md.

Breen, Edward, KYFD, Fort Dodge, Iowa, Stevens.  
 Brethren, H. K., WHJB, Pittsburgh, Pa.  
 Bretherton, Thomas S., WTOL, Toledo, Ohio, Stevens.  
 Brett, G. W., The Katz Agency, Inc., New York, N. Y., Stevens.  
 Brooks, Leslie R., Jr., WTJS, Jackson, Tenn.  
 Brooks, W. Emmett, WBBJ, Brewton, Ala., Stevens.  
 Brown, Julia, Compton Advertising, New York, N. Y., Blackstone.  
 Brown, Kenyon, KWFT, Wichita, Falls, Tex.  
 Buchheit, John H., WHJB, Pittsburgh, Pa.  
 Buckalew, E. W., KXX, Los Angeles, Calif.  
 Buckley, Richard D., John Blair & Company, New York, N. Y.  
 Buford, Pat, KOCY, Oklahoma City, Okla.  
 Buning, John, WTHO, Orlando, Fla., Stevens.  
 Bunker Harry S.  
 Burgan, George L., WHDF, Houghton, Mich., Stevens.  
 Burk, Sam A., KIRX, Kirksville, Mo., Stevens.  
 Burke, Frank, RADIO DAILY, New York.  
 Burke, Charles G., KFGO, Fargo, N. D., Stevens.  
 Burke, Harry, KFAB, Omaha, Nebr.  
 Burkland, Carl, CBS, New York, N. Y., Stevens.  
 Burnett, Richard Y., WSOO, Sault Ste. Marie, Mich.  
 Burow, Robert J., WDAN, Danville, Ill.  
 Burrell, M. W., Collins Radio Company, Cedar Rapids, Iowa, Stevens.  
 Burton, Robert, Broadcast Music, Inc., New York, N. Y., Stevens.  
 Butler, Edward W., KBUN, Bemidji, Minn., Stevens.

## C

Cagle, Gene L., KFJZ, Fort Worth, Tex.  
 Caldwell, Louis G., Kirkland, Fleming, Green, Martin & Ellis, Washington, D. C.  
 Caley, Charles C., WMBD, Peoria, Ill.  
 Campbell, Dick, KOMA, Tulsa, Okla., Stevens.  
 Campbell, Martin B., WFAA, Dallas, Tex., Stevens.  
 Campbell, Wendell, KMOX, St. Louis, Mo., Stevens.  
 Carpenter, James D., WKBB, Dubuque, Iowa, Stevens.  
 Carpenter, H. K., WHK, Cleveland, Ohio.  
 Carpenter, Murray, WFOR, Portland, Maine.  
 Carpenter, Robert W., MBS, New York, N. Y.  
 Carr, Eugene, WHBC, Canton, Ohio, Stevens.  
 Carter, Hervey C., WMUR, Manchester, N. H., Stevens.  
 Cartwright, William H., Edward Petry & Co., Inc., Detroit, Mich., Stevens.  
 Cash, Norman E., NBC, New York, N. Y.  
 Chandler, George Clarke, CJOB, Vancouver, B. C., Canada, Stevens.  
 Chapman, Jack B., KTSN, El Paso, Tex., Stevens.  
 Chappell, Edward A., WKIP, Poughkeepsie, N. Y.  
 Christal, Henry L., Edward Petry & Co., Inc., New York, N. Y.  
 Church, Arthur B., KMBC, Kansas City, Mo.  
 Clarkson, Robert J., Columbia Transcriptions, New York, N. Y.  
 Clay, Henry B., KWKH, Shreveport, La., Stevens.  
 Cleghorn, John, WRBC, Jackson, Miss., Stevens.  
 Cline, Neil, KTBS, Shreveport, La.  
 Clochessy, Henry, Compton Advertising, Inc., New York, N. Y., Blackstone.  
 Clothier, Howard, WEBB, Buffalo, N. Y.  
 Cobb, Grover C., KVGB, Great Bend, Kans., Stevens.  
 Colin, Marcus, Colin and Marks, Washington, D. C.  
 Coleman, George D., WGBI, Scranton, Pa.  
 Colson, Robert C., The Advertising Council, Inc., Hollywood, Calif., Stevens.  
 Coley, James L., WRFS, Alexander City, Ala., Stevens.  
 Collins, J. M., American Society of Composers, Authors and Publishers, New York, N. Y.  
 Conrad, Francis H., ABC, Hollywood, Calif.  
 Coogan, Helen T., KVGB, Great Bend, Kans., Stevens.  
 Coogan, James A., KVGB, Great Bend, Kans., Stevens.  
 Cook, Charles R., WJPE, Herrin, Ill., Stevens.

Cook, George R., WLS, Chicago, Ill.  
 Cook, Nathan W., WIBX, Utica, N. Y., Stevens.  
 Coombs, Clyde F., KARM, Fresno, Calif.  
 Covington, G. W., Jr., WCOV, Montgomery, Ala.  
 Cox, James L., Broadcast Music, Inc., New York, N. Y., Stevens.  
 Craunston, George, WBAP, Fort Worth, Tex., Blackstone.  
 Creelius, Guy R., WGBF, Evansville, Ind.  
 Cribb, Wayne W., KHMO, Hannibal, Mo.  
 Crisler, Richard C., Transit Radio, Cincinnati, Ohio.  
 Crocker, William R., KDFC, San Francisco, Calif., Stevens.  
 Crooks, Elliott, Radio Inventions, Inc., New York, N. Y.  
 Crowther, Frank, WMAZ, Macon, Ga., Stevens.  
 Crutcher, Charles H., WBT, Charlotte, N. C.  
 Curtis, James R., KFRO, Longview, Tex., Stevens.

## D

Dabadie, Roy, WJBO, Baton Rouge, La.  
 Dahl, Howard, WRBH, La Crosse, Wis., Stevens.  
 Danforth, Harold P., WDBO, Orlando, Fla., Stevens.  
 Davis, Edward, KDFC, San Francisco, Calif.  
 Davison, Walter B., Capitol Records, Inc., Hollywood, Calif.  
 Dean, Robert J., KOTA, Rapid City, S. Dak.  
 Dennis, Walter L., Allied Stores Corp., New York, N. Y., Stevens.  
 Dewing, Harold L., WCVS, Springfield, Illinois.  
 DeWitt, John H., Jr., WSM, Nashville 3, Tennessee.  
 Dibble, Muriel, Compton Advertising, Inc., New York, N. Y., Stevens.  
 Dielm, Victor C., WAZL, Hazleton, Pa.  
 Dillon, Robert, KRNT, Des Moines, Iowa, Blackstone.  
 Dalberg, Glenn, Broadcast Music, Inc., New York 19, N. Y., Stevens.  
 Donato, Nat V., C. P. MacGregor, Hollywood, Calif.  
 Dorrell, W. Ward, C. E. Hooper, Inc., New York 16, N. Y.  
 Dumm, Robert W., KSQE, Monroe Louisiana, Stevens.  
 Dunning, Richard O., KHQ, Spokane, Washington.  
 Duvall, Charles F., Fisher, Wayland, Duvall & Southmayd, Wash., D. C.  
 Duvall, T. W., KGBX, Springfield, Missouri, Stevens.

## E

Eagan, R. Russell, Kirkland, Fleming, Green, Martin & Ellis, Washington, D. C.  
 Edouarde, Wm. Doty, Badger and Brownling & Hersey, Inc., N. Y., N. Y., Stevens.  
 Edwards, Willour, WEEL, Boston, Massachusetts, Stevens.  
 Eggleston, J. C., WMC, Memphis Tennessee.  
 Elias, Don S., WWNC, Asheville, N. C.  
 Elias, Mrs. Don S., WWNC, Asheville, N. C.  
 Elliott, Paul, KRNT, Des Moines, Iowa.  
 Ellis, Girard D., Columbia Transcriptions, Chicago, Ill.  
 Engelbrecht, John A., WIKY, Evansville, Indiana, Stevens.  
 Enoch, Robert D., KTOK, Oklahoma City, Okla., Stevens.  
 Eppel, Ray, KMHK, Mitchell, South Dakota, Stevens.  
 Esau, John, KTUL, Tulsa, Oklahoma, Stevens.  
 Eitor, Lester P., WLBR, Lebanon, Pa., Stevens.  
 Evans, Charles, Transcription Sales, Inc., Springfield, Ohio.  
 Evans, Ralph, WJIO, Des Moines, Iowa.  
 Evans, C. Richard, KSL, Salt Lake City, Utah, Stevens.  
 Evans, T. L., KCMO, Kansas City, Missouri, Stevens.  
 Everson, Carl M., WHKC, Columbus, Ohio, Stevens.

## F

Fairbanks, R. M., WHBC, Indianapolis 6, Indiana.  
 Fante, S. Jr., KELO, Sioux Falls, South Dakota.  
 Fast, H. E., WKRC, Cincinnati, Ohio.  
 Faught, D. Millard C., The Faught Co., Inc., New York, N. Y., Blackstone.  
 Faulkner, Frank, WBBM, Chicago, Illinois.  
 Fay, William, WHAM, Rochester, New York, Stevens.

Fehlman, Robert, WHBC, Canton, Ohio, Stevens.  
 Fellows, Harold, WEEL, Boston, Massachusetts, Stevens.  
 Fellis, Hugh M., KING, Seattle, Washington.  
 Ferguson, Robert W., WTRF, Bellaire, Ohio, Blackstone.  
 Fetzer, John E., WHZO-WJEF, Kalamazoo, Michigan.  
 Fisher, Ben S., Fisher, Wayland, Duvall & Southmayd, Wash., D. C., Palmer House.  
 Fitzsimmons, E. J., Weed & Company, New York, N. Y.  
 Fitzgerald, Edward R., J Walter Thompson Co., Chicago, Ill.  
 Fitzsimonds, F. E., KFVR, Bismarek, N. Dak.  
 Flanagan, T. F., Natl. Assn. of Radio Station Representatives, New York, N. Y.  
 Floniken, James N., WCAW, Charleston, W. Va.  
 Fletcher, Earle, KGYL, Greenville, Texas.  
 Fletcher, Frank U., WARL, Washington J, D. C., Stevens.  
 Fletcher, Henry H., KSEI, Poentello, Idaho, Stevens.  
 Fliin, W. F., KRIF, Miles City, Montana, Stevens.  
 Florence, Herbert C., KDFC, San Francisco, Calif., Stevens.  
 Fly, James Lawrence, Fly, Flitts and Shuebruk, New York, N. Y., Palmer House.  
 Ford, Leta, KEPO, El Paso, Texas, Stevens.  
 Foster, Ralph D., KWTO, Springfield, Missouri, Stevens.  
 Frazier, Howard S., Frazier & Peter, Washington 5 D. C., Stevens.  
 Freiburg, Charles, WOC, Davenport, Iowa, Stevens.  
 Frech, Ed J., KFRE, Fresno, Calif.  
 Freeman, A. F. P., Canadian Assn. of Broadcasters, Toronto, Ont.  
 Freeman, Charles M., WLS, Chicago, Illinois.  
 Friedheim, Robert, Frederik W. Ziv Co., New York, N. Y., Stevens.  
 Frudger, Robert W., WGHL, Galesburg, Illinois, Stevens.  
 Fry, Paul R., KBON, Omaha, Nebraska, Congress.  
 Fuller, Charles A., WBET, Brock, Massachusetts, Stevens.  
 Fulton, Harold W., WHO, Des Moines, Iowa, Stevens.  
 Fuson, James W., Jr., WDW, Tuscola, Illinois, Stevens.

## G

Gamble, Edmund R., WBTA, Batavia New York.  
 Gammons, Earl, WTOP, Washington, D. C., Stevens.  
 Ganzlenhuber John H., Western Air Co., New York, N. Y., Stevens.  
 George, Abner H., KOTA, Rapid City, S. Dak.  
 George, Carl E., WGAR, Cleveland, Ohio.  
 Gilbert, Galen O., KGRF-KOLF, Long Beach, California.  
 Gilbert, Miss Jan, Harold Cabot Co., Boston 10, Mass., Stevens.  
 Gillett, Glenn D., Glenn D. Gillett & Assoc., Washington, D. C.  
 Gillin, John J., Jr., WOW, Omaha, Nebraska.  
 Girard, Paul, KEPO, El Paso, Texas, Stevens.  
 Gittinger, W. C., Columbia Broadcasting System, New York, N. Y.  
 Gluek, E. J., WSSC, Charlotte, N. C., Stevens.  
 Goan, Walter H., WAYS, Charlotte, N. C., Stevens.  
 Goddard, Fred G., KNRO, Aberdeen, Washington.  
 Goldman, Harry L., WROW, Albany, New York, Stevens.  
 Goldman, Paul H., KSYL, Alexandria, Louisiana, Stevens.  
 Goldman, Simon, WJTN, Jamestown, New York, Stevens.  
 Golliday, C. Leslie, WEPM, Martinsburg, W. Va., Stevens.  
 Goodin, Lloyd A., KRUS, Ruston, Louisiana.  
 Gordon, James E., WNOE, New Orleans, Louisiana, Blackstone.  
 Gordon, K. S., KDTH, Dubuque, Iowa.  
 Gray, Gordon, WIP, Philadelphia, Pa.  
 Green, J. A., Collins Radio Co., Cedar Rapids, Iowa, Stevens.  
 Greenbaum, Milton L., WSAM, Saginaw, Michigan, Stevens.  
 Griffin, John, KTUL, Tulsa, Oklahoma, Stevens.  
 Griffin, Lloyd, Free & Peters, Inc., C Ill.

(Continued on Page 14)





## Our Mr. Jamison sums it up...

Mr. Jamison (always a fine orator) was recently asked to make a short speech at a sales convention. Naturally the subject he chose was Spot Broadcasting and the function of the station representative in it.

"Gentlemen," said Jamison in part, "Spot Broadcasting is the form of advertising which should probably interest you the most. For it approaches the great American consumer in much the same way that you do... on a market-by-market basis, with the object of producing local sales. Because of this selectivity, Spot is surely one of the most profitable, flexible and economical media ever developed.

"I must tell you also that the correct use of Spot is a very complex proposition... with hundreds of markets throughout the country and thousands of stations that reach them. That is why firms of station representatives are in business.

"One of the most distinguished of these firms—I might add—is my own employer, Weed and Company. Today, through diligence, application and expert ability, we are doing more business for all of our clients... and helping them make more money... than ever before."

Mr. Jamison's remarks were so well received we thought we'd pass them along from one convention to another.



**Weed**  
and company

*radio and television  
station representatives*

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

## New Books

**MODERN RADIO ADVERTISING.** Charles Hull Wolfe. 725 pp. Funk and Wagnalls Co. \$7.50.

This book, which fills a specialized need that even the New York Public Library has been unable to provide, is an exhaustive study of the fundamental mechanics of radio advertising—how to plan it, buy it, write it and test it. The only thing it doesn't tell is how to snag an account or sponsor. For anyone with the slightest curiosity about the dozens of overlapping factors in conceiving and carrying out a radio campaign, this book will prove highly readable.

Author Charles Hull Wolfe is director of the radio and television bureau at BBD&O. He has supervised campaigns, written commercials and done research for more than 300 national, regional and local advertisers, including U. S. Steel, General Electric and DuPont. He has been identified with such shows as Jack Benny, Inner Sanctum and The Hour of Charm.

Each of the 43 chapters—each one exploring a different step in radio advertising—carries a foreword by an industry official well acquainted with that particular phase of the business. Some of the names are Mark Woods, Frank Stanton, Edgar Kobak, Claude E. Hooper, Arthur C. Nielsen, Duane Jones, Harry C. Kopf, Edward A. Petry, Joseph A. Moran and David Sarnoff. Even Bob Hope writes a short foreword on "What Makes A Network Program Click?"

One outstanding point of Modern Radio Advertising is its thorough sprinkling of little items here and there which are so provocative in radio circles. One, according to the author, is that "research clearly shows that a highly liked commercial is even better remembered than a highly disliked announcement." He admits (or research does) that the "disliked blurb is better remembered than the commercial which gets a more neutral reaction."

The author also lets the radio commercial talk back to the critics by pointing out: "Certain fundamental psychological irritants are inevitably present in radio which are absent in other advertising media, and broadcasters are not responsible for them." Mr. Wolfe maintains that "by the very nature of electrical transmission to a mass audience, the commercial must be more intrusive than the printed advertisement."

Incidentally, Mr. Wolfe's researching has found that people either are crazy about singing jingles or they go crazy listening to them. There's no middle ground reaction. V. L. A.

### Wedding Bells

Miriam Eilenberg of the WOV, New York, accounting department was wed to Sidney Rachlin, a New York merchandiser, Saturday, April 9.



### NAB Convention Impressions . . .

● ● ● Modest badges, serious looking NAB staffers and a general air of expectancy as to what this year's convention will do toward putting

AM and FM broadcasters on the road to greater merchandising achievements seems to characterize the activities at Michigan boulevard's famed Hotel Stevens.

Chicago . . . the agenda of the management conferences also reflects the spirit of the convention which is geared to make for better broadcasting and sales.

☆ ☆ ☆ ☆

● ● ● Jack Poppele, president of the TBA landed in town without his baggage . . . seems that the TBA executive lost the messenger boy who was carrying his bag to the Twentieth Century in New York and when the train pulled out he was minus his tooth brush, pajamas, etc. . . . Justin Miller, president of the NAB, was an early arrival at the Stevens.

☆ ☆ ☆ ☆

● ● ● Engineers at the three-day Engineering conference had the appearance of a scholarly lot . . . they huddled in the Exhibition Hall, greeted each other in the lobby, and did some conversational megacycle mumbling over the dinner tables of the Boulevard room. . . . Bill Eddy, former B & K TV operator, was among the less conservative . . . Bill had a smile and a hearty handshake for everyone who recognized him. . . . Two engineers were heard asking the way to the Museum of Science and Industry, one of Chicago's show spots managed by Major Lenox Lohr.

☆ ☆ ☆ ☆

● ● ● Missing from this year's convention crowd are the top network publicity men . . . such personalities as Syd Eiges of NBC, George Crandall of CBS, Jim O'Bryon of Mutual and Earl Mullen are not here . . . their public relations chores are being handled by able Chicago associates. . . . Jack Ryan is doing NBC drum beating; El Henry for ABC and Don Kelley for CBS. . . . Abe Schechter, director of news and special events for Mutual is here.

☆ ☆ ☆ ☆

● ● ● Television is topical here . . . three years ago TV leaders had a hard time getting heard at the NAB convention in the Palmer House. . . . this year they have a whole day set aside to them—next Wednesday is TV Day at the management conference. . . . TV influence is also noticed at the Exhibition Hall. . . . some of the most interesting exhibits on television have been staged by DuMont, RCA and General Electric. . . . Then too International News is here in force to ballyhoo their Tele News reel and their new sales distribution deal on Projectall. . . . The personality behind Projectall is George Tressel, a young TV production man who got his experience over WKBW, local TV station. . . . the machine gives opaque projection to news and other messages on TV picture screen. . . . INS predicts big things for Mr. Tressel and his projection machine.

☆ ☆ ☆ ☆

● ● ● Ray Green of Transcription Broadcasting Service has got everyone giddy about the prospects of winning a new "Playboy" automobile that is being given away during the convention. . . . Ray, with an eye for business, has installed pinball machines in his fifth floor quarters at the Stevens. The person with the highest score will get the car and those coming close will receive other prizes including portable Remington typewriters. . . . the catch, however, is this. . . . you must fill out an application as a contestant at the Transcription Broadcasting Service Booth in the Exhibition Hall. Then you must present the application at the company's suite on the fifth floor . . . this gives you the privilege of playing the pinball machine and to meet some of Green's persuasive transcription salesmen.

## EQUIPMENT

### New Admiral Record Player

Admiral Corporation, Chicago, announces that it has introduced the first record changer with one tone arm that will automatically play every size record, both standard and long-playing, at all turntable speeds now on the market—33 1/3, 45, and 78 rpm. Deliveries of the 24 models in the Admiral line of radio-phonographs and television combinations equipped with the new record changer will be made this month to dealers, it is announced. The line includes two table radio-phonographs, five console-phonographs, and 17 television combinations. All Admiral radio-phonographs from \$69.95 up, and all Admiral television combinations will be equipped with the new "Triple Play" automatic record changer.

Admiral Corporation reported net earnings of \$3,782,825 after all charges for the fiscal year ended December 31, 1948, as compared with \$2,248,186 for the previous fiscal year, according to the annual report issued March 22. Per share earnings were \$3.78 on the one million shares now outstanding, representing an increase of 68 per cent over the previous year. Net sales amounted to \$66,764,266, an increase of 39 per cent over 1947 and of 86 per cent over 1946. Net worth was \$10,814,886, an increase of 39 per cent over 1947.

### Radio Exec. Purchases Las Vegas Newspaper

Washington Bureau of RADIO DAILY  
Washington—Purchase of the Las Vegas, Nev. Review-Journal by radio man Donald Reynolds for over \$500,000 was reported Friday by the Blackburn-Hamilton Company, brokers, who participated in the deal. Reynolds, who also publishes papers in Fort Smith, Ark., and Okmulgee and Bartlesville, Okla., controls KFSA, Fort Smith, Ark., and WIKK, Erie, Pa.

### Governor Salutes Miss Phelan

The eyes of Texas are upon Margaret Phelan, singer who is making her Broadway debut at the Paramount Theater. The singer has received the following telegram:

"It comes to my attention that you will make your Broadway vaudeville debut at the Paramount on Wednesday. I wish you all the success that you deserve because of your lovely voice, your beauty, your personality and your talent. Texas is already proud of you, but I have a feeling that this is only the beginning. Signed: Beauford H. Jester, Governor of Texas."

### Stork News

Washington—Frank Bourgholtzer, White House correspondent for NBC, is the father of a six-pound boy born to Mrs. Bourgholtzer. Baby will be named Stephen.

# Tailor-Made For TV Profits...

*News shows that are dynamic...*

*And flexible in format...*

*Economically priced...*

*And pull consistently high ratings...*

**T**hat's the tested formula for winning prompt sponsorship. It is also the key to INS-TELENEWS' undisputed position as the nation's foremost television news service.

The array of fast-paced, top-flight news programs now available through INS-TELENEWS have repeatedly proven their worth in one TV market area after another. More important, they have won industry-wide recognition as the most *readily salable* news packages in the field.

Extremely flexible in format and economically priced, they can be specifically tailored to meet both the news and budget requirements of each individual station and advertiser.

You *can't afford* to be without INS-TELENEWS in YOUR TV market!

**To NAB Delegates:**  
**VISIT OUR DISPLAY**  
**IN ROOM 546**  
**AT THE STEVENS HOTEL**

• In cooperation with WBKB, Chicago, the TELENEWS daily and weekly newsreels will be telecast for your convenience several times daily—both mornings and afternoons.

You can see them on channel 4 at the following hours: 10:45 AM, 11:30 AM, 2:30 PM, and 3:30 PM.

**We suggest you check NOW for rates.**

**INTERNATIONAL  
NEWS SERVICE**

**TELENEWS  
PRODUCTIONS, INC.**

**INTERNATIONAL  
NEWS PHOTOS**

Television Sales Manager: Robert H. Reid • 235 East 45th Street, New York 17, N. Y.



David Stone Martin

# INSIDE U.S.A.

In nearly everyone's mind today the CBS Program Schedule is the strongest in all radio . . . strongest because it pleases and serves most of the people more of the time.

This leadership in network programming is no accident. It is the calculated result of years of planning successfully followed through.

And it has been accomplished in many ways:

- by *inventing* great package programs like “Suspense” and “My Friend Irma”;
- by “*showcasing*” great programs like the Philharmonic;
- by *developing* great personalities like Godfrey;
- by *securing* them, like Benny and Amos 'n' Andy.

Invention . . . showmanship . . . initiative.

These are the vital elements which CBS has woven into this rich pattern of listening inside U.S.A.

If you have your own radio program, you can be sure this pattern is the one in which it will flourish best.

If you need a radio program, you can be sure that CBS has it for you—for the best *new* programs will continue to come from the Columbia Broadcasting System.

1. *Lowell Thomas*
2. *My Friend Irma*
3. *Suspense*
4. *Lux Radio Theatre*
5. *My Favorite Husband*
6. *Edward R. Murrow*
7. *Dr. Christian*
8. *Amos 'n' Andy*
9. *Arthur Godfrey*
10. *Jack Benny*
11. *N.Y. Philharmonic*

# CBS

# AIR TRAVEL AT ITS FINEST...

on the completely modern  
up-to-the-minute **FLAGSHIP FLEET**



### THE DC-6 FLAGSHIP

First really new post-war transport, offers a new concept of passenger luxury on long distance travel.



### THE CONVAIR FLAGSHIP

Provides on short trips the kind of speed and comfort hitherto restricted to distant travel.

The answer to today's demands for  
bigger, better and more air  
transportation

These two great aircraft form a five-mile-a-minute Flagship Fleet that is unrivalled in safety, comfort and luxury. Wherever you go . . . however long or short your journey may be . . . when you fly the route of the Flagships you are experiencing air travel at its finest.

**AMERICAN AIRLINES INC.**

## Convention Registration

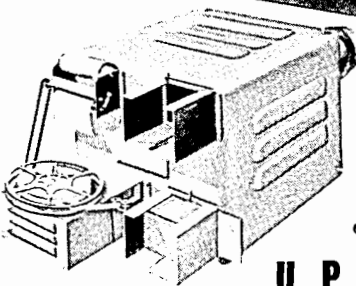
(Continued from Page 8)

- Grove, Wm. C., KFBC, Cheyenne, Wyoming, Palmer House.  
Gullekson, Charles H., WDXB, Chattanooga, Tenn.  
Gunst, G. H., Katz Agency, Chicago, Ill.  
Gunsendorfer, Wilton, KROW, Oakland, Calif.  
Guyer, R. Sanford, WBTM, Danville, Virginia, Stevens.
- H**
- Haus, Julian, KARK, Little Rock, Ark., Stevens.  
Hackathorn, K. K., WHK, Cleveland 13, Ohio, Stevens.  
Hagan, J. A., WWNC, Asheville, N. C.  
Hager, Kolin, Seac, Inc., New York, N. Y., Stevens.  
Hahn, George R., KSOO, Sioux Falls, S. Dak.  
Haley, Andrew G., Haley, McKenna & Wilkinson, Washington, D. C.  
Hall, Edward E., Columbia Broadcasting System, New York, N. Y.  
Hancock, Paul M., National Broadcasting Company, New York, N. Y.  
Hanna, Michael Blehard, WHCU, Haena, New York, Stevens.  
Hannon, William A., Employers Reinsurance Corp., Kansas City, Mo., Stevens.  
Hansen, John F., WTRO, Johnstown, Pa., Stevens.  
Hards, Joseph F., London Library Service, New York, N. Y., Stevens.  
Hardy, Ralph W., KSL, Salt Lake City, Utah, Stevens.  
Harlow, Ralph, Broadcast Music, Inc., New York, N. Y., Stevens.  
Harkrader, John W., WDBI, Roanoke, Va.  
Harpole, W. J., KVOP, Plainview, Texas, Stevens.  
Harre, Arthur F., WJJD, Chicago, Ill.  
Harris, Jack, KPRC, Houston, Texas.  
Harris, John P., KDMV-FM, Hutchinson, Kansas.  
Harris, L. Paul, WLBH, Mattoon, Ill.  
Harris, Wiley P., WJDX, Jackson, Miss., Palmer House.  
Harrison, Gerald, WMAS, Cambridge, Mass., Stevens.  
Hartenbower, E. K., KCMO, Kansas City, Mo.  
Hasehman, A., Communications Products Co., Inc., Keyport, N. J., Stevens.  
Hathaway, Neil, Columbia Broadcasting System, New York, N. Y., Stevens.  
Haverlin, Carl, Broadcast Music, Inc., New York, N. Y.  
Hawkins, Ewing B., WILM, Wilmington, Delaware, Stevens.  
Hayes, Arthur Hull, KQN, San Francisco, Calif.  
Hayes, John S., WTOP, Washington, D. C., Stevens.  
Haymond, Carl E., KMO, Tacoma, Wash.  
Haymond, Dexter, KMO, Tacoma, Wash.  
Hedger, William S., WNBC, New York, N. Y.  
Heier, C. B., WIMA, Lima, Ohio.  
Henkin, Morton H., KSOO, Sioux Falls, S. Dak.  
Henshel, Harry D., WOY, New York, N. Y., Stevens.  
Herman, A. M., WBAP, Fort Worth, Texas, Stevens.  
Hickox, S. B., Jr., National Broadcasting Company, New York, N. Y.  
Hicks, Mrs. Evelyn Stafford, WTNB, Birmingham, Ala.  
Higgins, George J., WISH, Indianapolis, Ind., Stevens.  
Higgins, Hugh M. P., WMOA, Marietta, Ohio, Palmer House.  
Higgins, J. M., WTHI, Terre Haute, Ind.  
Hill, E. E., WTAG, Worcester, Mass., Stevens.  
Hirsch, Norman F., Robert Kahn & Assoc., Chicago, Ill.  
Hirsch, Oscar C., KFVS, Cape Girardeau, Mo., Stevens.  
Hoberman, Ben, WDET-FM, Detroit, Mich., Stevens.  
Hoffman, H. J., Machlett Laboratories, Springdale, Conn.

## for TV from U.P.

### the MULTISCOPE

Flashes four images—all at once—through your broadcasting camera: running United Press news bulletins, the time, the weather, sponsors' ads.



See it working -  
**U. P. SUITE, STEVENS**

# Convention Registration

(Continued from Page 14)

Hoffman, Karl B., WGR, Buffalo, N. Y., Stevens.  
 Hoffman, Phil, WOL, Washington, D. C., Congress.  
 Hogg, John L., KOY, Phoenix, Arizona.  
 Holbrook, Charles S., WMOU, Berlin, New Hampshire, Stevens.  
 Hollister, R. H., Collins Radio Co., Cedar Rapids, Iowa, Stevens.  
 Holt, Thud, WAFI, Birmingham, Ala.  
 Holznecht, Glen R., WJPG, Green Bay, Wisconsin, Stevens.  
 Homen, B. N., WRAP, Fort Worth, Texas.  
 Hook, H. B., "Hank" KGLO, Mason City, Iowa.  
 Hooper, C. E., C. E. Hooper, Inc., New York, N. Y.  
 Hopkins, James, WHRV, Detroit, Mich.  
 Hoskins, Cecil B., WWNC, Asheville, N. C.  
 Hough, Harold, WRAP, Fort Worth, Texas.  
 Howard, Rex C., American Radio Publications, Inc., Peoria, Ill.  
 Howe, James L., WCTC, New Brunswick, N. J., Stevens.  
 Howell, Rex, KFEX, Grand Junction, Colo., Stevens.  
 Huth, Paul, Procter & Gamble Co., Cincinnati, Ohio.  
 Hyle, John F., Transcription Sales, Inc., Springfield, Ohio.  
 Hynes, John D., WLAN, Lancaster, Pa.  
 Hynes, Edward G., Jr., C. E. Hooper, Inc., New York, N. Y.

## J

Jackson, Aubrey, KGNC, Amarillo, Texas, Stevens.  
 Jackson, A. H., Blaw-Knox Company, Pittsburgh, Pa., Stevens.  
 Jacobs, Lee W., KBKR, Dakar, Oregon.  
 Jadassohn, K. A., Sesac, Inc., New York, N. Y., Stevens.  
 Jahncke, Ernest Lee, Jr., American Broadcasting Co., New York, N. Y.  
 Jameson, Guilford, Federal Communications Bar Assn., Wash., D. C.  
 Jarman, J. Frank, WDNC, Durham, N. C., Stevens.  
 Jasper, Bernard, WCSI, Columbus, Indiana.  
 Jayne, Dan E., WELI, Battle Creek, Mich., Stevens.  
 Jeffrey, John Carl, WIOU, Kokomo, Indiana, Stevens.  
 Jeffrey, Mrs. Mildred, WDET-FM, Detroit, Mich., Stevens.  
 Jensen, Ray V., KSAL, Salina, Kansas, Stevens.  
 Johnson, Albert D., KOY, Phoenix, Arizona, Stevens.  
 Johnson, B. Ed, WRBL, Columbus, Georgia.  
 Johnson, E. M., Mutual Broadcasting System, New York, N. Y.  
 Johnson, Howard A., WIBA, Madison, Wisconsin.  
 Johnson, Les, WHBF, Rock Island, Illinois, Stevens.  
 Johnson, Mott M., KWFT, Wichita Falls, Texas.  
 Johnston, George W., Sesac, Inc., New York, N. Y., Stevens.

Johnston, Henry P., WSGN, Birmingham, Ala., Stevens.  
 Johnstone, G. W., Natl. Assn. of Manufacturers, New York, N. Y.  
 Jones, Merle, WCCO, Minneapolis, Minn., Stevens.  
 Jones, Ruth, Benton & Bowles, Inc., New York, N. Y., Blackstone.  
 Jordan, Charles D., KFJZ, Fort Worth, Texas.  
 Jordan, Rup P., WDBL, Roanoke, Va., Stevens.  
 Joyce, Wm. W., Katz Agency, Chicago, Ill.

## K

Kaney, A. W., National Broadcasting Co., Chicago, Ill.  
 Kapner, Leonard, WCAE, Pittsburgh 10, Pa., Stevens.  
 Karns, Alvin, Transcription Sales, Inc., Springfield, Ohio.  
 Karol, John, Columbia Broadcasting System, New York, N. Y.  
 Katz, Oscar, Columbia Broadcasting System, New York, N. Y., Stevens.  
 Kayne, Sydney, Broadcast Music, Inc., New York 10, N. Y., Stevens.  
 Keeffe, Jerry, WFML, Chicago, Ill.  
 Keelner, O. J., WKXX, Saginaw, Mich., Stevens.  
 Keller, Bob, Robert S. Keller, Inc., New York 11, N. Y., Stevens.  
 Kelley, Boyd, KTRH, Wichita Falls, Texas.  
 Kelley, Gaines, WFMY (FM), Greensboro, N. C., Stevens.  
 Kelly, Don, WBBM, Chicago, Ill.  
 Kelly, Frank W., WBEN, Buffalo 2, N. Y., Stevens.  
 Kemp, Frank, Compton Advertising, New York, N. Y., Blackstone.  
 Kempkes, David J., KIII, Sioux Falls, S. Dak., Blackstone.  
 Kendall, John W., KWWD, Walla Walla, Wash., Stevens.  
 Kennon, Leslie L., KWTO, Springfield, Missouri, Stevens.  
 Kereher, George A., Edward Petry & Co., Inc., St. Louis, Mo., Stevens.  
 Korn, George, Benton & Bowles, Inc., New York 22, N. Y., Blackstone.  
 Korrigan, John P., WHO, Des Moines, Iowa, Stevens.  
 Keyworth, J. Gordon, WIII, North Adams, Mass.  
 Kirsch, Marvin, RADIO DAILY, New York, Stevens.  
 Kibler, Milton J., Milton J. Kibler (law office), Wash., D. C., Stevens.  
 Killgore, H. S., Collins Radio Co., Cedar Rapids, Iowa, Stevens.  
 King, Cy, WEBR, Buffalo, N. Y., Stevens.  
 King, Frank, WMBR, Jacksonville, Fla., Stevens.  
 King, Peter J. S., Sesac, Inc., New York, N. Y., Stevens.  
 King, Rex, KLJV, Huron, S. Dak.  
 Kinney, Gordon C., The Advertising Council, Inc., New York, N. Y., Stevens.  
 Kirby, Joseph B., WKRS, Waukegan, Ill.  
 Kline, Willard L., KEPO, El Paso, Texas, Stevens.

## L

Lalrd, Ben A., WDEU, Green Bay, Wis.  
 La Mirque, James W., Craybar Electric Co., Inc., New York, N. Y., Stevens.  
 Lancaster, W. H., WHHL, Johnson City, Tenn., Stevens.  
 Land, Thomas S., WROY, Carmel, Ill.

Lands, DeWitt, KFYO, Lubbock, Texas, Stevens.  
 Landreth, EDD, WBRW, Welch, W. Va., Stevens.  
 Lane, C. Howard, WJJD, Chicago, Ill.  
 Langley, Cortlandt J., Broadcast Measurement Bureau, New York, N. Y.  
 Langhals, C. O., Lang-Worth Feature Programs, Inc., N. Y., N. Y., Stevens.  
 Lasky, Phillip G., KSFO-KPIN, San Francisco, Calif., Stevens.  
 Laubengayer, R. J., KSAL, Salina, Kansas.  
 Lawton, Sherman P., University of Oklahoma, Norman, Okla., Stevens.  
 Leake, James C., KTLI, Tulsa, Okla., Stevens.  
 Leleh, Martha L., WGBF, Evansville, Ind., Blackstone.  
 Le Poldern, Harry R., WJHJ, Racine, Wis.  
 Lewis, Miss Era, KGNC, Amarillo, Texas, Stevens.  
 Linder, H. W., KWLM, Willmar, Minn., Stevens.  
 Lindow, Lester W., WFDF, Flint 3, Mich.  
 Lindsay, Merrill, WSOY, Decatur, Ill.  
 Little, Lee, KTCU, Tucson, Arizona, Blackstone.  
 Livestry, J. R., WLEH, Mattoon, Ill.  
 Locke, C. B., KFDM, Beaumont, Texas.  
 Lodge, William B., Columbia Broadcasting System, New York, N. Y.

(Continued on Page 18)



**ARTHUR GODFREY'S TALENT SCOUTS**  
 A CBS-TV Package Program—is one of the six CBS shows among the "Top 10" in all Television today.

*Welcome to Chicago*

**WILLIAM G. RAMBEAU COMPANY**

*Radio's First Exclusive National Representative*

Headquarters

STEVENS HOTEL & 360 N. MICHIGAN AVE., CHICAGO

AN. 3-5566

# *Buy National Selective*

SELECT YOUR PROGRAM

SELECT YOUR MARKET

SELECT YOUR STATIONS

SELECT YOUR TIMES

SELECT YOUR AUDIENCE

*Whether you use live programs, spots, transcriptions,  
tape or film, buy national selective.*

*Paul H. Raymer Company, Inc.*





*tive*

WHKK	Akron.....	MBS	KTAR	Phoenix.....	NBC
KERN	Bakersfield.....	CBS	WGAN	Portland, Me.....	CBS
WCAO	Baltimore.....	CBS	WPRO	Providence.....	CBS
WGUY	Bangor.....	ABC	KOH	Reno.....	NBC
WBRC	Birmingham.....	NBC	KFBK	Sacramento.....	ABC
WDOD	Chattanooga.....	CBS	WAPA	San Juan...MBS & ABC	
WHK	Cleveland.....	MBS	KFSD	San Diego.....	NBC
WHKC	Columbus.....	MBS	KTMS	Santa Barbara.....	ABC
KIOA	Des Moines.....	MBS	KCOY	Santa Maria.....	ABC
WDNC	Durham.....	CBS	KWK	St. Louis.....	MBS
KNO	El Centro.....	MBS	KIHO	Sioux Falls, S. D....	MBS
KFGO	Fargo, N. D.....	ABC	WSBT	South Bend.....	CBS
WTAC	Flint.....	NBC	KWG	Stockton.....	ABC
WRJG	Fort Wayne.....	MBS	WNDR	Syracuse.....	MBS
KMJ	Fresno.....	NBC	WTOL	Toledo.....	ABC
WDRC	Hartford.....	CBS	KVOA	Tucson.....	NBC
WEAW	Lawrence.....	ABC	WTAG	Worcester.....	CBS
KMPG	Los Angeles.....	IND	WKBN	Youngstown.....	CBS
WEAC	Nashville.....	CBS			
WQXR	New York.....	IND			
WTOE	Ocala, Fla.....	MBS			

The McClatchy Beeline  
Arizona Broadcasting System

## *Radio and Television Advertising*

*by Fred B. Brown, Director, CBS Radio and Television Stations*

# REGISTRATION FOR MG'T CONFERENCE

(Continued from Page 15)

London, Howard J., Natl. Foundation for Infantile Paralysis, N. Y., N. Y.  
 Lohmes, Horace L., Dow, Lohmes & Albertson, Washington, D. C.  
 Lown, Bert, Associated Program Service, New York City.  
 Loyet, Paul A., WHO, Des Moines, Iowa, Stevens.  
 Luce, James O., Jr., J. Walter Thompson Co., New York, N. Y., Stevens.  
 Luey, Calvin T., WRVA, Richmond, Va.  
 Lyford, E. B., National Broadcasting Co., New York, N. Y.  
 Lyons, J. C., Wood & Co., New York, N. Y.

**M**

MacLeod, E. F., WGGA, Gainesville, Ga., Stevens.  
 McAllister, Bert, KRPL, Moscow, Idaho, Stevens.  
 McAllister, R. B., KICA, Clovis, N. M., Stevens.  
 McAndrew, William R., WRC, Washington, D. C., Stevens.  
 McClure, Kenneth N., WTYC, Rock Hill, S. C., Stevens.  
 McConnell, C. Bruce, WIBU, Anderson, Indiana.  
 McConnell, R. B., WIBU, Anderson, Indiana.  
 McCoy, Arthur, Avery-Knoel, Inc.  
 McCracken, Arthur, WGPA, Bethlehem, Pa., Stevens.  
 McCullough, Tom, WBBM, Miami Beach, Fla., Stevens.  
 McCurin, L. L., KAUS, Austin, Minn., Stevens.  
 McDermott, G. D., KBUR, Burlington 5, Iowa, Stevens.  
 McDonald, Joseph A., American Broadcasting Co., New York, N. Y.  
 McDonald, Patt, WHHM, Memphis, Tenn., Stevens.  
 McGovern, S. H., KSO, Des Moines, Iowa.  
 McIntosh, Robert J., WJPS, Evansville, Ind., Stevens.

McKellar, Ellar J., KVOX, Moorhead, Minn., Stevens.  
 McKenna, James A., Jr., Haley, McKenna & Wilkinson, Washington, D. C.  
 McKenna, Mary, Benton & Bowles, New York, N. Y.  
 McMurray, H., WJPR, Greenville, Miss., Stevens.  
 McNally, W. J., WTCH, Minneapolis, Minn.  
 McRaney, Bob, WCBI, Columbus, Miss., Stevens.  
 McTigue, Harry, WINH, Louisville, Ky., Stevens.  
 Mack, R. W., WIAA, Lima, Ohio, Stevens.  
 Mackall, Robert B., WFMI, Youngstown, Ohio, Stevens.  
 Major, John S., WREN, Topeka, Kansas, Stevens.  
 Manship, Douglas L., WJBO, Baton Rouge, La., Stevens.  
 Marget, Manuel M., KVOX, Moorhead, Minn., Stevens.  
 Margraf, Gustav B., National Broadcasting Co., New York, N. Y.  
 Mark, S. Carl, WTTM, Trenton, N. J., Stevens.  
 Marks, Leonard H., Cohn and Marks, Washington, D. C.  
 Marlin, Al, Broadcast Music, Inc., New York, N. Y., Stevens.  
 Marquardt, Maynard, Frederick W. Ziv Co., Hollywood, Calif., Stevens.  
 Martin, Thomas E., WRUN, Utica, N. Y., Stevens.  
 Mattaway, L., Radio Television Publicity Corp., Chicago, Ill.  
 Matthews, Joseph B., WIRK, West Palm Beach, Fla.  
 Mauldin, W. D., KPAC, Port Arthur, Texas, Stevens.  
 May, Edward W., KMA, Shenandoah, Iowa, Stevens.  
 Mayo, Alice P., KLER, Rochester, Minn.  
 Meagher, John F., KYSM, Mankato, Minn.  
 McGeorge, Miss M. A., WGBI, Scranton, Pa.  
 McGeorge, Mrs. M. E., WBGJ, Scranton, Pa.  
 Meighan, Howard, Columbia Broadcasting System, New York, N. Y.

Meyer, Al G., KMYR, Denver, Colo., Stevens.  
 Meyer, Harold H., WXKH, Albany, N. Y.  
 Meyer, F. Richard III, Stewart-Warner Corp., Chicago, Ill.  
 Midgley, C. E., Columbia Broadcasting System, New York, N. Y.  
 Millen, Paul F., KFJB, Marshalltown, Iowa.  
 Miller, L. A., "Jiggs", KFAB, Omaha, Nebraska, Stevens.  
 Miller, Neville, Miller & Schroeder, Washington, D. C., Stevens.  
 Mitchell, L. S., WDAE, Tampa, Fla.  
 Moore, Wm. L., WBNN, New York, N. Y., Shelbourne.  
 Morency, Paul W., WTIC, Hartford, Conn.  
 Morgan, George B., KLO, Ogden, Utah.  
 Morgans, T. J., Jr., KJIV, Huron, S. D.  
 Morency, James H., WFAA, Dallas, Texas.  
 Morrill, Harold B., WLAW, Lawrence, Mass., Stevens.  
 Morton, J. Arehde, KJR, Seattle, Wash.  
 Mosby, A. J., KGYO, Missoula, Mont., Stevens.  
 Moss, C. G., WLTR, Bloomsburg, Pa., Stevens.  
 Murphy, Ed V., KLRH, Little Rock, Ark.  
 Murray, Louis H., WPAM, Pottsville, Pa., Stevens.  
 Myers, Frank O., KCMC, Texarkana, Texas, Stevens.  
 Myers, Robert P., National Broadcasting Co., New York, N. Y.

**N**

Nahas, Fred, KXYZ, Houston, Texas, Stevens.  
 Nasman, Len, WFMI, Youngstown, Ohio, Stevens.  
 Neary, John F., Lehigh Structural Steel Co., New York, N. Y., Stevens.  
 Nelson, Herbert E., KBUM, Fairmont, Minn., Stevens.  
 Nelson, Miss Linnea, J. Walter Thompson Co., New York, N. Y., Stevens.  
 New, John W., WTAR, Norfolk, Va.

Newens, William J., KOIL, Omaha, Nebr., Stevens.  
 Newman, Cy, Storadio Advertising Co., Des Moines, Iowa, Stevens.  
 Newton, Carroll P., BBD&O, New York, New York, Atlantic.  
 Nolte, Vernon A., WHIZ, Zanesville, Ohio, Stevens.  
 Nunn, Gilmore N., WLAP, Lexington, Ky., Stevens.

**O**

Obrist, Edward C., WPIIN, Philadelphia, Pa.  
 Odson, R. L., WBYS, Canton, Ill.  
 Ogden, Clifford, Capital Records, Hollywood, Calif.  
 O'Hagan, James E., Allied Record Mfg. Co., Hollywood, Calif., Stevens.  
 O'Hara, J. M., WMAN, Mansfield, Ohio, Stevens.  
 Ohde, B. Harland, KMBK, Mitchell, S. Dak., Stevens.  
 Ohrt Herbert R., KGLO, Mason City, Iowa, Stevens.  
 Olin, Bruff W., Jr., WQUA, Moline, Ill., Stevens.  
 Oliphant, Paul, WLAC, Nashville, Tenn.  
 Olson, B. W., KWQA, Worthington, Minn., Stevens.  
 Orr, B. F., KTRH, Houston, Texas, Stevens.  
 Outler, John M., Jr., WSB, Atlanta, Ga., Stevens.  
 Owings, Dorsey, Broadcast Music, Inc., New York, N. Y., Stevens.

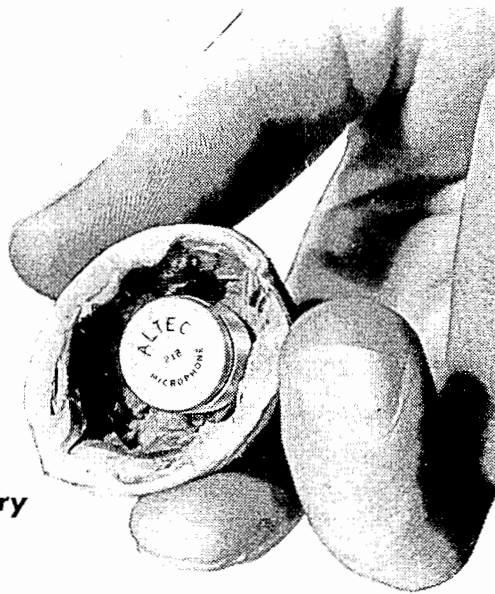
**P**

Pagliara, Nicholas, WEW, St. Louis, Mo.  
 Palmer, Fred A., Fred A. Palmer Radio Consultants, Worthington, O., Stevens.  
 Parker, Jack, WSAM, Saginaw, Mich.  
 Parsons, Edgar, WRFD, Worthington, Ohio, Stevens.  
 Patt, James M., WNBH, New Bedford, Mass., Stevens.

(Continued on Page 22)

**SPEAKERS  
 AT THE  
 CONVENTION  
 ARE USING**

*the  
 revolutionary  
 new*



**21B MINIATURE  
 MICROPHONE**



Altec, leader in sound reproduction developments, now introduces a microphone unparalleled in performance, miniature in size, the first of its kind. The small size and weight contribute to versatility of microphone positioning. It is no longer necessary for speakers to limit their motion to the "live" side of a microphone: the Altec microphone is omni-directional. Dynamically it covers the complete audible range both as to spectrum and loudness.

**EXCLUSIVE FEATURES:**

- Small size
- Omni-directional
- Less wind noises
- Light weight (less than 1/4 oz.)
- Small shadow
- Blast proof — shock proof
- No angular discrimination
- No false bass build-up

**MICROPHONE SYSTEM:**

Output Level:  
 -50 dbm in a sound field of 10 dynes/cm<sup>2</sup>

Output Impedances:  
 30-50, 150-250, 500-600 ohms

Ask for brochure  
 Room 522  
 STEVENS HOTEL



**"TALENT DESERVES TO BE SEEN AS WELL AS HEARD"**

# Operation "Log"



## How BMI Diagnoses Your Music Logs Scientifically

EVERY 14 months your station supplies BMI with a log of the music you've performed each day for one month. This log, properly analyzed, determines the payment to composers and publishers, who are compensated by BMI on the basis of actual use of their music.

And, as important to you, your daily music log is the pulse of your station's musical programming. It is vital to you, for it charts the exact strength of the heart of your broadcasting. A study of your log helps you appraise the quality and selectivity of your music.

*BMI will gladly send you a FEVER CHART, or analysis, of your station's log if you will simply ask for it.*

In 1941 BMI instituted the first scientific and automatic system of checking actual broadcast use of music. Employing the very latest IBM electronic accounting and tabulating machines, BMI's "Operation Log" turns out a wealth of interesting facts and figures.

With more than 32,400 daily logs to be examined each year, the physical task of processing them is stag-

gering. Every BMI licensee has been most cooperative in supplying its logs when asked to do so. This cooperation has resulted in standards of efficiency which amaze everyone who has seen BMI's logging system in operation.

You'll have an opportunity to see a typical BMI logging job at this year's NAB Convention when you visit the main exhibit hall at the Stevens for a look at BMI's "Operation Log" in action.

*If unable to attend the NAB Convention, write to Station Relations Department at BMI for your copy of "Operation Log" in pamphlet form, illustrated.*

**BROADCAST MUSIC, INC.**  
580 FIFTH AVENUE • NEW YORK 19, N. Y.

New York • Chicago • Hollywood

AN INVITATION  
You are cordially invited to visit  
the BMI Exhibit in the  
Main Exposition Hall and  
BMI Headquarters  
Rooms 535A-536A-537A  
at the Stevens  
During the NAB Convention

**THIS IS WHERE**

*Thesaurus*

**PAYS**

1. Powder Your Face With Sunshine\*
2. Cruising Down The River\*
3. Far Away Places\*
4. I Love You So Much It Hurts\*
5. Lavender Blue (Dilly, Dilly)\*
6. Red Roses For A Blue Lady\*
7. Sunflower\*
8. It's A Big Wide Wonderful World\*

*Put your dollar  
into a really  
SOLID Pyramid—  
musical programming  
especially molded  
to your specifications  
with  
happy listening  
and saleability  
its foundation.*



Terri Stevens with  
the NOVATIME TRIO



Vincent Lopez  
and his music



Tony Mattola with  
the JUMPIN' JACKS



Johnny Guarnieri with  
the NIGHTHAWKS

**\* AMONG THE NATION'S  
TOP TUNES IN THESAURUS**

*Watch for these comers in the April release:  
Bali Ha'i, Some Enchanted Evening, and  
Younger Than Springtime ... from "South Pacific" ...  
the new Rodgers and Hammerstein musical play*

**OFF . . . .**



Jack Kilty with  
THE MUSIC OF MANHATTAN



Allen Roth and his  
Symphony of Melody



Sammy Kaye and his  
"Swing and Sway" Orchestra



Charlie Jordan with  
the SWEETWOOD SERENADERS



Louise Carlyle with  
THE MUSIC OF MANHATTAN



Paul Winter and the  
WALTZ FESTIVAL ORCHESTRA



Max Hollander and the  
SALON CONCERT PLAYERS



Irving Kaufman with  
MUSIC HALL VARIETIES

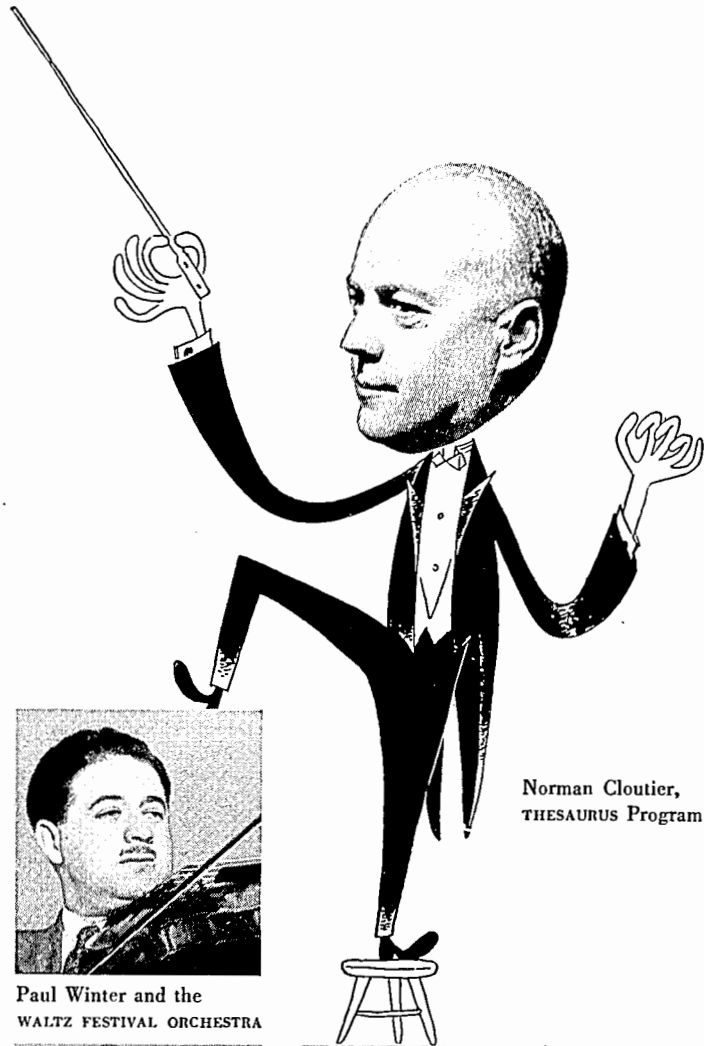


Slim Bryant  
and his WILDCATS



Richard Leibert  
at the console

*here's your  
chance  
to reap  
the profits*

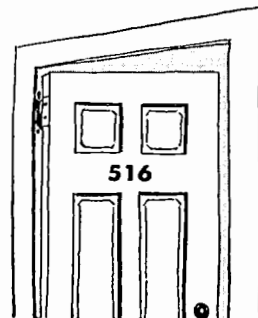


Norman Cloutier,  
THE SAURUS Program Director



**Radio-Recording Division**

RCA Building, Radio City, New York • Chicago • Hollywood



FOR A ROOM WITH A VIEW . . .  
on complete NBC THE SAURUS  
program details . . .  
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We'll be happy to provide  
descriptive brochures, rates  
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An Expanded Full-Size Library  
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NEW SUPERB RECORDINGS**

**HEAR ABOUT OUR  
NEW TOP-NOTCH CONTINUITY  
SCRIPT DIVISION**

SESAC Inc., 475 Fifth Avenue  
New York 17, N. Y.



## Convention Registration

(Continued from Page 18)

- Patt, John F., WGAR, Cleveland, Ohio.  
Pattee, Lin, Broadcast Music, Inc., New York, N. Y.  
Payne, Albert W., WHDF, Houghton, Mich.  
Peabody, Patrick H., KSJO, San Jose, Calif.  
Peace, Marshall L., WJPS, Evansville, Indiana, Stevens.  
Pearsons, Ted, RADIO DAILY, New York, Stevens.  
Pearse, Bernard, Weed & Co., Detroit, Mich.  
Peck, Harry D., KFOR, Lincoln, Nebr.  
Pfeiler, L. G., WCYS, Springfield, Ill.  
Pengra, Marshall H., WATO, Oak Ridge, Tenn., Stevens.  
Peter, Paul F., Frazier & Peter, Washington, D. C.  
Peterson, C. B., The Branham Co., Chicago, Ill., Stevens.  
Peterson, Howard O., KMA, Shenandoah, Iowa, Stevens.  
Phillips, Charles F., WFBL, Syracuse, New York, Stevens.  
Phillips, Robert W., WSAW, Saginaw, Mich., Stevens.  
Poderyn, George J., WJJB, Pittsburgh, Pa.  
Potter, Ben H., WHBF, Rock Island, Ill., Stevens.  
Potter, A. David, Jr., WHAE, Warren, Pa., Stevens.  
Potter, Hugh O., WOMI, Owensboro, Ky.  
Pratt, Stanley R., WS00, Sault Ste. Marie, Mich., Stevens.  
Prendergast, Frank J., WTMV, East St. Louis, Ill., Blackstone.  
Princl, Carl V., WKMO, Kokomo, Ind., Blackstone.  
Proctor, Frank S., WTJS, Jackson, Tenn.  
Pryer, Emerson J., WDVA, Danville, Va., Stevens.  
Pyle, K. W., KFBI, Wichita, Kansas, Stevens.
- Q**
- Quaal, Ward L., Clear Channel Broadcasting Service, Wash., D. C., Stevens.  
Qualls, H. C., WFNS, Burlington, N. C.  
Quarton, Wm. B., WMT, Cedar Rapids, Iowa.  
Quinones, Jose Ramon, WAPA, San Juan, Puerto Rico, Stevens.
- R**
- Radstwon, Eugene L., 160 Coles St., Jersey City, N. J.  
Rambeau, William G., William G. Rambeau Co., Chicago, Ill.  
Ramsland, Odlin S., KDAL, Duluth, Minn., Stevens.  
Rasmussen, Leo Gordon, KAYL, Storm Lake, Iowa, Stevens.  
Ratner, Victor, Columbia Broadcasting System, New York, N. Y., Stevens.  
Ream, Joseph H., Columbia Broadcasting System, New York, N. Y.  
Reams, Frazier, WTOL, Toledo 2, Ohio, Stevens.  
Reid, Robert H., International News Service, New York, N. Y.  
Reinecker, Reese, KXYZ, Houston, Texas, Stevens.  
Reineke, Earl, WDAY, Fargo, N. D.  
Reinsch, J. Leonard, WSB, Atlanta, Ga., Stevens.  
Rembert, Clyde W., KRLD, Dallas, Texas, Stevens.  
Reynolds, Donald W., KFSA, Fort Smith, Ark.  
Richards, C. P., WHBL, Sheboygan, Wis., Stevens.  
Richmond, Russell W., WHKK, Akron, Ohio, Stevens.  
Rine, William E., WVVA, Wheeling, W. Va.  
Ringgold, Ianque, Edward Petry & Co., Inc., New York, N. Y., Stevens.  
Rintoul, Stephen R., WKEW, Albany, N. Y.  
Riple, William A., WTRY, Troy, N. Y.  
Rittenhouse, Paul, National Broadcasting Co., New York, N. Y.  
Roberson, Howard, KFDA, Amarillo, Texas, Stevens.  
Roberson, W. R., Jr., WRRF-WREE, Washington, D. C., Stevens.  
Robertson, B. C., KWKH, Shreveport, La., Stevens.  
Robinson, King H., KATL, Houston, Texas.  
Rockhold, Joseph G., WIOK, Lancaster, Ohio.  
Rogers, Naylor, Keystone Broadcasting System, Chicago, Ill.  
Rohm, Bill, KS00, Sioux Falls, S. D.  
Rohrbaugh, Philip A., WHVR, Hanover, Pa., Stevens.  
Rooney Leonard A., Raytheon Mfg. Co., Waltham, Mass.  
Rosenc, Marshall, WSAZ, Huntington, W. Va., Stevens.  
Ross, Byrne, KLPR, Oklahoma City, Okla., Stevens.  
Roth, Eugene J., KONO, San Antonio, Texas, Stevens.  
Rothastes, Walter J., WSBA, York, Pa., Stevens.  
Rothschild, Walter J., WTAD, Quincy, Ill., Stevens.  
Rowan, B. J., WGY, Schenectady, N. Y.  
Rudolph, Rudy, C. P. MacGregor Electrical Transcriptions, Hollywood, Calif., Stevens.  
Runnerstrom, Robert O., WCOL, Columbus, Ohio.  
Russell, Frank N., WRC, Washington, D. C., Stevens.  
Russell, Percy H., Jr., Kirkland, Fleming, Green, Martin & Ellis, Washington, D. C.  
Ryan, William B., KFX, Los Angeles, Calif., Stevens.  
Ryder, J. Maxim, WBRV, Waterbury, Conn.
- S**
- Saddler, Owen, KMA, Shenandoah, Iowa.  
Safford, Harold A., WLS, Chicago, Ill.  
Sambrook, Al, Frederick W. Ziv Co., New York, N. Y., Stevens.

## GORDON M. DAY



Gordon Day's hard-hitting singing commercials pay off at the cash register! Proof? 52 Successful spot campaigns in 2 years! Send for 10-jingle recording and full details.

Gordon M. Day Productions  
108 E. 30 St. ORegon 9-3595 N.Y.C. 16

TOP-NOTCH SPOTS  
AT MODERATE COST

## CHICAGO AUDIENCE FACTS

Saturday, 3 to 6 P.M.

WIND	19.3%
Network A	15.5%
Network B	10.6%
Network C	17.0%
Network D	10.1%

HOOPER INDEX  
January, 1949

**WIND** 560 KC  
24 hours a day

**Convention Registration**

(Continued from Page 22)

Sanders, Albert, WMAZ, Macon, Ga.  
 Sanders, Ernie, WOC, Davenport, Iowa, Stevens.  
 Sanger, Elliott M., WQXR, New York, N. Y., Stevens.  
 Saumenig, J. Dudley, WIS, Columbia, S. C., Stevens.  
 Scanlan, Elenore, BBD&O, New York, N. Y.  
 Schepp, Rex, KPHO, Phoenix, Ariz., Drake.  
 Scherer, Jacob P., WHFB, Benton Harbor, Mich.  
 Schilplin, Frederiek C., KFAM-FM, St. Cloud, Minn., Stevens.  
 Schmitt, Kenneth F., WIBA, Madison, Wisc.  
 Schroeder, Arthur H., Miller & Schroeder, Washington, D. C.  
 Schroy, A. F., WKBY, Richmond, Ind.  
 Schuddt, William A., Jr., CBS, New York, N. Y.  
 Schwartz, Julian, WSTC, Stamford, Conn., Palmer House.  
 Schwartz, L. S., The Advertising Council, Inc., Chicago, Ill.  
 Segal, David M., KTFS, Texarkana, Tex.  
 Seifert, Leo J., KSUM, Fairmont, Minn., Stevens.  
 Sepaugh, L. M., WSLI, Jackson, Miss., Stevens.  
 Service, C. W., Collins Radio Co., Cedar Rapids, Iowa, Stevens.  
 Seville, H. A., WGTI, Kannapolis, N. C., Stevens.  
 Shaffer, Roger A., WSPA, Spartanburg, S. C., Palmer House.  
 Shafto, Richard, WIS, Columbia, S. C.  
 Shaw, Glenn, KLN, Oakland, Calif., Stevens.  
 Shearer T Rodney, A. C. Nielsen Co., Chicago, Ill.  
 Shein, Alice, WBTI, Williamson, W. Va., Stevens.  
 Shields, Arthur T. WLDY, Ladysmith, Wisc., Stevens.  
 Sholis, Victor A., WHAS, Louisville, Ky.  
 Shomo, Ernest, WBRM, Chicago, Ill.  
 Shouse, James D., WLW, Cincinnati, Ohio.  
 Silvernall, Frank, BBD&O, New York, N. Y., Drake.  
 Simonds, Lincoln P., Weed & Company, Stevens.

Sinn, John L., Frederick W. Ziv Company, New York, N. Y.  
 Siverson, Charles, WHAM, Rochester, N. Y., Stevens.  
 Skinnell, Julian F., WLBR, Lebanon, Pa.  
 Slavick, H. W., WMC, Memphis, Tenn., Stevens.  
 Sloane, John, American Radio Publications, Inc., Peoria, Ill.  
 Smiley, David, WDAE, Tampa, Fla., Blackstone.

(Continued on Page 37)

**CHICAGO AUDIENCE FACTS**

Saturday, 3 to 4 P.M.	
WIND	.....19%
Network A	.....14%
Network B	.....12%
Network C	.....12%
Network D	.....6%

**PULSE**  
 January-February, 1949

**WIND 560 KC**  
 24 hours a day

To  
**All AP Radio Members—  
 and Others**

**AP HEADQUARTERS**

THE CHINESE ROOM  
 Floor Number One  
**BLACKSTONE HOTEL**  
 (Just across the street)

*Come over and see us at cocktail time —or any time!*

OLIVER GRAMLING  
 Assistant General Manager

*Radio Representatives, inc.*



NEW YORK . . . . . PEGGY STONE  
 480 LEXINGTON AVE.

CHICAGO . . . . . JOHN NORTH  
 737 N. MICHIGAN AVE.

LOS ANGELES . . . . HARLAN OAKES  
 672 S. LAFAYETTE PARK PLACE

SAN FRANCISCO . . . LOWELL OAKES  
 1085 MONADNOCK BUILDING

IN ATTENDANCE AT CONVENTION  
**STEVENS HOTEL**

WHEN YOU THINK OF  
FOREIGN LANGUAGE RADIO  
IN THE NEW YORK AREA

• • • YOU NATURALLY  
 THINK OF • • •

**WHOM**

"The Il Progresso Station"

5000 WATTS . . . . . 1480 KC.  
 136 W. 52nd STREET . . . . . Circle  
 NEW YORK 19, N. Y. . . . . 6-3900

GENEROSO POPE, Pres.

FORTUNE POPE, Gen. Mgr.



# EVERYONE IS

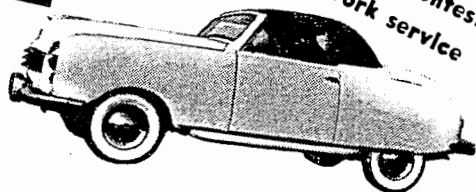
having the time of his life

with **TBS** at  
**NAB Convention**

**suite 544A**

You still have time to be a winner in the special Convention Contest  
— conducted by **TBS** — the only transcription network service  
of its kind in the world

**GRAND 1st PRIZE**



new metal-top PLAYBOY convertible  
(on display in Exhibition Hall)

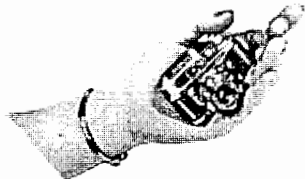


**SIX 2nd PRIZES**

UNDERWOOD UNIVERSAL  
portable typewriters  
(on display in Suite 544A)

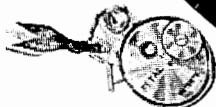
**THREE 3rd PRIZES**

precision  
RUBIX cameras  
(on display in Suite 544A)



**NINE 4th PRIZES**

tiny, revolutionary  
PETAL cameras  
(on display in Suite 544A)



**TRANSCRIPTION BROADCASTING SYSTEM, Inc.**  
11 East 52nd Street, New York 22, N. Y.

## Convention Registration

(Continued from Page 23)

- Smith, Calvin J., KFAC, Los Angeles, Calif., Stevens.
- Smith, Clyde H., KSEL, Lubbock, Tex., Stevens.
- Smith, Earl H., WLAC, Baton Rouge, La., Stevens.
- Smith, Frank R., WBVP, Beaver Falls, Pa., Stevens.
- Smith, J. Kelly, CBS, New York, N. Y.
- Snyder, John M., WFBG, Altoona, Pa.
- Smith, M. D., III, WBRC, Birmingham, Ala., Stevens.
- Snyder, Robert E. J., KXIC, Iowa, City, Iowa.
- Snyder, Glenn, WLS, Chicago, Ill.
- Soule, Frank C., WFBL, Syracuse, N. Y.
- Soule, O. P., KFTI, Twin Falls, Idaho.
- Sowell, F. C., WLAC, Nashville, Tenn., Stevens.
- Spargo, John S., Raytheon Manufacturing Co., Waltham, Mass., Stevens.
- Sparron, Ken, Broadcast Music, Inc., New York, N. Y.
- Speck, J. H., KCNC, Ft. Worth, Tex., Stevens.
- Spence, Edwin M., Radio Advertising Clock, Miami Beach, Fla., Stevens.
- Spence, Harry R., KXRO, Aberdeen, Wash., Stevens.
- Spokes, Alfred E., WJOY, Burlington, Vt., Stevens.
- Springgate, V. N., KNOK, St. Louis, Mo.
- Squire, Burt, Broadcast Music, Inc., New York, N. Y.
- Stales, Max F., KIJV, Huron, S. D.
- Stamps, Weldon, KSEO, Durant, Okla., Stevens.
- Stanton, Frank, CBS, New York, N. Y.
- Staubitz, E. J., Blaw-Knox Division of Blaw-Knox Co., Pittsburgh, Pa., Stevens.
- Stelman, Harry, WJJB, Pittsburgh, Pa.
- Steinle, David, KBUR, Burlington, Iowa, Stevens.
- Stern, Edgar B., Jr., WDSU, New Orleans, La., Drake.
- Stevenson, Fred J., KGRH, Fayetteville, Ark.
- Stewart, Elliott, WIBX, Utica, N. Y., Stevens.
- Stone, Maxey E., WSVS, Crewe, Va.
- Stone, Wallace E., KWOA, Worthington, Minn.
- Stoughton, Milton W., WSPR, Springfield, Mass.
- Streibert, Theodore C., WOR, New York, N. Y.
- Strouse, Ben, WYDC, Washington, D. C.
- Stutleham, Ralph L., KSTL, St. Louis, Mo., Stevens.
- Sullivan, Donald D., WNAX, Yankton, S. Dak.
- Swezey Robert D., WDSU, New Orleans, La., Drake.

- Swift, G. Richard, WCBS, New York, N. Stevens.
- Swisher, Arden E., WOL, Washington, D. C.
- Sytk, Albert J., WPEN, Philadelphia, Pa., Stevens.

### T

- Taft, David G., WCTS, Cincinnati, Ohio.
- Taft, Hulbert, Jr., WKRC, Cincinnati, Ohio.
- Tarter, George L., KCRK, Enid, Okla., Pomer House.
- Taylor, Dale, WENY, Elmira, N. Y., Stevens.
- Taylor, O. L., Ted, KGMC, Amarillo, Tex.
- Taylor, C. P., Western Electric Co., Inc., New York, N. Y., Stevens.
- Teddle, Pete, WRB, Dallas, Tex.
- Terry, Hugh B., KIZ, Denver, Colo., Stevens.
- Thomas, C. L., KNOK, St. Louis, Mo.
- Thomas, Eugene S., WOIC, Washington, D. C., Stevens.
- Thomas, Horace E., KMYC, Marysville, Calif., Palmer House.
- Thompson, James L., Edward Petry & Co., Inc., Chicago, Ill.
- Thompson, Roy F., WRTA, Altoona, Pa., Stevens.
- Thornburgh, D. W., KNX, Los Angeles, Calif.
- Thwaites, E. N., KFUN, Las Vegas, Mex., Stevens.
- Tibbitt, Gene, WLOX, Biloxi, Miss.
- Timlin, J. F., The Branham Company, New York, N. Y.
- Timothy, B. P., Avery-Knodel, Inc.
- Tineher, Robert R., WNAX, Yankton, Dak., Stevens.
- Tompkins, Merritt, Broadcast Music, Inc., New York, N. Y.
- Tucker, Merle H., KOAT, Albuquerque, Mex., Stevens.
- Tuly, Stephen, Jr., Washington, D. C., Stevens.

### U

- Ulmer, James C., KGKB, Tyler, Tex., Stevens.
- Unger, Alvin E., Frederick W. Ziv Co., New York, N. Y.
- Uridge, Owen F., WQAM, Miami, Fla., Stevens.

### V

- Vandenhoeck, E. R., WSYR, Syracuse, N. Y., Stevens.
- Vance, Fred L., KTSA, San Antonio, Tex., Blackstone.
- Van Konyenburg, F., WTCN, Minneapolis, Minn.
- Van Volkenburg, J. L., CBS, New York, N. Y.
- Vickers, Marjorie R., KPAC, Port Arthur, Tex., Stevens.
- Vickrey, M. E., Sesac, Inc., New York, N. Y., Stevens.
- Voynow, Edward E., Edward Petry & Co., Inc., Chicago, Ill.

(Continued on Page 37)

## WELCOME NAB Members

TO CHICAGO  
The Home of the  
**FASTEST-SELLING**  
Transcribed Celebrity  
**MYSTERY VOICE**  
PROGRAM



# "WHO'S TALKING"

**C'MON UP  
AND SEE US IN  
ROOM 4 STEVENS HOTEL**  
**HAL TATE**  
**RADIO PRODUCTIONS**  
192 N. CLARK ST.  
CHICAGO 1, ILL.  
PHONE RAndolph 6-6650  
\*Please See NAB Registration List

## CHICAGO AUDIENCE FACTS

Saturday, 2 to 6 P.M.
WIND .....
Network A .....
Network B .....
Network C .....
Network D .....

**PULSE**  
January-February, 1949

# WIND

**560 KC**  
24 hours a day



# *Saludos Amigos*

**By JUSTIN MILLER**

*President of NAB*

**O**N the occasion of the 27th Annual Convention of the broadcasters of America, and on behalf of the members of the National Association of Broadcasters, it is a pleasure to greet you and the members of your Association as we join in the continuing struggle for freedom of broadcasting and other media of communication, commensurate with the rights guaranteed by the Constitution.

**T**HE first step toward dissolution of democracy is government control of the media which mirror and criticize the performances of the people's government and of those who compose that government. As broadcasters, we are obligated to defend this fundamental principle against such dissolution, with our full strength, intelligence and courage. Specifically, it is our privilege and our duty to oppose not only the incursion of government into radio, but the threat of such incursion, whether it be direct or indirect, open or devious in character. Your valiant efforts in this cause are worthy of the highest commendation.

**W**E welcome you to the Convention of the broadcasters of America. I hope that your visit with us may be fruitful and pleasant.

IN PUERTO RICO.....

# WAPA IS YOUR BEST BUY!

FIRST IN **P**ROGRAMS  
POWER  
PERFORMANCE

AND SATISFIED SPONSORS!

- ★ BORDEN CO.
- ★ FRIGIDAIRE
- ★ COCA COLA
- ★ NORTHCOOL CLOTHING
- ★ LEVER BROS.
- ★ INTERNATIONAL HARVESTER
- ★ GILLETTE SAFETY RAZOR CO.
- ★ AMERICAN CORN PRODUCTS
- ★ ROYAL CROWN
- ★ STANDARD OIL
- ★ COLGATE PALMOLIVE PEET CO.
- ★ PAN AMERICAN AIRWAYS
- ★ PROCTER & GAMBLE
- ★ GENERAL MOTORS
- ★ MILES LABORATORIES
- ★ KRAFT
- ★ CHESEBROUGH MANUFACTURING CO.

THESE ARE BUT A FEW OF THE NATIONAL SPONSORS USING  
THEIR ADVERTISING DOLLARS WISELY ON

**WAPA** 680 Kc. San Juan, Puerto Rico  
10,000 WATTS

**PAUL H. RAYMER CO.**—NATIONAL REPRESENTATIVE

# ISLAND RADIO FIGHTS FOR RIGHTS

## Government Sta. Seen As Threat To Business

By JOSE RAMON QUINONES  
President, WAPA, San Juan, P.R.

The Puerto Rican government was created by an Act of Congress signed by the President of the United States, which basic principle is the Constitution of the United States. As radio men, quite naturally, one of the laws and agencies in which we are most interested in, is the Communi-

(Continued on Page 29)

## Agency Executive Views P. R. Radio

By SHERWIN HELMS  
Manager, McCann-Erickson Corp., San Juan, P.R.

Puerto Rico, just a few air hours from New York, is a small island with over two million people. But as a market for American goods, it ranks high on the list of bright prospects.

In getting at this market, there is no question that radio is the basic selling medium. Any complete advertising plan must include it, if for no other reason than that radio is the main source of information, recreation and education for the mass of Islanders.

In an area roughly the size of Long Island, there are 23 broadcasting stations. Ergo, the time buyer's problem is obviously "how to pick the wheat from the chaff."

In the metropolitan area of San Juan alone, there are eight privately-owned stations and one which is the property of the Government. The complete lack of any checking services makes station selection difficult and imposes on the advertiser or his agency the task of continuing study of station popularity.

It is considered opinion here that three stations are at the top of the heap, but that no one station dominates. McCann-Erickson, San Juan, is currently conducting a series of surveys intended to give a more scientific basis for the selection of stations in the future.

Although the total area of the

(Continued on Page 29)

## 23 AM Stations Operate On Puerto Rican Island

By TOMAS MUNIZ  
(President, Puerto Rican Broadcasters Assoc.)

If one looks at a map of the world, Puerto Rico is a very small mountainous island, just a little speck lost in the Atlantic Time Zone. If one looks at a radio reference book, the island grows to its true proportion.

We of the radio industry in Puerto Rico are proud of our island and proud of what has been accomplished to give over two million Puerto Ricans an edifying opportunity to develop their innate artistic talents and bring to their homes the best in music, in drama and in entertainment.

We realize our shortcomings and know we can do better. To that end I can truthfully say that no effort has been spared and that the results of that effort are showing in improved programs, extended technical knowledge, and more important than all that, ever increasing public service.

All this has been accomplished

with none of the advantages of network broadcasting. Language differences have prevented our stations from joining continental networks with their pattern of internationally famous programs. Network broadcasting has not come to Puerto Rico, but with rare exceptions our independent stations have worked for the common good, banding together into the Puerto Rico Association of Broadcasters. Many of our associates are long-time members of NAB and I think have made valuable



MUNIZ

(Continued on Page 29)

## Puerto Rican Fight For Free Radio Continues

By FRANK BURKE  
Editor, RADIO DAILY

Puerto Rican broadcasters have been fighting the good fight for the preservation of a competitive system of commercial radio in the United States and its possessions for a year. The twenty-three broadcasters on the island have been opposing possible commercial competition from

(Continued on Page 29)

## Puerto Rico's Music A Vital Contribution

By CARL HAVERLIN  
President, Broadcast Music, Inc.

Most of us fellow Americans are quite apt to regard Puerto Rico's colorful activities as stemming from its industry in the business sense, and take for granted that the esthetic phases are there, but cannot put our finger on it. The great wealth of Latin-American music so prevalent here wherever music is performed whether radio, juke box or concert hall, may create a picture in one's mind of an Ernesto Lecuona of Cuba, some Mexican composers of note, and then in the next breath think of the Southern Hemisphere. In one fell swoop, the excellent output of the composers of the Caribbean islands are overlooked in so far as being a source of music is concerned.

Casually looking over the composers and compositions of Puerto Rico, not only in our own and affiliated publisher catalogs but others as well, I find the colorful theme prevails. Take the composer Mundito Medina, very prolific as a writer, but also quite busy as the trainer of Kid Gavilan, who of course has a habit of fighting our own lightweight Ike Williams to a standstill. Medina has



HAVERLIN

a pen name Raymundo, which he uses at time and has to his credit among other works "Marine Tiger" and the current hit in Cuba, "El Cuartito." Usually they start there and come here. Rafael Hernandez, has some outstanding tunes in: "Lamento Boricano," "Capullito de

(Continued on Page 33)

## Physical Facts About P. R.

One hundred miles long. 36 miles wide. Seventy-seven towns. Hundreds of small rural communities. Population—2,200,000. San Juan has 360 sunny days per year. Distances are short (never over 100 miles). Hard-surface roads everywhere. Bus and truck lines cover Island. Railroad, narrow gauge, connects all shipping points. Island air service connects large cities.

Telephone and telegraph service available in every town and village. Hydro-electric power: 250 million kw.-hrs. annually. Potential power: 650 million kw.-hrs. annually. Fuel oil within only 500 miles (Venezuela).

Three principal cities—San Juan Greater Metropolitan Area, 1947 population—400,000—Ponce, 1947 population—115,000—Mayaguez, 1947 population—85,000.

Port facilities are available—San Juan, Ponce and other cities. San Juan harbor is the most modern in the Caribbean.

Temperature—sub-tropical. Summer average 79 degrees. Winter average 74 degrees.

Air distances—Miami, 1,035 miles . . . 4 hours, 45 minutes.

New York, 1,612 miles . . . 6 hours.

Chicago, 2,225 miles . . . 9 hours.

New Orleans, 1,703 miles . . . 7½ hours.

Rio de Janeiro, 3,517 miles . . . 18½ hours.

Steamer connections direct to New York, Baltimore, Portland, Seattle, San Francisco, Galveston, New Orleans, Rio de Janeiro, Mobile, Tampa, Miami as well as England, Netherlands, Chile, and other points.

Four centuries of Spanish influence mingling with half century of American.

English and Spanish used interchangeable in both business and government.

Legal status: United States Territory (unincorporated).

## WIAC - Fair Deal Station

**D**ID you ever visit a "tourist" restaurant in some European capital? If you have, you will probably remember the two menus—one for the home folks and the other, with well inflated prices, for the wide-eyed tourists. But, you will also remember the restaurants and shops where you were well treated, the places where you weren't gypped, where prices were fixed and there was no bargain counter and no haggling over a couple of dollars. Those were the places that gave you service.

If you are a "radio tourist," you will remember *WIAC* and you will remember it favorably as a station that gives you your money's worth. The rate card is printed and there is *ONLY ONE* price for the best radio coverage in Puerto Rico.

Station WIAC—5,000 watts and 580 kc—was founded on the soundest principles of fair dealing for all:

- (1) Fair Dealing for the advertiser
- (2) Fair Dealing for the radio audience
- (3) Fair Dealing for the advertising agency

WIAC has always operated and will continue to operate on those three pillars of radio

fair dealing, giving the advertiser what the public wants. It is WIAC's proud boast—and pardon us for boasting—that its program facilities and its program personnel, under the direction of Buck Canel, former director of Latin American programs for NBC, are the best in Puerto Rico.

And we feel sure that if you ask the man on the street or the housewife at home, you will soon find out that *WIAC* is a *LISTENING HABIT* with Puerto Ricans of all classes.

WIAC serves the public and the advertiser. There was only one doubt in our minds: We hadn't been able to decide which of the two was more important. So we decided to serve them both to the best of our ability, giving the advertiser his money's worth and the public its listening worth.

And if some time in the future we have the privilege of serving you, you will see for yourself that we haven't "two sets of menus." Our time is sold at the same price, on the basis of proven performance, to the national advertiser and to the corner grocer.

Both remember our *FAIR DEALING*. And the public remembers to listen to WIAC.

680 Kc

**W I A C**

10,000 Watts

SAN JUAN, PUERTO RICO

# QUINONES GIVES VIEWS ON GOV'T RADIO

## Free Radio Fight Still P. R. Issue

(Continued from Page 27)

a government owned station WIPR and to date have been winning their battle.

The controversy between private and government operated radio stations dates back to the day when the FCC in Washington granted a full time commercial license to the Puerto Rican Communications Authority. At the time of the grant the island's government went ahead with their plans for a modern 10,000 watt AM station and the Honorable Jesus T. Pinero, then governor of the island, indicated the station would do some experimental commercial programming.

### Broadcasters Bond Together

This threat of government competition set in motion the campaign of private commercial broadcasters to oppose the government's entry into the commercial radio field. The Puerto Rican Broadcasters association headed by Tomas Muniz, general manager of WIAC, was formed. This move brought the support of Angel Ramos, influential publisher of El Mundo and owner of WEMIB; Jose Ramon Quinones, lawyer, agriculturalist and owner of WAPA and other radio and civic leaders of the island.

### Seek Air Of NAB

First steps in their campaign was to solicit the support of the National Association of Broadcasters as most of the Puerto Rican broadcasters are members. Justin Miller, president of NAB, joined forces with them in their crusade and brought the threat of government entry into the commercial radio field to the attention of the organization's membership.

Later the Harness committee investigating the FCC sent investigator Frank Bow and others of the staff to the island to look into the situation. They concluded an investigation and returned with a report which indicated that a real threat of government commercial radio competition with private enterprise existed. The report is now of record with House Representatives in Washington.

### Governor Voices Opinion

Recent developments indicate that the WIPR, the government station in San Juan has tabled its plans for becoming a competitive commercial enterprise. Governor Louis Munoz Marin, who succeeded Governor Pinero, has indicated to the broadcasters a desire to respect their investments as private commercial broadcasters and to date no evidence of commercial solicitation on the part of WIPR has developed.

### Vigilance To Continue

Despite the developments the vigilance of the Puerto Rican broadcasters continues.

## Quotes Speech Of FCC Chairman Coy On Government's Attitude Regarding Free Enterprise

(Continued from Page 27)

communications Act, and the Federal Communications Commission, which, of course, has absolute control over the broadcasters of Puerto Rico, as much as it has control over broadcasters in the United States.

There is a basic principle which is fundamental in this great country, the freedom of the Press, which the U.S. Supreme Court has construed in a recent decision to include freedom of Radio. This means that no governments under the United States flag should control public opinion by owning or controlling the Press or Radio. If here in the United States a newspaper is organized or bought by the Government to compete with the other newspapers owned by private entities, that would be the beginning, the first step, to control public opinion, for if the government can own a newspaper, there is no reason why it should not own two, ten, twenty, or fifty newspapers all over this country? If any State or Federal Government can control or own a radio station, why can it not control or own ten, twenty, or fifty stations all over this country? This is a principle which I understood and understand the American people are very zealous of and always on

watch to see that it is not violated.

Probably, some of you attended the National Association of Broadcasters Convention, in Los Angeles,

last May and were present at the dinner where the speaker of the day was our distinguished Chairman of the Federal Communications Commission, Hon. Wayne Coy. In my judgment, he was extremely cautious in his statements and the words



QUINONES

he used, but when it came to the subject of radio ownership and government control, he expressed himself very clearly in the following words, I quote:

"I know of no responsible person in the government, including members and staff of the FCC, who favors government operation of broadcasting"—and I quote Mr. Coy again:—"The present formula or operation by private enterprise must continue."

## 23 Stations Operate On Island

(Continued from Page 27)

contributions to the struggle to keep radio free and untrammelled.

In spite of the fact that the broadcasting field is seriously overcrowded (There are 23 stations operating on the island,) standards of broadcasting have been maintained at the highest possible level, although many of us are working with operating losses.

Our rates are low in comparison with the rates of continental stations. But the ever-increasing purchasing power of our population, which happily is bettering its standard of living, has attracted more and more advertisers, both national and local, and we have hopes that our fortunes may improve along lines parallel with the economic progress of our community.

In this one regard we owe much to the present insular administration, the first ever elected by a direct expression of Puertorican voters, and we must pay sincere tribute to governor Luis Munoz Marin who kept his campaign promises of bettering the lot of the common man and expanding the industrial capacities of the island.

Puerto Rican broadcasters have their serious problems, but we think

we have the solution in unceasing effort to give our audience better programs. Right now we feel, and I might say proudly, that our radio production ranks among the best in Latin America. Broadcasters in Cuba, Mexico and Argentina, had the material means with which to forge ahead, although in some cases, notably Argentina, this progress has been bought at the terrible cost of lost freedom.

As I said before, we have been handicapped by limited financial means. We have had to work a modern unbiblical miracle of fishes and loaves to bring us to a ranking place in Latin American radio.

We have done much, but I think we shall do much more, basing our efforts and placing our hopes on the free, American system of broadcasting.

The broadcasters of Puerto Rico have asked me to convey their greetings to the broadcasting industry of continental United States and to the loyal advertisers, both national and local who have worked hand in hand with us for better radio in Puerto Rico.

Two million Puertoricans are grateful.

## Agency Executive Views Com. Radio

(Continued from Page 27)

island is small and the leading stations are located in the capital district, San Juan stations do not afford complete coverage. Certain zones in the interior of the island get reception only with difficulty. Mayaguez, the third city, on the west coast of the island, is rarely reached with clarity by San Juan stations. This is one of the principal reasons why there are five local stations in this city—a number without any relation to population size. Ponce, the second largest city, hears San Juan stations fairly well, but the reception is far from perfect at all hours. This city, too, has more local stations than its size warrants.

Island coverage, though, is possible and has been solved by these three means of chain broadcast: (1) retransmission by air; (2) retransmission by telephone lines; and (3) retransmission by the use of recordings. This last method is really the safest under the conditions obtaining here and is therefore the one used most frequently.

### Mainland Program Pattern

Program-type popularity here is fairly close to that on the mainland. "Soap operas" are the favorites with women of all ages and social classes. Men prefer programs covering baseball. Up near the top in popularity are musical programs, featuring boleros, guarachas and songs typical of the Caribbean area, and comedy shows.

Strange, but gladdening to the advertising man's heart, is the popularity that a good jingle enjoys here in Puerto Rico. Featured in radio spots, a good jingle takes on the popularity of a number one song on the "Hit Parade." Many advertisers use and receive excellent results from this type of promotion.

One of the principal problems we face in Puerto Rico is the lack of live talent. This is mainly attributable to the rapid growth of radio here. At the present time, we have a situation where there are more shows than there are artists.

### Heavy User of Time

In order to gain an idea of the volume of radio put out by this particular agency, including the above show, we are currently handling more than 1,300 spots, sixty-seven 5-minute programs, forty-four 15-minute programs, one one-half and one 1-hour show weekly! Couple this with airings being undertaken by other advertisers and you begin to gather the tremendous import of radio to Puerto Rico.

Although radio does loom as an integral part in our island life and even though it has made great strides in a very short period, station owners here are constantly working to better operational methods and programming.

**You benefit.....**

..... from the greatest audience promotion campaign ever conducted by a radio station in Puerto Rico.

**You benefit.....**

..... from the reputation WEMB has earned for presenting the best radio programs in Puerto Rico.

**You benefit.....**

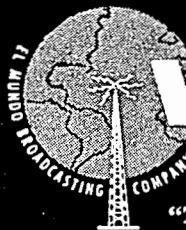
..... from the prestige and high acceptance WEMB enjoys in the buying power homes in Puerto Rico.

**You benefit.....**

..... if you contact WEMB's continental representatives today for full details, rates and available time.

**You benefit...**

**by using.....**



**WEMB**  
SAN JUAN - PUERTO RICO

The EL MUNDO Station  
"The Station That Is Different"

*Exclusive Representatives*

**INTER-AMERICAN PUBLICATIONS, INC.**

41 EAST 42nd ST., NEW YORK 17, N. Y.

MURRAY HILL 2-0886

# WHO'S WHO OF ISLAND BROADCASTERS

## WCMN

ARECIBO—1947

Frequency: 1280 Kc. Power: 1,000 Watts  
Owned-Operated By  
Caribbean Bcstg. Corp.  
Business Address..... P. O. Box 755  
Phone Number..... 589  
President..... Aristides Santoni Oliver  
General Manager..... Nabal Barreto  
Chief Engineer..... Jose Soler

## WKVM

ARECIBO—1945

Frequency: 1070 Kc. Power: 10,000 Watts  
Owner-Operated By  
American Colonial Bcstg. Corp.  
Address..... P. O. Box 772  
Phone Number..... 463  
Pres.-Gen. Mgr.-Chief Engr.  
Ralph Perez Perry  
Commercial Manager..... Cucu Llop Colon  
Program Director..... Francisco L. Inserni  
Promotion Manager..... Felix Benet Velez

## WRIA

CAGUAS

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By  
Inter-American Radio Corp.  
Business Address..... P. O. Box 487  
Phone Number..... 678  
Studio Address..... Corchado Street  
Transmitter Location  
Rio Piedras-Caguas Rd.  
Air Time..... 15 hr. wk. d.; 16 hr. Sun.  
President Eduardo Biascochea  
Gen.-Station Mgr..... Jose A. Gautier  
Commercial Mgr..... Leo P. Gautier  
Program Dir.-Prod. Dir..... Alicia Moreda  
Chief Announcer..... Juan Rivera  
Chief Engineer..... Jose Gotay

## WVJP

CAGUAS—1947

Frequency: 1110 Kc. Power: 250 Watts  
Operated By..... Borinquen Bcstg. Co.  
Business Address..... Box 207  
Phone Numbers..... 789 & 790  
Studio Address  
Calle Ruiz Belvis esq. Acosta  
Transmitter Location:  
Kil. O Hec. 5—Road No. 5  
Air Time..... 17 hrs. daily  
News Service..... AP  
Transcription Service..... World  
Membership..... NAB  
President..... Francisco Pereira  
General Manager..... Hector Pereira  
Station Manager..... Federico E. Virella  
Commercial Mgr..... Jorge Luis Arzuaga  
Sales Promotion Mgrs.  
Jorge Luis Arzuaga &  
Federico E. Virella  
Program Director..... Ramon Mojica Sola  
Production Director..... Federico E. Virella  
Publicity Directors..... Federico E. Virella &  
Hector Pereira  
Chief Engineer..... Pedro Luis Jimenez

## W A E L

MAYAGUEZ—1948

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By..... Mario Acosta  
Business Address..... Once de Agosto 82

## WMDD

FAJARDO—1947

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By..... Madrazo & Diaz  
Business Address..... Munoz Rivora esq.  
Barcolo, P. O. Box 187  
Phone Number..... 132  
General Manager..... Andrew S. Sweet  
Program Director..... Reinaldo Moreira  
Chief Engineer..... Carmelo Soto

## WXRF

GUAYAMA—1948

Frequency: 1590 Kc. Power: 1,000 Watts  
Owned-Operated By..... Rafael Fuster  
Business Address..... Hostos St. No. 42  
Phone Number..... 243  
President..... Rafael Fuster  
General Manager..... Charles L. Cordero  
Commercial Mgr..... Raul Acostarubio  
Program Director..... Jose Colon  
Chief Engineer  
Timoteo Rodriguez Quinones

## WENA

BAYAMON—1947

Frequency: 1560 Kc. Power: 250 Watts  
Owned-Operated By..... Ramon Aqudo  
Business Address..... Box 157  
Phone Number..... Bayamon 161  
Studio Address..... Barbosa St.  
Trans. Location..... Cataño-Bayamon Rd.  
Air Time..... 7 a.m.-11 p.m.  
General Mgr..... Domingo Diaz Alejandro  
Chief Engineer..... Juan A. Arias

## WECW

MAYAGUEZ—1947

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By  
Electronic Corp. of P. R.  
Address..... Box 79L

## WKJB

MAYAGUEZ—1946

Frequency: 710 Kc. Powers: 100 Watts  
d.; 500 Watts n.  
Owned-Oper. By..... Jose A. Bechara, Jr.  
Business Address..... Box 1293  
Phone Number..... 983  
Studio Address..... 59 Minerva St.  
Transmitter Location..... Guanajibo Ave.,  
Route 37  
Air Time..... 6 a.m.-M.  
News Service..... AP  
Representative..... Clark-Wandless  
President, Gen. Mgr. Jose A. Bechara, Jr.  
Station Manager..... Rafael Izquierdo  
Comm. Mgr..... Jaime Sanjurjo Piris  
Sales Prom. Mgr., Prog. Dir.  
Arturo Cortez  
Prod.-Pub. Director..... Alberto Basora  
Chief Announcer..... Rafael Colon Diaz  
Musical Director..... Moises Pagan  
Chief Engineer..... Henry Fischback  
Farm Editor..... Ivan Lefrank

## WIBS

SANTURCE—1947

Frequency: 740 Kc. Power: 10,000 Watts  
Owned-Operated By..... Jose E. del Valle  
Address..... 4809  
Phone Number..... 21-558  
Owner..... Jose del Valle

## WORA

MAYAGUEZ—1947

Frequency: 1150 Kc. Power: 1000 Watts  
Owned-Oper. By..... Radio Americas Corp.  
Business Address..... P. O. Box 43  
Phone Number..... 1150-1  
Studio Address..... 1150 Guanajibo Ave.  
Trans. Location..... Off Guanajibo Ave.  
News Service..... AP  
Transcription Service..... Martinez Vela  
Representativo..... Molchor Guzman  
Membership..... NAB  
President, Gen. Mgr.  
M.-j. Alfred R. de Arellano, Jr.  
Station Mgr..... Reinaldo Dupont  
Commercial Mgr..... Mrs. Jose Moran  
Sales Prom. Mgr..... Nestor Figarella  
Prog.-Prod. Dir..... Ernesto Graziani  
Publicity Director..... Publicized Exelsior  
Chief Announcer, Musical Dir.  
German Velez  
Chief Engineer..... Mark Vega

## WPRA

MAYAGUEZ—1937

Frequency: 990 Kc. Power: 10,000 Watts  
Owned-Operated By..... Porto Rico Adv. Co.  
Address..... Bx 869  
Phone Number..... 269  
Representative..... Continental  
President-Gen. Mgr..... Andres Camara  
Commercial Mgr..... Virginia DiCristina  
Program Director..... Pedro Ojeda  
Promotion Mgr..... Esteban Rosado Balz  
Chief Engineer..... Luis E. Freyre

## WPAB

PONCE—1939

Frequency: 1370 Kc. Power: 5,000 Watts  
Owned-Operated By  
Portorican American Bcstg. Co., Inc.  
Business-Studio Address..... 17 Leon St.  
Phone Number..... 783  
New Service..... AP  
General Mgr..... A. Jimenez Aguayo

## WPRP

PONCE—1936

Frequency: 910 Kc. Power: 5000 Watts  
Owned-Operated By  
Voice of Puerto Rico, Inc.  
Business Address..... Box 430  
Phone Number..... 1015  
Studio Address..... Guadalupe & Salud  
Transmitter Location..... Las Cucharas  
Air Time..... Unlimited  
Transcription Service..... Lang-Worth  
Membership..... NAB  
President..... Andres Grillasco  
General Manager..... Ramon Montaner  
Program Director..... Jose E. Franco  
Chief Engineer..... José Arzuaga

## WIPR

SAN JUAN—1949

Frequency: 940 Kc. Power: 10,000 Watts  
Owned-Operated By: P. R. Communica-  
tions Authority  
Business Address..... P. O. Box 4187  
Air Time..... Unlimited  
News Service..... AP  
Transcription Service..... World  
Gen. Mgr..... Rafael Delgado Marquez  
Prog. Dir..... Ruben Rodriguez Beauchamp  
Chief Engineer..... Pedro Luis Jimenez

## WAPA

SAN JUAN—1947—ABC-MBS

Frequency: 680 Kc. Power: 10,000 Watts  
Owned-Oper. By..... José Ramón Quiñones  
Bus.-Studio Address..... 357 Ponce de León  
Ave., P. O. Box 4563  
Phone Number..... 2-1448, 2-4271  
Transmitter Location..... Guaynabo  
Air Time..... 6 a.m.-11 p.m.  
Transcription Service..... Thesaurus  
Representative..... Paul H. Raymer  
Membership..... NAB  
Owner..... José Ramón Quiñones  
General Manager..... Harwood Hull, Jr.  
Commercial Mgr..... Segismundo Quiñones  
Program Director..... Santiago Garcia  
Production Director..... Laura Sanabria  
Publicity Dir..... José Arnaldo Meyners  
Musical Director..... Félix Santiago  
Studio Engineer..... Héctor A. Moll  
Chief Engineer..... José A. Fernández  
Farm Editor..... Guillermo Atiles Garcia

## WEMB

SAN JUAN—1948

Frequency: 1320 Kc. Power: 5,000 Watts  
Owned-Oper. By..... El Mundo Bcstg. Co.  
Address..... Box 1072  
Phone Number..... 2-2000  
News Service..... UP  
Transcription Service..... World, Associated  
Representative..... Inter-American  
Pres.-Gen. Mgr..... A. Ramos

## WIAC

SAN JUAN—1942

Frequency: 580 Kc. Power: 5,000 Watts  
Owned-Operated By  
Radio Station WIAC, Inc.  
Business Address..... Box 4504  
Phone Number..... 2-0014  
Studios & Offices  
Ponce de Leon 654, Santurce, P.R.  
Transmitter Location..... Isla Verde Road  
Air Time..... 6 a.m.-12 M.  
News Service..... AP  
Transcription Service..... Standard  
Membership..... NAB  
President..... Mrs. Enrique Abarca  
General Manager..... Tomas Muniz  
Commercial Manager..... Enrique Abarca  
Program Director..... Eli (Buck) Canel  
Program Manager..... Francisco Rodriguez  
Chief Engineer..... Alfonso Sanchez

## WITA

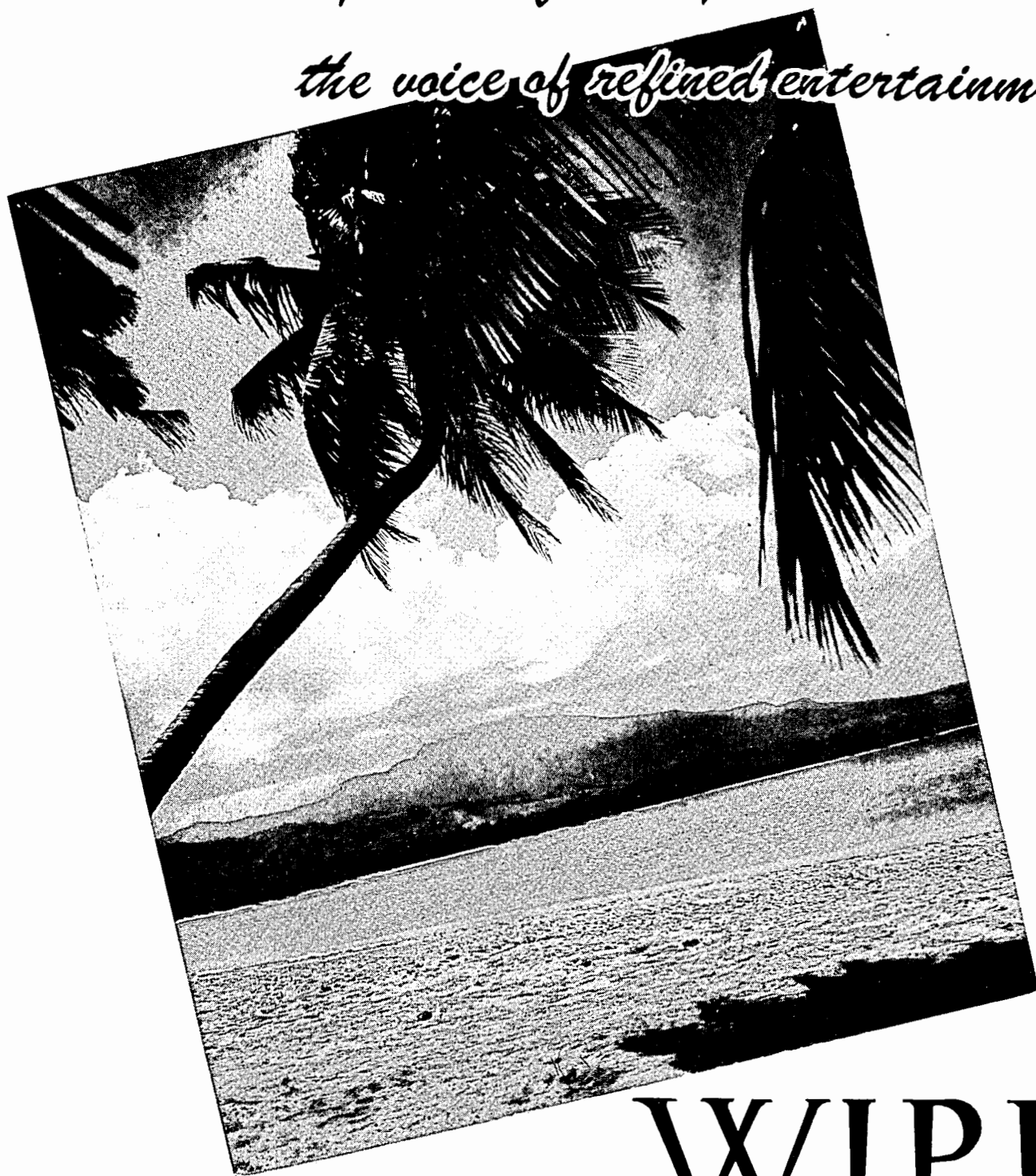
SAN JUAN—1948

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By  
Electronic Enterprises, Inc.  
Business Address..... P. O. Box 3728  
Phone Number..... 2-4756  
Studio Address..... Edificio "New York",  
Stop 16 1/2  
Transmitter Location..... Villa Caparra  
Air Time..... Unlimited  
Membership..... PRAB  
President..... V. H. Meador  
General Manager..... José Ferreras  
Program Dir..... Waldemar Pilot Picón  
Chief Announcer  
Fernando Q. Velazquez  
Chief Engineer..... Roberto Rodriguez  
Hollywood Editor..... Gloria Medor

(Continued on Page 33)

*over the palms of sunny Puerto Rico...*

*the voice of refined entertainment*



# WIPR

940 Kc

10,000 WATTS

**PUERTO RICO COMMUNICATIONS AUTHORITY**

**SAN JUAN, P. R.**



## Sale Of U. S. Goods Up In Puerto Rico

Sales of U. S. goods to Puerto Rico totaled \$296,200,000 in the first eleven months of 1948, a gain of 6 per cent over the same period of the preceding year, and shipments of food to the island were 20 per cent greater, amounting to \$97,800,000 or about one-third of the total.

In quantity, sales of pork products to the island declined 18 per cent and wheat flour shipments were 3 per cent lower, while lard shipments increased 45 per cent and dairy products rose 10 per cent. The record of rice and dried bean shipments for 1947 is obviously inaccurate.

The number of motor vehicles shipped to the islands was 34 per cent greater for the 11 months and gasoline and cigarette shipments made modest gains in quantity, while sales of fertilizer and leather footwear were lower.

Sales of Puerto Rican goods to the States declined 4 per cent in value, all major items showing a drop except blackstrap molasses. The movement of raw sugar was larger in quantity but the value was less, owing to lower sugar prices.

## Diplo Is Busy Comic

Diplo, highly popular Puerto Rican comedian, is so tied down by his duty of making radio audiences laugh over the San Juan airwaves, that he can't go to Mexico to work in a movie with luscious actress Tongolele. She traveled all the way from Tahiti to act in the Mexican film but duty on the air comes first to Diplo. So the Mexicans are moving over to Puerto Rico for the filming of the comic sequences.

## Puerto Rico's Music A Vital Contribution

(Continued from Page 27)

Aleli," "Quimbamba, Catchita," "Los Hijos de Buda" and "El Cumbanchero."

Hernandez, is probably the most outstanding Puerto Rican composer, having written more than 500 compositions. He lived in Mexico for many years, and upon his return to Puerto Rico, he became Musical Director, of station WIPR, San Juan. His current hit is "No Me Quieras Tanto."

### Flores Prolific Writer

Pedro Flores, is another prolific writer with such outstanding success as "Cue Te Pasa," "Despedida" and "Obsesion." Flores is a former school teacher in P. R. Roberto L. Cole, adds to the composer list, along with Cesar Conception with "Que Pollo" and "En La Papa"; Tato Ardin, composer of "De Ninguna Manera" and many others is an engineer and represents Southern Music, Publishing Co., in Puerto Rico. Noel Estrada, a government employee is one of the most popular singers on the Island, and has written some excellent songs. Thus the list grows with such writers as Guillermo Venegas Lloveras, Perin Vazquez and others.

### Miranda Promising Writer

Erasmo Miranda may be mentioned as among the many promising writers who continue to climb in stature, what with such contributions as "Tierra Adventro" and "El Pilon"; Bobby Capo, with "Sin Fe"; Ana Santisteban and Jose Enrique Pedreira, with "No Codras Olvidarme"; and Pedreira with "Tus Caricias" and "Plenitud." In conclusion we must not overlook Augusto Coen with his "El Avicador" and "Nostalgia Tropical."

## Who's Who In Radio In Puerto Rico

(Continued from Page 31)

### WKAQ

SAN JUAN—1922—CBS

Frequency: 620 Kc...Power: 5000 Watts  
Owned By...International Telephone & Telegraph Corp.

Operated By...Radio Corp. of Puerto Rico  
Business Address.....Box 3746  
Phone Number.....2-2023  
Studio Address

1261 Ponce de Leon Ave.

Transmitter Location....Sabana Llang  
Air Time.....Unlimited  
News Service.....AP  
Transcription Service.....Associated  
Representative.....Clark Wandloss  
Membership.....NAB  
President.....Andrew W. Cruso  
Gen.-Sta.-Sales Prom. Mgr.. John A. Zorbe  
Commercial Manager....Joe C. Irizarry  
Program Director.....Serafin Montoro  
Production Director.....Manuel Ochoa  
Chief Announcer.....Jose G. Morales  
Musical Dir.....Ignacio Guerrero Noble  
Chief Engineer.....Paul A. Girard

### WNEL

SAN JUAN—1934—NBC

Frequency: 860 Kc...Power: 5000 Watts  
Owned-Oper. By...Station WNEL Corp.  
Bus. Address...New studio under construction at 960 Ponce de Leon, Santurce; Present address Brau St. 258, San Juan

Phone Number.....2-1300, 2-1309  
Studio Address.....258 Brau St.

Transmitter Location....Green Land  
Air Time.....6:45 a.m.-11:30 p.m.  
News Service.....6:45 a.m.-11:30 p.m.  
News Service.....INS  
Representative...Own office, 820 Park Ave., telephone RH 4-4352

Membership.....NAB  
President, General Manager..Juan Pizá  
Station Manager.....Camilo Fratlicoll  
Commercial Manager....Rodulfo Blanco  
Sales Prom. Bgr....Roberto Bocanogra  
Program Director.....Blanca A. Rivero  
Production Dir.....Guillermo Ortega  
Publicity Dir.....Publicidad Badillo, Inc.

"The Voice of Porto Rico"

# W P R P

PONCE, PUERTO RICO

5000 WATTS

DIRECTIONAL ANTENNA

ESTABLISHED 1948

RAMON MONTANER  
General Manager

JOSE E. FRANCO  
Program Director

OPERADA POR  
VOICE OF P.R. INC.

**WPRP**  
910  
EN SU CUADRANTE

IN SOUTHERN PUERTO RICO  
IT'S

# WPAB

Your friendly station

## FOR MUSIC SPORTS NEWS

1370 on the Dial

5000 Watts

Portorican American Broadcasting Co., Inc., Ponce, P. R.  
MR. ALFONSO GIMENEZ AGUAYO, General Manager

FREE

TO EXPORT ADVERTISERS AND THEIR AGENCIES! !

The most complete picture ever presented of the radio industry in Puerto Rico is yours for the asking . . .

ALBUM DE LA RADIO DE PUERTO RICO (1948 Edition)

There is a wealth of information covering the radio stations, outstanding programs and the leading stars in this album. Lavishly illustrated with photographs of salon quality . . . written and edited by the leading authorities of the advertising and radio entertainment world of Puerto Rico . . . it is a valuable addition to the files of any advertiser interested in getting his share of this rich American market.

DON'T DELAY!

SEND FOR YOUR COPY, TODAY!

West Indies Adv. Co., Inc. P. O. Box 1443 San Juan 7, P. R.

Gentlemen:

Please send me the FREE copy of your "Album de la Radio de Puerto Rico."

Name . . . Firm . . . Address . . .

WEST INDIES ADVERTISING COMPANY, Inc. (Puerto Rico's First Advertising Agency) San Juan 7, P. R.

"The Voice of the Caribbean"

By HARWOOD HULL (General Manager, WAPA, San Juan)

Good programs, eager listeners and enthusiastic sponsors, are three strong reasons why so many dial tune to WAPA, San Juan, and why national and local sponsors rank "The Voice of the Caribbean" high in their advertising budgets for Puerto Rico.

WAPA, operating on a frequency of 680 kilocycles, with a power of 10,000 watts, is completely RCA equipped and has been broadcasting since January 15, 1947, from its modern studios at 357 Ponce de Leon Avenue, in San Juan, Puerto Rico's capital city. Since that date the station has catered to the listeners preferences of the island's fast growing radio public which has increased more than two fold since the end of the war.

WAPA's programming pattern follows closely the type of air fare broadcast by leading stations on the Continent. Soap operas, sports and news are tops with Puerto Rican listeners and are featured daily on the station's schedule. Special events and audience participation shows are also among the most popular programs broadcast by WAPA.

Though WAPA has its hit parade, its disc jockey shows and its tear jerker serials, they are all broadcast in Spanish, the native language of Puerto Rico. But "The Voice of the Caribbean" lives up to its name by serving not only all of the island of Puerto Rico, but the entire Caribbean Area. Consequently, the station also carries special English language programs from the Armed Forces Radio Service and broadcasts live programs of news and music for the thousands of English speaking listeners in the British and U. S. Caribbean islands. "Caribbean Matinee," an all English language disc jockey show, averages hundreds of letters a day from listeners in Trinidad, St. Kitts, Antigua, St. Lucia, and the Virgin Islands. "Pidalo Usted," WAPA's popular request show, aired twice daily, pulls an average of 400 letters a day from every Puerto Rican city and town and many letters from surrounding Spanish islands. WAPA also has a large audience in New York City, where the thousands of Puerto Ricans residing there tune to the station regularly for news and music from their native island. WAPA also receives mail from Canada and has received correspondence from 36 of the 48 states.



HULL

Admitted To West Point

Two Puerto Rican boys, Victor Santini and Efraim Muratti, were accepted in March at West Point.

Who's Who Of Business In P. R.

The Who's Who of American business in Puerto Rico, many of whom are users of commercial radio on the island, follows:

- Firestone Tire and Rubber Company. United Mercantile and Shipping Corp. Armco International Corp. General Foods Corporation. Westinghouse Electric Co. Grevatt Corporation. Coca-Cola Company. Shell Oil Company, Inc. Texas Oil Company. Esso-Standard Oil Co. of Puerto Rico. Singer Sewing Machine Co. Pyramid Products, Inc. American Bitumuls Co. (part of Standard Oil). International General Electric Co. Sears, Roebuck and Co. Montgomery Ward and Co., Inc. U. S. Rubber Export Co., Limited. Goodyear Tire and Rubber Company. DuPont de Nemours and Co., Inc. All American Cables and Radio, Inc. R.C.A. Communications, Inc. National Cash Register Co.

- Swift and Co. Cudahy Packing Co. Armour and Co. Colgate-Palmolive-Peet Co. Winthrop Chemical Co., Inc. General Motors Acceptance Corp. Libby, McNeill and Libby. Cheney Chemicals, Inc. General Electric X-Ray Corp. McCormick Steamship Co. Waterman Steamship Co. Bull Insular Line. Lykes Brothers Steamship Co. New York and Puerto Rico Steamship Co. National City Bank of New York. Chase National Bank. Armour Fertilizer Works. L. W. Minford and Company. Farr Sugar Corporation. Simmons International, Limited. Burroughs, Incorporated. International Business Machines Corp. R.C.A. Victor Company. 65 Insurance Companies. George A. Fuller Co. Iroquois China Corporation. Hilton Hotels Corporation. Beacon Manufacturing Co. McCann-Erickson Corp.

## "Se Habla Beisbol"

By BUCK CANEL

(Puerto Rico's No. 1 Sportscaster)

The battle of Waterloo may have been won "on the playing fields of Eton," but I'm sure that the battle of the Caribbean was won on that mythical cow-pasture at Coopers-town.

I have broadcast baseball games from Big League parks to millions of avid fans in Caracas, San Juan and Havana. I have broadcast from little towns in Puerto Rico, from Havana, Managua and other points south where raucous cries of "play ball" and "kill the ump," have in a great measure silenced the blare of revolutionary trumpets and the rythmical clickety clack of castanets.

Nowhere in the world, not even in Ebbets Field at its dazziest, have I seen baseball enthusiasm reach the measure of hysteria that is attained by the wildly gesticulating fans of the romantic Caribbean.

The fever pitch of baseball excitement is easily reached in these southern climes where brother

fights brother and sister berates mother if they don't happen to agree on a favorite team or player or if they differ over the decision of an umpire or the strategic judgement of a manager.

Followed Spanish-American War Baseball in the Caribbean was the aftermath of the Spanish-American war. Gringo soldiers brought bats and balls and gloves to the lands of softly strummed guitars, swaying palm trees, moonlit skies and languorous sighs.

The dark-eyed seniorita and the gay caballero of romantic memory suffered a brusque transformation. They no longer speak now in the soft tones of Castille; they yell stridently in their own picturesque and inimitable version of the Bedford Avenue vernacular.

Most Americans can take baseball or they can leave it. Latins always take it. They gulp it down in great big hungry mouthfuls. They have brought to the diamond most of the color of the bull ring, and one really has to see it to believe it.

Yes, baseball is a religion in the Caribbean and its high priests are the shining stars of the game, those great heroes who daily bring an appreciative "Viva," from the collective throats of millions of "Fanaticos" in the lands where "se habla beisbol."



CANEL

## W P R A

First in the West

- ★ Service
- ★ Power
- ★ Quality
- ★ Best programs
- ★ Listeners and Coverage guarantee

## WPRA

10,000 Watts  
990 Kc.

—Mayaguez, P. R.

Only Complete Island coverage will be possible thru the facilities of a new

# WKVM

on 1070 Kc.

We challenge the "existence of such service" in Puerto Rico.

# WKVM

(Studios in San Juan and Arecibo)

TO ALL DELEGATES  
to the  
NAB CONVENTION

## Greetings

from

# WORA

of MAYAGUEZ, PUERTO RICO  
1150 Kc. 1000 WATTS\*

Exclusive Representatives in the U. S. and Canada  
**MELCHOR GUZMAN COMPANY, INC.**  
45 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.  
\*APPLICATION FOR 5,000 WATTS PENDING



**Oldest and Most Modern  
Radio Station in Puerto Rico**

**WKAQ**

***First in Service, First in Results,  
First in Programming***

WKAQ is on the air from early morning to late at night—every day in the year—with varied programming to suit every taste. 620 on the dial—5000 watts with directional antennas.

**RADIO CORPORATION OF PORTO RICO**

Subsidiary of World-Wide IT&T

Exclusive Representatives in the U.S.

**CLARK-WANDLESS CO.**

205 East 42nd Street, New York 17, N. Y.

## Non-Affiliates Talk Public Service Plan

(Continued from Page 1)  
ing Council's Allocation Plan," set up the "greatly expanded facilities" for handling public service drives that were discussed in New York last Wednesday by the temporary sub-committee of the NAB's Non-Affiliated Stations committee with public service groups' representatives. The subcommittee, headed by Ted Cott of WNEW, assisted by Eleanor N. Sanger of WQXR and Arnold N. Harlley of WOV, all in New York, offered to provide a mailing list of 420 stations to public service organizations approved by the Advertising Council. Eighty other NAB indies had not indicated their desire for such facilities before last Wednesday's meeting but were expected to participate in the plan which would also include stations not belonging to the NAB.

### Clarifies Ad Council Status

Kinney told yesterday's session that there was some misunderstanding about the services of the Advertising Council. The council does not prepare or produce programs for stations, he emphasized, but acts as a clearing house for established programs, offers advice when wanted, and provides schedules of major campaigns, bulletin service and approved lists. This has been the function of the council with respect to the networks and advertising agencies, he pointed out. He offered the same service to independent stations.

## Atheist Scott Requests FCC Lift KSFO License

(Continued from Page 1)  
had earlier written FCC Chairman Wayne Coy, he recounted in his letter of last week, signifying his intention to ask FCC action.

The request was based upon the controversial 1946 decision of the FCC holding that broadcasters had no right to a blanket policy of excluding atheists from the air. This ruling arose from Scott's protest about being refused access to the microphone at KQW, KPO and KFRC, all in the San Francisco area. Although no action was taken against these stations, the Commission held that they had erred in holding that atheism was not a view which had a right to be broadcast.

**WANNA DOLL?**

Then See  
**HARRY S. GOODMAN**

Rooms 512-513  
STEVENS HOTEL

NAB Headquarters

## Benoit Resuming Duties At Westinghouse Stations

(Continued from Page 1)  
prolonged leave of absence during which he served as treasurer of Industria Electrica de Mexico in Mexico City. Return of Benoit, who will be located in Philadelphia, was announced by Walter Evans, president of the broadcasting group.



**BENOIT**

Benoit became a veepee of the Westinghouse stations in 1944 and was elected a member of the board in 1947. Also in 1944 he was appointed assistant to Evans, who also is veepee of Westinghouse Electric Corp., in charge of radio, electronics and x-ray activities. Benoit joined Westinghouse in 1922 as a radio cost accountant.

## AAAA Establishes Chesapeake Chapter

(Continued from Page 1)  
chapter, elected as officers the following, all of this city:

Chairman: Theodore A. Newhoff of Theodore A. Newhoff Advertising Agency; Vice - chairman: Sidney Levyne of The S. A. Levyne Co.; Secretary-treasurer: Fred J. Hatch of MacManus, John & Adams, Inc.

Governors are: Joseph Katz of The Joseph Katz Co. and Wilbur VanSant of VanSant, Dugdale & Co., Inc.

## Station Moves

Don Lee Network's Tacoma, Wash., affiliate KVI, has received FCC permission to move its main studios to Seattle and the outlet will now be identified as a Seattle station.

Facilities will be retained in Tacoma as well.

## "Kraft Music Hall" May Not Renew In Fall

(Continued from Page 1)  
ring Nelson Eddy. However, it's expected to give up the time period at the end of the summer. "Kraft Music Hall" has held the same time slot on NBC for many years.

It's reported that the food company will resume "The Great Gildersleeve" on NBC after the Wednesday night show takes a summer hiatus.

## Stork News

Jack Gibbons, program director at WAMS, Wilmington, Del., is the father of a girl, weight 7 pounds, born to Mrs. Gibbons in St. Francis Hospital, Wilmington, April 3. Baby is named Julie Ann.

## Swope Joins RCA After Exit From CBS

(Continued from Page 1)  
it brings additional strength to the ranks of RCA, NBC and our other affiliated companies. Mr. Swope's wide experience in journalism, broadcasting, public entertainment and public policy will prove of value to these organizations."

Swope at one time was a reporter on "The World" and later became its executive editor. Recently he was a member of the United States Atomic Energy Commission. He is board chairman of the Overseas News Agency and one of the founders of the American Society of Newspaper Editors.

**PREVIEW is one of the six CBS-TV shows among the "Top 10" in all Television today.**



## CHICAGO AUDIENCE FACTS

Monday thru Friday  
3 to 5 P.M.

Network A	26%
Network B	19%
WIND	10%
Network C	7%
Network D	6%

**PULSE**

January-February, 1949

**WIND** 560 KC  
24 hours a day

## REGISTRATION FOR MG'T CONFERENCE

(Continued from Page 24)

### W

Wagner, William D., WHO, Des Moines, Iowa.  
 Walter, John M., WJPG, Green Bay, Wis., Stevens.  
 Walter, Mary M., WJPG, Green Bay, Wis., Stevens.  
 Wardell, J. Gordon, KGBX, Springfield, Mo., Stevens.  
 Ware, Leslie P., KWRE, Warrenton, Mo., Iowa, Stevens.  
 Ware, William E., KSWI, Council Bluffs, Iowa, Stevens.  
 Warren, Charles C., WCMI, Ashland, Ky., Stevens.  
 Waugh, Irving, WSM, Nashville, Tenn.  
 Webb, Frank V., KFII, Wichita, Kans., Stevens.  
 Weed, C. C., Weed & Company, Chicago, Ill.  
 Weed, Joseph J., Weed & Company, New York, N. Y.  
 Wegner, John F., Allied Record Mfg. Co., Washington, D. C.  
 Weil, Ralph N., WOV, New York, N. Y., Stevens.  
 Weiss, Lewis Allen, KIHJ, Hollywood, Calif.  
 Weldon, Jack, WWOD, Lynchburg, Va., Stevens.  
 Wells, Keith G., KGBX, Springfield, Mo., Stevens.  
 Welpott, R. W., WGY, Schenectady, N. Y.  
 Wentworth, Ralph, Broadcast Music, Inc., New York, N. Y., Stevens.  
 Werner, A. Matt, WHBL, Sheboygan, Wis., Stevens.  
 Whaley, Storm, KUOA, Siloam Springs, Ark.  
 Wheelahan, H., WSMB, New Orleans, La.  
 Wheeler, Edward A., WEAW-FM, Evanston, Ill., Stevens.  
 Wheeler, Edwin K., WWJ, Detroit, Mich.  
 Wheeler, Lemoine C., WHEC, Rochester, N. Y., Stevens.  
 Whiting, Lee L., KEYD, Minneapolis, Minn., Stevens.  
 Whitlock, E. S., WRNL, Richmond, Va.  
 Wiig, Gunnar O., WHEC, Rochester, N. Y., Stevens.  
 Wilder, H. C., WSYR, Syracuse, N. Y., Stevens.  
 Wilkins, J. P., KFBB, Great Falls, Mont., Stevens.

Wilkinson, Vernon L., Haley, McKenna & Wilkinson, Washington, D. C.  
 Williams, Joe V., Jr., WDXB, Chatanooga, Tenn., Stevens.  
 Williams, John Pattison, Transcription Sales, Inc., Springfield, Ohio.  
 Williamson, W. P., Jr., WKBN, Youngstown, Ohio, Stevens.  
 Willis, J. E., WLAP, Lexington, Ky., Stevens.  
 Wilson, William M., William G. Rambeau Co., New York, N. Y.  
 Windsor, Walter M., WGBA, Columbus, Ga., Stevens.  
 Winger, Earl W., WDOD, Chattanooga, Tenn., Stevens.  
 Winsor, Harold R., WBYS, Canton, Ill.  
 Winther, Harold A., KEYD, Minneapolis, Minn.  
 Wollenhaupt, Arthur F.  
 Wood, Phil, WKOW, Madison, Wis., Stevens.  
 Woodall, Allen M., WDAK, Columbus, Ga.  
 Woodhouse, C. J., WBNC, Durham, N. C.  
 Woodruff, J. W., Jr., WRBL, Columbus, Ga., Stevens.  
 Woods, Wilfred W., WHO, Des Moines, Iowa, Stevens.  
 Woodward, F. R., KDTI, Dubuque, Iowa.  
 Woolley, Easton C., NBC, New York, N. Y.  
 Wooten, Hoyt B., WREC, Memphis, Tenn.  
 Wyler, Karl O., KTSM, El Paso, Tex., Stevens.

### Y

Young, Adam J., Jr., Adam J. Young, Jr., Inc., New York, N. Y.  
 Young, William, Capitol Records, Inc., Hollywood, Calif.

### Z

Zimmer, Graeme, WCSI, Columbus, Ind., Stevens.  
 Zimmerman, G. E., KARK, Little Rock, Ark., Stevens.  
 Ziv, Frederic W., Frederic W. Ziv Company, Cincinnati, Ohio.

## FCC Answers Queries By Senate Committee

(Continued from Page 1)

development in the Commission files.

Neither the FCC nor the Senate body would do more than admit Friday that the information had been sent to the legislative committee. A covering letter went along with the material, but its text was withheld. It is reported to have contained FCC comment on the television situation, with special reference to the question of TV receiver obsolescence.

## Chesterfield Wont Buy CBS "Sing It Again"

(Continued from Page 1)

cracker enthusiasm, a reaction which began last week. Program, aired Saturdays from 10-11 p.m., EST, announced to listeners last Saturday night that the jackpot was being hypooed to a new high.

Although Chesterfield came very close to making a deal for "Sing It Again," it's believed that the final negative decision was pegged on the policy that a big advertiser should not put all its eggs in one basket. Had Chesterfield bought the show, it would have cancelled "Supper Club" on NBC and moved Perry Como into the CBS program. On Columbia, the cigarette firm sponsors a half-hour of Arthur Godfrey every morning.

## White Is Successor To Kobak At Mutual

(Continued from Page 1)

the company, it was announced late Friday by Columbia Records.

Mutual board members elected Theodore C. Streibert, president of WOR, New York, as chairman of the board. He succeeds Lewis Allen Weiss although Weiss remains a director. Thomas O'Neil of the Yankee Network was named vice chairman and E. Chicago, was re-elected secretary.

Frank Schreiber, general manager and treasurer of WGN, now succeeds Chesser Campbell of WGN as

a board member. Other directors re-elected included Willet H. Brown, Don Lee, Hollywood; J. E. Campeau, CKLW, Detroit; H. K. Carpenter, WHK, Cleveland; Benedict Gimbel, Jr., WIP, Philadelphia; T. F. O'Neil, Yankee Network; J. R. Streibert

Poppele, WOR, New York; Linus Travers, Yankee Network.

Other officers of Mutual re-elected were the following vice-presidents: Z. C. Barnes, sales; A. N. Hult, Midwest division; E. P. H. James, promotion and advertising; Earl Johnson, engineering and station relations; A. A. Schechter, news, special events and press; Robert A. Schmid, program sales. James E. Wallen was re-elected treasurer and controller.

## Dramatize Robinson's Life

A radio dramatization of the life of Jackie Robinson, the first Negro to play national league baseball, will be broadcast "live" by WMCA, April 12, 9:30-10 p.m. Tommy Anderson will play the role of Robinson who is currently playing in the Dodgers' pre-season games.

**WANNA SHOW OR SOME SPOTS?**

Then See HARRY (Goodman of course) 512-513 Stevens Hotel NAB Headquarters

EMPIRE RECORDING

STUDIOS OFF-THE-AIR OFF-THE-LINE PORTABLE JOBS

EMPIRE BROADCASTING CORP. 480 LEXINGTON AVE. NEW YORK 17, N. Y.

## CHICAGO AUDIENCE FACTS

Sunday, 9 to 12 A.M.  
 WIND ..... 19.4%  
 Network A ..... 12.5%  
 Network B ..... 12.4%  
 Network C ..... 10.1%  
 Network D ..... 7.9%

PULSE January-February, 1949

**WIND** 560 KC 24 hours a day

If your RADIO DRAMATIZATION needs SOUND EFFECTS USE MAJOR SOUND EFFECTS RECORDS

distributed by: THOMAS J. VALENTINO, INC. 1600 BROADWAY, Dept. RD-C NEW YORK 19, N. Y.

# TELEVISION DAILY

Section of RADIO DAILY, Monday, April 11, 1949 — TELEVISION DAILY is fully protected by register and copyright

## FIRST 1/4 TIME SALES REPORTED

### TELE TOPICS

"JACQUES FRAY'S MUSIC ROOM" on ABC may best be described as a "Talent Scouts" for classical artists without Arthur Godfrey. As seen last week, several attempts were made to give the show visual impact, but with one exception these failed. The exception was a close-up of a harp sweeping from left to right across the screen, while a long-shot of the harpist, Julia Herrmann, was seen through the strings at the right. It was a highly effective shot. A ridiculous piece of business was foisted upon contralto Virginia Paris who won the contest. Standing at the piano, she sang "Deep River." Then she walked over to the harp and stood next to that instrument while she sang, naturally, "Little David Play On Your Harp." The other bit of poor direction involved dancer Maria Acayuna. In the middle of her number, the cameras cut to a close-up of the closed piano top and then, after a long while, there was faded in a superimposition of Miss Acayuna who looked like a midget ghost dancing atop the piano. Some of director Babette Henry's other shots, however, were highly effective, especially those of guest Mario Bragiotti. The other act on the show last week was dancer Allan Howard. All gave fine performances and made the program worth seeing. The trappings were distracting, especially Fray's conversations with Charles Stark as the invisible "Mr. Camera," and the lengthy giveaway plugs for the prizes. Jack Munhall is producer.

CBS IS TRYING TO SPOT the new Buick show, with Olsen & Johnson, in the Wednesday, 10-11 p.m. slot now occupied by the Tournament of Champions fights which bow out next month. . . . Stanley Rubin, president of Realm Productions, is in town to palaver with American Tobacco about renewal of the Lucky Strike "Your Show Time" series. First 26 films have been completed and are skedded through July 22. Rubin has brought with him a 15-minute cartoon package, "The Adventures of Robin Hood," which uses a new low-cost animation process developed by Shamus Culhane, who also writes and produces the show. Process will be used also for some new Colgate commercials. . . . "Americana" celebrates its first anniversary on NBC tonite with Kyle MacDonnell, Earl Wrightson, Eloise McElhone and Ivan Sanderson joining the teen-age experts.

"TALENT HAS PLAYED an important role in helping to share the burden of getting television into big time," George Foley, of Newell-Emmett, said at the AAAA meeting last week. "Show people have worked for lower fees, accepted the trials of television programming and even helped develop new techniques. As audiences grow, talent will demand greater compensation for its services," he said.

### 43% Of TV Receivers Are FM Equipped

(Continued from Page 1)  
put planned by the set makers. The analysis is based on percentages of production of the various models rather than the production volume of any given model.

Of the 246 various TV models now coming off the production lines, 112 are equipped to receive FM in addition to TV.

Ware pointed out only two of the new TV set-models incorporate AM only reception facilities whereas 19 feature FM without AM.

Among other things the survey disclosed:

1—DuMont, Stromberg-Carlson, and Crosley include FM in all their TV sets.

2—Garod provides FM as well as AM in all of its 16 different models and Howard does the same in the four different models it manufactures.

3—Manufacturers who include FM in more than 50 per cent of their selection of models are Admiral, Andrea, Ansley, Farnsworth, Freed, Magnavox, Sparton, U. S. Television, Westinghouse and Zenith.

"In the case of Crosley, DuMont, Stromberg-Carlson, Garod and Howard, 100 per cent of their volume production of TV sets include FM bands since FM is incorporated in all set-models they produce," Ware said.

### Milwaukee Set Boost

Milwaukee—Latest monthly survey of dealers and distributors shows 21,589 receivers in the WTMJ-TV area as of April 1. This represents an increase of 2,574 sets during March.

### Organizational

Steps toward the solution of problems of commercial theater tele were taken Friday when 23 members of SMPE and Theater Owners of America met to explore practical requirements and the means for meeting them. Although the meeting was exploratory in nature, the two groups will reconvene within a few weeks to consider specific points in an agenda based upon the initial confab.

### Crosley Deal To Aid Amateur Fite Clubs

Cincinnati — A deal to provide sports pickups for Crosley TV stations and at the same time guarantee against losses for amateur athletic clubs was set last week by Telesports, Inc., sports subsidiary of Crosley Broadcasting Corp. First organization to promote boxing for tele under the agreement is the Seraph Club whose card will be carried by WLW-T, WLW-D and WLW-C Wednesday night.

Terms of the contract call for Telesports to guarantee certain operating expenses of the individual club. If gate admissions do not pay these expenses, Telesports will pay them. If admission revenue exceeds expenses, all profits remain with the individual club.

Contracts will be signed by Telesports with any club desiring to promote matches for video. All arrangements for the bouts must be made by each club in accordance with AAU regulations and the Cincinnati Boxing and Wrestling Commission.

### Rorabaugh Totals Show \$5,240,665 Spent For TV

Gross expenditures for TV time during the first quarter of 1949 totalled \$5,240,665, it was reported over the week-end by N. C. Rorabaugh Co. Selective advertisers spent the greatest portion of this, \$2,077,511, and were followed by network accounts with \$1,732,594, and local retailers with a total of \$1,430,560.

Breakdown of the Rorabaugh figures follows:

Number advtsrs.	Jan.	Feb.	Mar.
Network	33	45	49
Selective	225	258	267
Local Retail	469	614	711
Total	727	917	1,027

In January, network time gross was \$349,859; selective, \$614,652, and retail, \$387,065. In February, this increased to \$564,537, for nets; \$728,153, selective, and \$510,655, retail. March figures were \$818,198, network; \$734,706, selective, and \$532,840, retail.

Monthly totals were \$1,351,576 for January; \$1,803,345, for February, and \$2,085,744 for March.

Selective advertisers are defined as national and regional non-network accounts.

### Crosby, Driscoll Named To WHTM Prod. Posts

Rochester, N. Y.—Stromberg-Carlson station WHTM has rounded out its technical production staff with the appointment of John Crosby and George S. Driscoll to key positions, general manager William Fay has announced. Station is scheduled to air its first test pattern in May and to begin commercial programming June 11.

Crosby, now manager of the RCA Exhibition Hall in New York, will become WHTM production manager, effective April 18. Driscoll, who will be in charge of studio engineering, has been with WHAM since 1929 and since 1947 has been assistant to the general manager for FM.

### Taft On "Press" Show

Senator Robert A. Taft (R-Ohio), co-author of the Taft-Hartley Act, will be quizzed by newsmen on "Meet The Press" over NBC-TV, April 13, 10 p.m., EST. Panel includes Marquis Childs, United Features; Joseph Loftus, N. Y. Times; Peter Edson, NEA, and Lawrence Spivak, American Mercury.

## The Week In Television

### Early Lifting Of Freeze In Sight

FCC engineers attending the NAB convention in Chicago predicted an early lifting of the freeze on applications, and it was thought possible that Chairman Wayne Coy will fix the date when he addresses the management conference luncheon today. . . . Allocation of time periods on the two new coaxial channels to be available May 1 was fixed after several weeks of meetings between the four webs and AT&T. . . . TV stole the spotlight at the 65th semi-annual convention of the Society of Motion Picture Engineers, with the first two days of the confab devoted entirely to video. Dr. Allen B. DuMont and Barton Kreuzer, of RCA Victor, predicted widespread use of theater tele in the near future. . . . General Mills, through Dancer-Fitzgerald-Sample, closed a \$750,000 deal with Lone Ranger, Inc., and producer Jack Chertok, of Apex Film Corp., for 52 weekly half-hour shows for airing over ABC-TV beginning in September. . . . ABC set May 5 as kickoff date for KGO-TV, San Francisco. . . . Pabst completed plans for airing a TV series starring Eddie Cantor over NBC beginning in the fall.

# NOW record your programs by the sensational new COLUMBIA Microgroove Method and save money!

Our Complete Facilities for Recording, Processing and Pressing by the new Microgroove Method offer these important advantages:

### Greater Economy!

- ★ Substantially Lower Cost Per Record
- ★ More Program Time Per 12" Disc than on Present 16" Record
- ★ Lower Shipping Costs

### Greater Convenience!

- ★ Easier to Handle
- ★ Saves Storage Space
- 12" Record Plays 20 minutes, each side
- 10" Record Plays 13 minutes, each side
- Full Columbia Transcription Quality Throughout



*Years of collaboration by Columbia research and engineering experts have produced the greatest advance in recording in years! See and hear this amazing new development before you plan your next transcription series!*



**PROMPT SERVICE  
AND DELIVERY**



CALL, WRITE, WIRE

## Columbia Transcriptions

A DIVISION OF COLUMBIA RECORDS INC. 

Trade Marks "Columbia" and  Reg. U. S. Pat. Off. Marcas Registradas  Trade Mark

New York: 799 Seventh Ave., Circle 5-7300

Los Angeles: 8723 Alden Drive, Bradshaw 2-2759

Chicago: Wrigley Building, 410 North Michigan Ave., Whitehall 6000



**We'll be at the NAB Convention,  
Stevens Hotel, Room 532A**



LIBRARY  
APR 15 1949  
**RADIO DAILY**

The National Daily Newspaper of Commercial Radio and Television

VOL. 47, NO. 8

NEW YORK, TUESDAY, APRIL 12, 1949

TEN CENTS

# FATE OF BMB IN BALANCE AT CHICAGO

## House Committee Cuts FCC Budget

Washington Bureau of RADIO DAILY  
Washington—The FCC got orders yesterday to cut down on its backlog of applications for broadcast and special service licenses.  
The orders came from the House Appropriations Committee. The committee voted the FCC \$6,525,000 for operations during the year ending June 30, 1950, a \$108,000 cut from the budget request. It also removed a limitation in present law on the number of employes the FCC can  
(Continued on Page 46)

## Old Times Not Forgotten At BMI-NAB Shindig

Chicago—An informal dinner gathering that may become an annual event was held Saturday evening at the Ambassador Hotel East where BMI played host to approximately 75 NAB board members, and presidents (past and present) who served during the terms of 1939-1949. There were no speeches although considerable sentimental value became evident as a sort of reunion took place among the cur-  
(Continued on Page 47)

## Blast Senate Failure To Pass Immunity Bill

New Brunswick, N. J.—The New Jersey Broadcasters Assn. yesterday charged Republican state senators with "discrimination" for failing to enact Assembly Bill 174, an amendment which would grant the same protection to radio newsmen as to newspaper personnel for refusing to divulge in court the sources of their news stories.  
James Howe, NJBA prexy and  
(Continued on Page 45)

### Perfector

J. A. Miller, brother of Justin Miller, president of NAB, is present at the NAB convention as the perfector of the "new mystery record" which is being featured by Lang-Worth Feature Programs. Miller demonstrates his version of the long playing records to visitors to the Lang-Worth suite on the fifth floor of the Hotel Stevens.

### Miller Re-Elected To Five-Year Term

Chicago — Justin Miller, president of the NAB now meeting in convention here, announced at a press conference last night that he has been re-elected president of the association for a five-year term by unanimous vote of the directorate. Thus, his new term of office will carry him through 1954.

## See Campaign Need To Stimulate Sales

Chicago—Stressing the need for an enlarged and continued campaign in behalf of radio advertising with special emphasis on stimulating time sales, the NAB board of directors on Friday adopted the suggestion of Robert T. Enoch of KTOK, Oklahoma City, and will set  
(Continued on Page 4)

## Wilkins Resigning Sales Manager Post At KFVB

West Coast Bureau, RADIO DAILY  
Hollywood—Berne W. Wilkins, commercial manager at KFVB for the last three years, is resigning from the station effective May 1. Harry Maizlish, KFVB, general manager, will take over the sales duties. Wilkins is now in New York making connections which he will announce upon his return to the West Coast.

## Censorship, Speech Freedom Need Clarification, Says Coy

Chicago—Taking issue with some of the statements of Justin Miller, president of NAB, made Sunday regarding the need of safeguards against Government control of radio, Wayne Coy, chairman of the FCC, added to his prepared speech his interpretation of "Freedom of Radio."  
"I think a careful analysis of the problems relating to preservation of the freedom of radio will show

## Bureau's Days Seem To Be Numbered. As NAB Members Hear \$150,000 Is Needed For Second Study

By FRANK BURKE, Editor, RADIO DAILY

Chicago — Broadcast Measurement Bureau is the hot potato of the 27th annual convention of NAB and already the broadcasters are holding a wake over the audience measurement service in its present form.

Two developments over the weekend indicated that the days of BMB were numbered. The NAB board was faced Friday with the pressing problem of where they could raise \$150,000 more to complete the Second Study and John Elmer's committee which was organized to figure out ways and means for an acceptable, comprehensive service, was still seeking an answer. Coupled with these developments was the presence of C. E. Hooper Associates and a proposal to take over BMB and operate it as a service of the Hooper rating or-  
(Continued on Page 46)

## White's Switch Puts Rumor Mill In High

Chicago—Speculation at the NAB convention as to the salary Frank White will receive as the new president of Mutual Broadcasting System ranged from \$75,000 to \$100,000 a year. It is known that White held out for a bonus proposition in reaching a salary agreement with the MBS board and it may be that his  
(Continued on Page 45)

## Senate Okays Further Communications Study

Washington Bureau of RADIO DAILY  
Washington—The Senate yesterday okayed the resolution granting the Senate Interstate Commerce Committee authority to continue the overall communications study and  
(Continued on Page 45)

## Jack Benny Skedded For CBS-TV In Fall

TV will definitely take a step forward into the era of big names and long famous personalities next fall when at least two major personalities begin regular video shows. Latest big names mapping out plans for the plunge is Jack Benny, who leaves New York today for Hollywood after a series of week long  
(Continued on Page 46)

## Governor Opens New Network In Georgia

Atlanta—The state-wide Georgia network of 29 stations, the Georgia Association of Local Stations, was officially opened yesterday by Gov-  
(Continued on Page 45)

### Hot shot

"Within three years the broadcast of sound radio over giant networks will be wiped out," according to Merlin H. Aylesworth in the April 12th issue of Look magazine. Article is titled "Radio Is Doomed." He says TV will overshadow weather reports and recorded programs will be left entirely to single, independent radio stations.

that the difference of opinion is not as to what the answer ought to be, but that as to what the problems themselves are." Coy said, and added:  
"In this controversy I think there are two concepts which must be clearly defined at the outset. The first is freedom from whom? Does freedom of radio mean for the person who is fortunate enough to  
(Continued on Page 4)



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

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**WEST COAST OFFICES**

Al Steen, Manager  
 6425 Hollywood Blvd. Phone: Gladstone 8436

**WASHINGTON BUREAU**

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

**CHICAGO BUREAU**

Nat Green  
 1417 Ashland Bldg. 155 No. Clark St.  
 Phone: State 2332

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**FINANCIAL**

(April 11)

**NEW YORK STOCK EXCHANGE**

	High	Low	Close	Net Chg.
ABC	7 <sup>3</sup> / <sub>4</sub>	7 <sup>3</sup> / <sub>4</sub>	7 <sup>3</sup> / <sub>4</sub>	
Admiral Corp.	18 <sup>1</sup> / <sub>2</sub>	18 <sup>1</sup> / <sub>8</sub>	18 <sup>1</sup> / <sub>2</sub>	+ 1/2
Am. Tel. & Tel.	145 <sup>3</sup> / <sub>4</sub>	145 <sup>1</sup> / <sub>2</sub>	145 <sup>5</sup> / <sub>8</sub>	- 1/8
CBS A	19 <sup>1</sup> / <sub>4</sub>	19 <sup>1</sup> / <sub>4</sub>	19 <sup>1</sup> / <sub>4</sub>	+ 1/4
CBS B	19	19	19	- 1/4
Farnsworth T. & R.	1 <sup>1</sup> / <sub>2</sub>	1 <sup>1</sup> / <sub>8</sub>	1 <sup>1</sup> / <sub>2</sub>	+ 1/8
Gen. Electric	37 <sup>3</sup> / <sub>8</sub>	37 <sup>1</sup> / <sub>8</sub>	37 <sup>3</sup> / <sub>8</sub>	- 1/4
Philco	31 <sup>1</sup> / <sub>2</sub>	31 <sup>3</sup> / <sub>8</sub>	31 <sup>3</sup> / <sub>8</sub>	+ 1/4
RCA Common	12 <sup>7</sup> / <sub>8</sub>	12 <sup>5</sup> / <sub>8</sub>	12 <sup>3</sup> / <sub>4</sub>	
RCA 1st pfd.	71 <sup>3</sup> / <sub>4</sub>	71 <sup>3</sup> / <sub>4</sub>	71 <sup>3</sup> / <sub>4</sub>	+ 1
Stewart-Warner	12 <sup>7</sup> / <sub>8</sub>	12 <sup>7</sup> / <sub>8</sub>	12 <sup>7</sup> / <sub>8</sub>	
Westinghouse	23 <sup>1</sup> / <sub>2</sub>	23 <sup>1</sup> / <sub>8</sub>	23 <sup>1</sup> / <sub>8</sub>	- 1/8
Westinghouse pfd.	94 <sup>1</sup> / <sub>4</sub>	94 <sup>1</sup> / <sub>4</sub>	94 <sup>1</sup> / <sub>4</sub>	+ 1
Zenith Radio	30 <sup>3</sup> / <sub>8</sub>	30	30 <sup>3</sup> / <sub>8</sub>	+ 3/8

**NEW YORK CURB EXCHANGE**

Nat. Union Radio. 3<sup>1</sup>/<sub>8</sub> 3<sup>1</sup>/<sub>8</sub> 3<sup>1</sup>/<sub>8</sub>

**OVER THE COUNTER**

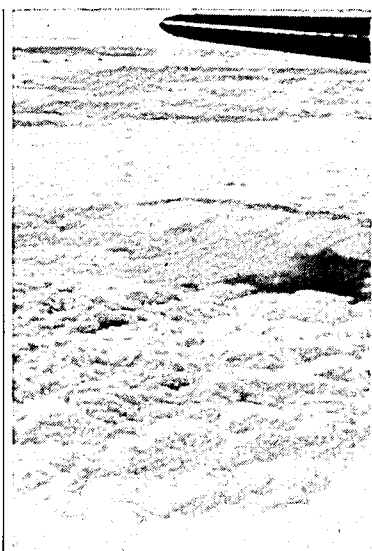
	Bid	Asked
DuMont Lab.	14 <sup>1</sup> / <sub>4</sub>	15 <sup>1</sup> / <sub>4</sub>
Stromberg-Carlson	12 <sup>1</sup> / <sub>4</sub>	14

**Today's Convention Agenda**

TUESDAY, APRIL 12, 1949

**PUBLIC RELATIONS AT THE MANAGEMENT LEVEL**  
*Presiding: A. D. Willard, Jr., Exec. Vice-Pres., NAB*

- 10:10 a.m. "PR IN PROGRAMS MEANS PUBLIC RELATIONS"—Harold Fellows, WEEI, Boston
- 10:25 a.m. "NEWS: PRESTIGE THROUGH RELIABILITY"—Sig Mickelson, WCCO, Minneapolis, President, National Ass'n of Radio News Directors
- 10:45 a.m. "EMPLOYEE PUBLIC RELATIONS"—Richard P. Doherty, Director, Employee-Employer Relations Department, NAB
- 11:00 a.m. "YOU AND YOUR TOWN"—Robert T. Mason, WMRN, Marion, Ohio
- 11:15 a.m. to 12:00 noon—PANEL DISCUSSION—  
 Frank King, WMBR, Jacksonville; Harold Fellows, WEEI, Boston; Mickelson, WCCO, Minneapolis; Vadeboncoeur, WSYR, Syracuse; Doherty, Director of Employee-Employer Relations, NAB; Mason, WMRN, Marion, O.; Richards, Director of Public Relations and Publications, NAB; Fair, Director, Program Department, NAB
- 12:30 p.m. LUNCHEON—Grand Ballroom  
*Presiding: Judge Miller*  
 Address: Honorable Tom C. Clark, Attorney General of the United States
- 2:30 p.m. BUSINESS SESSION—8th Street Theater  
*Presiding: Judge Miller*
- 2:35 p.m. "BROADCASTING IN PUERTO RICO"—Jose Ramon Quinones, President, Puerto Rican Broadcasting Association
- 2:55 p.m. "BMI—A REPORT"—Carl Haverlin, President, BMI
- 3:15 p.m. BROADCAST MEASUREMENT BUREAU—FLOOR DISCUSSION
- 4:30 p.m. RESOLUTIONS
- 7:00 p.m. ANNUAL BANQUET—Grand Ballroom



**Here's that hurricane's eye**

You probably have seen a picture like this before in the newspapers, but this seems to be the best we've run across yet. The "eye" appears right in the center of the photo. That's the plane's stabilizer on the top.

Incidentally, they say you can see the eye from the ground as well as from above. The thing that appealed to us, however, was how the Army Air Force found it. They've been looking for that "eye" for a year, and the recent hurricane gave them just the weather they wanted.

It made us think of radio time buying. Sometimes you'll look all over the lot for a buy in a market . . . and if you look long enough and you get the breaks, you'll find the bargain.

It was 8 years ago that time buyers found W-I-T-H in Baltimore. Then, as now, it was the successful independent that was the buy. For W-I-T-H delivers more listeners-per-dollar-spent than any other station in this big town.

To  
**All AP Radio Members—**  
 and Others

**AP**

**HEADQUARTERS**

THE CHINESE ROOM  
 Floor Number One  
 BLACKSTONE HOTEL  
 (Just across the street)

*Come over and see us at cocktail time —or any time!*

OLIVER GRAMLING  
*Assistant General Manager*



**W-I-T-H**

Baltimore 3, Maryland

TOM TINSLEY, President  
 Represented by Headley-Reed

**CHICAGO AUDIENCE FACTS**

Monday thru Friday  
 12 to 5 P.M.

- Network A . . . . . 1st
- Network B . . . . . 2nd
- WIND . . . . . 3rd
- Network C . . . . . 4th
- Network D . . . . . 5th

**PULSE**

January-February, 1949



**560 KC**  
 24 hours a day

# "ANYTHING GOES is GREAT!"

SAY

## RAYBURN & FINCH

*Listen and Laugh!*

6:00 - 9:30 A.M. ★ WNEW  
MONDAY THRU SATURDAY



*Gene Rayburn*



*Dee Finch*

Even WNEW's microphone gets a laugh from ANYTHING GOES—and no wonder! As Newsweek says: "They manage to be very funny in the morning."

Everybody's talking about ANYTHING GOES. It's gay, bright and entertaining—WNEW at its listenable best for three-and-a-half morning hours. You'll like RAYBURN & FINCH . . . read why other people do:

- ★ "Rayburn & Finch are graceful on the ears. Literate gabbers."—*Walter Winchell*
- ★ "A couple of clowns."—*Harriet Van Horne, N. Y. World-Telegram*
- ★ "Your program is a daily 'must' with me."—*Just A Listener*
- ★ "Gene Rayburn is a genius."—*Just Mrs. Rayburn*
- ★ "Dee Finch is even better."—*Just Mrs. Finch*

For MUSIC, NEWS, WEATHER, TIME— and two of Nature's favorite boys: Enjoy ANYTHING GOES 6-9:30 a.m. over

*your favorite station for Rayburn & Finch*

# WNEW

24 HOURS A DAY

1130

ON YOUR DIAL

## Coy Seeks To Clarify Freedom, Censorship

(Continued from Page 1)

secure a license to use his station as he pleases? Or does it mean freedom of opportunity for expression for the general public which is the proprietor of the public domain of the airwaves?"

"What Is Censorship?"

Coy declared that the second critical question is "what is censorship?" He continued: "This question is in part answered by the

### Economics Note

*Chicago—Justin Miller, president of NAB, in introducing Chairman Wayne Coy of the FCC, took occasion to make a strong plea for better salaries for members of the Commission. He said if the matter was brought to the people properly that he was sure that the standards of Government compensation for such responsible Government officials would be raised.*

*Chairman Coy expressed pleasure over Judge Miller's interest and pointed to the fact that he was stopping in a \$7.50 per day hotel room on a per diem of \$6.*

courts. It is also answered in part by resolution of the question of what the nature of freedom of expression over radio is.

"If freedom of radio means that a licensee is entitled to do as he pleases without regard to the interests of the general public, then it may reasonably be contended that restraints on that freedom constitute acts of censorship.

**Holds Some Brake Needed**

"If, however, the freedom of radio means that radio should be available as a medium of freedom of expression for the general public, then it is obvious enough that restraints on the licensee which are designed to insure the preservation of that freedom are not acts of censorship."

Coy pointed to Section 301 and Section 316 of the Communications Act as two provisions which, when read together, make it clear that Congress intended that radio shall be a medium of free speech.

"Section 301 very carefully states that it is the purpose of the Communications Act to maintain the control of the United States over all channels of interstate and foreign trade transmission," he said.

**Quotes Section 316**

"Section 316 makes it equally clear that this control of the United States shall not result in any impairment of the right of free speech by means of radio communication. It does violence to these provisions of the Act if persons who are granted limited rights under licenses of radio stations may, by their actions, make radio unavailable to the public as a medium of free speech."

## SOUTHWEST SIDELIGHTS

CYRUS L. HEARD, San Antonio business man, is being included as joint purchaser of KTSA, San Antonio, with Gene Autry, cowboy radio and screen star. Heard would buy 45 per cent of the stock with Autry holding the remaining shares. As yet the FCC has taken no action on either the application of Autry or the Express Publishing Co., also of San Antonio which seeks to buy the outlet.

Ingham S. Roberts, general manager of KRIO, McAllen, has announced that the outlet will become an affiliate of the Southwest group of the ABC network on July 21. At present KRIO has no national affiliation but is a member of the Texas State Network. The outlet operates with 1000 watts full time on 910 kilocycles.

Pat Flaherty, news chief of KPRC, Houston, has been named director for Region 12, which is the state of Texas, of the current membership drive being conducted by the National Association of Radio News Directors.

At a general Board of Trustees meeting held in Waco, the group heard that Baylor's return from its 51 per cent interest in KWBU, Corpus Christi, will approach \$100,000 by September. Waco is the home of Baylor University.

Rex Preis, commercial manager of KTSA, San Antonio, has been elected a director of the San Antonio Advertising Club. Preis will go to Houston this week to talk to members of the Houston Advertising Club on "Let's Go To Work".

The United States Air Force Band under the direction of Lt. Col. George S. Howard arrived in San Antonio for the first of a series of concerts to be played in the South and Southwest. The band arrived here in two C-47's. The concert at the Sunken Garden Theater will be broadcast over KYFM, San Antonio, according to an announcement made by Charles Lutz, manager. This is the second year that KYFM has aired the concert exclusively.

Newcomers to the staff of KTSA, San Antonio, include Al Lowrey and Mrs. Sue Abbott. Lowrey takes over duties of continuity director succeeding Vi Short who recently resigned. He was formerly with KVET, Austin, and more recently was advertising director for Frost's, department store here. Mrs. Abbott has been named assistant to Art Forrest, merchandising and promotion manager of KTSA. She was formerly with KWTX, Waco.

A new series of quarter hour programs are being aired over KRLD, Dallas, Monday through Friday titled "The Bake-Rite Musical Album". Broadcasts feature Johnny Duffy's Hollywood orchestra, Tommy Port, romantic baritone and lovely soprano, Marilyn.

Gene Autry is making a series of one night personal appearances in Texas from April 11 to April 18,

opening in San Angelo. He will be in Waco, April 12, Beaumont, April 13, Abilene, April 14, Ranger, April 15, San Antonio, April 16 and Port Arthur April 18.

The fiftieth anniversary of the creation of North Texas State College was observed in a special broadcast direct from the site of the college in Denton over WFAA, Dallas.

And now Henry Howell, WOAI, San Antonio, weather authority, is helping the ladies choose their wash-days, according to a letter he received recently from a proprietress of a laundry in Blanco, Tex. Referring to Howell's daily weather report over WOAI, she wrote . . . "if and when they begin running over to get to the machines I know very well what your forecast has been. . . If I just listen, after a while I hear the remark, 'I didn't intend to wash today, but Henry Howell says it's going to rain tomorrow, etc.' It's good for business, so keep up the good work. My business thrives on your broadcasts."

A \$50,000 damage suit brought by V. E. Berry, San Antonio night club owner and operator, against the local District Attorney and the Alamo Broadcasting Co., owners and operators of KABC, for purported damages arising out of slanderous statements made by the DA over the outlet has been dismissed upon motion of Berry's attorneys.

Ernest LaPrade, was in Dallas at NBC network, was in Dallas attending the National Federation of Music Clubs Young Artists auditions to assess the possibilities of presenting one of the winners with the NBC network's Symphony Orchestra.

Spike Jones and his City Slickers have been approved as the Auditorium attraction for the fair season next October according to an announcement made by the State Fair officials. The show will be elaborated from the one seen here on his recent personal appearance tour. Terms are said to have been agreed on and contracts will be signed in a few days.

In one of a series of articles concerning WFAA, Dallas, personalities which appear each Sunday in the Dallas News Sunday Radio page under the heading "WFAA Presents" was one describing the WFAA newscasts. Article pointed out the names of the newscasters who are heard each day and then pointed out the fact that there are important names behind these men who write and re-write the news so it can be aired. Pete Hott, Jack Nunery, Ellery Owens and Harvey Bogan were given credit for the writing of the news as was Sid Pietzsch and Hugo Speck who also are newscasters. Pietzsch is news editor while Speck is foreign news editor. Newscasters include Howard Bogarte, John Allen, Bob Vandeventer and Dick Provinsen.

## See Campaign Need To Stimulate Sales

(Continued from Page 1)

aside a major portion of its agenda next Wednesday and Thursday for review of "expanded activity in the field of time sales."

**Membership Drive Proposed**

An intensive membership drive was suggested by Henry P. Johnston of WSGN, Birmingham, and the board instructed management of the association to appoint 48 field membership representatives. They will cooperate with NAB headquarters in a continuing membership campaign.

Dissolution of the Industry Music Committee was reported to the board by A. D. Willard, Jr., association executive vice-president.

All members of the board were present at the session but Everett Dillard, KOZY, Kansas City, Mo.; Willard Egolf of WBCC-FM, Bethesda, Md. and William Smullin of KIEM, Eureka, Calif., all of whom were excused.

**New Members Named**

New members of the Board, named in recent nationwide elections, who were present included: Allen Woodall of WDAK, Columbus, Ga.; Glenn Shaw of KLX, Oakland, Calif.; Kenyon Brown, KWFT, Wichita Falls, Tex.

The next Board meeting is scheduled for Wednesday and Thursday of this week.

Joining new Directors Woodall, Shaw and Brown, in taking their seats on the new Board at that meeting will be James D. Shouse, WLW, Cincinnati, succeeding Paul W. Morency, WTIC, Hartford, Conn.; Merrill Lindsay, WSOY, Decatur, Ill., succeeding Edward Breen, KVFD, Fort Dodge, Ia.; and Frank U. Fletcher, WARL-FM, Arlington, Va., succeeding Willard D. Egolf, WBCC-FM, Bethesda, Md.

Woodall will succeed Henry F. Johnston, WSGN, Birmingham, Ala.; Shaw will succeed William B. Smullin, KIEM, Eureka, Calif.; and Brown will succeed T. A. M. Craven, who recently resigned from the board when he severed his connection with WOL, Washington, to enter a consulting engineering partnership.

## 10 YEARS AGO TODAY

*From the Files of Radio Daily*

Bowey's, Inc., for Dari-Rich announced that effective June 4th it will sponsor "Swing Newscast" over a CBS network of 33 stations. . . . Initial experiments of televising in natural colors have been "completed successfully" by John Baird, English inventor. . . . A thorough study of the effect of AFRA's code on broadcasting and agencies, will be conducted by the American Association of Advertising Agencies.

**ACTION-PACKED!**

**A GREAT NEW**

# ZIV

**PRODUCTION**

*O. Henry's Famous Robin Hood of the Range*

**GUN-FILLED  
DRAMA!**

**RED-BLOODED  
ADVENTURE!**



# NOW! **TAN** PRESENTS AN EXCITING NEW **SEAN** DRAMATIC PROGRAM WITH A **SEAN**

## A TERRIFIC HIGH-HOOPER HALF-HOUR SHOW THAT YOUR SPONSORS WILL LOVE!

O. Henry has created one of the most loved and most feared heroes of American literature—famous on the screen—in books—on the air!

**IN MOVIES!** The only Western ever to win the Motion Picture Academy Award! Six big-budget pictures released each year by United Artists.

**ON THE AIR!** Cisco has everything: Adventure—humor—drama—romance—heart appeal. Every member of the family loves CISCO!

### MOST SENSATIONAL SUCCESS STORY EVER OFFERED FOR LOCAL SPONSORSHIP!

Interstate Bakeries (1948 gross: \$58,724,649) say:  
*"The CISCO KID has certainly sold a lot of bread for us. We have never seen our sales force more enthusiastic. This applies to our grocers also. Enclosed find our renewal for six additional years."*

**SENSATIONAL HOOPERS!** January, 1949, Pacific Hooper: 8.6. Consistently averages higher than any show primarily designed for children. "THE CISCO KID appeals to a tremendous adult audience"...say Interstate Bakeries.

**SENSATIONAL PROMOTIONS!** Buttons, masks, truck posters, membership cards, teaser ads, sombreros, neckerchiefs, store displays, letters, post cards—complete localized campaigns.

### LONG-RUN GUARANTEED!

Three years of CISCO KID half-hours have already been produced on a 3-per-week basis.

Duncan Renaldo plays the "Cisco Kid" in movies that are regularly released by United Artists Pictures.



SEE ZIV'S GREAT EXHIBIT — N.A.B. CONVENTION — SUIT

**SENSATIONAL RECORD OF SALES!**

# THE CISCO KID

*O. Henry's Famous  
Robin Hood of the Range*

"WHAT IS HAPPENING  
TO KID SHOWS?"  
Write for this sensational  
analysis. It's an eye-opener!

FREDERIC W. **ZIV** COMPANY  
*Radio Productions*  
1529 MADISON ROAD • CINCINNATI 6, OHIO  
NEW YORK CHICAGO HOLLYWOOD

01-501A, HOTEL STEVENS, CHICAGO

## SOUTHWEST

John H. Mayberry and William T. Stubblefield, as the Winter Garden Broadcasting Co., Crystal City, have applied to the FCC for a new standard broadcast outlet to operate there on 1240 kilocycles with a power of 250 watts full time.

The staff of KTSA, San Antonio, is enjoying strawberries as the result of a case sent them by the Chamber of Commerce of Poteet, the Strawberry Capital, which was in recognition of coverage of the festival made by KTSA.

A 15-foot, four thousand pound section of WRR's FM transmission tower hurtled 573 feet through the air in Dallas. The heavy, falling section, partially wrecked the tower and endangered the lives of the construction crew.

The section was being placed in position at the top of the tower when the accident occurred. No other damage, other than to the tower, was reported, but construction of the tower at Dallas Fair Park is expected to be delayed as much as three weeks.

Miss Hilda Sours, Chilean star of Mexican films, was heard in a special series of broadcasts for one week over KIIWW, San Antonio. Miss Sours came here for the opening of the Alameda Theater.

The Atascosa County Broadcasting Co., composed of Marguerite N. Drain and Ben L. Parker, have applied to the FCC for a new standard broadcast outlet at Pleasonton. They would operate on 1090 kilocycles with a power of 1,000 watts daytime hours only.

Angus Mitchell, Rotary International president, was heard over WFAA, Dallas, while he spoke to members of the North and East Texas Rotary Clubs in Dallas last Tuesday evening.

A special broadcast was aired over KMAC, San Antonio, as the gifts from the French "Merci Train" were distributed to various San Antonians in a ceremony held in front of the historic Alamo.

Gene Autry, cowboy singer and movie star will highlight the kickoff celebration of San Antonio's annual Fiesta de San Jacinto when he makes a personal appearance here on Saturday, April 16. In the morning he will preside over a costume contest, in the afternoon he will lead a parade through the downtown streets and in the evening he will be the central figure of a stage show to be held at the local Municipal Auditorium. His regular coast-to-coast CBS program will be tape recorded and rebroadcast in Hollywood due to the time difference here.

Jerry Lee, WOAI program and production manager, served as narrator last Saturday for the NBC broadcast of the San Antonio Symphony Orchestra from the Municipal Auditorium. The orchestra, conducted by Max Reiter, participated in the NBC "Pioneers of Music" series.

## Personalities on Parade

### Windy City Jottings! . . .

● ● ● Jim Cox of BMI checks into the Stevens and then makes a bee-line for the radio stations . . . (got to get those plugs) . . . Charlie Crutchfield, manager of WBT, Charlotte, N. C., is the nattiest dressed delegate in the Stevens lobby. . . . Veepee Bert Lown of Associated denies to a group of conventioners that 'he left his toupee at home' and adds he never had one. . . . Ted Chapeau of WMBR, Jacksonville, Fla., lets all and sundry know about the wonderful all-year-round climate down there. . . . Mr. and Mrs. Don Elias of WWNC, Asheville, N. C., one of the meet's most popular couple. . . . Don Kelly of WBBM invites everybody to 'have a drink with him' . . . really wants NABoys to continue to visit Chicago. . . . C. E. (Ned) Midgeley of CBS, walking along Michigan Boulevard, says that the view of the Hudson River that he gets from his home in Yonkers, N. Y., surpasses the Lake Shore vista. . . . Merritt Tompkins and Bob Burton admiring the BMI exhibit.

☆ ☆ ☆ ☆

● ● ● John Sinn and Fred Ziv early arrivals at the Stevens, looking over the mob scene, seeking friends, clients and new customers. . . . Herb Akerberg and Columbia cohorts descend in a body from their Suite at the Stevens looking for a dr--beg pardon, something to eat. . . . Peggy Stone, in a new Spring ensemble, catches the admiring glances of the lobby-assembled delegates. . . . L. B. Wilson of WCKY, Cincinnati, first to find a comfortable chair in the Stevens lobby, where he could spot everyone coming and going. . . . Julius Collins of ASCAP smiling on being congratulated on his recent promotion. . . . T. J. Allard, Canadian Association of Broadcasters, strolls through the Loop with Harry Sedgewick, Ted Campeau and other Good Neighbors from across the border. . . .

☆ ☆ ☆ ☆

● ● ● Dolly and William Banks from WHAT, Philadelphia, doing a brother and sister act while registering at the Stevens. . . . Harry Bannister of WWJ, Detroit, discussing trials and tribulations of Television operations. . . . Aurelia S. Becker of WTBO, Cumberland, Md., wearing a new Easter Bonnet. . . . Sam Bennett, KMBC, Kansas City, paging Arthur Church. . . . Roger C. Berk of WAKR, Akron, Ohio, sort of lost in the lower floors. . . . John Blair greets Robert Bolling (friendly rivals). . . . Edward Breen of KVFD, Ft. Dodge, Iowa, with his usual white carnation. . . . Paul Raymer and Fred Brokaw keep their eyes on their luggage while waiting in line to register. . . . Harry Burke of KFAB, Omaha, shakes hands with Frank Burke of RADIO DAILY (no relation). . . . Jean Cagle, Texas State Network, surrounded by the tallest men at the Convention. . . . Joe Weed, best-dressed man at the NABeehive. . . . Hank Christal shaking hands with Adrian Flanter of Benrus.

☆ ☆ ☆ ☆

● ● ● J. L. Van Volkenburg of CBS greeted by Bill Hedges of NBC. . . . Ralph Weil of WOV explaining the Radio Exec Club to disbelievers. . . . Lewis Allen Weiss of the Don Lee Network, the center of attraction in a huddle of Mutual execs. . . . Gunnar Wiig of WHEC, Rochester, and H. C. Wilder, WSYR, Syracuse, head for the elevators together. . . . Adam Young trying to catch up with the Canadian delegates. . . . Leonard Kapner of WCAE, Pittsburgh, being stopped by Bob Keller who's got something to 'sell'. . . . Frank Kemp of Compton Advertising standing in the lobby of the Blackstone, looking for a friendly face. . . . Edgar Kobak, Prexy of Mutual, shopping for a gift. . . . Bob McRaney of WCBI tells a group about ambitious plans to enlarge the Mid-South Network.

☆ ☆ ☆ ☆

● ● ● Philip G. Lasky of KSFO, San Francisco, talking to Howard Lane of WJJD, Chicago, about good old days in California. . . . Howard London of National Foundation for Infantile Paralysis tells the boys why he needs more station co-operation. . . . Manny Marquard formerly of Chicago and now with Frederic W. Ziv on the coast renews old friendships. . . . George Cranston of WBAP and Harold Hough of WBAP doing a bit of window shopping in the vicinity of the Stevens. . . .

## NBC Institute Plans Announced For Chi.

The eighth annual NBC-Northwestern University Summer Radio Institute, offering 12 courses in professional-level training and a symposium of lectures with new emphasis on television, will begin its regular six-week session on June 27.

Don F. Feddersen, chairman of the radio department of Northwestern's School of Speech, and Miss Judith Waller, director of public affairs and education of the NBC Central Division, will be the co-directors of the institute.

This year's symposium series of 12 lecture-discussions to be presented in conjunction with the institute and featuring prominent guest speakers, indicates increasing interest in television training. Six of the meetings will be devoted to video subjects, compared to only one session scheduled last year. In addition, the television picture will be integrated with six other discussions which primarily will cover AM operations.

Names of guest speakers for the symposium series and the management course will be announced later. The regular courses, and their instructors—NBC Central Division personnel unless otherwise indicated—are as follows:

Radio station publicity and promotion, Jack Ryan, press department manager, and David Lasley, manager of advertising and promotion; radio sales, Robert Flanigan, national spot salesman; radio announcing, Louis Roen, staff announcer; radio directing techniques, Arthur Jacobson, program manager; music for radio, Don Marcotte, music department manager; radio dramatic writing and radio continuity writing, Robert Guilbert, continuity acceptance department manager; radio production techniques, Homer Heck, production manager; radio program planning and building, Melvin Wissman, program manager of stations WWJ, WWJ-FM and WWJ-TV (Detroit); public service broadcasting, Miss Waller, and news broadcasting and special events, Baskett Mosse, assistant professor of journalism at Northwestern University and former NBC Chicago newsmen.

Enrollment in the institute again will be limited to those persons meeting high entrance requirements, including previous broadcasting industry experience. Most of the classes will be held in the NBC Chicago studios in the Merchandise Mart. Inquiries may be made to the director of the institute, School of Speech, Northwestern University, Evanston, Ill.

### Started With Du Mont

Will Baltin, secretary of the TBA, started his television career with Du Mont. He was at one time program manager of WABD.



*Mr. Producer*

**IF IT'S SOUND  
IN THE EAST  
... IT'S REEVES**

***That's the opinion of hundreds of producers using Reeves facilities.***

**SERVICES  
IN SOUND**

*Motion Pictures  
Newsreels  
Television  
Phonograph Recordings  
Radio Transcriptions  
Band Stages  
Shooting Stages  
Trailers  
Recording and  
Sound Laboratories*

**REEVES:** Studio A picked by Laurel Films to shoot the feature "C"-Man.

**REEVES:** Studio B used by Eugene Ormandy and the Philadelphia Orchestra to record the score for Robert Flaherty's "Louisiana Story."

**REEVES:** Studio C chosen by Film Documents to mix "The Quiet One."

**REEVES:** Studio D where the weekly Newsreels of Telenews, Ziv Television and Universal International are recorded.

**REEVES:** Studio E the recording heart of Mercury Records.

**REEVES:** Studio F chosen by Rudolf Carlson to dub his recent production "I Am With You."

**REEVES:** Where you, too, can record with assurance aided by the most modern equipment and the leading engineers in the sound recording field.

**REEVES:** Where a Producer can work with confidence. Remember, Reeves is not a competitive producer, but a PARTNER.



**REEVES SOUND STUDIOS, INC.**

304 EAST 44th STREET • NEW YORK 17, N. Y. • OREGON 9-3550

***The Largest Sound Service Organization in the World.***



**ARE YOU MISSING  
YOUR CUE ON THE  
PACIFIC COAST?**

DON'T LET YOUR Pacific Coast radio campaign fall flat by missing your cue for maximum sales! Buy the Don Lee Network of 45 stations and get maximum sales out of the market where more than 13½ million people spend over 14½ billion dollars a year in retail sales.

THE PACIFIC COAST IS BIG! It covers 323,866 square miles, contains 133 counties, extends 1,352 miles from Mexico to Canada. Only Don Lee, with 45 local network stations, has *enough* stations to cover this vast area thoroughly — nearly as many as the other 3 Coast networks combined!

PACIFIC COAST RADIO IS *Different!* Mountains up to 15,000 feet high surround nearly every market and make long-range broadcasting unreliable. People listen to their own local network station. within

LEWIS ALLEN WEISS, *President* · WILLET H. BROWN, *Exec. Vice-Pres.* · WARD D. INGRIM, *Director of Advertising*  
1313 NORTH VINE STREET, HOLLYWOOD 28, CALIFORNIA · *Represented Nationally by JOHN BLAIR & COMPANY*



Of the 45 Major Pacific Coast Cities			
<b>ONLY 10</b> have stations of all 4 networks	<b>3</b> have Don Lee and 2 other network stations	<b>7</b> have Don Lee and 1 other network station	<b>25</b> have Don Lee and <b>NO</b> other network station



their own buying market, rather than to out-of-town or distant stations. When you buy Don Lee, your message is released *within 45* of the Pacific Coast's leading buying markets. Don't miss your cue for maximum Pacific Coast sales by radio. Sell the whole big, wealthy Pacific Coast with Don Lee!

----- **DON LEE STATIONS ON PARADE** -----

**KXO—EL CENTRO, CALIFORNIA** — *the only station bringing network radio to the rich, concentrated Imperial Valley market. 1948 Hooper Report gives KXO 53.7% of the daytime audience; 45.8% of the evening audience. Just another one of the 45 good reasons why you need Don Lee to cover the Pacific Coast.*

-----

*The Nation's Greatest Regional Network*



# P-r-r-rogramming



25 recorded packages  
wrapped in a record of  
sponsorship... designed for  
maximum listenership...  
and tied with  
YOUR purse strings in mind



**AUNT MARY**—One of radio's most successful daytime serial programs... sponsored "live" by a national advertiser over NBC Western Network... here's a heart-warming story of a woman's fight for human dignity and understanding—with listening appeal for young and old alike.

605 quarter-hours  
for 5-a-week broadcast



**THE HAUNTING HOUR**—Original psychological mysteries, "whodunit" thrillers, crime crusade themes and cery tales by ace radio writers... enacted by radio-stage-screen stars, including Betty Furness, Jed Prouty and Bery Kroeger.

52 half-hours for 1-a-week broadcast

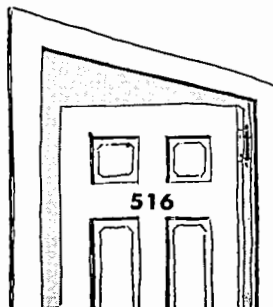


**THE PLAYHOUSE OF FAVORITES**—The world's best-known and loved novels and plays in brilliantly dramatized editions... expertly adapted for radio—with all-star casts, including Wendy Barrie, Les Tremayne, John Carradine and Signe Hasso. Some of these prestige programs are "A Tale Of Two Cities," "Rip Van Winkle," "Little Women," "The House Of The Seven Gables," "Adventures Of Tom Sawyer," "Camille" and "Robin Hood."

52 half-hours for 1-a-week broadcast

FOR A ROOM WITH A VIEW...  
on complete NBC SYNDICATED  
PROGRAM details  
try "516" at the Stevens Hotel.

We'll be happy to provide  
descriptive brochures, rates  
and audition records.



A Service of  
Radio Corporation  
of America

# for the P-r-r-r-actical PURSE . . . . .



**A HOUSE IN THE COUNTRY**—Roof-raising, hilarious situation-comedy and a closet full of fun . . . based on the trials of a young city-bred couple in their search for peaceful living in the country. A well-constructed program, featuring top network talent and family-styled for country-wide appeal.

52 half-hours for 1-a-week route st



**REFLECTIONS**—The brilliant color of music woven with the golden thread of words . . . supplying a long-standing demand for a program designed for relaxed meditative listening . . . featuring Canada's finest radio talent . . . NBC-produced for maximum commercial effect and entertainment value.

101 quarter-hours for 2-a-week broadcast



**THE THREE SUNS AND A STARLET**—Sun-bright rhythm styled of sunlight and star-dust by America's shining exponents of subtle improvisation . . . further enhanced by the glowing warmth of guest vocalists Nan Wynn, Kay Armen, Irene Daye and Dorothy Claire.

78 quarter-hours for 3-a-week broadcast



**ALLEN PRESCOTT . . . THE WIFE-SAVER**—Household hints and mirth-spattered patter that attract fan mail by the carload and put the program on the "Missus" must list . . . mirthful nonsense that has placed Allen Prescott among network favorites and made sense to—and dollars for—many sponsors.

156 quarter-hours for 3-a-week broadcast

## OTHER NBC LOW-BUDGET RECORDED PROGRAMS . . .



### Adventure:

STAND BY FOR ADVENTURE—78 quarter-hours for 2-a-week broadcast

### Romance:

MODERN ROMANCES—156 quarter-hours for 3-a-week broadcast

### Hair-raisers:

THE WEIRD CIRCLE—78 half-hours for 1-or-more-weekly broadcast  
MERCER McLEOD . . . THE MAN WITH THE STORY—52 quarter-hours for 1-a-week broadcast

FIVE-MINUTE MYSTERIES—260 five-minute programs for 3-a-week broadcast

### Human Interest:

BETTY AND BOB—390 quarter-hours for 5-a-week broadcast

### Sports:

THROUGH THE SPORT GLASS with SAM HAYES—52 quarter-hours for 1-or-2-a-week broadcast

### Juvenile:

HAPPY THE HUMBUG—51 quarter-hours (15 pre-Christmas—39 post-Christmas) for 2-or-3-a-week broadcast

MAGIC CHRISTMAS WINDOW—25 quarter-hours for pre-Christmas broadcast

DESTINY TRAILS—156 quarter-hours for 3-a-week broadcast

### Musical:

TIME TO SING—156 five-minute programs for 3-a-week broadcast

CARSON ROBISON AND HIS BUCKAROOS—117 quarter-hours . . . frequency optional

TIME OUT FOR FUN AND MUSIC—65 quarter-hours for 1-or-more-weekly broadcast

ART VAN DAMME QUINLET with LOUISE CARLALE—117 quarter-hours for 3-a-week broadcast

### Especially for the Girls:

COME AND GET IT—156 quarter-hours for 3-a-week broadcast

### Five-Minute Specialties:

THE NAME YOU WILL REMEMBER—260 five-minute programs for 3-or-5-a-week broadcast

GETTING THE MOST OUT OF LIFE TODAY—117 five-minute programs for 3-a-week broadcast

and to make the package complete

With each program series, NBC Radio-Recording supplies a complete audience promotion kit—glossy photos, mats, publicity releases and on-the-air announcements—designed to build a large following for your NBC Syndicated Programs.

This extra service—cheered by station men throughout the nation—is offered to Syndicated Program users at NO EXTRA COST.



Radio-Recording Division

1515 Broadway Building, Radio City, New York • Chicago • Hollywood

## 200 More Members Added To BMI List

Chicago—BMI station members have increased by more than 200 since the NAB convention in Los Angeles less than a year ago, Roy Harlow, director of station relations, revealed to field representatives here. Group, along with President Carl Haverlin, is holding a series of meetings in conjunction with the NAB session.

### Field Men Lauded

Both Haverlin and Harlow commended the work of the field men who are the direct contact in most cases between station management and BMI.

BMI's field staff includes Ralph Wentwork, representing the southwest; Glenn Dolberg, west coast; Al Marlin, middle west; James L. Cox, eastern rep.; Lin Pattee, New England; Ken Sparnon, middle east; Burt Squire, Chicago; and Dorsey Owings, south.

## Kraber Promoted At DuM

Tony Kraber, program manager of WABD, has been promoted to manager of program presentation for the DuMont net, it was announced yesterday by James Cadigan, director of programming and production. Kraber will supervise the work of program personnel and supervisors.

## See Delay In NLRB Labor Dispute Decision

Fort Wayne, Ind.—Decision is not expected for several months on the unfair labor practice charges brought by the National Assn. of Broadcast Engineers and Technicians against the Northeastern Broadcasting Co., which operates WKJG, Fort Wayne, Ind. Testimony in the case was recently completed before W. Gerard Ryan, NLRB.

The hearing grew out of a strike against the company in August, 1948, by seven engineers affiliated with NABET, who were seeking a contract with the company. The complaint charged the company with interference with employees' attempts to form a union, refusal to bargain in good faith and discriminatory refusal to reinstate employees on strike against the company. The company filed an answer denying all of the charges.

## Call Letter Change

Warren, O.—New call letters of WRRN, Warren, O., recently sold to the Warren Tribune from Nied & Stevens, Akron, are WHHH. The last three letters are the initials of Mrs. Helen Hart Hurlbert, publisher of the Warren Tribune. Both WHHH and WFMJ, Youngstown, currently at 250-watts, will increase to 5,000-watts in mid-summer, when their new transmitter installations are completed. WFMJ will move from 1450 on the dial to 1390, while WHHH will move from 1400 to 1440 kilocycles at that time.

## Columbia LP Records At NAB Conference

Columbia Records' new Long Playing Microgroove transcription highlights Columbia's exhibit at the third annual NAB Broadcast Engineering Conference. An amazing new 12-inch record, it offers 20 minutes of program on each side. A 33 1/3 rpm vinylite disc, it has a frequency range of 30 to 10,000 cycles per second, and a greater dynamic range than ever before achieved.

Several samples of quarter-hour shows and spot announcements will be offered at the exhibit, to demonstrate Columbia's Microgroove transcriptions of commercial programs. Columbia headquarters for the exhibit will be Room 532-A, Hotel Stevens.

Columbia's new product's chief features include a substantially lower cost per record, more program time per 12-inch disc than on the present 16-inch conventional record, easier to handle, lower shipping costs, less storage space, maintenance of transcription quality, prompt service and delivery.

Also on exhibition at the convention will be a 10-inch Microgroove Record that plays 13 minutes on each side.

Columbia has offered transcription service on regular records for the past 10 years. As in the past, the company has no programs to sell. It offers strictly transcription service to advertising agencies, transcription producers, etc., for radio shows.

## SOUTHWEST

DREW PEARSON is being heard twice each Sunday in Dallas, on WFAA, Dallas. He is heard at his usual broadcast time, 5 p.m. over the ABC network and then a repeat of the broadcast is heard at 9:45 p.m. over WFAA aired under the sponsorship of A. Harris & Co., local department store, and is presented for those who may have missed the earlier broadcast.

Listeners of KTSA, San Antonio, were recently given an exclusive, eye-witness description of the search for and discovery of the wreckage of an Army C-47 Air Rescue plane which had been missing for several days on a flight. Bob Knouse, KTSA newsman accompanied the rescue party and made a 20-minute wire recorded description of the search, sighting and condition of wreckage which was later aired on the KTSA regular newscasts.

Televised baseball made its first appearance last Saturday in the Southwest when the game between the Fort Worth Cats and the Brooklyn Dodgers was televised over WBAP-TV, Fort Worth.

Hereafter, full games on the Cats' schedule will be televised on Wednesday night and Sunday afternoons, and on Tuesday and Thursday when the Cats are playing here. WBAP-TV will join the games as early as network commitments will permit, usually around 9 p.m.



*your Best Buy in the*

**UTICA-ROME** NEW YORK AREA

**WIBX**

5000 WATTS

**C. E. HOOPER —SHARE OF AUDIENCE— JAN.-FEB. 1949**

	WIBX	STATION B	STATION C	STATION D	STATION E	STATION F	STATION G	STATION H
Weekday morning Monday thru Friday 8:00 A.M. to 12 Noon	<b>44.3</b>	21.6	11.0	12.7	3.3	3.7	0.8	1.0
Weekday afternoon Monday thru Friday 12 Noon to 6:00 P.M.	<b>44.3</b>	14.9	14.4	11.3	6.1	5.4	1.2	1.5
Evening Sunday thru Saturday 6:00 P.M.—10:30 P.M.	<b>53.5</b>	10.8	7.4	8.1	11.0	6.7	1.1	0.3

**TOPS IN LISTENERS AND SALES — CHECK THE WIBX RECORD!**

**C.B.S. . . . . UTICA, N. Y. . . . . 950 K.C.**



**Television Service of The Nation's Station  
is now available to nearly 900,000 families**

**WLW-T**, CHANNEL 4, CINCINNATI  
**WLW-C**, CHANNEL 3, COLUMBUS  
**WLW-D**, CHANNEL 5, DAYTON

The second and third television stations of the Crosley Broadcasting Corporation are now on the air in Dayton and Columbus. Linked by micro-wave relay to WLW-T, Ohio's First Television Service, these three stations are now providing a well-rounded schedule of programs and service—available to nearly 900,000 families—afternoon and evening, seven days a week.

Affiliated with the NBC and DuMont networks, on a non-interconnected basis, the three Crosley stations are providing both network and local programs and service features on a par with those available anywhere.

Complete information on rates, availabilities and market data for any or all three stations is available upon request to any of the following offices:

630 Fifth Ave.  
New York 20, N.Y.  
Circle 6-1750

140 West Ninth St.  
Cincinnati 2, Ohio  
Cherry 1822

360 North Michigan  
Chicago 1, Illinois  
State 2-0366

**WLW-D**

18 West Monument St.  
Dayton 2, Ohio  
Michigan 4739

**WLW-T**

140 West Ninth St.  
Cincinnati 2, Ohio  
Cherry 1822

**WLW-C**

Seneca Hotel  
Columbus 2, Ohio  
Fletcher 2493

*Crosley Broadcasting Corporation*

## NEW BUSINESS

WCBS, New York: Pepsi-Cola Co. purchased three participations per week, Monday, Wednesday and Friday, in the Jack Sterling program, effective immediately. Agency is Biow & Co.

Westchester Racing Association, for Belmont Race Track, also purchased three participations per week starting May 6, in the Jack Sterling program on the same days. Al Paul Lefton is the agency.

Hunt Foods, Inc., for Canned Peaches, contracted for six announcements per week, Monday through Saturday, in the Housewives Protective League program through Young & Rubicam, Inc.

The Great Atlantic & Pacific Tea Co., for Ann Page Products, renewed its Tuesday, Thursday and Saturday participations in the Margaret Arlen program, effective April 9.

J. B. Roerig & Co., Inc., for Amion Tooth Powder, purchased three participations per week, Monday, Wednesday and Friday, in the "Hits and Misses" program, starting April 11, through Stanton B. Fisher, Inc.

Beltone Hearing Aid Company, through Ruthrauff & Ryan, Inc., purchased Monday, Wednesday and Friday participations in the "Starlight Salute" program.

WMOR (FM), Chicago: Stenographic Machines, sponsoring "Broadway Melodies," Saturdays, for 52 weeks; Byron Home Appliance Co., "Chicago Speaks," Sundays; Goldenrod Ice Cream Co., 77 time signals per week for 13 weeks;

Royalton Rugs, through Wittenberg Agency, Studs Terkel's "Wax Museum," Sundays, for 13 weeks; Stromberg Carlson Radio, through Commercial Broadcasters, Inc., one hour of the 3 to 5 p.m. "Melody Time," Sundays;

Garrick Music Shops, one hour of "Melody Time"; Toffenetti Restaurants, "Toffenetti Time," 10 to 10:30 p.m. Monday through Friday.

WQXR, New York: The Chiquita Banana theme has returned to the airways in six 15-minute programs per week with the sponsorship by the United Fruit Co. of "Luncheon Concert" on Mondays, Wednesdays and Fridays, 12:45 p.m., and "Music for the Theater" on Tuesdays, Thursdays and Saturdays, 5:15 p.m. The 13-week contract was handled through Russell G. Partridge, director of sales promotion and advertising for United Fruit Co., and Norman Chester of BBD&O.

An eight-week contract for the 15-minute "Morning Melodies" program, Monday through Friday, 10:15 a.m. has been signed by Harry True, furrier. Deal was handled through H. W. Fairfax agency with John Ryan as account executive for WQXR.

Longines watches will start a spot campaign on April 19, opening of baseball season, with announcements of home games of New York Yankees, including day's batteries and general information.



## Windy City Roundup . . .!

Weekend trains and planes brought large delegations of broadcasters to Chicago and by nightfall last night between 2,000 and 2,500 broadcasters, engineers, and representatives of allied fields of radio were on hand for the Management Conference.

Chicago . . . heaviest reservations came on Sunday when network groups and independents arrived for week-end meetings . . . the influx caused the Stevens hotel to do turnaway business and many registrants found it necessary to take quarters in other loop hotels. . . Colorful celluloid buttons proclaiming the importance of World transcriptions, "The Cisco Kid," Lang-Worth and others were worn on the lapels of many . . . sedate bald headed broadcasters who wouldn't pin a flower on their lapel back home were bedecked with these symbols of advertising and exploitation . . . funniest one of all was freckled faced 12-year-old boy who had buttons of about thirty assorted conventions on the front and back of his jacket.

Fred Ziv, whose vast ET sales organization knows more broadcasters by name than any other merchandising group, flew in from Cincinnati over the weekend and was spreading smiles and handshakes on the fifth floor of the hotel. . . Ziv, past master of the art of developing ET programming, pointed to Wayne King, Chicago's own Waltz King as a good sample of a salable product. The NBC transcription crowd and Columbia's ET dispensers were also very much in evidence on the fifth floor. . . Each had their own suites for playback demonstrations. . . Donald J. Mercer, director, headed the NBC Thesaurus and Syndicated Programs sales group . . . with him were Wade Barnes, Addison Amor, William Reilly and William Gartland. Columbia Transcriptions' delegation is headed by Robert J. Clarkson, general manager, and the staff includes William S. Bachman, Girard D. Ellis, William A. Wheeler. . . An actual demonstration of BMI's logging with the precision tabulating machines operating is shown at the entrance of the heavy equipment exhibit . . . the industry music company also has a display suite on the fifth floor . . . Carl Haverlin, president of BMI, is on hand and other BMI executives include Sydney M. Kaye, Robert J. Burton, Roy Harlow, and M. E. Tompkins, president, Associated Music Publishers.

Tours of the ABC and NBC television stations in Chicago attracted many of the engineers on Saturday . . . executives of the two networks gave the visiting engineers a behind the scenes view of the technical operations of their stations . . . open house was also held at the B & K TV station with the puppet show of Fran Allison and Burr Tillstrom proving to be fascinating entertainment. . . Fred R. Gamble, president of the Four A's in town to address a breakfast sponsored by the Chicago Radio Management Club this morning . . . Gamble's topic will be "Buying Tomorrow's Radio Time" and he will be introduced by William A. McGuineas, president of the Chi. club . . . Gamble's presence, incidentally, is not only to make a speech . . . he is here to help salvage the remnants of Broadcast Measurement Bureau which is a pressing problem of the incoming NAB board of directors . . . also on deck to help the BMB cause are Ken Baker and Cort Langley of the New York staff . . . Hugh Feltis, who recently resigned the BMB presidency, is also present. . . Hugh's role, however, is that of a radio-TV observer . . . he is the new general manager of KING in Seattle and will assume his new duties next week.

Jose Ramon Quinones, president of WAPA, San Juan, P.R., flew in from his Carribean paradise on Saturday and proclaimed the spring weather in Chicago.

## AGENCIES

ADVERTISING FEDERATION OF AMERICA has named Ralph Smith, executive vice-president of Duane Jones Co. as chairman of the A.F.A. committee which will prepare the association's third annual educational campaign to promote public understanding of advertising.

FRAZIER THOMAS, former WLW, Cincinnati, emcee, is back in town to present new package show to agencies and networks after a business trip to Miami. Stuart MacHarrie, also formerly associated with WLW, New York sales, has joined Thomas in the new package firm, with headquarters at 45 East 55th Street.

CANADA DRY GINGER ALE, through J. M. Mathes, Inc., will include radio and television in a lengthy list of media to be used in a stepped-up Spring advertising campaign involving a much larger budget than the corresponding campaign of the year before.

BERNARD HOWARD, formerly manager of the New York Office of W. S. Grant Company, has joined the New York Office of Forjoe & Company, Inc. in an executive sales capacity.

WARD LABORATORIES, INC., N. Y., have appointed the Frederick-Clinton Co., Inc., to handle radio advertising. Sydney Rubin is account executive.

ALFRED PAUL BERGER COMPANY, INC., has been appointed advertising agency for Brookhill Manufacturing Company, Inc., New York, makers of children's sportswear. Sidney Rosendorf is account executive.

BUDDY BASCH has been engaged to handle radio and other publicity for the Tex Beneke band.

JACK WYATT, radio and TV director for Cecil & Presbry, is resigning April 15 to join Grey Advertising Agency as account executive. One of his responsibilities will be supervision of the Ronson lighter account.

HAEHNLE ADVERTISING, Cincinnati, announces the appointment of Wilfred Guenther as director of radio and television. He formerly was with WQAM, Miami, Fla., in a sales and sales promotion capacity. He was with WLW for 10 years.

BABIJUICE CORPORATION of Massachusetts has appointed John C. Dowd, Inc., as its advertising agency. Campaign publicizing Babijuice Oranges is being run in Boston.



# TELEVISION DAILY

Section of RADIO DAILY, Tuesday, April 12, 1949 — TELEVISION DAILY is fully protected by register and copyright

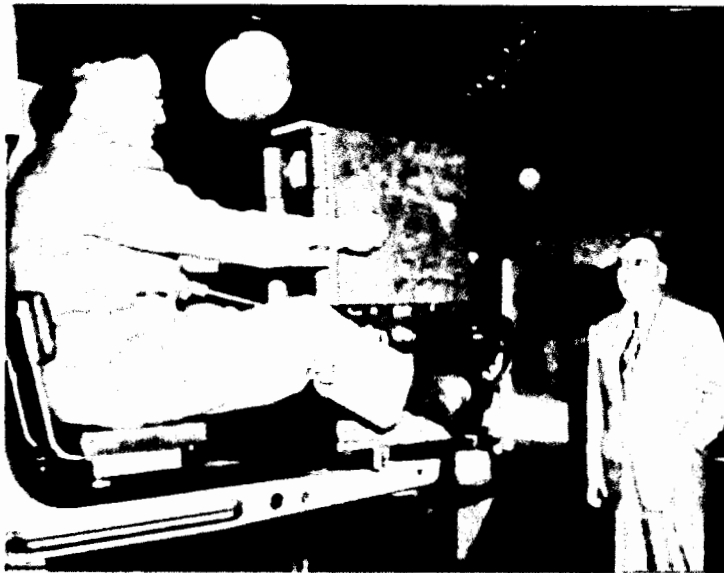
## UHF 'BEFORE MANY MONTHS'—COY

### TELE TOPICS

### PICTURE OF THE WEEK

### Move Upstairs Will Extend Coverage To Whole U. S.

PRODUCERS of "The Picture Show" made an early choice in selecting "Why Men Stay Single?" for the show's first production. Budd Schulberg's sweeping novel tells powerfully the story of a man who, in a few years, from an impulsive egoist, has become the head of a major Hollywood studio. In besides the script, the book draws into reality and comes up with an original character study. And this was not known in the company until an hour-long play, "Sam Carver," was produced to tell most of the facts that would be brought into a series of vignettes suggested by the book. "Why Men Stay Single" got a first-class start. Working with the book material, the producers, including a staff of writers, John Murray, were making a first-class play. It should come out next fall. "The Picture Show" will be a series of vignettes, a "picture show" of the type that has been successful in the past. The series will be a series of vignettes, a "picture show" of the type that has been successful in the past.



Chicago — Asserting that sound broadcasting and television are entering into a period of intensive competition, Wayne C. Coy, chairman of the FCC, told the luncheon session of the NAB convention yesterday that "there is a grave financial risk in starting a new aural radio station."

Continued on Page 35

### Berle Stint Brings \$1,100,000 For Fund

NEW YORK (AP)—The National Aeronautics and Space Administration today announced that it has received a \$1,100,000 contribution from the estate of the late actor, Paul Douglas, for the establishment of a fund to support research in the field of space exploration.

### Union Oil Annual Report ABC Assigns Edith Sulkyn On Tele In 23 Markets To Write TV Documentary

ABC has assigned Edith Sulkyn to write a television documentary on the Union Oil Company's annual report. The documentary will be shown in 23 markets. Sulkyn is a well-known television personality and has previously written several documentaries for the network.

### Sports, Local Emphasis Up Biz At WPTX; Maybe Indie Pattern

WPTX-TV is showing a strong emphasis on sports and local news programming, which is expected to boost its business. The station's management is considering an independent pattern of programming to attract more viewers.

### Phone TV Favored Zenith Study Claims

A study by Zenith Electronics Corporation has found that television sets connected to telephone lines are favored by consumers. This suggests that phone TV could be a viable market for the future.

**Production**  
The production of television programs is becoming increasingly complex and expensive. Networks are looking for ways to reduce costs and improve the quality of their programming.

## Union Oil Co. Report Aired In 23 Markets

(Continued from Page 17)  
fore the public in clear and understandable form.

Produced by the Hal Roach Studios, the film will be carried tonight by WBEN-TV Buffalo; KTSL, KTTV and KTLA, Los Angeles; KPIX, San Francisco; KRSC-TV, Seattle, and WDSU-TV, New Orleans.

Tomorrow night, film will be aired by: WCBS-TV, New York; WNAC-TV, Boston; WNHC-TV, New Haven; WRGB, Schenectady; WCAU-TV, Philadelphia; WDTV, Pittsburgh; WMAR-TV, Baltimore; WOIC, Washington; WEWS, Cleveland; WKRC-TV, Cincinnati; WJBK-TV, Detroit; WGN-TV, Chicago; KSTP-TV, Minneapolis; WTMJ-TV, Milwaukee; KSD-TV, St. Louis; KLEE-TV, Houston; WBAP-TV, Ft. Worth, and KDYL-TV, Salt Lake.

Union Oil's procedure of presenting its annual report to the general public via tele began last year when "Report for '47" was scanned in nine cities.

## Wayne Osborne Named To WLW-D Sports Post

Dayton—Wayne Osborne, former major league pitcher, has been appointed sports director of WLW-D, Crosley station here. He will handle play-by-play of Dayton Indians home games beginning April 27, Don Faust, program director, said.

Osborne, who was a ball player for 14 years, has been in radio since 1944. He is now with the Indians at their Mariann, Florida, training camp.

## Named to DuMont Post

Lynn Cleary has been appointed manager of the continuity acceptance department of the DuMont net, program chief Jim Caddigan announced yesterday. Miss Cleary has been with the web almost two years.

## TELEVISION...

a Force from the Loom of TIME that arrived on schedule to bring MAN a higher understanding

Another opportunity to observe and Compare Education with Propaganda.



## John Boland, SDG

Producer of Films for Television

GRanite 2300  
1585 Cross Roads  
Hollywood 28, Calif.

## Sports, Local Emphasis Up Biz At WPIX; May Be Indie Pattern

(Continued from Page 17)

grams also was sharply curtailed. A plan of operation was adopted which would, (1) cut expenses and (2) build a sizeable loyal audience and thus increase revenue.

Both of these points have been accomplished, mainly through remote pickups of sports from local clubs and of special events. Extensive scheduling of remotes and film shows permitted studio operations to be closed down two nights a week. The elimination of the station's expensive syndicated newsreel brought about staff reductions from a peak of about 200 in September to about 150 at present. Combined with added income, these have cut the outlet's losses to about half of what they were last summer.



COE

Now all of the available WPIX sports pickups are in the commercial column. Monday night boxing is bankrolled by R & H Brewing Co.; Tuesday wrestling by Sunset Appliance; Thursday wrestling by Ripley Clothes and Saturday boxing by Krueger Brewing. An added chunk of revenue begins coming in this month when the station carries the home schedule of the N. Y. Giants for Chesterfield.

In addition, WPIX has sold many

special events including two major News promotions, the Golden Gloves and Silver Skates. Others include Air Force boxing from Mitchell Field Apr. 15, by Chevrolet; the Army parade last week, by Philip Morris and next Sunday's Easter parade, which has been sold out on a participating basis.

Although income has increased considerably as a result of these sales, the station must sell programs to get out of the red, in the opinion of manager Robert Coe. This may be facilitated by participating shows, Coe said, and the station is opening practically its entire program schedule, including feature films, to participations. Rates for these participations have been pegged relatively low, running from \$100 to \$250, with the overall average \$132.

Coe feels that the potential audience in an area as large as New York is great enough to support more than one local station operation and that some day indie stations, especially WPIX, will be highly profitable. He refused to predict when that day might arrive, although he did hazard a guess that the station might break even by next year.

## Growth of Kine Recording Emphasized by RCA Ex.

Chicago—The growth of kinescope recording was emphasized in address made to the Engineering Conference of NAB on Friday afternoon when Ralph V. Little, Jr., supervisor Theater TV Engineering section of RCA, Camden, spoke on "Kinescope Recording". Little's talk developed that at present sixty stations in the United States are utilizing as much film footage as the entire motion picture industry. He stressed that the future development of TV depends upon the advancement in the art of kinescope recording.

## News Projector Shown By NBC Web In Chicago

First use of the new Projectol, opaque projection system for the display of news ticker reports and other messages, was made by NBC in Chicago on Friday when the machine was a part of the afternoon news telecast. The system is being distributed by International News Service.

## Phone TV Favored, Zenith Study Claims

(Continued from Page 17)

homes, it was announced yesterday by E. F. McDonald, Jr., president of Zenith Radio Corp.

In the poll designed to test the popularity of its new Phonevision system, Zenith learned that 80.25 per cent answered affirmatively the question: "Would you pay \$1.00 per picture for you and your family and friends to see first-run movies in your home on television with telephone wires?" Each card mailed out listed 21 Hollywood productions released during the past ten years. The average number of the 21 pictures seen by the respondents was 10.13, McDonald said.

## General Tele Lands P&G Pact For Film Series

Hollywood — General Television Enterprises will produce 13 half-hour films for Procter & Gamble, according to a deal closed over the weekend. Each film will contain two subjects and will cost between \$8,000 and \$12,000, with P&G to pay varying amounts based on use and re-use by stations. Series will be aired over NBC Tuesday evenings beginning in the fall. Gil Ralston is executive producer.

# RESPONSIBILITY IS HERE IN TV FILMS

... at Video Varieties it's Undivided from script to finished print

THE most needed element in television film production is the responsibility of the producer.

That's why Video Varieties puts such emphasis on responsibility. We have made sure that there is adequate experience, enough trained manpower, sufficient capital, and the modern facilities necessary to provide undivided responsibility for every detail of any film you may require, from script to finished print.

That's why we have directors, script writers, set-designers and constructors,

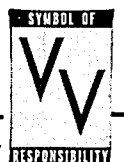
cameramen, sound and studio technicians, and editors on our own payroll.

That's why we own and operate 17-year-old West Coast Sound Studios with its experienced manpower and complete facilities.

From this background, we solicit your inquiry regarding any film production you may have in mind. Our executive and sales offices are at 41 East 50th St., and our studios at 510 West 57th St., New York. Please phone MUrray Hill 8-1162, write, wire or call in person.

### RESPONSIBILITY MEANS BETTER FILMS

- On estimates and Schedules .....
  - On Script and Casting .....
  - On Set Design and Construction ...
  - On Direction and Supervision ...
  - On Editing and Print Delivery..
- DOUBLE CHECKS RESPONSIBILITY



## VIDEO VARIETIES CORPORATION

41 EAST 50th STREET, NEW YORK 22, N. Y.

# 1939

TEN YEARS OF TELEVISION BROADCASTING

# 1949

## DUMONT

Du Mont Television Broadcasting started April 1, 1939

**... Another Du Mont "first"**

**FIRST** in Development. Du Mont's development of the cathode ray picture tube made electronic television practical.

**FIRST** in Precision Electronics. World's foremost maker of scientific instruments employing the cathode ray tube.

**FIRST** in Radar. In 1933, Dr. Du Mont filed a patent application which the army asked him to withdraw. That was radar.

**FIRST** in Telecasting. Du Mont was the first to operate a television network and first with daytime telecasting.

**FIRST** in Station Equipment. Many stations have been planned and built by Du Mont.

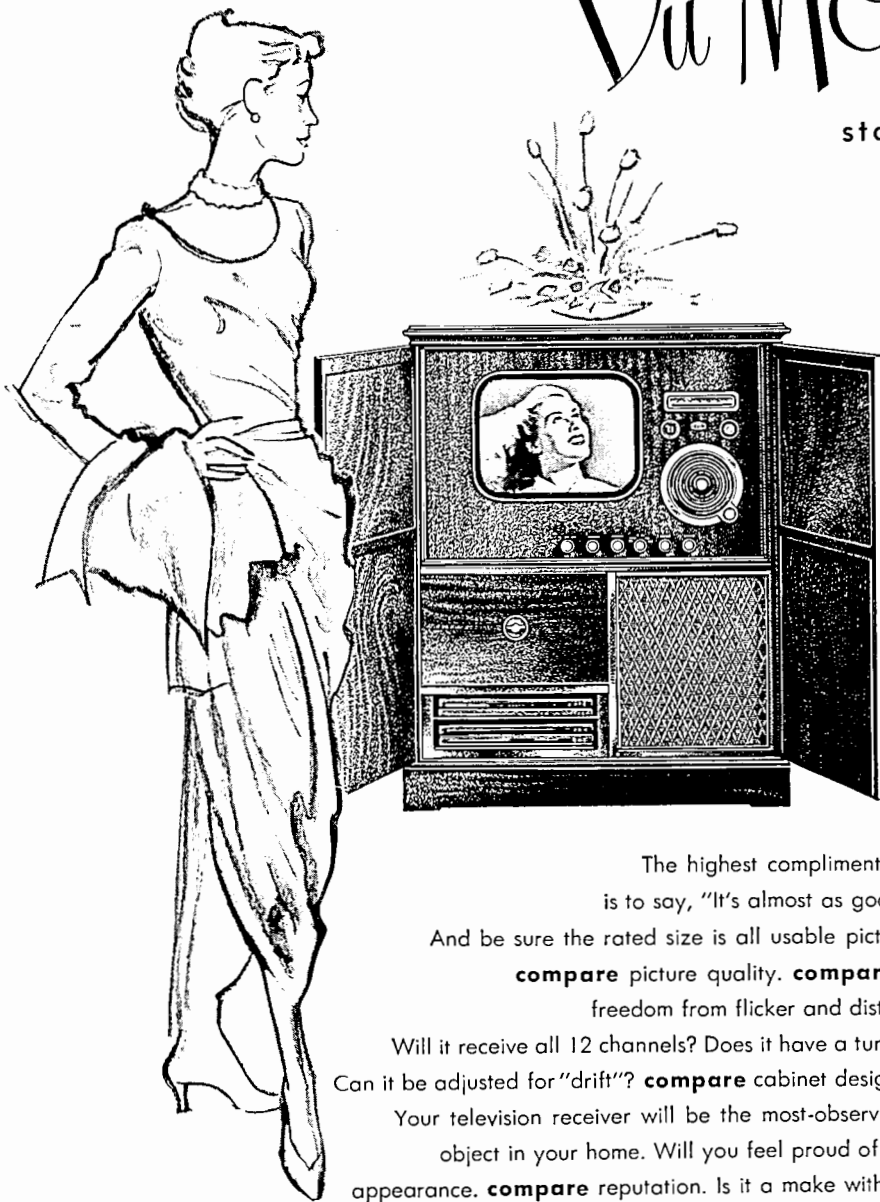
**FIRST** in Fine Receivers. Du Mont built the first commercial home receiver (1939) and was first on the market with fine post-war receivers (1946).

***First in all phases of Television . . . and only in Television***

Copyright 1949, Allen B. Du Mont Laboratories, Inc.

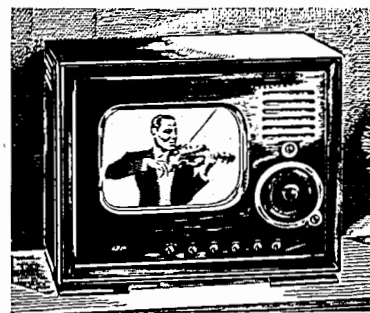
# DuMont

standard of comparison  
in  
**television**



The DuMont Colony—116 square-inch direct-view television, AM and FM radio, and automatic record player. One of a complete line of television receivers.

The highest compliment you can pay any other receiver is to say, "It's almost as good as DuMont". **compare** screen size. And be sure the rated size is all usable picture area—as it is on DuMont. **compare** picture quality. **compare** brightness, clarity, detail, freedom from flicker and distortion. **compare** tuning. Will it receive all 12 channels? Does it have a tuning indicator? Can it be adjusted for "drift"? **compare** cabinet design. Your television receiver will be the most-observed object in your home. Will you feel proud of its appearance. **compare** reputation. Is it a make with a good reputation for performance and dependability in television? **compare** services. All DuMont models give you static-free FM radio. Many also include AM radio and a record player. **compare** price. See if DuMont doesn't give you the most in real value for your television dollar.



The DuMont Stratford—116 sq. in. direct-view table-top television, FM radio, receptacle to plug in record player.

**DUMONT** *first with the finest in television*

Cabinets designed by Herbert Rosengren  
Allen B. DuMont Laboratories, Inc. • Gen. Television Sales Offices and Station WABD, 515 Madison Ave., N. Y. 22, N. Y. • Home Offices and Plants, Passaic, N. J.

Copyright 1949, Allen B. DuMont Laboratories, Inc.

# DUMONT COMPLETES 10 YEARS TELECASTING

## Industry Honors Achievements of Pioneer

### Progress Report Of Telecasting DuM Story

Fortune magazine referred to television as the "popular technological news of the year" . . . television receivers displayed in New York store windows brought crowds so large traffic was stopped and the police had to step in . . . a committee of five FCC members started collecting facts  
(Continued on Page 23)

### First TV Broadcasts On DuMont Receivers

DuMont's first television broadcasts early in 1939 would have been quite pointless if there had not been homes equipped to receive them.

Back in 1931, Dr. Allen B. DuMont had started his work on the development of the cathode ray tube. By 1938 the tube had become a sturdy, dependable, long-lived instrument that could be mass-produced in any needed quantity. By 1939, DuMont had started manufacture of home receivers.

Several thousand sets were built and sold before the war put an abrupt stop to all television manufacture, and it is interesting to note that most of these pre-war receivers are still giving good service. Many still have their original picture tubes; in fact, the very first 20-inch tube, which was made in 1938, is still in use in the home of Dr. Thomas T. Goldsmith, Director of Research.

From the start, DuMont was a  
(Continued on Page 29)

### Creative Writing Needs Emphasized By DuM. Exec.

James Caddigan, director of programs of the DuMont Television Network, long aware of the need for creative writing for television, when he engaged Larry Menken as manager of program planning, emphasized that important among his duties was an alertness for good, original television writing.

The television medium combines many diverse facets of older mediums, but is itself a completely new medium. Caddigan said.

### Telesets

DuMont executives in the sales and production departments are credited with having a hand in coining the trade name, Telesets which is used to sell the DuMont receivers. Telesets was picked as the best merchandising name for their product after executives considered 20 names submitted as descriptive of the DuMont line.

### Industry Leader



Dr. Allen B. DuMont's name is synonymous with television. He has long been one of the industry's leaders and his accomplishments are already legendary in the communications field.

### Special VA Program

"Operation Success" is a DuMont public service program produced in cooperation with the Veterans Administration. Each week three habilitated vets appear on the program to demonstrate job skills and the audience is invited to call the station if they have jobs for these men. Every vet who has appeared on the program has received a job, and the show has been on the air 17 weeks.

### Transatlantic Web?

In a recent newspaper article Dr. DuMont said he believed it entirely possible to get DuMont's signal to England by building a series of relay towers on the islands and land masses of the North Atlantic.

### DuMont Profits Up

Allen B. DuMont Labs., Inc., shows a net income for 1948 of \$2,701,767 as against \$563,677 in 1947.

### DuMont Mobile TV Studio Among Latest Developments

A fully-equipped television studio on wheels has been developed by the DuMont Television Network. Offered for sale as a complete mobile unit, the Telecruiser mounts a DuMont Triple Image Orthicon Camera Chain plus complete audio facilities, and features every operating convenience the telecaster might desire.

The vehicle is divided into three main compartments or sections. The forward compartment accommodates not only the driver but four additional passengers as well. This com-

modious section can provide transportation for the operating personnel when the Telecruiser is in transit, as well as serving as location for the announcer at the point of pick-up. A sound proof door separates this front compartment from the remainder of the mobile unit.

The central section of the Telecruiser houses the three cameras (when in transit) as well as the auxiliary camera equipment such as camera control units, power supplies, the line amplifier and syn-

(Continued on Page 31)

### Profile Of Leader Is Inspiration To Industry

By IRWIN ROSTEN

Atop the highest hill in northern New Jersey, in Upper Montclair, stands a bright brick building, three stories high, and resembling a Tudor castle. Reaching skyward from the turret and other parts of the roof is a cluster of antennae, some identical to those seen atop an ever-growing number of homes, and others new and foreign. There is also the large rectangular grid of radar, a reminder of the days  
(Continued on Page 28)

### Transmitter Trend Indicated At DuMont

By HERBERT E. TAYLOR, JR.  
Manager, Tele Transmitter Division  
Allen B. DuMont Laboratories, Inc.

Television's pattern—its potentials, its place in the home entertainment field—can be adequately appraised. The industry is a good two years ahead of schedule.

Television is a statistician's nightmare—the leaping figures won't stay still long enough to be counted. The history of American industry shows no precedent for this tremendous growth. The past twelve months alone have seen an increase of 200 per cent in monthly receiver production, more than 2 million sets will have been produced and installed by 1950.  
(Continued on Page 33)

### Personalized Approach Gets TV Sales Results

The friend to friend selling of the daytime video star to the alone-at-home housewife may give daytime TV a sponsor pull that will top that of nighttime radio. A hint of the future was made evident this past week when Kathi Norris, WABD's "Television Shopper," offered her viewers a sample size flacon of a name brand perfume upon request. She received 7,000 requests in two days.

### Versatile

Leonard Cramer, v.-p. of DuMont Laboratories, is one of the company's most versatile executives. Cramer had the responsibility of directing the operations of WABD in the early days of the station and gained a thorough knowledge of telecasting. Later he joined Dr. DuMont in the production end of the business and learned manufacturing procedures.

1939

TEN YEARS OF TELEVISION BROADCASTING

1949

*Congratulations*

TO

**DUMONT**

- for the cathode ray tube development  
that made commercial television practical
- for pioneering in television broadcasting
- for setting the standard of excellence  
in television receivers
- and for exercising a wholesome, unselfish and  
far-sighted leadership in the  
growth of this fast-moving industry.

We are proud and happy to be associated with  
Du Mont through most of this period of splendid achievement.

BUCHANAN & COMPANY, INC.

ADVERTISING

1501 BROADWAY, NEW YORK  
CHICAGO • SAN FRANCISCO • LOS ANGELES

# DuMont Development Is Saga Of Progress

## First TV Receivers Distributed In N. Y. In 1939

(Continued from Page 21)

on television as a first step toward formulating standards . . . the Allen B. DuMont Laboratories, Inc., continued experimental telecasts in Passaic, New Jersey, and filed applications with the FCC for stations in New York and Washington . . . this was 1939.

This was the year that Solomon Sagall, managing director of Scopony, Ltd. surveyed U. S. television progress and returned to England, solemnly to warn his company's annual stockholders meeting that ". . . within a year or two American television will outpace television in England"—those people in the States seem to know how to build things fast and well.

### Small Number Of Sets

There were only a few hundred sets in the New York area in 1939 and only a handful of people had actually seen television in operation. Nonetheless the word, itself, was fast becoming popular, and everywhere "television" caused ripples of excitement.

This was 1939, the year the scientists and technicians led their prodigy from the laboratory out into the big wide world.

The young aggressive DuMont organization in New Jersey had moved from its founding home, a basement laboratory in Upper Montclair, to a group of remodeled store buildings, and then to a two-story brick structure in Passaic, known to local residents as the "old pickle works."

It was spacious and well designed. Here Dr. DuMont built experimental station W2XWT. Two 60-foot transmitting towers were erected on the roof, one for audio and one for video. The station transmitted with 500 watts video and 250 watt audio power.

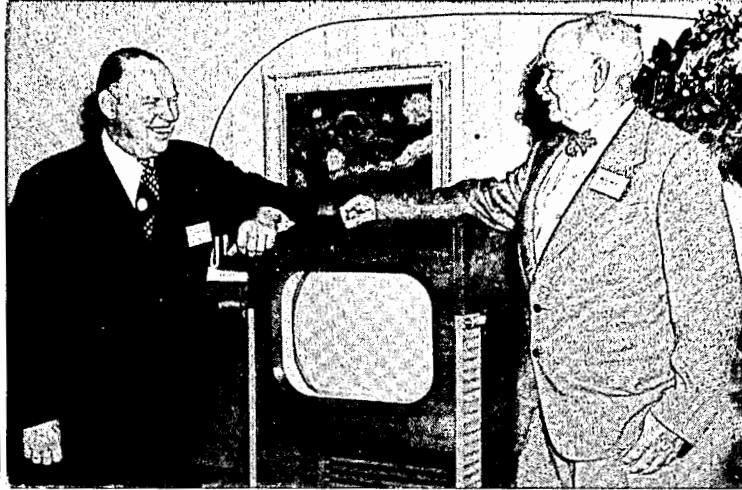
The programs were not intended for entertainment purposes. Dr. DuMont and his staff were testing and perfecting equipment. Sometimes W2XWT was on the air from six to eight in the morning. At other times, the station started telecasts at midnight.

The company was still small. It numbered about 200 persons, but it was a highly specialized organization and these 200 persons were probably the busiest people in the U. S. They were placing on the market the first commercial television receivers; they were designing all equipment necessary to operate a television studio; they were building transmitters for their own use and for sale to others; they were testing different systems of studio lights; and they were constructing two more experimental stations: W2XWV in New York, and W3XWT in Washington.

### 1939—Important Year

1939 was an important year for

## ★ ★ Two Pioneers Meet ★ ★



The pioneer of the vacuum tube, Dr. Lee de Forest (right), and the pioneer of the cathode ray tube, Dr. Allen B. DuMont, meet in 1946 and inspect one of the first post-war DuMont television receivers.

DuMont and for television.

During the war the DuMont organization enlisted in the army of production. Many DuMont products were urgently needed by the military; DuMont technical skill and know-how was equally important to the war effort. The company's facilities were turned over to the production of radar, loran and other electronic equipment.

DuMont engineers worked with military experts to fit cathode-ray equipment to almost countless critical problems ranging from ballistics to radio technicalities to the elimination of vibration in aircraft.

Although the needs of the military were a heavy burden, DuMont maintained a continued interest in television broadcasting, and on June 28, 1942, W2XWV went into operation. The station was located on the top floor of a 42-story building at 515 Madison Avenue, New York. A tall steel derrick-type tower erected on the roof supported the transmitting aerial.

With the opening of this station DuMont established a programming policy that has remained unchanged—a willingness to try new techniques, a striving for better effects, and an eagerness to discover, largely by trial and error, what television cameras can do best.

### Studios Were Small

The studios were small by present day standards, but they were well equipped, providing for both live shows and film from 35mm. projectors. With an elevated control room for better direction, turntables for transcriptions, fluorescent lighting supplemented by baby spots, newly designed cameras, dollies and mike booms, W2XWV went on the air with a regular program schedule.

Throughout the war W2XWV telecast from five to 10 hours a week—the only television station in the

U. S. to maintain a regular program schedule.

Many of the people who visited W2XWV to appear on programs or participate in their production were among the best known personalities of show business. To name a few: Fred Waring and his glee club, Jessica Dragonette, Jerry Lester, Dick Haymes, Connie Haines, Josh White, Guy Kibbee, Luise Rainer, Jerry Mahoney and Paul Winchell, Don McNeill and Henry Morgan.

All who took part in those early telecasts were caught up in the DuMont spirit, the exciting satisfaction of building something new and big and important. Every new program was high adventure.

### War-time Experimentation

The people who operated W2XWV during the war did so only after completing a full day's work in the company's plants in Passaic. The station staff all filled responsible jobs, contributing to the war effort.

1944 was an exceptionally important year for DuMont. On March 21 the company was awarded the Army-Navy E for outstanding service to the war effort. Before the final surrender of our country's enemies, the Allen B. DuMont Laboratories received two more such awards.

This also was the year of the incorporation of the Television Broadcasters Association and the election of Dr. DuMont as the first president.

And 1944 was the year W2WXV became WABD, a licensed commercial television station.

Ever since the station had been on the air programming activities had been increasing. The need for additional space was an immediate and pressing problem.

### Another Studio Added

In 1945 WABD added another studio to its facilities. This, too, was at 515 Madison Avenue. The new

## Key Sta. — WABD Goes Commercial During 1944

studio was much larger than the original skyline studio and included a bank of forty theater seats for an audience.

This was the first television studio with accommodations for an audience. Since that date producers have learned that studio audiences are a vital part of some programs and today telecasters go to great expense and trouble to provide audience facilities.

Even with the addition of the new studio, DuMont soon outgrew its facilities and contracted with the John Wanamaker Department Store for use of the store's auditorium. Plans were drawn for extensive remodeling and orders were placed with the DuMont plants in Passaic for completely new equipment for the Wanamaker studios.

Nineteen hundred and forty-six saw DuMont put a second station in operation; W3XWT in Washington with studios and transmitter in the Hotel Harrington went on the air early in the year.

On February 12, 1946, W2XWT inaugurated the recently completed coaxial cable linking Washington and New York. The Washington station telecast the Lincoln memorial services, including a remote pickup from the steps of the Capitol, which was relayed to New York—the beginning of the DuMont Television Network.

Four months later W2XWT received its commercial license and adopted the call letters, WTTG, after DuMont's famous young director of research, Dr. Thomas Toliver Goldsmith.

### 1947—Year Of Expansion

The following year, 1947, was one of expansion in all phases of the DuMont Television Network. New personnel, technical, clerical and administrative were added. The Network established the first complete times sales staff in television. New stations signed as affiliates, many new programs were introduced, and the number of weekly hours on the air steadily increased.

WTTG made the first direct pickup from the White House and DuMont stations participated in the television coverage of the opening of the 80th Congress.

In March, 1947, WABD introduced "Small Fry Club," the first regularly scheduled children's program on television. The program has proved immensely popular and today over 100,000 youngsters have become members. A few months after the program first went on the air, 3,500 children responded to an invitation to attend a "Small Fry Jamboree" at WABD's Wanamaker studios.

(Continued on Page 29)

1939

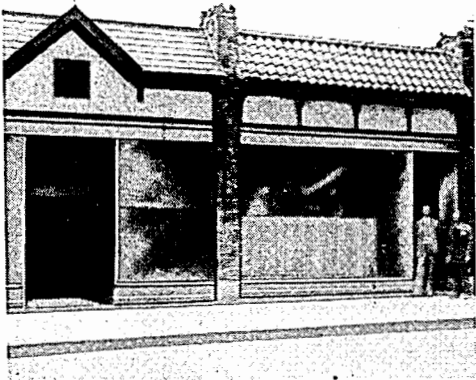
# -TEN YEARS OF PROGRESS

1949

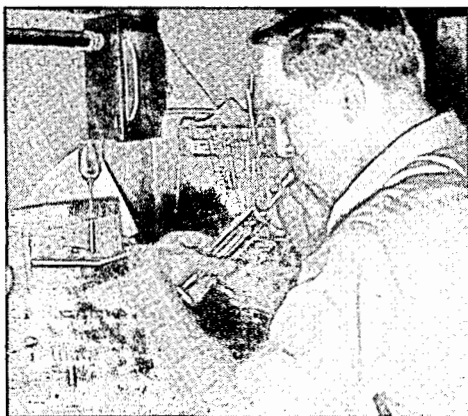
**DuMont's first  
broadcast was preceded  
by many years  
of research**



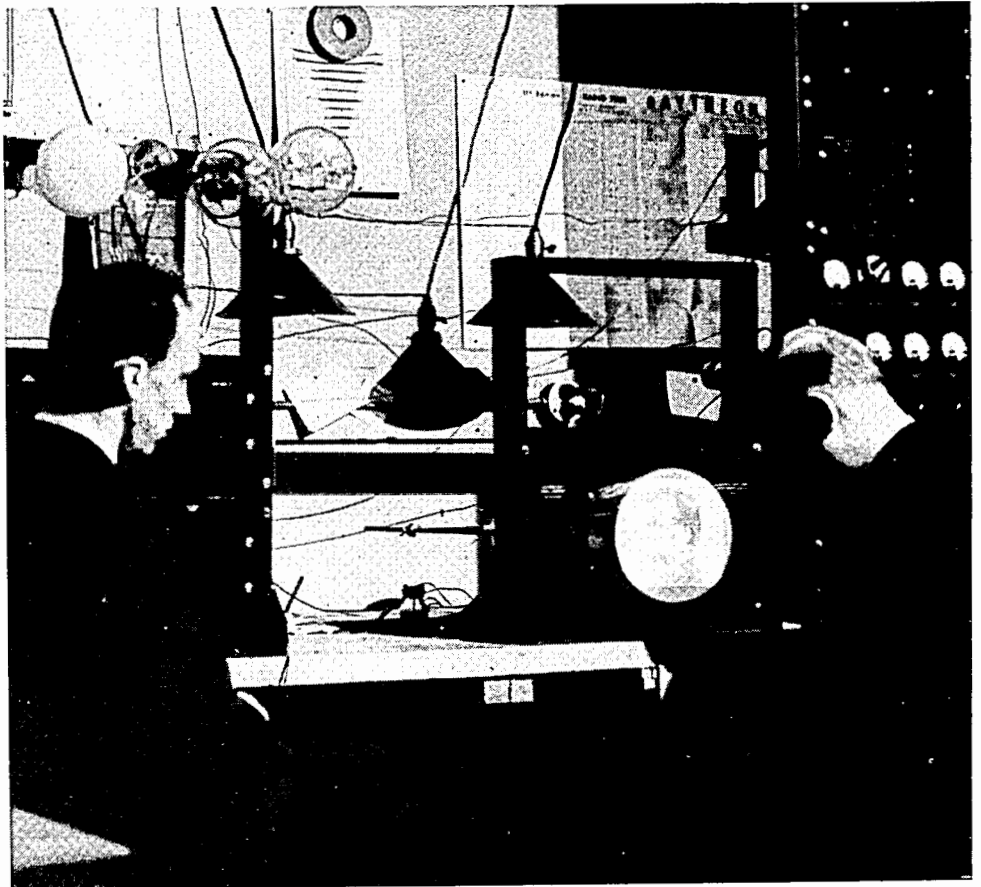
*The earliest known picture of the Du Mont Laboratories, taken in the basement of Dr. Du Mont's home in 1931. The complete staff are shown l. to r.: Al Steadman, Dr. Du Mont and John Hinck.*



*Formerly a fish store, this Montclair, N. J., shop space became the DuMont Laboratories in the early 1930's.*



*In the Montclair plant Stan Koch seals a 1936 DuMont cathode ray tube the hard way. All tubes were hand worked at that time.*



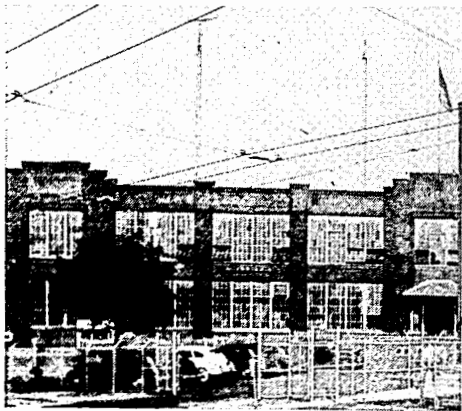
*Dr. DuMont in January, 1938, studies the picture image transmitted by his own equipment and received on one of his cathode ray tubes in the Montclair plant.*



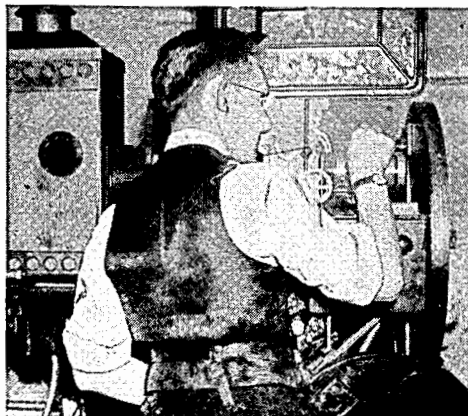
# IN TELEVISION BROADCASTING



*The first 20" cathode ray tube. Photographed in 1938, its size is shown by comparison with the girl and a DuMont 14" tube. The 20" tube is still in daily use in the home receiver of Dr. Thomas T. Goldsmith even after eleven years of use.*



*The two transmitter antennae atop Building #1 (left of photo) of the DuMont Laboratories were the originals of Station W2XVT. In 1939 Building #1, at one time a pickle factory, comprised the entire DuMont operation: engineering and station W2XVT in the basement, cathode ray tube department on the first floor, receiver assembly, oscillograph and transmitter equipment on the second floor, and transmission towers on the roof.*



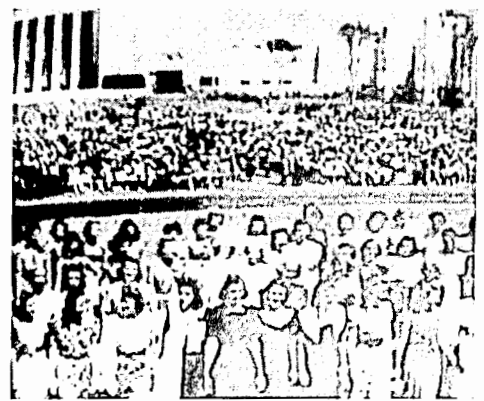
*The first DuMont television projector is adjusted in 1938 by Dick Campbell. It was via this hand-rigged machine W2XVT began telecasting in 1939.*



*More 1939 DuMont apparatus. This early portable television camera was the first used for field pickups in W2XVT broadcasts.*



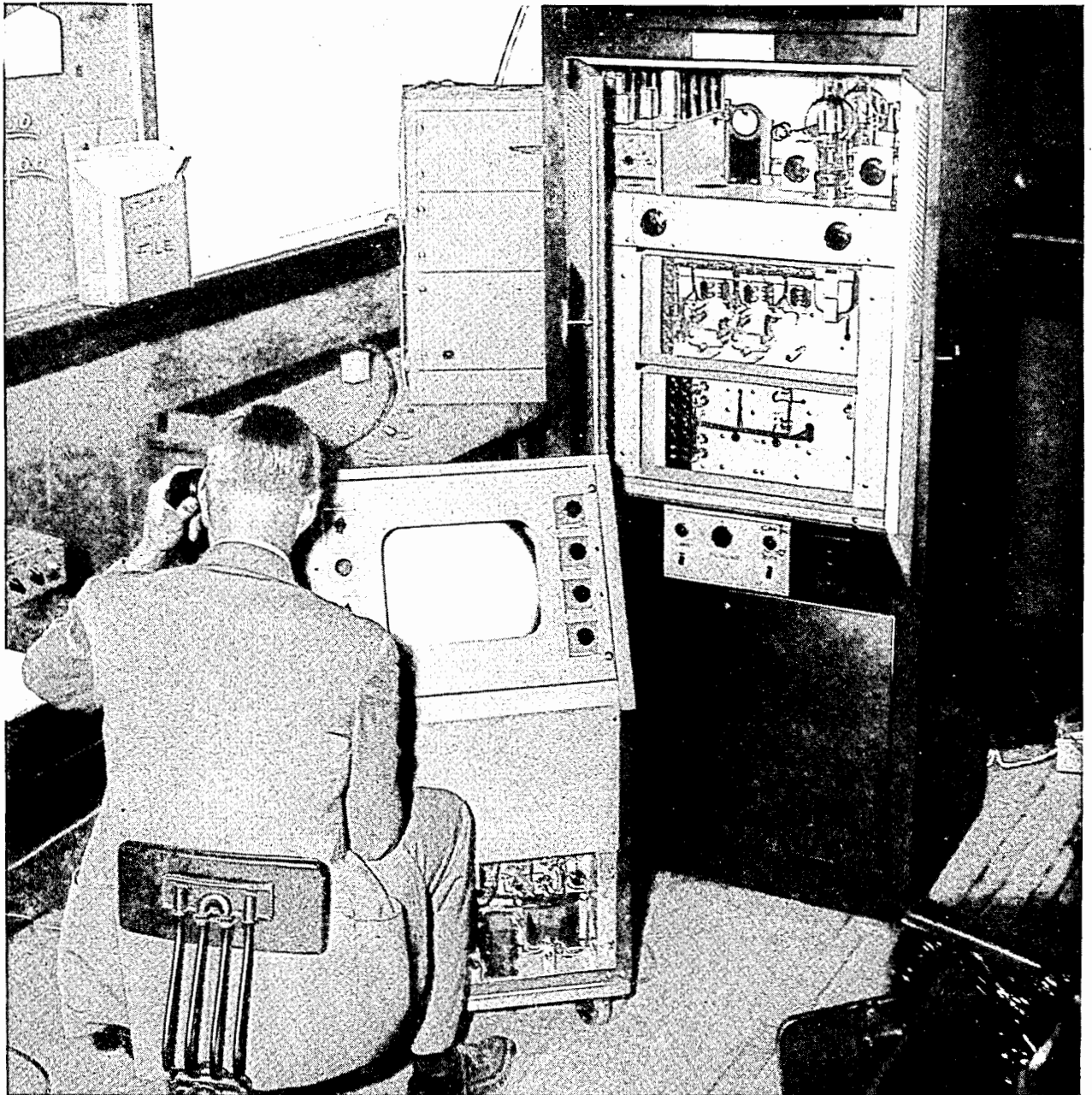
*In 1939 Comdr. T. A. M. Craven, Commissioner of the F.C.C., inspected the Allen B. DuMont Laboratories and station W2XVT.*



*A scene from the New York World's Fair, telecast by Station W2XVT, and photographed on the screen of a 1939 DuMont receiver.*

# 1939

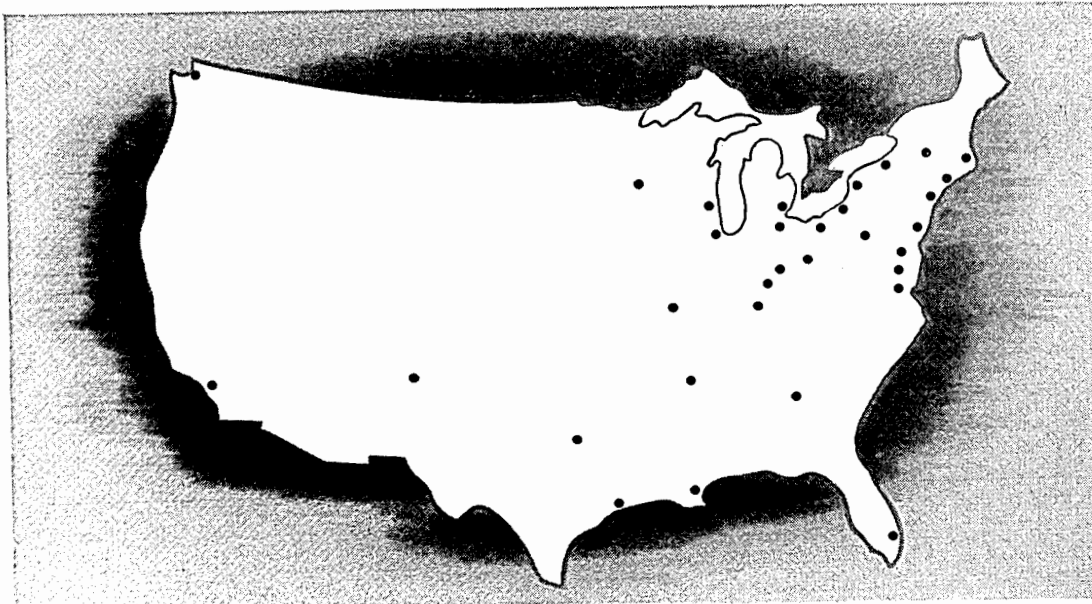
TEN YEARS OF PROGRESS IN



1939—Dr. Thomas T. Goldsmith mans the “master control”  
at Du Mont’s first broadcasting station W2XVT, Passaic, New Jersey.

# 1949

## TELEVISION BROADCASTING



APRIL 1, 1949

OVER THE DUMONT NETWORK  
YOU CAN NOW REACH 99.7% OF ALL  
AMERICAN TELEVISION RECEIVERS,  
EITHER DIRECT OR BY  
TELETRANSCRIPTION (a patented Du Mont process)

For further information on television  
advertising, write or call:

DU MONT TELEVISION NETWORK  
515 Madison Avenue, New York 22, N.Y.

### DUMONT PROGRAMS SHOWN LIVE ON THESE STATIONS

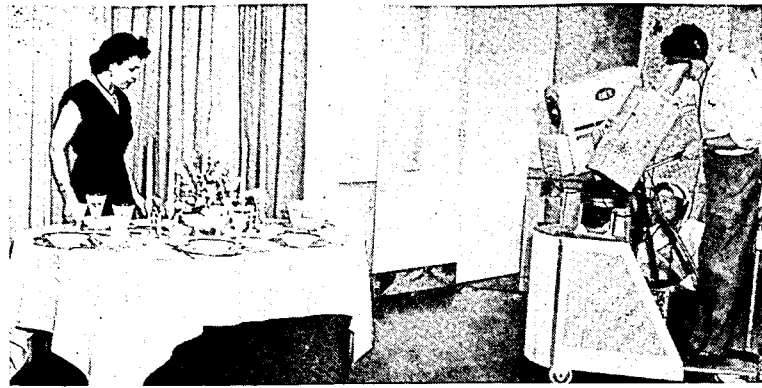
WAAM... Baltimore  
WNAC-TV... Boston  
WBEN-TV... Buffalo  
WGN-TV... Chicago  
WEWS... Cleveland  
WJBK-TV... Detroit  
WTMJ-TV... Milwaukee  
WNHC-TV... New Haven  
WABD\*... New York  
WFIL-TV... Philadelphia  
WDTV\*... Pittsburgh  
WTVR... Richmond  
WRGB... Schenectady  
KSD-TV... St. Louis  
WSPD-TV... Toledo  
WTTG\*... Washington, D. C.

### PROGRAMS SHOWN ON THESE STATIONS BY DUMONT TELETRANSCRIPTION

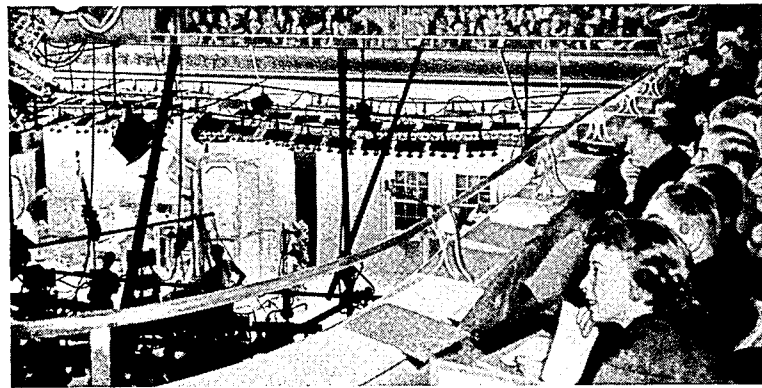
KOB-TV... Albuquerque  
WAGA... Atlanta  
WLW-T... Cincinnati  
WLW-C... Columbus  
WLW-D... Dayton  
WICU... Erie  
WBAP-TV... Ft. Worth  
KLEE-TV... Houston  
KTSL... Los Angeles  
WAVE-TV... Louisville  
WMCT... Memphis  
WTVJ... Miami  
KSTP-TV... Minneapolis-St. Paul  
WDSU-TV... New Orleans  
KRSC-TV... Seattle  
WHEN... Syracuse

\*DuMont owned and  
operated stations

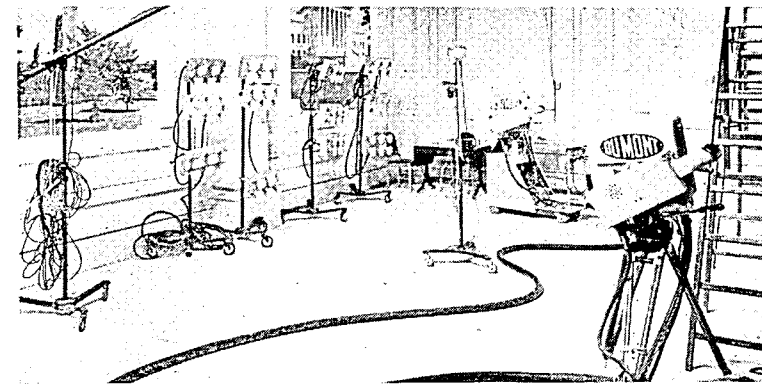
# 1939 Ten Years of Progress in Television Broadcasting 1949



In 1940 DuMont's W2XWY, later WABD, New York, succeeded DuMont's W2XVT, Passaic, and began regular broadcasts from Studio A, pictured here, on the 42nd floor of the 515 Madison Avenue Building.



DuMont's WABD opened one of the largest television studios in the world in April, 1946, at John Wanamaker's, New York. The Adelphi Theater has since been leased for additional studio space.



The installation of DuMont's Washington station, WTTG, began on VE Day, 1946, atop the Harrington Hotel. Three days later the station was telecasting. On January 11, 1949, some 4,000 persons attended the premiere telecast from DuMont's third owned and operated station, WDTV, Pittsburgh. The program was staged in Pittsburgh's large auditorium, Syria Mosque, but directed by Jim Caggion from the station's mobile unit parked outside.

## Early Du Mont Days Recalled

By IRWIN ROSTEN

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when much of the work carried out inside the building was under the strictest of military security regulations.

This is the field laboratory of Dr. Allen B. Du Mont. Located near his home, it serves as a retreat from the pressures attendant upon the head of a growing electronics empire, and also allows him to personally supervise the testing of Du Mont equipment as well as of models made by competing manufacturers.

Recently, I visited the lab for an interview with Dr. Du Mont. He met me at the door, a stocky man about fifty, of medium height, with thinning blond hair. On the wall near the entrance is a framed reprint of a full-page ad urging readers to watch the opening of the New York World's Fair (1939) in the comfort of their own living rooms, on television. Just beyond are Du Mont's diploma from Rensselaer Polytechnic Institute, and the Honorary Degree of Doctor of Engineering, awarded him by his alma mater in 1944 for "pioneering in the development and use of the cathode-ray, the heart of radar . . . and his improvement in the art and science of television."

Surrounding these certificates are several photographs which, in themselves, tell a good part of the history of television and a telegram from President Franklin D. Roosevelt, congratulating Du Mont on the occasion of the first convention of the Television Broadcasters Association in 1943. A founder and first president of TBA, Du Mont later was honored by the organization for "the development of the cathode-ray tube as a satisfactory commercial instrument of television control and reproduction."

Inside the richly and tastefully furnished building, Dr. DuMont led me to a conference room, its walls lined with the green-bound "Proceedings of the Institute of Radio Engineers" and numerous other technical volumes. Sitting down at the table and lighting a cigar, he spoke about the early days of what later became the Du Mont Television Network.

### Station Began in '39

Back in 1939, and earlier, when Du Mont was making a handful of home receivers and going ahead with his research, the question of standards for American video came up. RCA, he said, favored a 441-line screen, to which he objected. At hearings before the FCC, he offered instead a system whereby the number of lines could be changed at the transmitter at will, and receivers automatically would adjust. After a demonstration for the FCC utilizing an experimental transmitter in Passaic, the flexible system was put aside in favor of the present 525-line screen.

After the standards were adopted, Du Mont wanted a transmitter in New York as a means of stimulating

the sales of his receivers. There were, at that time, two stations in operation, one owned by NBC and the other by CBS. Ten years ago this month, Du Mont received approval for the station from the FCC. Air time, however, was limited to the hours between midnight and 6 or 7 a.m. This lasted for six months or more after which a full-time license was granted. During the war, Du Mont said, the other two stations announced that they would suspend operation for the duration, by when Du Mont decided to stay on the air, the others quickly changed their minds.

Following the tremendous boom the industry has experienced since the go ahead was given to commercial black-and-white, Du Mont feels that he has been helped immeasurably by his broadcasting operation even though, like all others, it involves a substantial loss. His business is rounded out, he said, because it involves all phases of the industry. New equipment — transmitting, pickup and receiving — can be tested in his own stations, and because his is the only firm whose manufacturing and broadcasting operations are under the same name, one complements the other and network air credits help the sale of receivers.

### Important New Development

Keenly aware of the highly competitive nature of the industry, Du Mont is continually striving to improve his product. Unable, because of the press of other duties, to engage in personal research, he charts the course for all new developments made by his staff. His pet project at present is a new receiver which will hit the market in two or three months. Details of this set cannot be divulged here, but when it is unveiled, it should create considerable sensation.

Another amazing Du Mont development is Photovision, which transmits television signals on light waves instead of radio waves. It is at present strictly a laboratory project, Du Mont emphasizes, and probably will not be put into general use for ten or fifteen years. Photovision makes possible portable transmitters and receivers at low cost. There is no limit to the number of channels it may use and it does not require an FCC license.

### Experimenting With UHF

In the tower of the field lab, in the same room with a 20-inch radar scope, is a Du Mont receiver picking up UHF signals from an experimental transmitter at WABD by means of a small converter. Although the transmitter is currently operating with only 20 watts, at 512 mc., the picture quality is fair. By the end of the year output will be stepped up to one kilowatt. Du Mont sees UHF being opened up commercially for areas that do not now have VHF channel assignments. Small converters, about six inches square, can be produced commer-

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# Ten Years of Progress in Television Broadcasting 1949

## DuMont Expansion Continues

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In November, 1947, WABD telecast a program that many experts described as "impossible": the station set up its television cameras on the deck of a Navy destroyer which sailed ten miles out to sea to meet the SS Connolly as it entered New York harbor with the first shipload of U.S. war dead.

The entire proceedings were covered by cameras, beamed to WABD's transmitter, and telecast with excellent reception reported everywhere. It was one of television's most exciting and dramatic "firsts."

The television industry in 1948 surpassed the most optimistic forecasts. As the year closed approximately one million sets were in use and there were 49 stations on the air instead of 16 as in the previous year.

The DuMont Television Network did more than just keep pace with this growth—it was generally ahead. The Network had many successes during 1948. Two are of outstanding importance: Teletranscriptions and daytime television.

In February DuMont publicly demonstrated Teletranscriptions (occasionally referred to as kinescope recordings), a system of transcribing programs from the face of a cathode-ray tube. This was another DuMont "first."

As was forecast by DuMont executives at the time of the demonstration, Teletranscriptions have played an important part in the growth of television by making it possible for stations not yet serviced by coaxial cable or micro-wave relay to receive programs originated by WABD, the DuMont Network's flagship in New York.

### Daytime Programming

Daytime television was inaugurated by WABD on November 1st—the first station to offer a regular daytime schedule. DuMont had a twofold reason for launching daytime television:

In the first place, set owners, said Network officials, are entitled to daytime programs. The sets represent a sizeable investment and the telecasters who offer entertainment only in the evening or not fulfilling their obligations.

The second reason was economic. In the words of one DuMont executive: "WABD is starting daytime programming because it is not economically feasible to do otherwise. Night time programming alone could not support radio, nor can it support television. We feel we cannot afford to let our facilities lie idle most of the time."

In 1948 DuMont started construction of its third owned and operated station, WDTV, in Pittsburgh, and WABD leased the Adelphi Theater in Manhattan for the production of studio shows.

### Web Expanding

DuMont has started its 11th year of television broadcasting in an impressive position. Today 17 stations carry DuMont programs "live"

and an additional 15 stations are serviced by DuMont Teletranscriptions. Even as this short history of the DuMont Network goes to press negotiations are in progress for additional affiliates.

And today a long list of national and local advertisers are using DuMont facilities as an advertising and sales promotion medium. Among the better known names are Sterling Drugs, General Mills, General Foods, R. J. Reynolds, P. Lorillard, Bulova Watch Company, Chevrolet Division of General Motors, Whitehall Pharmaceutical, Chrysler Corporation and Admiral Radio & Television Corporation.

The Allen B. DuMont Laboratories, Inc., which owns the Network, is the only company in the U.S. in all phases of television and nothing but television. All the technical and scientific skill of the DuMont Laboratories is at the service of the Network.

DuMont started from scratch and built a leading television network. Ten years from now the DuMont Television Network in all probability will not only span America, but will send its programs into Canada, Central and South America, and maybe across the Atlantic to England and the Continent.

Today's tenth anniversary is really just the beginning.

## Direct View Receivers Developed By DuMont

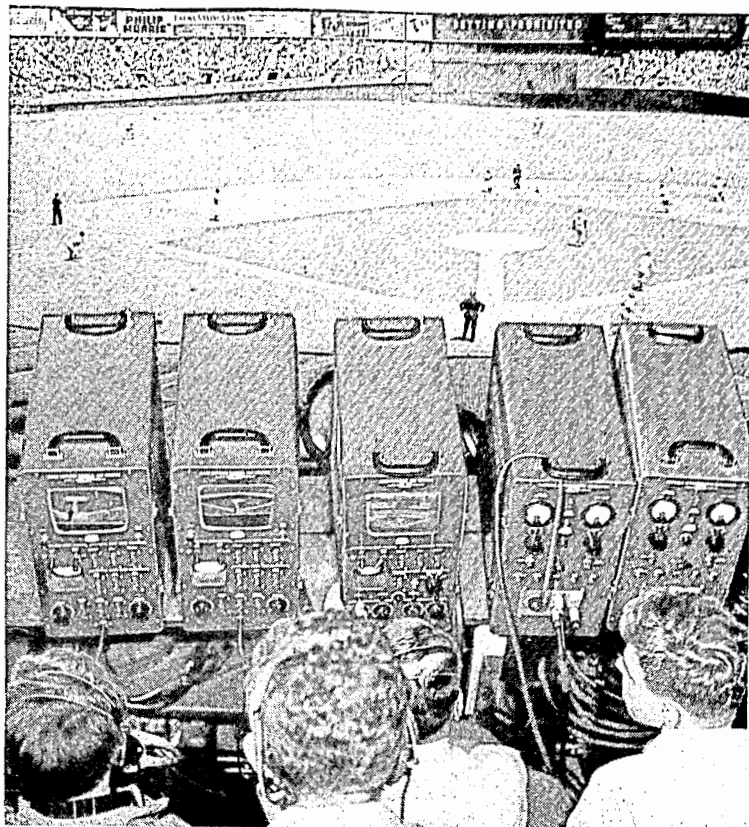
(Continued from Page 21)

strong advocate of large-screen direct-view television. Even after the post-war resumption of television manufacture, DuMont was the only tube maker with the requisite skill and facilities for making tubes over 10 inches in diameter, and for a time supplied all of the 15 and 20 inch tubes. The public has registered its endorsement of DuMont's position in unmistakable terms, and today the industry is moving rapidly in the direction of larger tube sizes.

### Post-War Expansion

After the war, DuMont was the first to get back on the market with a line of fine receivers. Many of these went into bars and other public places, so that a great many people had their first taste of television on a DuMont screen. Its big, clear picture and fine performance showed what was possible and set a standard for all receiver manufacturers.

Recently the company has acquired two huge new buildings. One will be devoted entirely to making cathode ray picture tubes. The other—with a half million square feet of floor space—will be the world's largest television factory. When these plants go into production, about mid-summer, there should be enough DuMont receivers to meet all demands.



Baseball games were regularly televised beginning with the 1947 season when DuMont obtained the video rights for the New York Yankees' game.



Television took a long, quick step on November 1, 1948, when DuMont's WABD inaugurated daytime television with continuous telecasting from 7 a.m. to night-time closing, five days a week.

**Top Du Mont TV Executives**

**JAMES L. CADDIGAN**



Is Director of Programming for the DuMont Television Network. His responsibilities include selecting programs, the network transmission, training personnel, auditioning talent, supervising sets and costuming and the operation of mobile units used to make remote pick ups. Mr. Caddigan is a native of Boston and a former Vice President of the Boston Junior Chamber of Commerce. He is an active member of the American Television Society and the SMPE.

**LEONARD HOLE**

Director of Operations. Joined the DuMont Television Network just one year ago. His first assignment with DuMont was General Manager of WABD flagship of the network. His promotion to Director of Operations was part of over all expansion plan recently put into effect by DuMont. Mr. Hole came to DuMont from CBS. He had been with CBS since 1935. Most recently he was assistant director of TV. Graduate of "U" of North Carolina in the class of 1930. Mr. Hole spent a year in the advertising department of R. H. Macy & Co. A year with NBC in the Department of Sales Promotion and Research and subsequent three years with Benton & Bowles as Account Executive.



**JULIAN ARMSTRONG**



Assistant Director, DuMont Television Network. For years connected with the printing and advertising industry. Mr. Armstrong joined the DuMont organization during the war years and

until his recent appointment as network assistant director was in charge of licenses and planning and was a key figure in the planning and development of the DuMont owned and operated network stations.

**WHO'S WHO IN TELE  
MORTIMER W. LOEWI**

**M**ORTIMER W. LOEWI, director of the DuMont Television Network, has been a driving force in the growth of the Network and the owning company, the Allen B. DuMont Laboratories, Inc., since the firm's inception.

Mr. Loewi met the now famous Dr. DuMont in 1935. The Allen B. DuMont Laboratories was then a young and small company. Recognizing the genius of Dr. DuMont, Mr. Loewi went to work. He invested money of his own, brought in outside capital, and planned for company expansion. Mortimer Loewi had unlimited confidence in the future of television, and today that confidence is being realized in the booming growth of the industry and the steady expansion of television networks.

During the second World War Mr. Loewi served in the Navy as a Commander, Bureau of Ships. When he returned to civilian life his associates continued to refer to him by his military rank. Somehow "Commander" seemed to fit this trim energetic man better than "Mister."

And so today, throughout the DuMont Laboratories and in New York banking and investment circles, he is referred to as Commander Loewi.

Mortimer Loewi was born in Urbana, Ohio. While he was still very young his family moved to Piqua, Ohio, where he attended grade school and high school. Shortly after the turn of the century he came to New York City to study art at the Pratt Institute.

After graduation Mr. Loewi worked as a staff artist for the "Brooklyn Eagle." He spent a few years as a commercial artist and then went to Europe to continue his study of art at the Julian Academy in Paris.

Mr. Loewi returned to the U.S. in 1910 to resume his career as an artist. His drawings and illustrations appeared in leading magazines and newspapers, and as an illustrator and painter he was commissioned to do art work for many of the country's largest advertisers.

During these years he developed a growing interest in banking and investment and decided to devote full time to this work. He acquired a seat on the New York Stock Exchange and opened offices as an investment broker.

In 1926 he learned of the work done in television by Jenkins. The potential of television as a medium of education and entertainment and as an instrument for sales and advertising fascinated Mr. Loewi.

His eager investigations of television eventually led him to the door of Allen B. DuMont's small basement laboratory in Upper Montclair. The place looked like a blacksmith shop. DuMont was working at a bench surrounded by an amazing assortment of wires, batteries, tubes and bunson burners.

They talked a long time that day, and from then on Mr. Loewi's career became inextricably a part of the DuMont organization.

Mr. Loewi brought DuMont a knowledge of investment and corporate organization, a lot of business know-how, and what appears to be an inexhaustible supply of energy, enthusiasm and good humor.

The Allen B. DuMont Laboratories incorporated and Mr. Loewi became executive vice-president and director, taking an active part in all policy making and in the steady growth of the company and, most particularly, its division, the DuMont Television Network.

His responsibilities as director of the Network include supervising the Network's three owned and operated stations, securing independent stations in other cities as affiliates, and then building the television programs which can meet the widely disparate wants and needs of the television audience.

Commander Loewi has never been overly fond of well-beaten paths. His reputation throughout the television industry is that of a man who may be expected to do the unexpected. He is an innovator.

As an example, while most of the industry leaders were wondering if television stations, at some distant date, might not introduce a few daytime programs, WABD, New York flagship of the DuMont Network, under Commander Loewi's leadership, launched a 'round-the-clock daytime television schedule that put the station on the air at 7 a.m. with continuous programming until sign-off at night.

It was an incredibly difficult and hazardous undertaking—but an eminently successful one.

The DuMont Television Network is one of the fastest growing organizations in the U.S. To successfully guide such a company requires imagination, courage and resourcefulness. Commander Mortimer W. Loewi is today filling one of the most demanding and exciting positions in American economic life.



"Veteran of Video"

**Top Du Mont TV Executives**

**LEONARD F. CRAMER**



Executive Vice President, Allen B. DuMont Laboratories, Inc. Joining the organization when there was a total of 15 people employed, Mr. Cramer has been a guiding influence in the growth of the

entire organization—and was an important influence in the early formation of the station which became WABD, as well as the original DuMont television network. Now second in command of the entire DuMont organization.

**TOM GALLERY**

Director of Sales. Joined the DuMont Television Network last February. He came to DuMont from the New York Yankees where he was in charge of all radio and TV activities. In his present position Mr. Gallery is in charge of all sales activities. He is one of the best known promotion and sales executives in the U. S. Before joining the Yankees he handled the Brooklyn Dodgers professional football team and prior to that organized and managed professional football on the west coast.



**ROBERT JAMIESON**



Started with DuMont in 1941. His most recent position was operations manager of WABD, the network's key outlet. Now as the network traffic manager, Mr. Jamieson is in charge of

ordering all network facilities, routing traffic of these facilities to DuMont affiliated owned and operated stations. Although young in years, DuMont's new traffic manager is widely experienced in TV. He was the third person employed by WABD when it was operating on an experimental license as W2XWV. He designed studio equipment, built sets and directed and acted in the earlier experimental productions. Mr. Jamieson's reputation is industry wide.

# Mobile TV Latest Creation of Du Mont Line

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 chronizing generator. In addition, this main compartment of the vehicle is equipped with convenient storage cabinets for spare parts, stores, tools, and miscellaneous equipment. A metal stairway leads out of this compartment, through a trap door overhead, to the operating platform on the roof. This specially reinforced platform is of sufficient area to accommodate the three DuMont Image Orthicon Cameras, mounted on their tripods, and still allow freedom of movement for the cameramen.

## Operational Control Desk

The central or main compartment of the Telecruiser has ample operating desk surface to support all essential control equipment at a convenient operating height from the floor. At the video operating position is an operating desk extending across the vehicle and supporting the three camera control units, (one for each camera), plus the common camera control unit. The synchronizing generator and power supply units are situated below the desk. Convenient a.c. power receptacles are within easy reach of the operator to accommodate soldering irons and trouble lights. Three especially designed chairs for the operators are located at this desk, providing maximum comfort for the operating personnel and contributing toward ease of operation.



Directly above this desk is located a special bulkhead upon which are mounted, (1) the control unit of a microwave relay transmitter, (2) a twelve-inch monitoring receiver which may either be line driven or operated "off the air," (3) a DuMont cathode-ray oscilloscope for test purposes, as well as (4) a clock to be used in program timing. The parabolic reflector for the microwave relay transmitter, (connecting mobile unit with master control, studio or transmitter), is normally mounted on a tripod on the roof when in operation.

A desk, at right angles to the video operating position, accommodates the audio field amplifier

and auxiliary sound equipment. A convenient audio patch panel is built in the wall, as well as an a.c. switching position which controls power to various sections of the unit. Cabinets, drawers, and built-in storage compartments are provided here for convenience.

The rear compartment of the Telecruiser houses the motor-driven cable reels, an innovation. Ample room is provided for general cable storage and the storage of miscellaneous heavy gear.

## Developed By DuMont

The entire mobile unit was especially developed for television mobile field operations by the technical staff of Allen B. DuMont Lab-

oratories, and under the particular guidance of Mr. Willis I. McCord, Manager of the Television Specialties Department. The vehicle was custom built to DuMont specifications on a chassis supplied by Flexible Coach Company, one of the nation's foremost suppliers of heavy duty deluxe motor coaches. It is powered by a special Buick motor.

DuMont, having made a long and thorough study of television field operations and mobile unit requirements, is now in position to furnish the Telecruiser on special order to television broadcasters. It provides the most advanced equipment of this type thus far developed.

## Studied Medicine

Dennis James, who was voted the "Outstanding television personality of 1948" by the Radio & Television Critics Circle, was voted "the fellow most likely to succeed in medicine" when he graduated from prep school.

## Plan 65 Hour Week

With the beginning of baseball, WABD will be on the air about 65 hours a week.

## Started on WABD

Wendy Barrie, now famous as a television star, made her first appearance on WABD just four years ago, almost to the day.

*Congratulations to WABD*  
*on its Tenth Anniversary*



Established 1898

**WILLIAM MORRIS AGENCY, Inc.**  
*The Agency of the Show World*

New York

Chicago

Beverly Hills

London

# Congratulations to **WABD**

"Always a Good Buy"



**KATHI NORRIS** . . . Your Television Shopper

## 1939 Receiver Still Usable



A 1939 DuMont television receiver. Most are still in use.

CONGRATULATIONS to **WABD**  
from **BOB EMERY** and all the  
**SMALL FRY**



*Congratulations*

**DuMONT**

ON YOUR TENTH ANNIVERSARY

FROM

**DENNIS JAMES**

AND

THE "OKAY, MOTHER" STAFF



## TV Transmitter Trends

(Continued from Page 21)

Television broadcast stations are another index. There are now 60 in operation. A total of 15 major market areas—over 30 per cent of the U.S. sales potential—are served by four major networks through coaxial cable or radio relay. Almost every station not on a network line receives and regularly schedules network shows by means of the new Teletypewriter service.



TAYLOR

Acceptance of TV as an important medium by the advertising field is now complete. The problem is no longer advisability of television as a means of advertising and selling merchandise. Advertisers have been quick to learn the astonishing power of TV to move goods. Their full concentration now is upon the type of show, budget allocations, and the procurement of the most suitable time on the air.

### Daytime Programming

And telecast time is no longer restricted to the evening hours. Daytime programming has proved that television can equal and even excel the pull of standard radio any time of day, depending of course on the type of program. Current transmitter trends assure the possibility of television service in every marketing area of 50,000 population or more.

Many TV prophets are trying to forget their earlier predictions of stratospheric programming costs. It just isn't so. Pre-conceived ideas of Hollywood techniques, tremendous facilities and numerous operating personnel have proved completely erroneous as applied to the average broadcast station. Broadcasters can now think of television as a sound business venture requiring investments far less than the excessive figures predicted in the pioneering days of the industry.

Because of coaxial cable and radio relay networks, costly studio and transmitting installations are necessary only for the key stations initiating the programs. A TV broadcaster can buy a "package installation" for \$60,000 to \$80,000. He can meet operating expenses almost from the first month. Station personnel can be limited to five people working efficiently.

This type of station will not, of course, originate many programs aside from films and slides. It will, however, provide the best in programming from a national network originating source in a major city. The effective radiated power of this station is in the order of 1.5 to 5 kw., depending on the channel allocation. Increased power is attained

at any future time, if required, through the addition of power amplifiers. This important factor of expanding the transmitting facilities is obtained at little cost, and with no danger of obsolescence.

Remote areas not served by a direct network line can have good television, too—and at modest cost. The development and continuing improvement of Teletypewriter has made network service feasible to these areas, and top-notch programming is possible. The combination Teletypewriter and film operation provides professional programming far superior to the average potential of local talent. And yet the top interest in local personalities and sports events need not be overlooked in long-range planning.

The development of UHF and the establishment of standards in this frequency spectrum can be expected by the end of 1949, or the first few months of 1950. The additional channels made possible by the exploitation of ultra high frequencies will open new doors in television broadcasting.

Standard radio broadcasters can ill afford the luxury of complacency today. True, television competition may not be a critical factor today or tomorrow, but at the rate television has advanced to date, such competition may become serious sooner than expected. Certainly television competition is on the increase. With the advent of reduced capital investment, it will most assuredly not be confined to the major cities and marketing areas of this country.

Obviously, the current television transmitter trend follows economic sense and flashes a brilliant warning light to standard radio broadcasters.

## DuMont Experiments With TV On Yacht

(Continued from Page 28)

cially to sell for between \$25 and \$50, he said.

Du Mont's chief avocation is yachting. His 54-foot cruiser, the *Hurricane III*, is fitted with a twelve-inch console Teleset and last summer, he and his family cruised in the Atlantic from Virginia to Maine. Except when anchored in Portland harbor, the *Hurricane* was never out of range of a TV station although, at times, it was up to 150 miles away from a transmitter. This summer, Du Mont plans to sail to Chicago, going up the Hudson to Albany and then through the Erie Canal into the Great Lakes. He expects to be within range of at least one station throughout the trip. Besides serving as a vacation, the cruise will enable him to test the coverage and programming of stations in the mid-west.

CONGRATULATIONS to

# WABD

on its **TENTH ANNIVERSARY**  
and **BEST WISHES**

for Continued Success

**JOHNNY OLSEN**

me too . . . Penny Olsen

Anniversary Congratulations

To **DuMONT**

FROM

**GEORGE SCHECK**

AND

**LOU DAHLMAN**

PRODUCERS OF:

"DOORWAY TO FAME" — MONDAYS — 8:30 P.M.

"KING COLE'S BIRTHDAY PARTY"

SUNDAYS — 6:00 P.M.

# 1939

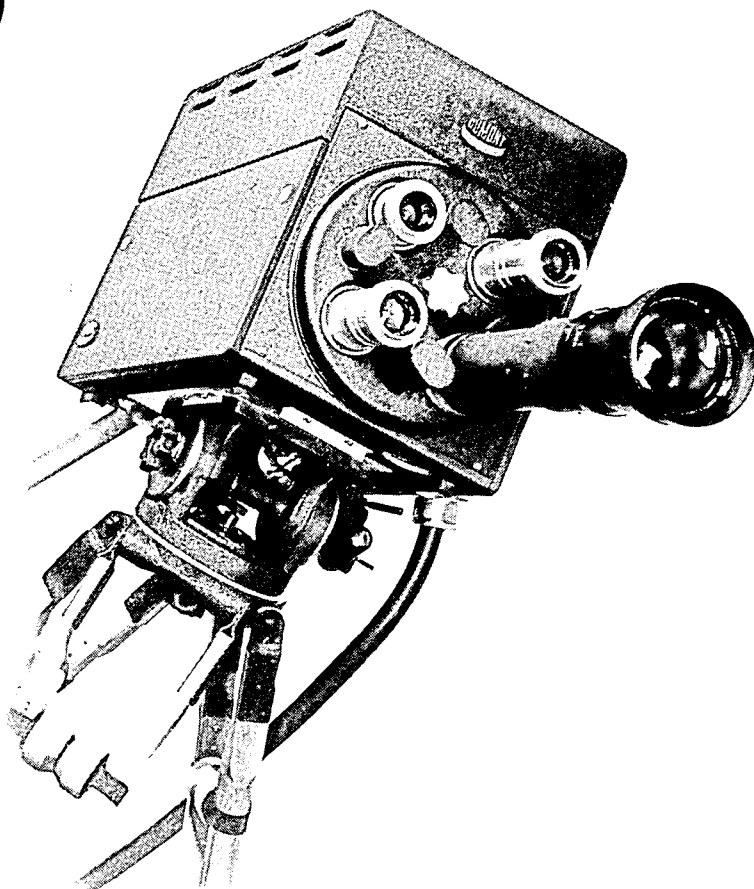
TEN YEARS OF TELEVISION BROADCASTING

# 1949

Since the birth of television,  
telecasters have been  
choosing Du Mont

Why Du Mont? Perfectly obvious. Out of a rich pioneering experience in television broadcasting, Du Mont engineering emerges with tried-tested-proved equipment backed by telecasting "know-how" second to none. More than that, Du Mont telecasting started small yet has grown to network proportions. Du Mont knows precisely the requirements at every step in commercialized television. Thus the Du Mont Acorn Package sees the telecaster through from modest start to proud leadership. Such basic equipment builds up as the station grows. It provides for a progressive, sound, profitable investment. Which explains why telecasters—large and small alike—are choosing Du Mont telecasting equipment.

*Start as small as you wish, with the Du Mont Acorn Package.*  
Of course Du Mont telecasting "know-how" is available to you. Write for literature. Let us collaborate with you in working out your telecasting plans.



## DU MONT

*first with the finest in television*

ALLEN B. DU MONT LABORATORIES, INC. TELEVISION EQUIPMENT DIVISION, 42 HARDING AVE., CLIFTON, N. J. DU MONT NETWORK AND STATION WABD, 515 MADISON AVE., NEW YORK 22, N. Y. DU MONT'S JOHN WANAMAKER TELEVISION STUDIOS, WANAMAKER PLACE, NEW YORK 3, N. Y. STATION WTTG, WASHINGTON, D. C., STATION WDTV, PITTSBURGH, PA. HOME OFFICES AND PLANTS. PASSAIC, N. J.

## Mrs. Sulkin To Write Video Documentary

(Continued from Page 17)

live dramatization, the aims of the Marshall Plan and the various forces which made aid to Europe necessary. It is tentatively scheduled for June, to coincide with the second anniversary of General Marshall's initial delineation of the plan.

Born in Russia, Mrs. Sulkin was educated in Britain and the U. S. In 1946 and 1947 she toured eight European countries as a good-will representative of the U. S. Book Association, and on her return wrote "Continent In Limbo," which was published by Reynal & Hitchcock.

In preparation for the show, she has been in Washington in contact with foreign representatives, State Department and ECA officials.

Original work on the program was started last summer when Saudek obtained the services of Julian Bryan, ex-director of International Film Foundation. Bryan shot footage in Austria, Germany, Poland, Italy and France.

## Crosley Executives To Lecture At OSU

Columbus, O.—Eleven Crosley Broadcasting Corp. officials will aid in the instruction of radio management and operation at Ohio State University this spring, it was announced by Prof. Kenneth Dameron of Ohio State's business organization faculty.

James Leonard, general manager of WLW-C (Crosley TV station in this city) will serve as co-instructor with Prof. Dameron. Four of the ten other Crosley officials who have been scheduled so far to serve as lecturers are:

William P. Robinson, v-p in charge of WLW, Cincinnati, programs; Harry Mason Smith, v-p in charge of sales for the corporation; Bernard Matteson, continuity and copyright acceptance editor for WLW, and John T. Murohy, general manager of WLW-D, Dayton.

## ATS Group Meets Today To Nominate Officers

The nominations committee of the American Television Society will meet today at the N. Y. Athletic Club to select a slate of officers for submission to the ATS membership body at the May elections. Don McClure, chairman of the committee, will preside.

Committee consists of the following members, appointed by retiring ATS president Charles J. Durban, of U. S. Rubber Company: Don McClure, N. W. Ayer & Son, Inc.; M. E. Strieby, AT&T; Emerson Yorke, Emerson Yorke Studio; Ralph Austrian, consultant; Donald Hyndman, Eastman Kodak Company; Bruce Robertson, Broadcasting Magazine; E. F. England, NBC.

## UHF Channels Open Soon, Coy Tells NAB Convention

(Continued from Page 17)

tion." "That there will be a transition period is a certainty," Coy declared. "A decision by the FCC with respect to the VHF freeze and the problems involved in determining the utilization of UHF also affect the timing."

Becoming more specific about the prospects of UHF, the FCC chairman declared: "I am certain that before many months we can establish our UHF allocation and thus open up this new imaginative leadership rather than Maginot Line leadership, to take television service to all of America."

Before launching into an appraisal of TV and its potentialities, Coy evaluated the present situation in aural radio. He said:

"Financial reports for 1948 covering 1,448 of 1,830 standard stations show that more than one out of four stations incurred losses in that year. The greatest number of these 'losing stations'—stations whose total broadcast expense exceeded their broadcast revenue—started operations in either 1947 or 1948. Fifty eight per cent of the stations started in 1948 lost money that year, 34.2 per cent of the stations started in 1947 lost money in 1948, 15.1 per cent of the stations started in 1946 or earlier lost money in 1948."

Regarding finance, Coy said: "There is grave financial risk in starting a new aural station. More than half of all the new stations started last year lost money that year. I hear rumblings all about me in this convention about the number of grants made by the Commission. The Commission cannot give consideration to the question of economic support for a station under the prevailing interpretation of the Sanders case.

"There seems to be a definite relationship between the number of 'losing stations' and the excess profit tax. In fact, there seems to be a definite relationship between profits in the broadcasting business and the excess profits purely on the basis of broadcast profits during the war years.

"I am sure that there is a definite relationship between the proportion that television is taking from the total advertising dollar—as we saw in the table presented on seven metropolitan areas—and the television circulation in those areas. I do not have at hand the receiver distribution figures to bolster this conclusion but I am sure of the point. In other words, I think it is a sound assumption that television will, in the future, take an increasing share of the advertising dollar in direct proportion to its increase in circulation in any area.

"Will all of those dollars come from radio?," the Chairman queried. "I don't think so, some of them will. Some will come from other media. Some will be new advertising dollars. The dangers, from ra-

dio's point of view, is that it will lose dollars to all media, including television, as a result of loss of audience to television."

In declaring that radio and TV were entering into a competitive era, Coy said: "Television is seeking audience (circulation) and radio is fighting to hold it. It is also a fight for the advertising dollars. The trend is toward television—if I can understand the implication of the statistics.

"I do not see anything on the horizon which indicates this trend will be reversed," he continued. "The tendency is to emphasize economy programming. In a few instances this tendency is resulting in stations ignoring local program needs. Does such a trend, though it may be at the moment, support radio in competition for audience?"

Turning to the plight of Frequency Modulation, the FCC Chairman declared: "Broadcasters, generally, have failed to see the potential increase in audience to be gained by using their FM facilities. As a matter of fact too few AM broadcasters are duplicating their full program schedule over FM, thus depriving many listeners of service, and many thousands of others improved service. I have concluded that many broadcasters are not using their FM facilities in the public interest."

### "Sensational Acceptance"

Declaring that television had met with sensational acceptance in large metropolitan areas, Coy said that people outside the metropolitan areas are in need of TV service. In this connection he envisioned the use of "secondary stations" on the fringe of metropolitan areas now served which would serve as booster stations and give TV service to suburban and rural communities in many sections of the country.

"These secondary stations must be simple in construction and operation to give minimum investment and operating cost," he said.

"The stations must be, as nearly as possible, automatic in operation, thus requiring a minimum staff. The program service must be supplied directly from the central program source and such secondary stations should not be expected to provide program material. In all respects this type of secondary station should simply be a repeater for the program source in order to extend the coverage for the program, thus dividing it among a larger number of audience units.

"The second step is to serve the cities and towns along the connecting lines. The same type of secondary station transmitter can be used. Taps on the connecting circuit can be made along the line at any point of amplification. The company operating the connecting lines (AT&T) should develop simple terminal equipment to be connected at any convenient point of the circuit to give service to a local station."

## Berle Stint Brings \$1,100,000 For Fund

(Continued from Page 17)

and Mayor William O'Dwyer were there to start him off, and then Berle sat down before a row of nine phones and took over. Behind him on a raised platform sat nine models and showgirls in alternating crews, taking pledges and switching calls to the comedian.

Except for a brief pickup of racing at Jamaica, Berle was on continuously until 4 a.m. when the million dollar mark was passed. He ate his meals on stage and changed his shirt every hour or so. At 9 p.m. he left the theater and took a cab to the RCA Building where he all but broke up "Who Said That?"

Initially pledges came in slowly but gradually swelled into a torrent of phone calls that jammed switchboards of every station carrying the show. In Baltimore, Gov. William P. Lane, Jr., and Mayor Thomas D'Allessandro, Jr., helped take pledges in the WBAL-TV studios.

By 10 p.m. the total was \$503,000. This reached \$877,000 at 3 a.m. when Berle said he would keep going until a million was pledged. Calls continued heavy in volume even after the comedian quit, and kept coming in throughout Sunday. By Monday morning pledges were still arriving at NBC headquarters by phone and wire.



TELEVISION engineers call this the "Test Pattern" of WMAR-TV.

Set-owners call it a sure identification of finest in television entertainment.

Businessmen are discovering that it means the best buy in television in Maryland!

**WMAR-TV**  
The Sunpapers Station  
CHANNEL 2 • BALTIMORE, MD.



New RCA 16-inch direct-view television tube fills gap between popular 10-inch tubes and the projection-type receivers.

*"Inside story" of a bigger, brighter picture on your television screen*

The screen on which you are accustomed to seeing television is the face of an electron tube—on which electrons "paint" pictures in motion.

And the size of the picture, unless projected, is determined by the size of the tube.

Working to give you *bigger, brighter* pictures, RCA engineers and scientists developed a new way to make large, direct-view television tubes. They found a

method of "welding" large areas of glass and metal...while keeping a vacuum-tight seal!

Using this development—ideally suited to mass production—RCA can now build television tubes of light, tough metal...using polished glass for the face, or "screen."

**An achievement of research**

Development of this new television tube is a continuation of basic television research which

began at RCA Laboratories. Such leadership in science and engineering adds *value beyond price* to any product or service of RCA and RCA Victor.

. . . .

*Examples of the newest advances in radio, television, and electronics—in action—may be seen at RCA Exhibition Hall, 36 West 49th Street, New York. Admission is free. Radio Corporation of America, Radio City, New York 20.*



**RADIO CORPORATION of AMERICA**  
*World Leader in Radio — First in Television*

# EQUIPMENT

## New Film Recorder

A new magnetic film recorder has been manufactured by Reevesound Company, Inc., New York, and was used for the first time in the production of a full length feature made by Laurel Films. Unit itself is plate mounted in a cast magnesium housing and is completely portable. It uses 16 or 35 mm perforated film with a magnetic coating and runs at 90 or 36 feet per minute.

Reeves Sound Studios, occupying five floors, offers complete service to film and transcription producers. Equipment for both 16 and 35 mm operation includes the latest Western Electric 200 mil push-pull density track and RCA photo-phone. Reeves studios are designed to make possible the finest voice recordings and newsreel type of live mix.

## New Car Radio

Philadelphia—An auto radio, with a five-tube superheterodyne circuit and a built-in six-inch electro-dynamic speaker, for use in foreign-make cars has been offered to dealers at a "suggested" list price of \$64.95 by Philco Corp.

Model CR5 contains the 12-volt power supply required by Austins, MG's and other foreign cars. A new long-distance disappearing fender and top cowl aerial has also been designed by Philco engineers, it was announced by Jack Cherry, manager of accessory sales.

## Claim Special Services Best Bet For FM Future

Chicago—FCC engineers participating in the FCC-Industry Roundtable at the final session of the Engineering Conference Saturday could shed no light on the future of FM radio as a commercial radio service. They seemed to agree that FM was no longer an engineering problem but one for industry to solve.

E. K. Jett, former FCC commissioner, brought the subject of the future of FM before the session. In discussing the FM service he said that its application to Transit Radio, Storecasting and other controlled commercial services seemed to offer the best commercial prospects. He added that his company, WMAR, Baltimore, was greatly interested in the potentialities of transit FM radio.

C. M. Baum, commission engineer, made the statement that "the future of FM is no longer an engineering problem." Other engineers indicated that it rested in the development of better and cheaper priced FM receivers.

## Festival Queen

Jane Pickens has been named Queen of the Azalea Music Festival to be held in Charleston, S. C., April 22. The day before (April 21) she'll give a concert for students at the Citadel, military college in Charleston.

# 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 G. Peatman, Director. Survey Week of April 1-7, 1949

TITLE	PUBLISHER
"A"—You're Adorable	Laurel
Again	Robbins
Always True To You In My Fashion	T. B. Harms
Bali Ha'i	Chappell
Busy Doing Nothing	E. H. Morris
Careless Hands	Melrose
Coca Roca	United
Cruising Down The River	Henry Spitzer
Down By The Station	American Academy
Dreamer With A Penny	George Simon
Everywhere You Go	Lombardo
Far Away Places	Laurel
Forever And Ever	Robbins
Galway Bay	Leeds
Great Guns	Feist
I Couldn't Stay Away From You	Johnstone-Montei
I'm Beginning To Miss You	Berlin
I've Got My Love To Keep Me Warm	Berlin
Ichanny Get Your Girl	Bourne
Mississippi Flyer	Mellin
Once In Love With Amy	E. H. Morris
Powder Your Face With Sunshine	Lombardo
Red Roses For A Blue Lady	Mills
So In Love	T. B. Harms
Some Enchanted Evening	Chappell
Someone Like You	Harms
Streets Of Laredo	Famous
Sunflower	Famous
Underneath The Linden Tree	La Salle
While The Angelus Was Ringing	Chas. K. Harris
You Broke Your Promise	Pic Music
You-Was	Crystal

## Second Group

TITLE	PUBLISHER
A Chapter In My Life Called Mary	Shapiro-Bernstein
A Little Bird Told Me	Bourne
A Million Miles Away	Paxton
A Rosewood Spinnet	Shapiro-Bernstein
A Wonderful Guy	Chappell
As You Desire Me	Words & Music
Brush Those Tears From Your Eyes	Leeds
Buttons And Bows	Famous
Candy Kisses	Hill & Range
Don't Cry, Cry Baby	Sanitly-Joy
Hurry, Hurry, Hurry	Biltmore
I Love You So Much It Hurts	Melody Lane
If Ycu Stub Your Toe On The Moon	E. H. Morris
I'll String Along With You	Witmark
It's A Big Wide Wonderful World	Broadcast Music
Just Reminiscing	Encore
Kiss Me Sweet	Advanced
Love Me Love Me Love Me (Or Leave Me Alone)	Miller
My Dream Is Yours	Witmark
No Orchids For My Lady	Loeds
She's A Home Girl	Triangle
So Tired	Glenmore
You You You Are The One	Campbell

# THE WEEK IN RADIO

## Board Power Sustained

By VAL ADAMS

Power of NAB board to enact and promulgate Standards of Practice upheld in membership mail referendum by vote of 760 to 270. This clarifies and writes finish to a confused situation of long standing. . . . NAB membership totals 1,904 or 57 per cent of the total number of 3,213 FCC licenses (CPs and CGs).

More than 50 per cent of the effort in radio broadcasting is waste, said researcher Horace Schwerin. Some of his reasons: shows not given enough time to build an audience, programs that cost too much, and commercials to which listener turns a deaf ear.

Robert O. Reynolds resigning as veepee and general manager of KMPC, Hollywood, to head KLAC in next 30 to 60 days. Ralph Atlans expected buy KLAC. . . . Eddie Cantor starting NBC television show for Pabst in fall. He refuses to do more than two TV programs a month.

WCAU, Philadelphia, still looking for exec to succeed Dr. Leon Levy as president. Dr. Levy and Isaac Levy agreed to remain in active management until replacements are selected. . . . Proposed Century Network will commence shortly with six hour daily program schedule, according to Fred O. Grimwood, secretary. He owns WTOM, Bloomington, Ind.

FCC resumed hearings on sale of WHAS, Louisville, to Crosley. . . . Crosley Division of Avco started first spot campaign (Shelvador refrigerators) since account was placed with Benton & Bowles. . . . ABC, MBS and NBC using tape exclusively for playbacks during Daylight Saving Time period. CBS using some tape but mainly discs. . . . BMI set up new job of contact man to serve as liaison between BMI, its publishers and transcription libraries. Robert Higgins of BMI staff got the job.

A CBS giveaway, "Sing It Again," hiked its jackpot to \$50,000 minimum. Half of the 50-Gs is cash. . . . Decided change shown during last three years in comparative program ratings of four major networks. By Hooper standards, ABC shows highest average rating gain and NBC is charged with biggest loss. CBS is up and MBS is down.

House appropriations committee proposed \$2,000,000 cut in "Voice of America" budget. . . . St. Louis Globe-Democrat bought interest in KWK, 5,000 watt MBS outlet, and is combining its radio activities with station. Newspaper turned back its own KWGD-FM license since KWK has FM transmitter.

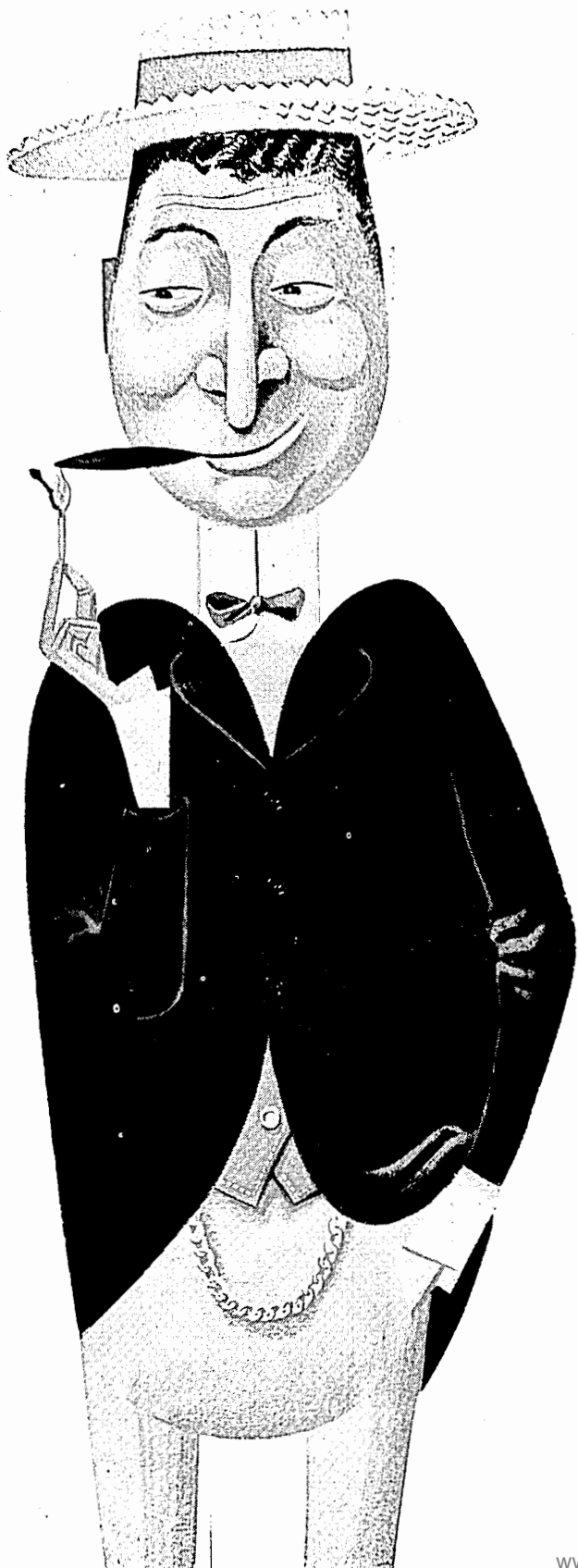
Gillette's radio and TV rights for Madison Square Garden bouts expire May 31. Tom Gallery, DuMont sales manager, may enter bidding. . . . Society of Motion Picture Engineers, at New York convention, told that large screen theater tele looms in the very near future. Word came from Barton Kruger, RCA-Victor, and Dr. Allen DuMont.

ALL SERIOUSNESS ASIDE—IT'S

---

the  
Henry  
Morgan  
Show





... proving there's no better way to die than laughing at happy Henry Morgan, back on his favorite cigar-store corner and putting the Indian sign on any straight face, tight lip, or raised eyebrow within earshot.

#### MORGAN'S CREW

... GERARD, famous for his unreconstructed voice; for the face that frightened guest-sponsor Fred Allen into remonstrating "What is this? Give me a stick so I can beat it to death!"

... LISA KIRK, singing sensation of Cole Porter's "Kiss Me, Kate," and the accomplished music of Milton Katims and his orchestra.

... PATSY KELLY, uneasy owner of the cigar store and hilarious hunter of men.

THE HENRY MORGAN SHOW has everything —everything but a full-time sponsor who won't flinch when his sales go up like a jack-in-the-box.



an NBC PRODUCTION

THE HENRY MORGAN SHOW is one of the many choice NBC productions now ready for low-cost sponsorship. Information on these new programs is available on request.

# B M I . . .

For the first time

at an

## NAB CONVENTION

presents

# "OPERATION LOG"

A detailed demonstration of the actual procedure BMI uses in tabulating performances of BMI-licensed music . . . how music logs are processed . . . how payment to composers and publishers are determined . . . how the over-all services and activities of BMI work for the broadcaster.

Really one of the outstanding exhibitions at the NAB Convention. Don't miss it.

If you are unable to attend the NAB Management Conferences in Chicago, write to BMI for your copy of "Operation Log" in booklet form, illustrated.

**BROADCAST MUSIC, INC.**  
580 Fifth Avenue • New York 19, N. Y.

## Jo Stafford Decides To Take Summer Hiatus

Jo Stafford will go off the ABC show bearing her name for the summer months in order to make a tour of theaters and veterans hospitals during a period of about 10 weeks, beginning July 8 at the Chicago Theater.

The sponsors, the Revere Camera Co., had reportedly planned to continue "The Jo Stafford Show" throughout the summer. Miss Stafford's tour will extend eastward from Chicago to New York.

Miss Stafford, now in Hollywood, is recording several bop tunes with the aid of Dave Lambert, New York's Bop missionary who was brought to Hollywood for this purpose. Regarding this type of music, the vocalist explained:

"I feel that it is important for an artist to be aware of any new trend in music. It is becoming increasingly apparent that Bop is going to leave a lasting impression on popular music and the truly versatile artist cannot afford to ignore it."

## SMPE Regional Meeting Scheduled For June 10

A central section regional meeting of the Society of Motion Picture Engineers will be held in Toledo, O., June 10. It was announced this week at a meeting of the SMPE board of governors by R. T. Van Niman, chairman of the central section.

Among those scheduled to speak at the Toledo meeting are: B. A. Aughinbaugh, director of the slide and film department of the Ohio Department of Education; R. K. Potter of Bell Telephone Laboratories, and Norman McLaren of the National Film Board of Canada.

## 25th Year

WHO, Des Moines, established by the Bankers Life Co. in 1924, celebrates its 25th anniversary this month. Station became affiliated with NBC in 1927.

## CHICAGO AUDIENCE FACTS

Sunday, 10-10:30 A.M.	
WIND	22.0%
Network A	15.7%
Network B	10.0%
Network C	8.2%
Network D	5.7%

PULSE  
January-February, 1949

**WIND** 560 KC  
24 hours a day

## CHICAGO

By NAT GREEN

**D**ON BRINKLEY, Chicago writer-producer, has joined the WBBM staff as assistant to Al Morey, station's program director. Until joining WBBM, Brinkley was television director of Earle Ludgin & Co., advertising agency, and for a year he was script editor and producer for Television Advertising Productions, Inc.

WIND started a new series of Negro disc shows on April 4, with Nick Brooks, vocalist, as emcee. The show, aired Monday through Friday from 8:45 to 9 p.m., will specialize in be-bop and jazz music, and will be sponsored by Gluckstite, Chicago malt beer concern.

Toby Nix, violinist, has joined the WLS Rangers, replacing Dave Holguin, who is devoting himself to teaching at the Chicago School of Music. Nix was formerly with several stations in the southwest.

The new WGN-TV antenna is being erected atop the Tribune tower and is expected to be ready for operation May 1.

Radio Features, Inc., producers of "The Deems Taylor Concert," "Tello-Test" and John Nesbitt's "Passing Parade," has appointed Charles Bell, Jr., of Nolan & Twitchell, Albany, N. Y., as sales representative for the state of New York. The firm has sold "Tello-Test" to Columbia Baking Co. on WDAE, Tampa, Fla.

WGN-TV celebrated its first anniversary on April 5. In the year it has been on the air the station has increased its weekly commercial time from 24 per cent to 60 per cent.

Charles M. Schooff, formerly advertising director of special promotions with the Downtown Shopping News, has joined the sales staff of WCFL.

Skee Wolff, writer-producer, will speak at the convention of the American Federation of Arts, at the Art Institute, Chicago, on May 17 on "How Can Television Do For Art What Radio Did For Music?"

WENR-TV announces sale of additional spot announcements to the G. Ruhnke Industrial Blowers System; Simmons Mattress Co., Dutch Dairy Food Lockers, Inc., Belltone Hearing Aid Co., and Braber-Mary & Sons, Inc.

## WANNA SEE T-V in Color?

See **HARRY S.  
GOODMAN**

512-513, Stevens Hotel

NAB Headquarters



# THESE KASPER-GORDON TRANSCRIBED PROGRAMS MEAN MORE STATION TIME SALES—MORE RESULTS FOR SPONSORS!

## **The Spice of Life**

Half-hour musical variety series with top talent, written entirely in rhyme. Fast-moving, excellently produced, with songs to please everybody. Features Sammy Eisen and his Orchestra, Virginia Hauer, Dave Ballantine, The Men of Melody, Lee Daniels, Don Julio, Al Navarro, with Eddie Kasper as M. C.

39 1/2-hour shows

## **Gloria Carroll Entertains**

Starring Gloria Carroll, with Frank Bell and The Belltones in as tasty a quarter-hour musical you ever heard. Different from anything obtainable in any musical library, giving sponsors an EXCLUSIVE distinguished series.

78 1/4-hour shows

## **The Family Album**

Starring Gene Jones, The Girl Friends, Don Hicks and Hal Freede. A nostalgic radio series with a different slant. Pictures in the old Family Album bring to mind memories and favorite old songs.

78 1/4-hour shows

## **The Band Concert**

Featuring some of the most famous service bands in the world, including those of the Coldstream Guards, Grenadier Guards, Scots Guards, Irish Guards, Welsh Guards, Royal Artiller etcetera—playing concert as well as martial music.

26 1/4-hour shows

## **The Addison Pelletier Show**

Starring Addison Pelletier—world traveler—and authority on more subjects than you can conceive any individual could cover. A series packed with entertainment, humour, down-to-earth friendliness—and—THOROUGHLY PRE-TESTED by light and power company, department stores, specialty shops.

130 1/4-hour shows

## **Imperial Leader**

The dramatized life story of Winston Spencer Churchill—truly one of the greatest men of our times! From his birth right up to World War II, in an inspiring and magnificent radio series. Authentic—exciting—brilliant!

52 1/4-hour shows

## **One I'll Never Forget**

Jack Stevens is one of the foremost sports broadcasters in America—and in this series he tells the best of his tremendous collection of unique and interesting sports stories in his own inimitable style. Successful in scores of cities.

156 5-minute shows

## **Unsolved Mysteries**

A series of different mystery programs in that no solution has ever been made! All authenticated, these dramatic shows present thrilling radio entertainment, offer opportunity for unusual audience contest in solving these unsolved mysteries.

39 1/4-hour shows

**T-V SHOWS:** Agencies! For complete production of T-V commercials, get our prices before placing your order elsewhere! Complete facilities for production and filming, sound, talent, script. We will be pleased to submit ideas and quotations—or quote rates upon receipt of your scripts.

**In Chicago:** Those attending the NAB Convention, please contact EUGENIA PRICE, 75 East Division Street, DELAWARE 7-4375

**WRITE, WIRE, OR PHONE FOR AUDITIONS**  
Samples will be shipped on memo without deposit for 30 days, to radio stations and advertising agencies.

# KASPER-GORDON, Incorporated

140 BOYLSTON STREET, BOSTON 16, MASSACHUSETTS  
*The Oldest—and One of the Country's Largest Producers of Successful Radio Programs*

# COAST-TO-COAST

### WSFA New Programs

Montgomery, Ala.—Two new shows are currently being featured on WSFA. In "Meet the Bus," John Allen Wolf is heard in interviews with travellers stopping at the local bus terminal. The second program, "Sports Forum," with the station's sports director Charley Zeanah as quiz master, features a group of local sportsmen as the board of experts.

### Brent Joins WBBM

Chicago, Ill.—Ralph Brent, former station manager of WGYN, FM outlet in New York, has joined the staff of WBBM as sales promotion manager. His background of eleven years of radio experience includes announcing, copywriting, producer and program director and sales manager and account executive for radio stations in Trenton, Newark, Atlantic City, Easton, Pa., and Asbury Park, N. J.

### Brandt Comm. Mgr. WLOS

Asheville, N. C.—WLOS has announced that Edward D. Brandt formerly commercial manager of WNCA since that station went on the air in 1946, has joined WLOS, MBS affiliate as commercial manager.

### WOWO Gets Radio Premiere

Fort Wayne, Ind.—WOWO aired the first American performance of Arthur Honegger's "La Danse de Morts." A number of conductors bid for the honor of introducing the composition which is a musical setting of a poem by the French writer, Paul Claudel, and is in seven parts. Competition, however, was won by Igor Buketoff, conductor of the Ft. Wayne Philharmonic Orchestra.

### King Program Dir. WIL

St. Louis, Mo.—The appointment of Vern King as program director of WIL has been announced. King was previously associated with WIL and with WJNN, KBIZ and WTAD. He has a background in radio program and sales work for ten years and currently conducts the "Vern King Show" on WIL.

### Car Column of the Air

Schenectady, N. Y.—A new series of programs for automobile dealers entitled "Classified Used Car Column of the Air" has been announced by WSNY and is heard every day except Sunday from 7:05 to 7:15 a.m. Used car dealers heard on the air list one or more of cars for sale, giving the description of the car with all pertinent data.

WHEN YOU THINK OF  
FOREIGN LANGUAGE RADIO  
IN THE NEW YORK AREA

• • • YOU NATURALLY  
THINK OF • • •

# WHOM

"The Il Progresso Station"

5000 WATTS

1480 KC.

136 W. 52nd STREET  
NEW YORK 19, N. Y.

Circle  
6-3900

GENEROSO POPE, Pres.

FORTUNE POPE, Gen. Mgr.

## Retailers Need Radio Education—NRDGA

Chicago—A program by stations to educate retailers in the use of radio advertising was called for yesterday at the NAB convention by Howard P. Abrahams, manager of sales promotion for the National Retail Dry Goods Association. He also plugged for a network of university classes on the use of radio in retailing.

Such a network, Abrahams said, could be patterned after the retail course at the University of Denver, or the type of retail advertising instruction which NRDGA will give at New York University in June. Most retailers still know very little about radio as a sales promotion tool, the exec stated.

## UN Offering Programs To Independent Stations

Chicago—Operators of non-affiliated stations are being given a chance to sign up here for programs provided by the United Nations. Offer was brought direct to the convention by Benjamin Cohen, head of UN's department of information, who said the plan is in cooperation with the Independents' United Nations Committee.

Upon request, UN will provide a station with a weekly transcribed quarter-hour program about UN-news, activities and personalities. Title of the series is "U. N. Story" and it is available to the first 300 stations who sign up.

Organization also will provide a disc with six jingles on the U. N. produced by WNEW, New York. There's another special exclusive program in the works for independent stations which is being written by Norman Corwin.

IN LOS ANGELES

GET ON THE BEAM!

Direct to the 1,130,000 "SPECIALIZED GROUP" within the Los Angeles Market.



6 RESPONSIVE AUDIENCES IN ADDITION TO 3 MILLION ENGLISH SPEAKING LISTENERS

**KOWL**

5000 WATTS CLEAR CHANNEL

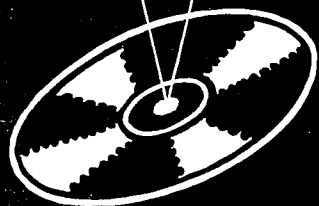
Owned and Operated by  
ART CROGHAN & GENE AUTRY

# EMPIRE RECORDING

STUDIOS  
OFF-THE-AIR

OFF-THE-LINE

PORTABLE JOBS



EMPIRE BROADCASTING CORP.  
480 LEXINGTON AVE.  
NEW YORK 17, N. Y.

## 3000 Sponsors Use Ziv Package Shows

Chicago—Some 3,000 advertisers sponsored Ziv shows during 1948, according to the factual sales success stories of Ziv-World Broadcasting displayed at the NAB convention. Breakdown of partial sponsors reveals that on the list were 875 department stores, 133 bakeries, 67 breweries, 89 public utilities and 198 banks and financial institutions.

On hand at Ziv's exhibit in the Hotel Stevens are Al Unger, Ed Broman, Barney Goldman and Barney Cragston.

The package firm's display points out that over 1,600 stations broadcast more than 900,000 Ziv programs in 1948. Regional sponsorship of Ziv features is illustrated by such accounts as Luzianne Coffee (70 markets), Old Judge Coffee (11 states), and First National Stores (all New England).

World Broadcasting representatives at the convention include Bob Friedheim, Al Sambrook, George Field and "Marq" Marquardt.

### Father Daly

Rev. Dr. Joseph Augustin Daly, 49, a pioneer in spreading Roman Catholic teachings by radio, died in New York April 6. Until ill health slowed up his activities in 1940, he was Catholic adviser to CBS and MBS. He entered radio in 1929, broadcasting a weekly column over WLWL, formerly operated in New York by the Paulist Fathers. About 15 years ago he instituted a Sunday morning program, "The Radio Chapel," which is still broadcast by WOR.

### Heads Music Unit

Ralph L. F. McCombs, former program annotator and publicity director for the Philadelphia Orchestra, has joined the "Voice of America" as chief of the music unit. He is in charge of selecting music for overseas broadcasts and handles the distribution of recordings abroad.

## Canadian Marconi Has Net Loss Of \$388,971

Montreal — Canadian Marconi Company reports a net loss of \$388,971 in the year ended December 31, 1948, compared with a net profit of \$67,872 in the preceding year.

A. H. Ginman, president, states in the report that 1948 "proved to be a very difficult year," particularly with respect to the sale of broadcast receivers, "which form a large percentage of our manufacturing business." He notes that unit sales in 1948 were 23 per cent lower than in 1947, while unit sales for the entire Canadian industry declined by 30 per cent from those of the preceding year.

Ginman adds that even the smaller volume was only achieved by "distress selling" on the part of "certain members of the industry" with the result that prices were sharply reduced, while costs remain at, or in some cases above, the levels of the previous year. He states that "although there was a sharp recovery in receiver sales in the last quarter, the over-all results were subnormal."

Ginman attributes the "depressed state of the industry" to the incidence of the 25 per cent excise tax imposed in November, 1947, and which remained until August 1, 1948, after which it was re-established at 10 per cent.

Depreciation provision is shown at \$227,834 against \$202,827 in the previous year. Expenses on plant re-conversion were \$20,328.

After adding adjustments of prior years' taxes and refundable portion of 1942 and 1943 excess taxes, and deducting the year's net loss, surplus account stood at \$713,516 at the end of the year against \$960,392 at the end of 1947.

The balance sheet shows current assets of \$4,657,759 with inventories at \$2,883,469, receivables at \$1,737,775 and cash at \$36,514. Fixed assets are shown at \$1,750,247, after depreciation of \$990,450, against \$1,564,516 in 1947 when depreciation was \$1,094,842. Current liabilities are shown at \$3,212,840, including bank overdraft of \$2,523,844.

The annual meeting will be held here on Thursday, April 28.

## McCormick Appointed WOL Program Manager

Steve McCormick, associated with WOL, Washington, since 1935 and identified as Mutual's presidential announcer, has been appointed program manager of the station effective at once, succeeding Lansing Lindquist, resigned. He has been WOL news manager since last January. McCormick is a charter member of the White House Correspondents Association. WOL's news and special events department will be under his direction as program manager.

Henry Seay has returned to the WOL commercial department after an absence of two and a half years from radio during which he was in the real estate business. Previously he was with the station for 16 years.

## SAN FRANCISCO

By NOEL CORBETT

"BREAKFAST GANG" is KFRC's contribution to morning shows for listeners. Mel Venter is the emcee, Lyle Bardo provides the music and Polly Lawrence sings. Partial sponsors are "Dolcin" and Collier's Magazine.

Dink Templeton, former Stanford track coach and now KFRC radio-man, is probably the only man we know of to catch Ty Cobb for an interview. Friscoans heard the great ball player on Templeton's recent Saturday night (April 2) sports show.



WE, THE PEOPLE is one of the six CBS-TV shows among the "Top 10" in all television today.

## CHICAGO AUDIENCE FACTS

Monday thru Friday  
12 Noon to 3 P.M.  
Network A ..... 1st  
Network B ..... 2nd  
WIND ..... 3rd  
Network C ..... 4th  
Network D ..... 5th

PULSE  
January-February, 1949

**WIND** 560 KC  
24 hours a day

### Kids Art Contest

Sunday broadcasts of Mutual's "Juvenile Jury" will begin a nationwide art contest April 17 to foster art interest among school children from six to eleven. Campaign runs five weeks with prize winning contestants receiving long time supplies of art materials.

### Form Lone Ranger Council

ABC's "Lone Ranger" has been joined by eleven notables to form the national Lone Ranger Council of Honor, a drive to encourage good citizenship among young children.

Those joining in the "clean living" campaign are: Bob Hope, Harold Steen, Father John J. Cavanaugh, Dr. Norman Vincent Peale, Dr. Lewis T. Wright, Dr. Robert Oppenheimer, Jane Froman, Dr. Abba Hillel Silver, Gene Tunney, Eddie Cantor and Bob Ripley.

## RADIO EQUIPMENT FOR SALE

The Department of Purchases of the Board of Education, City of Chicago, will receive bids for the sale of the following equipment:

1—G E 1000 watt, type GF-101-B Frequency Modulation Transmitter, consisting of 250 watt exciter and 1000 watt power amplifier, complete with tubes and crystals for 42.5 mc operation.

1—G E Single Bay Circular Antenna.

1—Andrew Company, impedance matching unit.

1—G E Frequency Modulation station monitor, complete with tubes and crystal for 42.5 mc operation.

1—Gates Model 30 speech input console, walnut finish, complete with tubes and power supply.

2—G E type 69G367 voltage stabilizers, 3 kva, 230-250 volts, single phase.

33—miscellaneous tubes for transmitter.

14—miscellaneous tubes for monitor.

18—miscellaneous tubes for console.

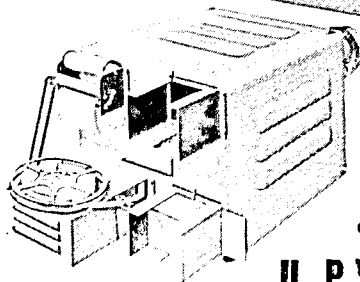
125 feet used 7/8 inch co-axial cable.

This equipment has been used by station WBEZ for approximately five years, but it is in excellent condition and suitable for immediate installation. Equipment is in storage, 41st floor, 79 W. Madison Street, Chicago. Inspection of equipment may be arranged through the Division of Radio, Board of Education. Buyers shall take delivery of equipment at storage location, and arrange for removal from building. All equipment will fit freight elevators. Address bids to John E. Beardmore, Director of Purchases, Board of Education, 228 N. LaSalle St., Chicago, Ill.

## for TV from U.P.

### the MULTISCOPE

Flashes four images—all at once—through your broadcasting camera: running United Press news bulletins, the time, the weather, sponsors' ads.



See it working -

U. P. SUITE, STEVENS

## Inter-American Ad Union Organizing

Representatives of the advertising associations of North and South America will meet in Mexico City, June 2, for the purpose of planning the formation of the Pan American Advertising Union.

The meeting, which was called by the Brazilian Assn. and the Mexican Assn., is intended to coincide with the post-convention trip to Mexico City of many U. S. delegates to the AFA annual convention at Houston, Tex., May 29-June 1.

The third annual campaign to "promote public understanding of advertising" will be launched at the Houston convention, it is announced by George S. McMillan, chairman of the Advertising Federation of America. The committee preparing the campaign includes Ralph Smith, executive v-p of Duane Jones Co., as chairman; Norman Boggs, general manager of WMCA, New York; Vernon Brooks, advertising director, Scripps-Howard Newspapers; Fairfax M. Cone, chairman of executive committee, Foote, Cone & Belding; Fred R. Gamble, president, American Association of Advertising Agencies; Monroe Green, advertising manager, New York Times; Anthony LaSala, production manager, Geyer, Newell & Ganger, Inc.; Albert L. Morse, advertising director, Goodall Fabrics; Henry Obermeyer, director of advertising, Consolidated Edison Co. of N. Y.; Art Stein, promotion manager, Newsweek; and Sally Woodward, Flanley & Woodward.

## Script Contest Judges Named

Boston—Tom Sawyer of WBZ-TV, Boston; E. E. Hill, v-p of WTAG, Worcester, and James MaHoney, program director of WLAW, Lawrence, have been named judges in a script-writing contest for students at Boston University's school of public relations, radio division.

Awards in the contest, which will be conducted in cooperation with the Massachusetts Department of Public Health and the student radio club, "Crossfade," will be made late in May.

## Membership In TBS May Hit 200 Mark

Chicago—Newly created Transcription Broadcasting System, with Ray Green as executive veepee, is making its official bow to the industry at the NAB convention this week. Outfit is headquartered in the Hotel Stevens with additional space at the Ambassador East Hotel.

Green said he is confident that the convention will see TBS membership hit well over the 200 mark, a showing which would be an increase of about 25 per cent above the pre-convention membership. TBS network service includes 8 3/4 hours of weekly programming at a cost of the station's half-hour national one-time "A" card rate.

## Seeman Renews

A 52-week renewal contract for "Monday Morning Headlines" has been signed by Seeman Brothers, Inc., on behalf of Airwick, with ABC.

The renewal for the 15-minute Sunday news report, 6:15 p.m., EST, over 257 ABC stations, was handled through William H. Weintraub & Co.

## College Broadcast On WWRL

Flushing, N. Y.—The Queens College Broadcasters will present a student-produced dramatization, "The Man With a Gun," over WWRL, New York, April 13, 10:30 p.m.

The honor society of the Q-C-B, the Golden Mike, will present a revue with music, comedy and songs, including several new tunes written by students, at the Queenborough Tuberculosis Hospital, April 11, 7:30 p.m. The program, "Easter Showcase," was produced by honor students at the college assisted by Patricia Bolton of WWRL.

## CHICAGO AUDIENCE FACTS

Network A	..... 1st
Network B	..... 2nd
WIND	..... 3rd
Network C	..... 4th
Network D	..... 5th

PULSE  
January-February, 1949

## WIND 560 KC

24 hours a day

# 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 1  
117-119 W. 46th St.  
HENRY GREENFIELD, Mgr. Director N. Y. 19

## White's Switch Puts Rumor Mill In High

(Continued from Page 1)  
fixed salary is around \$75,000 with the bonus arrangement.

White's decision to give up the presidency of Columbia Records Inc., for MBS caused some concern among CBS associates who are attending the convention. One network spokesman declared that the White resignation may add credence to the rumor that Frank Stanton, president of CBS, will resign and that other executive changes will follow. White and Stanton are reported to have worked closely in the administration of CBS network affairs over a period of years.

Another aspect of the speculation covers the possibility of Columbia Records bringing in a successor to White. In its very brief announcement Friday, Columbia Records said that Edward Wallerstein was re-assuming the presidency. However, he also is board chairman and chief executive officer. Reports around the NAB convention indicate that an exec may be chosen for White's place when the CBS board meets in New York next week.

Along with the White-CBS rumors has come more speculation about the future plans of Edgar Kobak retiring president of the network. Kobak, said to be a heavy stockholder in McGraw-Hill publications, could take an important administrative post in the trade publication field. He also might set up his own office as a radio TV business counselor in New York City. Kobak's wide experience as a network administrative executive with NBC, ABC and Mutual and sales accomplishments qualify him for such counseling service.

## Increase In FM Power

Rock Island, Ill.—Les Johnson, general manager of WHBF and WHBF-FM, has announced an increase in FM power from 3600 watts to 35,000 watts, through the installation of final units of a 10 kw. Western Electric FM transmitter. WHBF-FM, first FM station to start broadcasting in the quad-city area, went on the air in October, 1947.

## Governor Opens New Network In Georgia

(Continued from Page 1)  
error Herman Talmadge, followed by a 15-minute mail-order program. The initial program was purchased for 52 weeks, Monday through Friday, by the E. H. Brown Advertising agency for the "Georgia General Store." Murray Schneiderman was account executive for the agency in the deal for the radio catalog-type program. Representing the network is the Friedenbergs Agency, Inc.

The network time, which will include top-rated live-talent shows, runs from 7:45-9:45 a.m., daily. GALS is composed of the following stations:

WDEC, Americus; WGAU, Athens; WGLS, Atlanta; WBBQ, Augusta; WLBB, Carrollton; WBHF, Cartersville; WGAA, Cedartown; WMJM, Cordele; WMOG, Covington; WBLJ, Dalton; WDWD, Dawson; WMLT, Dublin; WBHB, Fitzgerald; WDUN, Gainesville; WKEU, Griffin; WIBB, Macon; WFOM, Marietta; WMVG, Milledgeville; WMGA, Moultrie; WROM, Rome; WFRP, Savannah; WWNS, Statesboro; WSFT, Thomaston; WKTG, Thomasville; WWSG, Tifton; WLET, Toccoa; WRQN, Vidalia; WAYX, Waycross, and WRLD, West Point.

## WMOR Sports Director

Chicago, Ill.—Milt Wolken, mid-west sportscaster, has been appointed sports director of Chicago's newest FM station WMOR. He has been announcer, salesman and sports director of several stations in the mid-west and in addition to his nightly sportscast, he will serve in an advisory capacity on store broadcasting and transcasting negotiations.

## Gutenberg Award

The presentation of the first \$1,000 Gutenberg Award to the author of the book which "most progressively influenced American thought in 1948" will be broadcast exclusively by WQXR, 9:30-10 p.m., today, Tuesday.

## Senate Okays Further Communications Study

(Continued from Page 1)  
which got under way last year. The study was conducted last year by Senators McFarland of Arizona and Tobey of New Hampshire, with former Chairman White of Maine also participating. No sub-committee has yet been set up for continuing the study, which covers common carrier and international as well as broadcast problems, but it is thought that McFarland and Tobey will again work on the problem along with the new chairman, Senator Edwin C. Johnson of Colorado.

The original resolution had called for \$15,000 for the study but no definite dollar amount was included in yesterday's resolution. Instead the committee was voted \$165,000 for this and three other study projects.

## Blast Senate Failure To Pass Immunity Bill

(Continued from Page 1)  
head of WCTC in this city, said that his organization "will keep hammering at the Senate Republicans to right the gross wrong they have done to the radio stations of New Jersey" and that it plans to ask the help of the New Jersey Press Assn. in the battle to win equal protection for radio.

The measure to give radio newsmen the same immunity now enjoyed by the press was introduced in the lower house by Assemblyman William Litvany, republican of Essex. It cleared the assembly by a vote of 46 to 2 but was killed in the judiciary committee of the senate.

## TOAST OF THE TOWN—A CBS-TV Package Program—is one of the six CBS shows among the "Top 10" in all Television today.



## CHICAGO AUDIENCE FACTS

Saturday, 3 to 4 P.M.  
WIND ..... 19%  
Network A ..... 14%  
Network B ..... 12%  
Network C ..... 12%  
Network D ..... 6%

PULSE  
January-February, 1949

**WIND** 560 KC  
24 hours a day

If your RADIO  
DRAMATIZATION needs  
**SOUND EFFECTS**  
USE  
**MAJOR**  
SOUND EFFECTS  
**RECORDS**

distributed by:  
THOMAS J. VALENTINO, INC.  
1600 BROADWAY, Dept. RD-C  
NEW YORK 19, N. Y.

## Jack Benny Skedded For CBS-TV In Fall

(Continued from Page 1)  
conferences with William S. Paley of CBS.

Benny told RADIO DAILY yesterday that many things are yet to be decided about his TV show, which will be carried by the CBS television network for Lucky Strike, but that it will be a variety program. Benny will retain his radio cast as much as possible but he won't use the entire cast for one TV program. The radio personalities will be spread around among variety acts which Benny will work into the show.

At this point it appears that the comedian may begin with just one video show a month but certainly no more than two a month. Whether it will be done live or on film, Benny said, depends on how good the kinescope operation is next fall. He thinks the kinescope will be perfected satisfactorily, thus saving him a trip to New York every month to do the show live.

Benny revealed that whenever the time comes that his television show can be done every week (not until coast-to-coast TV arrives) he will be forced to give up radio. "No one," he commented, "can very well do one radio and one television program every week."

Benny has no plans at present for any cast changes in his radio program next fall.

At least one other big name comedian is entering TV next fall. It was disclosed last week that Eddie Cantor will be seen probably twice a month via NBC for Pabst.

### WNBC Cited

WNBC, New York, has been presented with a citation from the Police Athletic League "for outstanding service to the youth of New York City." Station airs a special PAL program every Saturday morning.

## BMB Days Seem Numbered; Need \$150,000 For 2nd Study

(Continued from Page 1)

ganization. Hooper, according to reports, sees some salvage value to BMB and is ready to discuss a proposal.

Just what NAB will come up with as an acceptable substitute for BMB will probably be known before today's session of the Management conference is over. BMB will be the topic for discussion this afternoon (Tuesday) and Ken Baker, who inherited Hugh Feltis' role as president, may have to defend the audience measurement organization's delays in completing the Second Study.



ELMER

One thing is certain... BMB in its present form will not be retained. A substitute service, NAB sponsored, may be proposed. This will be a service that will include measurements on AM, FM and TV. The television industry has been seeking some authentic data on audiences for some time.

Just how desperate the BMB financial situation is can be gained from the fact that NAB board spent all of Friday afternoon deliberating how the broadcasters, members of BMB might raise from \$100,000 to \$150,000 to insure the completion of the Second Study. It was revealed that the Statistical Tabulating Company which recently received \$100,000 for the completion of the sampling is now sitting on the door step of the audience measurement organization with demands for more money.

The courses to be followed in raising the money is the perplexing problem. It was established at the NAB board meeting that there were actually 540 paying member subscribers who have until June, 1950, to complete payment of their dues. If these 540 could be prevailed upon to advance their assessments at the present time the \$150,000 or \$200,000 needed could probably be raised. On the other hand if some of these member broadcasters would decline

to pay further they could cancel their subscription for the Second Study by giving 30 days' notice.

John Elmer's research committee of NAB inherited the unsolved problems of BMB on Sunday morning from the retiring NAB board and spent the day discussing ways and means of salvaging the Second Study and planning for a substitute all-industry service to follow the BMB service. As to what form this proposal will assume will probably not be known until the subject of Broadcast Measurement Bureau comes up for open discussion today.

Hooper's proposal for taking over BMB as a private commercial operation has already run into rocky going. Five members of the retiring NAB board, broadcasters who operate Class A stations, were reported to have said at the board meeting that if Hooper took over they would withdraw their support. On the other hand Hooper is said to have friends among the broadcasters who have been lobbying in his behalf with the hope that enough sentiment may be developed to start a movement in Hooper's direction.

Regardless of what happens at today's open discussion of BMB the responsibility for the final decision of NAB's attitude on audience research methods will rest with the incoming NAB board which will meet on Thursday. They will inherit the industry's hot potato.

### Research Group Has Met

The research committee of NAB held a spirited session Sunday at which it was decided they would not stand for inheriting the BMB financial troubles and would only serve after the BMB situation had been cleaned up. The committee headed by John Elmer of Baltimore took the stand that the service they could perform would come only after the problems of the Second Study of BMB had been cleared up.

A spokesman for the committee indicated yesterday that they would make some definite recommendations to the NAB membership on the assumption that BMB in its present form would be dropped. This proposal will probably take the form of a recommendation that NAB sponsor an industry research organization covering AM, FM and TV and that it be set up along the lines of Broadcast Music, Inc. The committee is against Hooper or any private commercial organization doing audience research under the banner of NAB.

Hugh Feltis, retiring president of BMB, appeared before the research committee late yesterday and offered to tell the whole story of BMB and its problems.

The committee courteously declined to hear Feltis' story and told him they were not interested in the past problems on BMB but were only interested in the future of industry sponsored audience research.

## House Committee Cuts FCC Budget

(Continued from Page 1)

have in the District of Columbia and told the Commission to use some of the men now on field work and monitoring for processing applications. The Commission was ordered to report back to the committee by January 1, 1950, on its progress.

FCC Chairman Wayne Coy, in testimony released yesterday, said that there were 313 applications for television licenses and 19 more applications for changes in facilities pending at the end of January, and estimated that once the television freeze is over, it will take 12 to 15 months to get applications on a current basis. Coy said most of the TV applications would necessitate full-dress hearings.

As of June 30, 1948, he testified, there were 1,559 applications for standard broadcast facilities pending and 469 applications for FM stations. He estimated this would be cut to 1,422 and 337 respectively by the end of June 1949, and to 1,132 and 314 respectively by June 30, 1950.

Broadcast applications are regarded as current if they are acted on within six months, Coy said, and special service applications are current if processed within 30 days. Coy said that there were 3,135 applications pending for safety and special service licenses at the end of February, and that 715 of these had been waiting over 60 days.

Special service licenses include those for on-location work by film studios.

### New SESAC Features Shown At Convention

Chicago—SESAC exhibit at the NAB convention is introducing several new features in its transcribed library. Among the innovations are a Symphonic Orchestra conducted by Rosario Bourdon, Barbershop Quartets, a new series of Military Band Music and a concert chorus and religious choir.

To answer requests from stations, SESAC has added additional recordings by various Stamps-Baxter Gospel Quartets which are made in Dallas, Tex., by the authentic Southern groups.

### Documentary Changes

"It's Your Life," prize winning health documentary series now aired as a 15-minute strip on WMAQ, Chicago, becomes a half-hour Sunday program starting April 17, 3:30 p.m., CST. Program is sponsored by Johnson & Johnson.

Greetings to NAB  
Anna and Eleanor Roosevelt

## CHICAGO AUDIENCE FACTS

Saturday, 3 to 6 P.M.	
WIND	19.3%
Network A	15.5%
Network B	10.6%
Network C	17.0%
Network D	10.1%

**HOOPER INDEX**  
January, 1949

**WIND** 560 KC  
24 hours a day

## WANNA DOLL?

Then see  
**HARRY S. GOODMAN**

Rooms 512-513  
**STEVENS HOTEL**  
NAB Headquarters

## Co-ordinating Judges Named By Ohio State

Columbus, Ohio—Key co-ordinators of judging in 11 metropolitan centers, to evaluate entries in the 13th annual Exhibition of Educational Radio programs, were announced today by Dr. I. Keith Tyler. Award winners will be announced at the annual Institute for Education by Radio, here, May 5-8. Approximately 560 radio programs have been entered in the '49 Exhibition, Tyler said.

Each chief co-ordinator, together with his committee, is in charge of judging all radio programs entered in one of the 14 program classifications.

James MasAndrew, manager of WNYE, New York, is chairman of a committee that will evaluate national network and television programs from live presentations. The other judging centers, the chief co-ordinator and the classification of programs each will handle, are as follows:

Chicago—Donley Feddersen, director of radio, Northwestern University, religious programs;

Washington, D. C.—Kenneth Gopen, assistant director of information, U. S. Department of Agriculture, agricultural programs;

Washington, D. C.—Hazel Kenyon Markel, program director, WTOP, women's programs;

Philadelphia—Armand Hunter, director of department of radio-speech-theatre, Temple University, cultural programs;

New York—Seymour Siegel, director, WNYC, personal and social programs;

Boston—Parker Wheatley, director of Lowell Institute Cooperative Broadcasting Council, public issues;

Minneapolis—E. W. Ziebarth, head of department of speech, University of Minnesota, international understanding;

Minneapolis—Sig Mickelson, public service director, WCCO, news interpretation;

Denver—R. Russell Porter, director of radio, University of Denver, special one-time broadcasts;

Madison, Wis.—H. B. McCarty, director, WHA, University of Wisconsin, children's programs;

Austin, Texas—Thomas Rishworth, director, Radio House, University of Texas, teen-agers' programs;

Chicago—Elizabeth Marshall, assistant director, WBEZ Radio Council, school broadcasts-primary grades;

Rochester, N. Y.—Paul Reed, director of radio, Board of Education, school broadcasts-intermediate grades;

Cleveland—Edwin F. Helman, director of radio, Board of Education, school broadcasts-high school.

## Old Times Not Forgotten At BMI-NAB Shindig

(Continued from Page 1)  
rent and former NAB and BMI officials as they recalled the hectic days that surrounded the formation and early progress of the industry-owned music publishing and licensing organization.

Carl Haverlin, president of BMI, who was vice-president in charge of station relations in the early days of the company, said, that the dinner actually was in the nature, "of a salute to an industry which provided such representative men who, whether they served on the board offering close liaison between NAB and BMI or through district meetings, gave their whole-hearted cooperation."

Those who attended the dinner included:

Herb Akerberg, Bee Arney, Cam Arnoux, Matt Bonebrake, Ed Breen, Kenyon Brown, Bob Burton, Charlie Caley, George Coleman, Wayne Coy, Ed Craig, Tam Craven, Walter Damm, Diet Dirks, Don Elias, John Elmer, Bob Enoch, Walter Evans, Harold Fellows, Hugh Feltis, Johnny Fetzer, Frank Fletcher, Earl Gammons, Mike Hanna, Roy Harlow, Wiley Harris, Carl Haverlin, Bill Hedges, Herb Hollister.

Also Les Johnson, Henry Johnston, Leonard Kapner, Sydney Kaye, John Kennedy, Frank King, Ed Kobak, Howard Lane, Ike Levy, Merrill Lindsay, Clair McCollough, Bruce McConnell, Joe McDonald, Johnny Meagher, Justin Miller, Fritz Morency, Gilmore Nunn, Gene O'Fallon, Bill Quarton, Leonard Reinsch, Clyde Rembert, Bill Ryan, Harold Ryan, Don Searle, Dick Shafto, Glenn Shaw, John Shepard III, Jimmy Shouse, Hank Slavick, Cal Smith, Bill Smullin, Harry Spence

Also Ted Streibert, Bob Swezey, Ted Taylor, Hugh Terry, Roy Thompson, Don Thornburg, Charles Wall, Jim Wallen, Fred Weber, Frank White, Harry Wilder, Jess Willard, Allen Woodall, Hoyt Wooten, M. E. Tompkins.

### Joins Glenn Advertising

Monty Mann will join Glenn Advertising, Inc., May 15, as v-p in charge of the agency's Dallas office where he will be responsible for development, planning and research. He recently resigned as v-p and media director of Tracy-Locke Co.

## New Facsimile Machine Called Tamper-Proof

A completely automatic and tamper-proof facsimile receiver for use in banks, department stores, hotels and other public places was unveiled last week at the equipment exhibition of the NAB convention by Stewart-Warner Electric, the radio and TV division of Stewart-Warner Corp.

The recorder, or receiver, receives sound or facsimile programs simultaneously without interference to either service and operates about three weeks, with four 15-minute or four-page editions per day, on one loading of facsimile paper. Actual facsimile printing (on page measuring 8 x 11½ inches) starts whenever an edition transmittal begins and stops when the broadcast is terminated by the station.

The entire unit is turned off and on by a time clock at the beginning and at the end of the broadcast day. The FM sound transmission is carried by the unit continuously during all broadcast periods of the station to which the unit is pretuned.

The recorder, Model FX-20, is manufactured by Stewart-Warner.

## Optimism Keynotes Promotion Session

Chicago—Broadcasters heard speakers at the sales promotion session of NAB yesterday afternoon forecast that business prospects were good and the returns would be developed if the station owners went in for more intensive merchandising of the media.

Leo Cherne of Leo Cherne Associates, New York, told them: "There is as much reason to expect more inflation as there is to expect more deflation. However, something new is returning to the scene—the salesman. Merchants have been in the habit of taking orders—not selling. Most of the country's periods of prosperity have been in the buyers market and we are now entering such a market. The next few months will be months of rising business. But beyond that, in the last half of 1949, you must hustle."

Cherne said there is no reason for pessimism at the present time and admonished the broadcasters to get out on the firing line and sell.

Soon! in June!

in the Detroit Area

50,000 WATTS

middle of the dial... 800 kc.

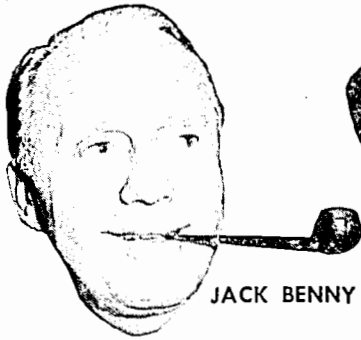
A greater voice, and a greater buy than ever. Get this 50,000 watt coverage at the lowest rate of any major station in the Detroit market!

CKLW

Guardian Bldg., Detroit 26 • J. E. Campeau, President  
Adam J. Young, Jr., Inc., National Rep.  
MUTUAL BROADCASTING SYSTEM

For SALES MAGIC in the "MAGIC CIRCLE" Hire WIBW The Voice of Kansas TOPEKA BEN LUDY, General Manager

"RADI-O-PINION"  
"VIDE-O-PINION"  
Gingrich, Conway & Flynn, Chicago



JACK BENNY



AMOS  
'N'  
ANDY



ARTHUR  
GODFREY

# GREAT SHOWS



BING CROSBY



MARIE WILSON



SPIKE JONES



LOWELL THOMAS

*mean*

# GREAT AUDIENCES

*over*

*Michigan's Greatest Advertising Medium*

Call or write  
your nearest  
PETRY office

# WJR

CBS  
**50,000 WATTS**

FREE SPEECH MIKE



**THE GOODWILL STATION, INC. — Fisher Bldg., Detroit**

G. A. RICHARDS  
Chairman of the Board

FRANK E. MULLEN  
President

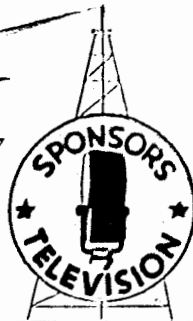
HARRY WISMER  
Assist. to the Pres.





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 47, NO. 9

NEW YORK, WEDNESDAY, APRIL 13, 1949

TEN CENTS

## BMB IN MOVE TO ASSURE CONTINUANCE

### Coy Hints Check Out Unless Salary Upped

Washington Bureau of RADIO DAILY  
Washington — FCC Chairman Wayne Coy will have to resign his post soon if Congress does not provide a substantial salary increase, he intimated in a statement filed with the House Appropriations Committee March 11. In response to queries by the committee members, Coy and other members of the Commission and the Commission staff filed detailed information regarding the cost of their traveling at government expense during the year.

Coy filed a record of expenses on trips to Chicago, Indiana, Boston, New York and other points—usual—  
(Continued on Page 2)

### Wrong Advertising Hurts United Nations—Dulles

John Foster Dulles, a U. S. delegate to the UN General Assembly, told the Brand Names Day luncheon meeting at the Waldorf-Astoria yesterday that world government is not possible in the world today because "there is no world-wide educational system, or press or radio."

In stressing the importance of controlled advertising, Dulles said "the  
(Continued on Page 4)

### WMGM Updates Safety Manual For Dodger Fans

An accident prevention manual for the 1949 Baseball season, "Ten Safety and Sanity Commandments for Brooklyn Addicts," to warn of what is described as "Ebbets Mania," was issued this week by the Brooklyn Red Cross Chapter in conjunction with WMGM, which each year broadcasts the Dodgers' games.

The "Ten Commandments," de-  
(Continued on Page 2)

### Hoover Report

Now it's Horbort Hoover who has been lined up by CBS—at least for a week. He'll make five broadcasts over the network from April 18-22, reporting on the work of the Hoover Commission. The former president will appear each day during the week as the guest of Lyman Bryson for an informal discussion on "You And The Hoover Commission" from 6:15-6:30 p.m., EST.

### New York Attorney Joins ABC Board

Alger B. Chapman, New York attorney, was elected a director of ABC yesterday at the company's first public annual stockholders meeting. Chapman, who increases the ABC board to nine members, has been a law firm member of Chapman & Bryson since last November. From 1945 to 1948 he was president of the New York  
(Continued on Page 10)

### NAB Activity Praised By Attorney General

Chicago—Asserting that the progress of civilization goes hand in hand with the development of communications, Attorney General Tom Clark, addressing the Tuesday luncheon session of the NAB convention, characterized radio as "the greatest of all mediums of communications ever known or used by man."

The Attorney General compli-  
(Continued on Page 4)

### Baker Asks Bureau-NAB Members To Guarantee Support For Year; Would Complete 2nd Study

### Puerto Rican Threat Discussed At Confab

Chicago—The ownership and operation of a 10,000-watt station by the Puerto Rico Government Communications Authority, an agency of the territorial government of Puerto Rico, is a flagrant violation of the sacred principle of free radio and free enterprise, it was charged by Jose Ramon Quinones,  
(Continued on Page 10)

### Claims CBS Policies Reduce Sponsor Cost

Chicago—Members of the Columbia Affiliates Advisory Board, meeting during the NAB convention, were told by Frank Stanton, web president, that the network's program development is in line with bringing lower costs to advertisers. He refuted some impressions that  
(Continued on Page 2)

### Chet Thomas Elected Transit Radio Prexy

Chicago—C. L. Thomas of KXOK, St. Louis, former vice-president of Transit Radio, Inc., was elected president of the mobile FM radio organization at a TR meeting held in Chicago yesterday. Thomas suc-  
(Continued on Page 2)

By FRANK BURKE  
Editor, RADIO DAILY  
Chicago — In a move to secure the completion of the second study of Broadcast Measurement Bureau, Ken Baker, acting president, yesterday afternoon asked BMB members of NAB to sign waivers guaranteeing that they would not withdraw as  
(Continued on Page 9)

### Sees AM In Driver's Seat For Five Years

Chicago — While television can help to make sales for advertising, "it is radio that must still carry the brunt of the problem of meeting the buyers' market" for at least five years, according to Frederic R. Gamble, president of the 4-A. He spoke at a breakfast meeting of the NAB, sponsored by the Chicago Radio Management Club.

In discussing the close relationship between radio broadcasters and  
(Continued on Page 10)

### GE Slashes Retail Prices Of Receivers

Syracuse, N. Y.—General Electric has joined the growing list of big manufacturers slashing prices on radio-phonograph combinations. Suggested retail price cuts ranging from \$15 to \$90 on three models  
(Continued on Page 4)

## SEC Reports Radio And TV '47 Sales Hit Over Billion

Washington Bureau of RADIO DAILY  
Washington—With the Allen B. DuMont Laboratories, TV producers and broadcasters exclusively, showing the way, an increase of \$305,394,000 in radio and TV sales in 1947 over 1946 was reported this week by the SEC.

Sales increases far exceeding in volume the DuMont increases were reported by a number of other leading manufacturers, with the 1947

overall zooming up to \$1,144,473,000. Operating profit went from \$20,413,000 in 1946 to \$74,860,000 in 1947—2.4 per cent of sales to 6.5 per cent, with net profit after taxes rising from \$20,738,000 (2.5 per cent of sales) to \$49,090,000 (4.3 per cent of sales.) Figures on 25 leading manufacturers are included in the SEC study.  
DuMont sales rose from \$2,287,000  
(Continued on Page 11)

### Brand Names

Donald B. Douglas, v-p of the Quaker Oats Co. was elected chairman of the board of the Brand Names Foundation at yesterday's annual business meeting. Henry E. Abt was re-elected BNF proxy. Elected as vice-chairman were: W. T. Holliday, proxy of Standard Oil Co. of Ohio, and New York Times v-p Julius Ochs Adler.

### Home Coming

NBC comedian Jimmy Durante will return to his old stamping grounds, New York, on April 26, to be guest of honor of more than 1,200 news editors and publishers at the Banshees luncheon during the American Newspaper Publishers Association convention at the Waldorf-Astoria. "Schnozzola" will remain in New York for a few days after the meet.



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

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6425 Hollywood Blvd. Phone: Gladstone 8436  
WASHINGTON BUREAU  
Andrew H. Older, Chief 6417 Dahlonega Rd.  
Phone: Wisconsin 3271  
CHICAGO BUREAU  
Nat Green  
1417 Ashland Bldg. 155 No. Clark St.  
Phone: State 2332

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**FINANCIAL**

(April 12)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	8 1/2	7 3/4	7 3/4	+ 5/8
Admiral Corp.	19 3/8	18 3/4	18 1/2	+ 5/8
Am. Tel. & Tel.	145 3/4	145 1/2	145 5/8	—
CBS A	19 1/8	19	19	- 1/4
CBS B	19	19	19	—
Farnsworth T. & R.	1 1/2	1 3/8	1 1/2	—
Gen. Electric	37 7/8	38 1/4	37 7/8	+ 1/2
Philco	31 1/2	31	31	- 3/8
RCA Common	12 3/4	12 1/2	12 1/2	—
Stewart-Warner	12 7/8	12 7/8	12 7/8	—
Westinghouse	23 3/8	23	23 1/4	+ 1/8
Westinghouse pfd.	94	93 1/2	94	- 1/4
Zenith Radio	29 1/2	28 3/4	29 1/2	+ 5/8

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	14 1/4	15 1/4
Stromberg-Carlson	12 1/4	14

**WMGM Updates Safety Manual For Dodger Fans**

(Continued from Page 1)

signed for ball park spectators, radio listeners and video viewers, are a development of last year's "gag" manual, prepared by the same two publicity directors: Roy Popkin of the Brooklyn Chapter of the Red Cross and Jo Ranson of WMGM.

**INS has served**



**FOR 8 YEARS**

**Coy Hints Check Out Unless Salary Upped**

(Continued from Page 1)

ly for speeches. He included also a record of two days at Charlottesville, Va., with CBS President Frank Stanton.

"I paid my own expenses and the expenses of Mrs. Coy at the Farmington Country Club, as did Mr. and Mrs. Stanton," Coy wrote. "The trip was in the Stanton automobile and at Mr. Stanton's expense."

He next referred to a visit with Mr. and Mrs. Robert H. Hinckley at New York's Waldorf-Astoria Hotel in the same month (December of last year.) The Hinckleys and the Coys have been friends for 14 years, he said. He added that he and Mrs. Coy were put up for two nights in the apartment of ABC board chairman Ed Noble, which was unoccupied at the time.

Coy added that each of his trips on government business "has cost me out of my own personal funds from \$6 to \$8 per day over and above the reimbursements which I received from the Federal government. In some cases the cost per day has exceeded the \$8 figure.

"I should like to point out further in this connection that my present salary as a member of the FCC does not meet my personal living expenses and that my resources are inadequate to continue for any great length of time the expenditure of personal savings in order to maintain myself and my family."

**Chet Thomas Elected Transit Radio Prexy**

(Continued from Page 1)

ceeds Hulbert Taft, Jr., founder and first president of the organization.

Other officers elected at the meeting were: Richard C. Crisler, Cincinnati, executive vice-president; Frank E. Pellegrin, formerly Chicago national sales manager, was named to the post of vice-president in charge of sales. William O'Neil, WWJ, Cleveland, was reelected vice-president and David Gamble, Cincinnati attorney was re-elected secretary.

It was reported by Taft that fifteen cities are now signed for Transit Radio and that negotiations for franchises are on with 100 more cities.

**Claims CBS Policy Cuts Sponsor Cost**

(Continued from Page 1)

recent CBS actions are driving costs upward for sponsors.

The web's advisory board, representing 175 independently owned stations, unanimously approved plans for further developments of outstanding network programs.

"The CBS program development has resulted in lower program cost for advertisers," Stanton said. "The recent acquisition of big name shows by CBS has in no case increased the cost to the advertiser, and in some cases has actually resulted in savings."



**All fires start small**

A cow kicked over a lantern and Chicago almost burned down.

A passenger tossed a cigarette over the side . . . and the Morro Castle burned.

A careless camper leaves a fire . . . and half of Oregon's forests are destroyed.

Firefighters are taught . . . don't try to put out a fire when you see it getting started. Turn in the alarm . . . and then go back to the fire.

If competition is building a fire under your markets . . . turn in the alarm. In Baltimore it's W-I-T-H that brings on the people who'll pull you out of trouble.

W-I-T-H is the successful independent that delivers more listeners-per-dollar-spent than any other station in town.



**W-I-T-H**

Baltimore 3, Maryland

TOM TINSLEY, President  
Represented by Headley-Reed

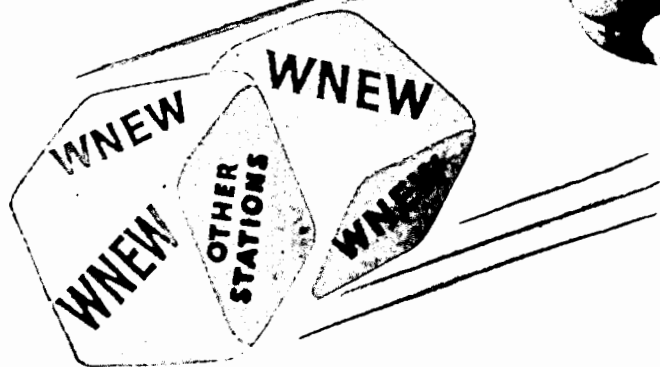
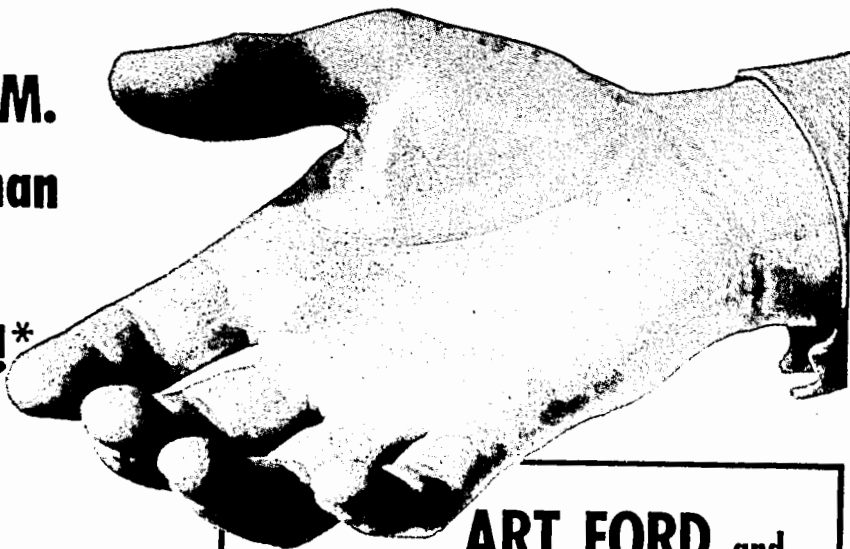
**For Profitable Selling—Investigate**

<b>WDEL</b> WILMINGTON DELA.	<b>WGAL</b> LANCASTER PENNA.
<b>WKBO</b> HARRISBURG PENNA.	<b>WRAW</b> READING PENNA.
<b>WORK</b> YORK PENNA.	<b>WEST</b> EASTON PENNA.

STEINMAN STATIONS  
Clair R. McCollough, Managing Director  
Represented by **ROBERT MEEKER ASSOCIATES**  
Chicago San Francisco New York Los Angeles

# FOUR to ONE YOU WIN

**YES**—From Midnight to 6 A.M.  
WNEW Has More Listeners Than  
the Four Other All-Night  
New York Stations Combined!\*



## ART FORD and The Milkman's Matinee

This WNEW all-night feature is an important part of the pulsating life of New York City. So *much a part* that more people listen to the "Milkman's Matinee" M.C.'d by Art Ford than listen to the *four other* all-night stations *combined!* It's FOUR TO ONE YOU WIN on WNEW!

To the *listener* who wants good entertainment and recreation from midnight to 6 A.M., Art Ford and the "Milkman's Matinee" is a must!

To the *national* advertiser who wants greater sales in the metropolitan area... to the *local* advertiser who wants to see his advertising dollars do more—the "Milkman's Matinee" over WNEW stands as a sales beacon!

# WNEW

ON THE AIR 24 HOURS A DAY

**1130**  
ON YOUR  
DIAL

Represented by  
John Blair & Company

Spacial Pulse Survey, Greater New York, Nov. 1948



Convention Clips . . .

Gathering of indie station managers—unaffiliates to the NAB board—on Sunday was probably the largest group get-together of its kind in the history of NAB convention . . . it was a day set aside to discuss the problems of indies. . . Ted Cott, as chairman, and Justin Miller, NAB prexy, smiled approvingly as the luncheon turnout applauded dignitaries of the indie world on the dais. . .

Chicago

Cott championed the cause of the independents at Atlantic City and later in L.A., told the indies why they were being programmed as "unaffiliated stations" . . . he said the NAB board opposed the use of independent . . . so-o-o radio becomes one big happy family of affiliated or unaffiliated broadcasters!

Neville Miller, genial past president of NAB and one of the industry's better known legal counsels, dropped in on the Independent (pardon us) unaffiliated conference to get an idea of their problems. . . Hal Fellows of WEEI, Boston; Paul Morency of Hartford and Gene Thomas of WOR's Washington TV station, were there too. . . Ralph Weil and Arnold Hartley, the inseparable bidders for WOV, New York, were shaking hands with friends at the registration booth. . . Ken Fry, radio director of the Democratic National Committee, was there too and Johnny Johnstone, radio director of NAM, also was on deck greeting old friends. . . Charlie Batson of NAB's TV department pulled into town Sunday to take over the affairs of today's TV session. . . Charlie was accompanied by Ben Miller of the industry organization's Washington staff. . . C. E. Arney heard cussing about the broadcaster who called him at 4:30 in the morning complaining about his hotel accommodations while Hy Reiter and M. H. Shapiro of BMI are trying to catch the person who calls them at 6 a.m. each morning to give them the weather forecast.

NAB Activity Praised By Attorney General

(Continued from Page 1) mented the NAB membership for their participation in the "Voice of America" contest sponsored by NAB, RMA and the Junior Chamber of Commerce and declared that "the contest was inspiringly significant and could only happen in a land where equality of opportunity is the national creed."

Alluding to censorship as practiced behind the iron curtain, Clark said: "today hundreds of millions of peace loving people are 'lost' to the outside world because they are denied access of information. One of the greatest tragedies of our time is the enforced 'deafness' and 'blindness' imposed upon all these millions in totalitarian countries by a willful and selfish few."

Continuing he said: "no iron curtain, no totalitarian state, no tyrannical dictators can hush the voice of radio. It penetrates all barriers and is the most effective weapon in bringing truth and understanding among men."

"No one can suppress radio's heartening news of the Rio Pact, the Truman Doctrine, the European Recovery Program and the enthralling story of the North Atlantic Treaty. Education through radio can be a powerful force in tearing down the iron curtain."

GE Slashes Retail Prices Of Receivers

(Continued from Page 1) were announced yesterday by Walter M. Skillman, sales manager for GE's receiver division.

Biggest reduction is for an AM-FM console with a standard record player, in white oak, which gets a proposed reduction from the old price of \$259.50 to \$169.50. New prices were suggested by Skillman in a letter to distributors announcing reduced cost for this merchandise shipped to them from the factory on or after April 1.

GE recommends that a table combination previously listed at \$99.95 be sold for \$69.95. A console combination which has retailed for \$124.95 will be cut to \$109.95, a markdown of \$15.

Wrong Advertising Hurts United Nations—Dulles

(Continued from Page 1) United Nations has been the victim of free advertising by well-meaning, but over-enthusiastic and inexperienced, friends." He told the Brand Names' advertisers: "You, I know, do not try to create reputations that cannot be sustained. You make good products and keep your advertising in line with probable performance. You can control the situation because you do your own advertising."

FOR SALE

Two new high quality portable American tape recorders with special frequency changer allowing use on any current anywhere together with spare parts, mixer, power supply, microphones and monitor speaker. Ideal for motion picture company, network or program outfit, record or transcription people who want to record in Europe but prevented by lack of proper equipment.

Can be transported in box any western European country and will save its cost many times over. For further information address Box 227, RADIO DAILY, 1501 Broadway, New York City.

CHICAGO AUDIENCE FACTS

Table with 2 columns: Network (A, B, C, D) and Audience Rank (1st, 2nd, 3rd, 4th, 5th)

PULSE January-February, 1949

WIND 560 KC 24 hours a day

FLY NON-STOP



DC 4's NEW YORK-CHICAGO \$28.75 plus tax

SKY EXPRESS

4-hour non-stop CHICAGO 185 North Wabash Street PHONE: DE. 2-6391 NEW YORK 237 Madison Avenue PHONE: MU. 5-8894

AIR CONTRACTORS, INC. Representing Government-licensed non-scheduled airlines SAVE THIS AD

EMPIRE RECORDING

STUDIOS OFF-THE-AIR OFF-THE-LINE

PORTABLE JOBS



EMPIRE BROADCASTING CORP. 480 LEXINGTON AVE. NEW YORK 17, N. Y.

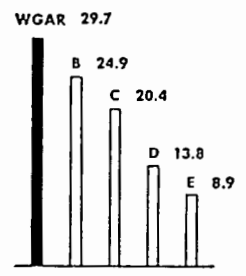
# ... the trend in Cleveland listening!

<b>GAIN</b>	+18.3%	WGAR	<b>OCT. '47 THRU FEB. '48</b> <i>versus</i> <b>OCT. '48 THRU FEB. '49</b>		
		WGAR			
		WGAR			
		WGAR			
		WGAR			
		WGAR			
	+0.01%	STA • C			
<b>LOSS</b>		STA • B		STA • D	STA • E
		STA • B		STA • D	STA • E
		STA • B		STA • D	STA • E
		STA • B		STA • D	STA • E
		STA • B		STA • D	STA • E
		STA • B		STA • D	STA • E
		STA • B		STA • D	STA • E
		STA • B		STA • D	STA • E
		-17.2%		STA • D	STA • E
				STA • D	STA • E
			-21.7%	-21.9%	

## TWO STARTLING FACTS YOU SHOULD KNOW !

**ONE** ... In Cleveland, WGAR alone shows a significant increase in audience! The above graph tells the story. Latest listener reports\* of the 1948-49 Fall-Winter season compared with the same period in 1947-48 show that only one Cleveland station, WGAR, has gained listeners this season over last year!

**TWO** ... WGAR delivers more Cleveland listeners than any other station! In the 1948-49 Fall-Winter reports\*, WGAR has maintained first place in total rated time periods.



(\*) Hooper Station Listening Index Fall-Winter, Oct. '48 thru Feb. '49

That's why... for a real selling job in Northeastern Ohio... you need...

# WGAR

Represented Nationally by  
EDWARD PETRY & COMPANY

**50,000 WATTS • CLEVELAND**

# B M I . . .

For the first time

at an

**NAB CONVENTION**

presents

## "OPERATION LOG"

A detailed demonstration of the actual procedure BMI uses in tabulating performances of BMI-licensed music . . . how music logs are processed . . . how payment to composers and publishers are determined . . . how the over-all services and activities of BMI work for the broadcaster.

Really one of the outstanding exhibitions at the NAB Convention. Don't miss it.

If you are unable to attend the NAB Management Conferences in Chicago, write to BMI for your copy of "Operation Log" in booklet form, illustrated.

**BROADCAST MUSIC, INC.**  
580 Fifth Avenue • New York 19, N. Y.

### Magicorder Being Used By Movie Producers

A magnetic film recorder manufactured by Reevesound Company, Inc. was used for the first time in the production of a full length feature film made by Laurel Films, Rex Carlton, producer, Joseph Lerner, director, Called "C-Men," the major portion of this film was made at Reeves Sound Studios at 304 East 44th Street, New York.

In choosing the Magicorder to record sound for this film, Mr. Lerner explained: "There are many reasons why I selected the magnetic film recorder during the production of "C-Men." The quality of sound, I found, was better than anything I had ever heard before. In terms of economy, at the end of every day we listened to all of the sound recorder, and it was not necessary for us to go to extra expense in developing and printing superfluous footage. Also I found that the magnetic film recorder enabled me to have more complete control of sound than any other equipment I had ever used. The sound was so good that I could have an immediate playback right after the scene was shot, thus eliminating additional expense."

The Magicorder is being highly recommended to producers by leading sound engineers at Reeves Sound Studios where most of the important disc and film recordings are done in New York City. The unit itself is plate mounted in a cast magnesium housing and is completely portable. It uses 35 or 16mm. perforated film with a magnetic coating and runs at 90 or 36 feet per minute.

### Hold Daily Auditions

The production staff of the "Original Amateur Hour" holds auditions eight hours a day, five days a week. Generally about three minutes is spent on each act. All who try out for the show are treated with unflinching courtesy, but the audition line moves fast. This is talent searching on a mass production basis.

## CHICAGO

By NAT GREEN

Ralph Brent, who has been station manager of FM station WGYN in New York, has joined the WBBM staff in Chicago as sales promotion manager.

Fred Kilian, director of ABC's television programming, is in St. Joseph's Hospital recovering from an appendectomy.

Ralph Atlas, WIND general manager, was tendered a surprise birthday party by his staff on March 31.

The WLS production department is compiling a 16-page illustrated silver anniversary issue of its mailing piece, "Stand By," to be mailed to agencies, advertisers, wholesalers and retailers, and to be made available to listeners at 10 cents a copy.

David Kimble of the NBC advertising and promotion staff has been appointed a second lieutenant in the Medical Service Corps of the Illinois National Guard and named commanding officer of a medical platoon in the 33rd division.

WBKB will place its cameras on the roof of the Cook County Hospital to pick up a unique Easter sunrise service to be presented for the patients on April 17.

Tom Filas, ABC staff musician, won second place in a song writing contest sponsored by the United States Army, netting him a \$500 savings bond, and his composition, titled "It's the Army," had its premiere airing Wednesday on the "Breakfast Club."

Meriam Boldt has left the WIND music department to join Radio Features.

WGN's "Telephone Quiz" program has been moved to a new early morning time period, 8:30-8:45, and will continue in this segment Monday through Friday, with Lee Bennett as quizmaster.

### Theater TV In Texas

Dallas—Television receivers have been installed in seven of the local Interstate Theater Circuit houses and will be tuned in for baseball games to be televised here as well as other events of national or local importance. Video sets are to be found in the Majestic, Melba, Telenews, Lakewood, Inwood, Wilshire and Esquire.

## CHICAGO AUDIENCE FACTS

Monday thru Friday

12 to 5 P.M.

Network A	.....1st
Network B	.....2nd
WIND	.....3rd
Network C	.....4th
Network D	.....5th

PULSE

January-February, 1949

**WIND** 560 KC  
24 hours a day

1906 1949

*Henri*  
CONFISEUR

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

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

## SOUTHWEST SIDELIGHTS

Application has been made to the FCC by the Scurry County Broadcasting Co., of Snyder, for a standard broadcast outlet to operate daytime hours on 1220 kilocycles with a power of 250 watts. Outlet is estimated to cost \$10,520. Heading the organization is W. J. Harpole and Kermit S. Ashby. Harpole is owner of KVOF, Plainview, and 50 per cent owner of KVOU, Uvalde. Ashby has a 24 per cent interest in KPET, Lamesa.

Ralph Fritz, of the WOAI, San Antonio, news staff, who writes fiction in his spare time, has sold another short story, this time one to "Ranch Romances." Title of the story is "The Heart of an Owl Hoot" with the locale of the story laid in the Texas Panhandle and concerning outlaws who were known by the title "Owl Hoot" because they were on the run at night.

Application has been made to the FCC for a new standard broadcast station at Houston by John F. Cooke. He is general manager of KIOK, Bay City. Cooke is seeking facilities for daytime operation with 1000 watts on 1480 kilocycles with the estimated cost of the outlet set at \$22,625.

Doug Romaine, formerly on the announcing staff of KTSA, San Antonio, is now with the San Antonio

Police Department radio division.

Melissa Smith, featured vocalist with the Horace Heidt radio and stage show, is spending a month's vacation with her husband in San Antonio. She dropped in to say hello to her former colleagues at WOAI and was immediately spotted by Jerry Lee, WOAI program director, for a spot on her old program "Prelude To Evening." She also received an offer from Hugh A. L. Half, president and general manager of WOAI, to return in the fall to work for WOAI-TV which is expected to be on the air then. Miss Smith said she'd love to but had obligations to fulfill with the Heidt band which she is rejoining on the West Coast in May. She will also make a series of recordings for the Heidt record company under the Magnolia label.

Ray Hunt, KONO, San Antonio, news chief and disc jockey is now able to spin his disc without fear of missing out on any special releases coming into the KONO newsroom on the teletype machine as the result of a special hookup made by George Ing, KONO chief engineer. Now when the teletype bell rings five times in quick succession to signify a special release a red signal light goes on in the control room to tell Hunt of the important flash bulletin coming in over the wires.

### Many Children Featured

Over 1,000 child performers have appeared on "Birthday Party," a WAABD program, since the show's premiere about 18 months ago. The producers say there is no limit to the number of talented children in New York.

### Worked With Maj. Bowes

Ted Mack, master of ceremonies on the "Original Amateur Hour," was understudy to Major Bowes on the "Major Bowes Amateur Hour," for many years well known to radio listeners.

### Narrated March of Time

Roger Forster, Du Mont newscaster, did narration on "Battle for Germany," March of Time release currently playing throughout the U. S.

## NEW BUSINESS

WNEW, New York: The White Rose Tea Co. has signed a 52-week contract for a Sunday program, "The White Rose Tea Party," featuring current hits and dramatic recordings of Broadway shows, a different one each week, from 1:35-2 p.m. Kermit Moss was the WNEW account executive and Edward Ridley represented the J. D. Tarcher Advertising Agency.

Thom McAn shoes, a division of the Melville Shoe Corp., has purchased three quarter-hour segments per week on Martin Block's "Make Believe Ballroom." The deal was handled by William Rogow of Nest-Rogow advertising agency for Thom McAn.

## RADIO EQUIPMENT FOR SALE

The Department of Purchases of the Board of Education, City of Chicago, will receive bids for the sale of the following equipment:

1—G E 1000 watt, type GF-101-B Frequency Modulation Transmitter, consisting of 250 watt exciter and 1000 watt power amplifier, complete with tubes and crystals for 42.5 mc operation.

1—G E Single Bay Circular Antenna.

1—Andrew Company, impedance matching unit.

1—G E Frequency Modulation station monitor, complete with tubes and crystal for 42.5 mc operation.

1—Gates Model 30 speech input console, walnut finish, complete with tubes and power supply.

2—G E type 69G367 voltage stabilizers, 3 kva, 230-250 volts, single phase.

33—miscellaneous tubes for transmitter.

14—miscellaneous tubes for monitor.

18—miscellaneous tubes for console.

125 feet used 7/8 inch co-axial cable.

This equipment has been used by station WBEZ for approximately five years, but it is in excellent condition and suitable for immediate installation. Equipment is in storage, 41st floor, 79 W. Madison Street, Chicago. Inspection of equipment may be arranged through the Division of Radio, Board of Education. Buyers shall take delivery of equipment at storage location, and arrange for removal from building. All equipment will fit freight elevators. Address bids to John E. Beardmore, Director of Purchases, Board of Education, 228 N. LaSalle St., Chicago, Ill.



**GODFREY and HIS FRIENDS—A CBS-TV Package Program—is one of the six CBS shows among the "Top 10" in all Television today.**

# COAST-TO-COAST

### WTTM Special License

Trenton, N. J.—When on April 1st, new auto licenses for 1949 were first seen, ten members of WTTM's staff found that automobile driving keeps them close to their work. All ten cars belonging to the personnel were lined in front of the station, bearing Mercer County plates and the numerals 920 . . . the dial setting for WTTM. These special plates were arranged for through the N. J. Motor Vehicle Department and the station's program director William Griffin.

### WTIC Decoy of the Month

Hartford, Conn.—Ross Miller, WTIC announcer, has been elected "Disc Jockey of the Month" by the Vaughn Monroe fan clubs of Connecticut and New York. Ross has regular Empire State listeners to his "Juke Box Jingles" program heard Monday thru Saturday as far west as Buffalo. He has been asked to pen an article for the fan clubs monthly publication "Monroely Yours."

### WSAZ Sports Dir. Cited

Huntington, W. Va.—WSAZ's sports director Jack Bradley, was awarded a plaque and scroll during the "Luncheon of Champions" which is held annually during the W. Va. state High School basketball finals tournament. The presentation was on the basis of "That sportscaster

who made the greatest contribution to the promotion of sports in the state" during 1948-49 sport seasons.

### WCSS Aids R. C.

Amsterdam, N. Y.—According to the chairman of the Montgomery County Red Cross Drive which ended recently, the success of the campaign was largely due to the work of WCSS. The drive was over-subscribed by more than 60 per cent and a re-cap of the time devoted to programs and announcements during a two-week period, showed a total of 41 hours and 52 minutes.

### KGHF Increases Power

Pueblo, Colo.—KGFH has increased its power to 5000 watts. The station first went on the air in February, 1928 with a power of 250 watts. According to the station's general manager Robert D. Ellis, the ABC affiliate's increase in power means a more effective coverage of the fast growing Southern Colorado market of over 30,000 population, along with neighboring states, plus interference free reception for all listeners. KGFH has a dial spot of 1350.

### KGVO Staff Additions

Missoula, Mont.—KGVO has announced additions to its staff. Bill Sinor, former assistant manager and commercial manager at KOPP, has been appointed commercial manager. Clarence L. Touw, former chief engineer at KICD is now chief engineer at KGVO. Arthur D. Dahl, formerly of KMGK, is chief operator.

### Named Sales Mgr. of WIL

St. Louis, Mo.—Robert M. Hetherington, on the sales staff of KSTL, since that station went on the air last June, has been appointed sales manager of WIL and FM. He originally started his radio career with WIL before moving to KSTL and his background includes experience in many fields.

## Fax Investment Less Than \$20,000: Hogan

Chicago—The total additional investment needed by an FM broadcaster to get into the business of broadcasting a facsimile newspaper will be less than \$20,000, including the monitoring recorders that are built into the scanning equipment, desks, typewriters, drawing boards, etc., the NAB convention was told by John V. L. Hogan, president of Radio Inventions, Inc., and Facsimile, Inc., New York.

The cost of the two scanners necessary to insure a continuous, unbroken flow of facsimile copy is less than \$15,000, he pointed out. In explaining the operating cost in which he allowed for all contingencies, Hogan said, "it is difficult to see how the facsimile budget could exceed \$1,000 per week."



HOGAN

He expressed the belief that this relatively low operating cost not only could be met by advertising income but "can help to change the net income figures of many FM broadcasters from red to black. It will also provide a valuable new public service whose interest and importance to the readers will be limited only by the creative ability of the writers, artists, photographers and editors who prepare the facsimile newspapers for broadcasting."

During the early stages of facsimile broadcasting, Hogan suggested that most or all of the initial receiver-recorder installations should be made in public places where there is substantial traffic. He believed also that provision should be made to display or post each four-page (fifteen-minute) facsimile edition so that it can be seen and read by passers-by until the next four-page edition is received and similarly posted. In this manner, each receiving set will have a "potential audience of hundreds and even thousands of readers for each printed advertisement." By repeating editions with bulletin changes every 15 or 30 minutes, Hogan believed that "a single facsimile receiver will present a single advertisement to many more people than a single sound or television receiver can do. Since advertising rates are based primarily upon circulation, a profit-making income can be had from advertisements displayed on a relatively small number of facsimile recorders located in public places. . . .

"At last the time has come when it no longer requires millions of dollars to go into the newspaper business," Hogan concluded. Now, any man who has ideas and something to say to the public can, with a very small investment, distribute a new newspaper to an ever-growing readership by utilizing FM and facsimile."

### Salesman

Big chunks of programming this month by WOR, New York, have played up the usefulness of household appliance in the American home—an effort to help the industry bolster sales (including WOR). John B. Gambling, veteran early birder, has hammered away in telling how such appliances aid the little woman. He sold one woman at least—his wife, who gave him an electric dishwasher for his birthday.

## CHICAGO AUDIENCE FACTS

Monday thru Friday  
3 to 5 P.M.

Network A	26%
Network B	19%
WIND	10%
Network C	7%
Network D	6%

### PULSE

January-February, 1949

**WIND** 560 KC  
24 hours a day

# Diver

Ever meet a diver who risks his life seeking buried treasure fathoms under the sea.. or a millionaire cop.. or a tracer of lost heirs.. or a scale-model criminologist? You can—on Paul Murphy's program "Feature Story" Thursday evenings at 6:30 on WBZ.

Interesting? YES, as thousands of New England listeners agree. Geared to sell? DEFINITELY! More details on coverage and acceptance? YOU BET! Contact Herb Masse at WBZ, or Free & Peters.

BOSTON

50,000 WATTS  
NBC AFFILIATE

# WBZ



WESTINGHOUSE RADIO STATIONS Inc

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

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

## CHICAGO AUDIENCE FACTS

Saturday, 2 to 6 P.M.

WIND	1st
Network A	2nd
Network B	3rd
Network C	4th
Network D	5th

### PULSE

January-February, 1949

**WIND** 560 KC  
24 hours a day



# BMB Moves To Assure Completion Of 2nd Study; Response Spotty

(Continued from Page 1)  
 subscribers between now and June, 1950. The waivers, it was pointed out, would remove the subscribers 90-day cancellation rights but would not obligate them to pay any additional assessments for the completion of the second study. The action, regarded as a stop-gap to insure the completion of the second study, was put to the assembled NAB members for immediate action. BMB subscribers among those in the management conference audience were urged to sign waivers immediately and ushers led by Cort Langley of BMB passed through the main floor of the Eighth Street Theater seeking signers.

**Some Sign Two Copies**  
 Response to the appeal was regarded as rather spotty. However, most of those who spoke from the floor expressed a willingness to sign the waivers in order to get the second study completed. Many in the audience took waiver blanks and pocketed them for later consideration. Some signed two copies and turned them over to the ushers.

Hugh Terry, spokesman for the BMB board, announced the names of a number of stations that have already signed the waivers. He also revealed that CBS and NBC have gone on record wanting the second study completed and would sign the waivers in behalf of their owned-and-operated stations.

Terry, Richard Shafto and Baker have been canvassing BMB members the past two days in quest of waivers.

**\$218,000 Needed**  
 At one point during the BMB panel discussion, Baker pointed out that it was imperative that the waivers be obtained from practically all of the 545 paying members. "We need \$218,000 to guarantee the production of the second study next fall," Baker said. He indicated further that signature of the waivers would be a mandate to the NAB board regarding additional BMB funds.

Clair McCullough, member of the NAB board and chairman of the organization's finance committee, at this point objected to the assertion

that the waiver action of the BMB members could be considered a mandate to the board to raise additional funds. McCullough asserted that not more than 300 of the 2,000

### Authoritative

*Chicago—Attorney General Tom Clark, during his luncheon address yesterday, took a crack at those who would write off radio at this time in favor of television. He said: "Those who predict that 'Miss TV' is going to take the place of radio remind me of the pollsters in the last presidential election. There will always be radio."*

members of NAB are subscribers of BMB and therefore NAB could not be held responsible for BMB's financial plight.

He suggested a referendum of the NAB members as a possible way of determining how the membership stood on the question of financing BMB.

Justin Miller, NAB president, by way of explanation to a question from the floor said he did not know what form industry audience measurement would take upon the completion of the second study. He did say, however, that it was the wish of NAB, AAAA and ANA that audience measurement be continued in some form upon completion of the second study. The judge's remarks were construed by many to indicate that BMB would be discontinued in its present form upon the completion of the second study.

BMB members indicated at the close of the session that the move was a desperate one on the part of the NAB management to insure the completion of the second study.

Today NAB and BMB spokesmen will work to the end of getting the waivers signed. If this task is com-

pleted with most of the present BMB members signing, the problem still remains for BMB to raise an additional \$218,000.

### General Foods Signs

General Foods Corp. has signed an initial 20-week contract, through Benton & Bowles, for "Surprise Package," an audience participation program carried over a nine-station ABC Pacific coast network, Tuesdays and Thursdays.

Program starts May 17. Product is Sure-Jell.

## Public Relations Men Address NAB Meet

Chicago—Top men in the field of public relations gave NAB members valuable pointers on methods of building station good will at the NAB public relations session held Tuesday morning. A. D. Willard presided and speakers were introduced by Frank King, chairman of NAB public relations committee.

### Called Prestige Builder

One speaker, Sid Hickelson of WCCO, Minneapolis, and president of the National Association of Radio News Directors, stressed the importance of good news programming as a prestige builder for the stations.



**THE GOLDBERGS—A CBS-TV Package Program—is one of the six CBS shows among the "Top 10" in all Television today.**

## CHICAGO AUDIENCE FACTS

Sunday, 9 to 12 A.M.

WIND	19.4%
Network A	12.5%
Network B	12.4%
Network C	10.1%
Network D	7.9%

### PULSE

January-February, 1949

**WIND 360 KC**  
 24 hours a day

## Stancil-Hoffman Corp.

Of Hollywood Announces Appointment of Henry J. Geist & Associates, W. B. Taylor and Cozzens & Farmer as Sales Representatives. Come Up to Room 935A, Stevens Hotel, To See Famous Minitape and Other Stancil-Hoffman Magnetic Recording Equipment.

# Sees AM In Driver's Seat For Five Years

(Continued from Page 1)

agencies in "selling tomorrow's time," Gamble warned that "there are certain weaknesses in our relationship." He stated three specific needs which broadcasters must face: (1) the need for agency recognition standards; (2) the need for wide support of industry research (meaning BMB); (3) the need for a credit safeguard (meaning the allowance of 2 per cent cash discount).

Commenting on these needs, Gamble said: "They are cracks that may become gaps when the winds begin to blow." He continued, "They are critical joints in the structure, which radio has not reinforced and buttressed as other media have learned to do. You need to do this for your own good."

Gamble urged broadcasters to "look closely at agencies who serve you as to whether they are likely to create successful advertising for their clients." He said things to be determined are whether an agency is a free agent, ethical and if it has adequate experience and ability. Gamble declared "there is sure danger of drawing the 'hot seat' when you simply sell radio time without regard to whether that time will be so serviced that the advertising will pay the advertiser."

As for BMB, the 4-A president said that such an organization is needed to match the ABC of the printed media. "But the biggest problem," he said, "is the lack of support for BMB among radio stations themselves." He suggested that those who are not satisfied with BMB should try to improve it from within.

## Thesaurus Signs Roth

Maestro Allen Roth has signed an exclusive transcription contract with NBC Thesaurus, it is announced by Donald J. Mercer, director of the NBC radio-recording division.

# Puerto Rico Gov't-Operation Discussed At NAB Confab

(Continued from Page 1)

owner of WAPA, San Juan, at the NAB convention at the Stevens Hotel yesterday.

In calling for the elimination of government operation of commercial radio stations, such as the one in San Juan, Quinones pointed out that "the law is made, both for the strong and the weak, for the rich and the poor. For this reason, we come to you to ask you to consider our situation very seriously and not let the wolf eat the little fellow, for sooner or later that same wolf may devour you all, one by one."

### "From Taxpayers' Money"

"The money to construct this radio station was allocated by the Territorial Legislature, in other words, from taxpayers money," he explained. "So, with the very money paid in taxes by the private radio stations, the Government was going into the radio business in open competition with them. This competition is so completely unreasonable, that I shall take the liberty of enumerating some of the many and varied advantages the Government station enjoys:

"1. With the taxpayers money being used for this enterprise, the Government station pays no interest on any loan whatsoever.

"2. The Territorial Internal Revenue Law imposes a 19.8 per cent tax on all radio equipment and supplies brought into Puerto Rico, even

from the United States. This is a tax which private broadcasters must pay, but not so their competitor, the Government radio station.

"3. Any artist, singer or musician, even from the United States, brought to Puerto Rico by private radio stations, must pay 29 per cent Income Tax. This is not the case if the Government station contracts these same artists, singers or musicians. Moreover, there is a special law by which if these artists work for the Government, they pay but 12 per cent Income Tax.

### Difference Of 17 Per Cent

"You will agree there is quite a difference between 29 per cent and 12 per cent when it comes to taxes," Quinones continued.

"4. Private broadcasters pay a high Income Tax on whatever earnings they make. Not so the Government radio station.

"5. Private broadcasters must pay property taxes to the Government on their equipment and on their Studios and Transmitter buildings or pay rent. The Government station pays no property tax on its equipment nor does it pay rent, as it is lodged in a new building built with taxpayers money," he said in conclusion.

# New York Attorney Joins ABC Board

(Continued from Page 1)

State Tax Commission in Albany. At the stockholders meeting, Edward J. Noble, ABC board chairman, pointed out that in the five years since he took over the network the web's annual billings have increased from \$14,000,000 to \$44,303,376. In answer to a question from the floor as to why ABC did not sell out a few months ago



CHAPMAN

to 20th Century-Fox, Noble answered that "no definite offer was ever received from Fox."

Noble also was queried on recent sales of company stock by ABC officials. The chairman commented that he personally had sold no stock but that various individuals had

done so to take care of their personal affairs.

Noble indicated that stockholder dividends may not be forthcoming in the next year or two since radio profits are being plowed back into television.

**KGW and KGW-FM**  
 PORTLAND, OREGON

COMPLETE SCHEDULE  
 SIMULTANEOUS SERVICE

REPRESENTED NATIONALLY BY EDWARD PETRY & CO

**CHICAGO AUDIENCE FACTS**

Sunday, 12 N. to 2 P.M.

Network A	1st
WIND	2nd
Network B	3rd
Network C	4th
Network D	5th

**PULSE**  
 January-February, 1949

**WIND** 560 KC  
 24 hours a day

Greetings  
 N.A.B.

**PAUL WESTON**  
 Musical Director

CAPITOL RECORDS

**WBAL and WBAL-TV**

*Mean Business*  
*in Baltimore!*

NBC AFFILIATE

Nationally Represented By Edward Petry Co.

# TELEVISION DAILY

Section of RADIO DAILY, Wednesday, April 13, 1949 — TELEVISION DAILY is fully protected by register and copyright

## TV CHEAPER THAN DAILIES, MAGS

### TELE TOPICS

**THE "FORD THEATER"** airing of "Ar-senic and Old Lace" on CBS Monday night marked the third time that Joseph Kesselring's hilarious play has been seen by this department. The first two were the legit and movie versions, respectively, and for personal enjoyment the three line up in chronological order. This, however, does not reflect on Garth Montgomery's production for Ford, which was in every way up to the unusually high standards the series has maintained. Josephine Hull and Ruth McDevitt were outstanding as the disarmingly homicidal Brewster sisters and Boris Karloff was properly menacing as Jonathan. Bert Freed was excellent as Teddy, and Augusta Dabney was luscious and charming as Elaine. William Prince's restrained performance as Mortimer was less frantic than those of his Broadway and Hollywood counterparts and therefore not as funny. . . . There were three fine sets by Samuel Leve, with the Brewster living room containing a full staircase for Teddy's wonderful charges up San Juan Hill. Adaptation was by Max Wilk, costumes by Paul Du Pont and music by Cy Feuer. Marc Daniels' direction was excellent as usual.

**ON HIS RETURN** from the NAB confab in Chicago, TBA prexy Jack Poppele lowered the boom on a lack of uniformity in equipment displayed there which, he said, deprives broadcasters of interchangeable units purchased from two or more manufacturers. "I expect to bring this to the attention of the engineering committee of TBA," he said, "so that steps can be taken to standardize inputs, circuits and other technical equipment and thereby make interchangeability of manufacturers' products possible." . . . Tom Moore's "Ladies Be Seated," bows over the ABC-TV web April 22, 8:30 p.m. WEST, from Chicago. . . . Irving Mansfield and his wife, Jacqueline Susann, will not be with the Morey Amsterdam show when it moves to DuMont. Mansfield wrote the stanza and Mrs. M. played Lola, the cigarette girl, when it was on CBS.

**MOTOROLA's** looking for a show to replace the Ripley stanza which it dropped in a hurry last week after a short run. Ripley, however, will continue as a sustainer. . . . Derby Foods probably will join Canada Dry in bankrolling ABC's "Super Circus" while Admiral has signed to split the tab on "Stop the Music" with Old Gold. Latter starts May 5. . . . NBC will audition a new stanza with Dave Garroway, Chicago disc jock, on the web Saturday nite. Titled "Garroway At Large," stanza is written by Charles Andrews, produced by Ted Mills and directed by Don Mcier. . . . Bernice Coe, formerly with United World Films, has joined Sterling Films, Inc., to supervise the firm's tele operation.

### First ITPA Elections, Meet Set For April 21

First annual membership meeting of the Independent Television Producers Association has been set for Thursday, April 21, at the Savoy Plaza Hotel in New York, it was announced yesterday by ITPA pro tem president, Martin Gosch.

The meeting, first under the new charter of incorporation as a non-profit trade association, will take up several important points of business affecting independent producers. Foremost among these will be a report by Mal Boyd, president of Television Producers Association, Inc. of Hollywood, who will list some of the problems facing west coast producers.

Following Boyd's address, ITPA will hold its first election of officers to serve for the forthcoming year. Agenda also calls for the establishment of an executive committee to draw up a code of practices. This code will include discussion of kinescope recording rights, establishing standard contracts, and exploring the problem of visual credits.

The ITPA "Showcase," currently being considered by a top New York agency as a summer replacement series, will be taken up by the membership. "Showcase" is a projected half-hour series presenting a complete different program each week as a sample of the packages made available, by independent producers who are members of the association.

### SEC Reports Radio And TV '47 Sales Hit Over Billion

(Continued from Page 1)

in 1946 to \$11,035,000 in 1947, with an after-tax loss of \$1,472,000 in 1946 turned into a profit of \$564,000 in 1947. The more important part of the DuMont operation was obviously in the manufacturing phase, with SEC reporting that the figures include charges of \$704,000 in 1946 and \$895,000 in 1947 for operation of broadcasting stations.

The giant of the industry, RCA, reported that its overall sales rose from \$236,146,000 in 1946 to \$312,678,000 in 1947, with profit after taxes rising from \$10,985,000 (4.7 per cent) to \$18,770,000 (six per cent). A partial breakdown of the RCA revenue sources was provided, with the manufacturing income separated from that for broadcasting, com-

### TV Box Score

On the air.....	61
CP's .....	59
Applications .....	320

### WBKB Signs With CBS As Chicago Affiliate

WBKB, Balaban and Katz station in Chicago, has signed with CBS as a full primary affiliate, with the agreement to go into effect within six months. Outlet has been an indie since it went on the air in 1942, and replaces WGN-TV as the web's Windy City affiliate.

In addition to serving as the CBS outlet in Chicago, WBKB will make its facilities available to the net for program originations.

CBS has an application for its own Chicago TV station on file at FCC.

### Morey Amsterdam Signed For DuM Receivers Show

Morey Amsterdam has been signed for a new commercial series over the DuMont web sponsored by the DuM receiver sales division through Buchanan agency. Program bows April 21, 9-9:30 p.m. as replacement for "Window On The World."

Show will be substantially the same as the comic's CBS series, holding over the "Golden Goose Cafe" format, Art Carney and Johnny Guarneri's ork. David Lewis will direct.

### DuM. Study Shows Tele Costs Less Per Thousand

On a cost-per-thousand basis, television today can be a less expensive medium for national advertisers than either newspapers or quality magazines, according to a detailed report prepared by the DuMont research department. By the end of this year, the industry's anticipated growth should further reduce TV cost-per-thousand figures to only one third of the cost-per-thousand newspaper circulation and about eight per cent of the cost-per-thousand readers of ads in quality magazines, the research department's report states.

#### 17 Cities Covered

The report lists the cost-per-thousand viewers in 17 cities carrying a DuMont hour-long evening show, the cost-per-thousand circulation of the leading newspapers in these cities, the cost-per-thousand ad readers of 13 magazines and the cost-per-thousand ad noters of these same magazines.

On a per thousand basis, the costs are listed as: TV (average of 17 stations), \$3.48 at present and anticipated \$1.94 Dec. 31, 1949; average ad readers 13 magazines, \$23.72; average ad noters, 13 magazines, \$4.72; newspapers (average leading daily in each of the 17 cities), \$5.77.

#### Cites Reason for Choice

Alfred McQuillan, recently appointed research director of the net, said that the one hour nighttime program was chosen because it represented about average production costs.

He pointed out that every cost factor was included in estimating TV costs whereas some important items were excluded in arriving at printed costs. For example, he said, no provision was made in estimating magazine and newspaper costs to cover the cost of preparing the ad itself.

### New Multiscope Model Shown At NAB Confab

Chicago—A score of stations will be using the WBKB Multiscope news projection device in the next year, according to L. E. Thompson, chief engineer of Acme Telectronix, manufacturers of the machine.

An improved production model of the Multiscope is on display at the NAB convention here. "It is more flexible," Thompson said, "has many more uses than the original model and should become a standard part of any television station's projection equipment."

*"Now More Than Ever—"*

“LEADING  
THE  
LEADERS”

*Michigan's Greatest Advertising Medium*

Call or write  
your nearest  
PETRY office

**WJR**

CBS  
**50,000 WATTS**



**FREE SPEECH MIKE**

**THE GOODWILL STATION, INC.—Fisher Bldg., Detroit**

**G. A. RICHARDS**  
*Chairman of the Board*

**FRANK E. MULLEN**  
*President*

**HARRY WISMER**  
*Asst. to the Pres.*



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 47, NO. 10

NEW YORK, THURSDAY, APRIL 14, 1949

TEN CENTS

## NAB HITS GOV'T-RADIO "BEACHHEAD"

### FCC High Court Plea Re Low-Court Edicts

*Washington Bureau of RADIO DAILY*  
Washington—The FCC yesterday asked the Supreme Court to protect it from "unsubstantial and dilatory claims. . . which would seriously interfere with the efficient working of courts as well as administrative agencies." The Commission filed a lengthy argument in its appeal against a 3-2 Court of Appeals decision ordering it to grant WJR, Detroit, a hearing on an FCC grant in Tarboro, N. C. WJR claimed that objectional interference to its signal would result, but the FCC overruled  
(Continued on Page 3)

### WCKY Pushing Measures To Bar "Kathy" Deaths

Cincinnati—"Kathy Fiscus" measures, bills to make it unlawful to leave wells, cisterns, mine shaft and similar holes uncovered, is being pushed in the Ohio and Kentucky State Legislatures by WCKY.

At the instigation of the L. B. Wilson station's news department, Ohio legislator Frank Simpson of Cincinnati introduced a joint reso-

(Continued on Page 8)

### Plan Folk Music Series Linked To UN Countries

Chicago — Detailing plans of Broadcast Music, Inc., for developing and distributing a series of special transcribed programs in compliment to the United Nations was disclosed by Carl Haverlin, president of BMI, in his report to the NAB convention. He said that BMI will write and distribute to all interested broadcasters a series of  
(Continued on Page 3)

### French Listener

A "Voice of America" listener in France has presented Mrs. Franklin D. Roosevelt a copy of the original French Constitution of 1791 as "a token of friendship and gratitude" toward the U. S. He said he admired her work as a delegate to the UN and that he has been a regular "Voice of America" listener for several years.

### Indefinite

Chicago — Spokesmen for the NAB said here yesterday that the attitude of BMB members toward a proposal by acting prexy Ken Baker that stations sign waivers guaranteeing they would not withdraw as subscribers until June, 1950, cannot be accurately determined until a thorough check of the membership has been made. The request for waivers was seen as a stop-gap measure to insure completion of the second BMB study.

### No Radio Casualties Reported In Quake

The four major networks remained "on the spot," even though the ground shook under them during yesterday's earthquake, described as the worst ever experienced in the Northwest.

Earlier reports indicated that all Oregon and Washington stations affiliated with NBC, CBS, ABC and MBS not only continued broadcasting but began immediate "on-the-

(Continued on Page 3)

### Stations Plug Competing Shows In News Strike

*Washington Bureau of RADIO DAILY*  
Washington — Cooperation was the keynote as Washington's newspaper strike went into the third and final day, with stations broadcasting program schedule highlights of their competitors. It was downright unique for ABC, CBS, NBC and in-  
(Continued on Page 3)

## Urge Broadcasters Give Video Full Consideration

Chicago — Television held the spotlight during the closing session of the NAB convention yesterday and the panel of experts seemed to agree that the impact of TV in the major markets has been so great as to warrant AM broadcasters everywhere giving consideration to the new sight and sound service.

Speakers from the broadcasting, agency, manufacturing and technical fields of TV declared that while

## Resolution Urges That Federal-Owned Commercial Stations Be Curbed; Haverlin And BMI Praised

By FRANK BURKE  
Editor, RADIO DAILY

Chicago—A strong resolution stressing the urgency of NAB action to prevent the Federal Government from extending commercial radio licenses to any state, possession or Government agency was adopted by the closing session of the NAB convention yesterday. The resolution  
(Continued on Page 3)

### 2 Agency Execs. Join NBC Program Dept.

Major emphasis which NBC is putting on its program department these days is beginning to sprout with importation of two execs from the agency field. Move is understood to be linked with others which will follow later.

Leslie Harris, radio director for Benton & Bowles, is resigning that job to become assistant national  
(Continued on Page 8)

### Federal Appoints Perry General Sales Manager

Raymond S. Perry, former president of the Eicor Corp., Chicago, has been named general sales manager of Federal Telephone and Radio Corporation, it is announced by Ellery W. Stone, president. He will  
(Continued on Page 2)

### Tightened Libel Statute Sought By Rep. Rankin

*Washington Bureau of RADIO DAILY*  
Washington—Seeking to head off state legislatures in their consideration of legislation to exempt broadcasters from liability for libelous statements over their facilities, Rep. John Rankin of Mississippi this  
(Continued on Page 8)

### 'Speculation' Remark Lifts Trade Eyebrows

There was no particular reaction on the New York Stock Exchange yesterday concerning ABC stock following a statement the day before by Edward J. Noble, web board chairman, that the stock "must be regarded as a speculation." Only 1,700 shares were sold and the stock was down 3/8.

Noble's rather candid comment at  
(Continued on Page 2)

### W. U. Baseball Service Will Get FCC Scrutiny

*Washington Bureau of RADIO DAILY*  
Washington—The FCC announced yesterday that it will hold a hearing on the question of Western Union's rates for baseball service to broadcasters. WU has proposed a new tariff schedule which would permit  
(Continued on Page 2)

### Off Again

Bob Hope and his troupe will be whooping it up again in 21 cities for a two week period starting April 18. Comedian and his gang, travelling in a chartered DC-6 owned by United Airlines, will cover 13 states and the District of Columbia on the tour. At times he'll give a matinee in one city and an evening show in another.



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JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : : Business Manager

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WEST COAST OFFICES

Al Steen, Manager 6425 Hollywood Blvd. Phone: Gladstone 8436

WASHINGTON BUREAU

Andrew H. Older, Chief 6417 Dahlonga Rd. Phone: WI 5-con 3271

CHICAGO BUREAU

Nat Green 1417 Ashland Bldg. 155 No. Clark St. Phone: State 2332

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

FINANCIAL

(April 13)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

Table with columns: Bid, Asked. Rows include DuMont Lab., Stromberg-Carlson.

Morgan Ryan Transferred

Morgan Ryan has been transferred from the position of eastern program manager for ABC and WJZ, New York, to rejoin the eastern radio sales department of the net. Leonard Reeg, western division production manager, has assumed Ryan's duties on a temporary basis.

★ COMING AND GOING ★

CURTIS PECK, engineer in charge of NBC facilities at San Francisco; DONALD COOPER, in charge at Washington, D. C., and HOWARD LUTTGENS, Chicago division engineer, are in town for conferences at the Radio City headquarters of the web.

JACK BENNY, now starred on CBS, is en route to Hollywood following a 10-day visit in New York.

STAN FREEMAN, singer-composer-pianist featured on NBC's video show, "Candlelight Revue," has completed a business trip to Washington, D. C.

CARL WYLER and JACK CHAPMAN, manager and program director, respectively, of KTSM, El Paso, Tex., conferred at the New York offices of their national representatives and then went on to Chicago for the NAB convention.

CATHERINE MASTICE, soprano recently featured on the CBS radio and video version of "The Medium," is back from a trip to Boston in connection with her new television package show.

AL BENGSTON, manager of WINR, Binghamton, N. Y., has returned to the station after conferring in New York with the station's national reps.

RAY C. SMUCKER, general manager of KYUM, Yuma, Ariz., is spending today and tomorrow in New York for conferences at NBC headquarters.

CONNIE DESMOND and ERNIE HARWELL, Columbia network's radio and video sportscasters, are expected back today from Florida, where they had covered training camp activities of the Brooklyn Dodgers.

ROBERT Q. LEWIS, comic heard on CBS, has returned from Tulsa, Okla., where he attended the premiere of "Tulsa," Walter Wanger's new feature film.

D. W. THORNBURGH, vice-president of CBS in charge of the Western division, who now is attending the NAB convention in Chicago, will visit New York before returning to the West Coast.

PERRY COMO on April 15 will be in Durham, N. C., where he'll sing with the Duke University Choir in a special Good Friday program of the Chesterfield Supper Club radio series.

AL HARDING, sales manager of WCCO, Columbia's O & O station in Minneapolis, is in New York.

H. C. JORGENSON, of the Royal Danish Post and Telegraph Office, heading for New York to visit with Joseph D'Agostino, NBC liaison engineer.

HARRY FLOYD, salesman at NBC, is on a business trip to Pittsburgh.

BILL SORRELL, formerly sports announcer at WGFG, Kalamazoo, Mich., has arrived in Battle Creek, same state, to take over sports assignments at WBCK.

J. F. CROSSIN, national sales director for U. S. Television Mfg. Corp., is on a business trip to Boston and Cincinnati. J. J. CLANCY, regional sales manager for the company, has returned from a merchandising trip in upstate New York.

C. P. PERSONS, sales manager of WAPI, Birmingham, has arrived from Alabama. He plans to remain about two weeks.

JOHN BOLER, owner of KSJB, Jamestown, N. D., who was in town early this week huddling with his station reps, has left for Chicago.

DEL PARKS, sports director of WAMS, Wilmington, Del., has reported to the Spring training camp of the Wilmington Blue Rocks baseballers at Camden, S. C.

W. U. Baseball Service Will Get FCC Scrutiny

(Continued from Page 1)

it to collect an additional fee for each station receiving the service from an original station subscribing to Western Union.

The Commission said it will inquire also "to determine whether Western Union has violated or is violating provisions of the Communications Act in permitting radio broadcast stations subscribing to the baseball-sports service to utilize for network broadcasting over a chain of radio stations other than subscribers' own stations the sports service reports furnished thereunder to such subscribers contrary to terms and conditions of the applicable tariff."

Federal Appoints Perry General Sales Manager

(Continued from Page 1)

direct all commercial activities of Federal.

Perry, a graduate of MIT, resigned as president of Eicor last February. He was a member of the board of directors of the Olin Industries, East Alton, Ill., from 1943 to 1946. Later he opened his own office as engineering consultant. For 12 years Perry was connected with the Ingersoll Milling Machine Co., Rockford, Ill., occupying the position of veepee in charge of engineering and sales at the time he left the firm.

'Speculation' Remark Lifts Trade Eyebrows

(Continued from Page 1)

a stockholders' meeting in which he said he would not recommend ABC stock to persons with modest savings provoked some raised eyebrows in radio circles. One exec declared that Noble was "exceedingly bearish." The board chairman's statement, however, was coupled with the fact that ABC is engaged in the new industry of television which he said must be viewed as speculative.

In making a comparison of different securities, Noble stated that stock in Life Savers Corp., which he heads, is an investment, since it is an old established company, but that stock in ABC, a relatively new company, is speculation.

Noble held out no hope for fast dollars by ABC stockholders. He said there is no hope of a dividend this year or next because TV eats up all the profits.

Stork News

Hempstead, N. Y.—A six-lb., six-ounce daughter, Pamela Elizabeth, was born to WHLI director of public affairs Arthur E. Paterson and Mrs. Betty Paterson, the former "teen-age" editor of the Nassau Daily Review-Star, on April 11 at Mercy Hospital, Rockville Centre.

Not a worry in the world



A little milk. A sunny day. Pleasant company. That's all it takes to make these puppies happy.

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Advertisement for W-I-T-H AM Baltimore Maryland FM, featuring a logo with a stylized face and the text 'Tom Tinsley, President - Represented by Headley-Reed'.

# NAB Resolution Hits Gov't-Owned Stations

(Continued from Page 1)

stemmed from an address made by Jose Ramon Quinones of WAPA, San Juan, P. R. at which time he exposed the dangers of the Federal Government getting a foothold in commercial radio through their grant to WIPR, San Juan station operated by the Puerto Rican Communications Authority.

Introduced by Wiley Harris

Wiley P. Harris, of WJDX, Jackson, Miss., chairman of the resolutions committee in presenting the resolution asking for curbs of Federal commercial grants said:

"The Puerto Rican situation is a serious one. A beachhead has been established by the Federal Government to operate a commercial radio station in competition with private commercial radio. The precedent of Government-owned commercial radio has been set and we of NAB must take a strong stand against further expansion of the Federal Government in the commercial radio field."

The Puerto Rican resolution, along with many others covering radio industry matters, were passed unanimously by the convention.

Audience measurement was the subject of one resolution. The convention went on record for continuation and expansion of radio measurement in one form or another. The NAB board was asked to explore plans for future measurement service.

### Allocations Treated

Another important resolution stressed the plight of broadcasters with regard to an international treaty on wave-length allocations and urged that NAB seek the cooperation of the U. S. State Department in getting a new set of NARBA standards at the coming Fall conference in Canada. It was pointed out that the urgency of this matter was dictated by the fact that no protective treaty now exists.

Editorializing on the radio was favored in a resolution which was anti-Mayflower-decision in character. The resolution petitions the FCC to abandon the Mayflower decision and to give a green light to editorializing.

### Haverlin, BMI Lauded

Carl Haverlin and the administration of Broadcast Music came in for praise in another resolution adopted by the convention. The convention highly commended President Haverlin's administration and the organization's plans for future service to the broadcasting industry.

Appointment of a committee was urged to investigate all phases of

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# No Radio Casualties Reported In Quake

(Continued from Page 1)

spot" coverage of the earthquake for listeners throughout the country.

KIPOJ, the Mutual affiliate in Portland, Oregon, was engaged in the preparation of the network's "Newsreel" program, in collaboration with KIVI, the affiliate in Seattle, Wash., when the quake struck a little before noon, PST. KIPOJ news commentator Lew Gillette dropped his usual news reports to present on his noon newscast the up-to-the-minute, "on-the-spot" description of the quake. Announcer Jim Hart was hit by fragments of a falling chimney on his way to the studios but escaped serious injury. A staffer at the transmitter was knocked out of his chair but stayed on the job even though cracks developed in the transmitter building walls. The entire quake story was reported on Mutual's "Newsreel" last night.

ABC, in order to keep up with the latest reports from the coast, had its transcontinental teletype connected at 12:30 p.m., PST. Special feeds over the entire network started at 12:45 p.m., PST, with a special three-minute report from KJR, the ABC affiliate in Seattle.

### KJR Antenna Damaged

As reported on ABC "Headline Edition" by Bob Ackerly of KJR, Seattle, the top 40 feet of KJR's antenna was knocked off by the quake but the station continues to broadcast.

"On-the-spot" reports from KIRO, the CBS affiliate in Seattle, were carried on Eric Sevareid's 6 p.m., EST, news show. Other direct reports from KIRO were included in the 7:45 p.m., EST, news program of Edward R. Murrow over the CBS network.

The NBC affiliate in Portland, KGW, correlated coverage of the quake for the network. A special broadcast from that station was carried on the full network on Morgan Beatty's "News of the World," 7:15 p.m., EST. KGW reported that its towers were shaken by the quake.

### Stork News

Phil Alampi, farm news editor for WJZ, New York, and Mrs. Alampi are the parents of a son, David, born at the Lying-In Hospital on April 11.

the transcription business and to report to the July board meeting of NAB in another resolution on the subject of the all-radio promotion campaign. The convention went on record for continuance of the plan and completion of the industry motion picture. The board was authorized to approve a separate organization to be set up for the promotional service to the industry.

The re-election of Justin Miller to a new term of five years was also approved by the board in a resolution which was adopted at yesterday's meeting.

C. E. Arney and other NAB associates were also commended for their conduct of the convention.

# Stations Plug Competing Shows In News Strike

(Continued from Page 1)

die outlets to be plugging programs of each other.

In addition, WTOP, the Washington Post-CBS station here, sent personal letters yesterday to all members of Congress, the Cabinet and other high government officials inviting them to call the station's newsroom at any time for information. Also enclosed were pocket cards listing the station's special news schedule for the duration of the strike.

### Comics, Columns Read

Comics and columns were read over the air by several local broadcasters, as was done during the one-day strike last week.

# Plan Folk Music Series Linked To UN Countries

(Continued from Page 1)

musical continuities based on the folk music of the various U. N. countries. He added that the plan has the support and complete cooperation of the United Nations organization at Lake Success and the Voice of America is also interested in the series.

Turning to BMI's participation in television, Haverlin said that the TV broadcasters of the United States have practically the unrestricted use of some 116,000 BMI compositions.

# FCC High Court Plea Re Low-Court Rulings

(Continued from Page 1)

its petition on the ground that the resultant interference was not within the protection accorded by the Commission rules.

### Many Support FCC

Included with the Commission brief are letters from numerous Government departments concerning their practices in matters where oral argument has been demanded and the agency has held there is insufficient cause. These letters indicate a sympathy with the FCC position, as the general counsels of the various agencies foresee a vast increase in hearings if the Commission's position in this case is not upheld.

The appeal to the courts was originally brought by WJR on the basis of the merits of its interference claim, rather than on the ground that it was denied oral hearing. The Court of Appeals, the FCC said, contrary to the decisions of the Supreme Court, "attributed to a station licensee a property right apparently broader in scope than the non-property right conferred by the license when read in the light of the act and regulations which are the measures of that right."

### Oral Argument Next Week

Oral argument on the case is slated for next week.

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LOS ANGELES

By AL STEEN

**R**ICHARD A. MOORE, television legal counsel for ABC, is here in connection with the legal aspects of KECA-TV, soon to hit the airwaves. KGO-TV, San Francisco, starts telecasting May 5, but no date has been set for the local start. Moore will stay here until both stations are in operation.

Elliott Lewis' "Case Book of Gregory Hood" will stay on Mutual for the summer, but the 13-week span will be recorded so the cast can take a vacation.

A new quiz show titled "Pass the Bucket" is being readied by Vic Knight with Andy Devine as emcee.

Jack Bailey's new book "What's Cookin'" will be given a "world premiere" at the A & P Super Market at Sunset and Fairfax on April 20. Event will draw top stars and bleachers will be put up around the back door of the store for the gawkers.

Leonard Reeg, recently named production manager of ABC's western division, who has been in New York for several weeks, will remain in Manhattan for an indefinite period, temporarily assuming the duties of eastern program manager for the network and program manager for WJZ.

John Serrao, Columbia's Pacific Network sales service manager, has been named network sales service manager. Post formerly was held by Bill Brennan, now in charge of transcontinental sales.

Robert J. McAndrews, now with Young & Rubicam, becomes managing director of Southern California Broadcasters Association on May 16. This is the first time that a full-time salaried chief has been retained by the SCBA.

"Who Said That?", a new quiz program hits the video trail on KNBH on April 24. Show is produced in New York and kinescoped for local showing.

"Mama Rosa of Hollywood" kicks off on KFI-TV on Saturday. The famous G.I. Joe McTurk has a top role.

Robert Greenberg has been named manager of Broadcasters Guild.

A real invasion of the nation's vaudeville stages is in the offing for this summer. Among those organizing road show companies are Dennis Day and Alan Young. Phil Harris also is planning a tour when Jack Benny leaves the air on May 29.



Mainly About Manhattan. . . !

● ● ● Watch for a terrific shakeup in the A & R dep't at RCA-Victor. . . Savings Bank Ass'n of N. Y. readying a local version of "The Quiz Kids" to preem on WNBC early in May. . . Bob Hope and his brother, James, teaming with Louis Prima in the forming of a recording company to be known as Hope Records. . . Former ump, Dolly Stark, slated to call the TV plays for the Yanks. . . Berle's aside to Arlie Shaw on his TV marathon run: "Is it true that you have a charge account in Reno?". . . Both ABC and CBS are trying to grab the "Contented Hour" away from NBC by offering better time. . . Hotelevision, Inc., which operates video sets in hotels, preparing to issue 480,000 shares at 25 cents par value. . . What TV announcer wears a different toupee every week until he decides which one looks the best on him?. . . Phil Carlin joining NBC?. . . Mae West's busted ankle cost her 50 G's. . . Is vaude coming back to the Palace? If true, video can take a great big bow on this. . . Jackie Miles hears they're asking embezzler Richard Crowe that \$873,564 question. . . "If there were a Hall of Fame for press agents," queries Geo. Lewis, "what five men would you nominate for that honor?" We'll let the Main Streeters tackle that one. And speaking of the gang, Jack McLean, production staffer at WBZ, in Boston, also sent along the info that Walter Kay was seeking about Billy Jones and Ernie Hare.



● ● ● Regarding our recent item on the listeners forum and who started them, Mary Margaret McBride points out that she has had two of them on the air (March 15th and April 7th) and that her first mention of a forum was on Feb. 4th when controversial mail began to pour in on her from a broadcast with Pearl Buck on Feb. 1st. At that time, she was already writing letters to listeners asking them to be guests and 12 were invited for the March 15th stanza.



● ● ● AROUND TOWN: NBC excited about the "So You Want To Lead A Band" program Sammy Kaye put on Sunday night. Sammy is going on tour for a few weeks and won't be available for TV, so NBC kinescoped the show and is doing a major promotion job on it. . . Lanny Ross into the Atlantic City Steel Pier over the weekend. . . Jimmy Starbuck's special "Tramp Ballet" offered April 1st on the "B'way Revue" has been ticketed for a repeat performance some time next month. . . Peter Donald was telling his p.a. at the Leslie House what a great time he had on his recent trip to Bermuda. "You may have enjoyed it, but I didn't," snapped the p.a. "Not a darned thing happened to you!". . . Alice Buchanan, continuity director at KSO, Des Moines, Iowa, is doubling in brass by penning a highly readable radio, video and film col'm in the Des Moines Shoppers' Guide. Here's a gal who belongs on the Big Apple here. . . Inquiring Photog, Jimmy Jemail, will shoot a WPIXture of comedienne Yvonne Adair Monday. . . Jane Pickens doing a guest shot on ABC's "Theatre, USA" today. . . TV dealers declare that talk of video improvements is hurling set sales. . . The winner of the current jackpot on "Stop the Music" will be the special guest of honor at the Kentucky Derby. While in Louisville, he'll be able to pick up one of his prizes—an 8000 lb. elephant from the Cole Bros. circus.



● ● ● MAIN STREET TREATS: Jean Sablon's video debut on the M. Berle stanza—loaded with TVitamins. . . Hugh Shannon's song style at the Empress Room of L'Aiglon. . . Toney Terry Hatfield's commentaries via WINS Mondays. . . Jack Gilford's clowning on the Arrow Show. . . Martha Wright's vocalizing (and beauty) with Lanny Ross. . . Jose Morand's "Walter Thornton Rhumba" platter—Latin Americandy.

SAN FRANCISCO

By NOEL CORBETT

**S**TANFORD'S great All-American, Ernie Nevers has one of the most listened to programs in the Bay Area. This KNBC feature is a well rounded commentary on sports and Ernie delivers it in the same convincing manner in which he toted the ball back in the days when he and Pop Warner were making football history.

Another sports commentator, Ira Blue, turned comedian for one night this week when he did a studio preview for KGO Studio audiences titled "Little Boy Blue".

Julie Andre, Latin-American singer, who was a favorite on South American stations, is making a guest appearance on Bill Baldwin's KSFQ afternoon show this week.

Announcer Ed Marion of KEEN, San Jose, is currently starring in "Winterset". Five hundred San Joseans auditioned for the part which was made famous by Burgess Meredith.

Gayle V. Grubb, KGO-TV general manager has extended the period of test pattern transmission to seven days a week, from ten to ten, in preparation for the forthcoming Channel Seven debut.

Dr. Ralph W. Sockman, director of radio's oldest program, "NBC's National Radio Pulpit," is in town giving a series of talks, some of which have been transcribed and played back on KNBC.

Dude Martin and his Western Roundup Gang who are heard regularly on KYA starts a Thursday night television show on KPIX and is readying another for KGO-TV when that station gets under way next month.

Early vacationers . . . John Thompson, press head at KNBC. . . Bill Baldwin on a quickie to Hollywood. . . Art Primm of KYA to Russian River.

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**WORDS AND MUSIC**

By PINKY HERMAN

● ● ● **TIN PAN ALLEY OOPS**—Louis Bernstein, prexy of Shapiro-Bernstein & Co. returned from a Florida vacation to find another hit on his hands in "Chapter in My Life Named Mary," written by Nat Simon and Jimmy Kennedy. . . . ● Maestro Vaughn Monroe is one happy individual these days since learning that Army Brass Hats have selected an original composition "Men Of The Army," as a possible official song for that branch of the Armed Forces. . . . ● Henry Spitzer's "Cruising Down The River," which seemed to have popped into the music picture from out of left field, is now number one in national sales. . . . ● Astor Pictures Corporation will produce a television series on film titled, "Meet The Composer." . . . shooting on the first four subjects starts next Thursday and will be made in the East. . . . ● Taking a long-range view of the situation and figuring that Robert Allen Buckley, born last week to Mary Henderson and Emerson Buckley, MUST become either a singer or conductor, an enterprising manager has offered to take an option on the newcomer in 1970. . . . (what happens if R.A.B. becomes a songwriter?). . . . ● Eddie Wolpin is back in Gotham after a look-see of the music situation on the Paramount lot. . . . ● Charles Hansen Music starting to click with the rhythmic be-bop ballad, "Honey Bee-Bop," composed by Charlie Hansen and Ray Carter. . . . ● J. J. Robbins has just released a community song folio, "Sing Along With Harry Wilson." . . . Wilson is Professor of Music Education at Teachers College, Columbia University. . . .

★ ★ ★ ★

● ● ● With English lyrics by Joan Whitney and Alex Kramer, the French hit, "Comme Ci, Comme Ca" is getting a number one plug by Leeds Music . . . the original was clefted by Bruno Coquatrix and Pierre Dudan. . . . ● The Golden Gate Quartet, which started its climb in January 1940 at Cafe Society Uptown, returns to this smart Nitery Tuesday. . . . ● Tex Beneke and his Orchestra open at Frank Dailey's Meadowbrook Club May 3. . . . ● Chalk up a hit for the new Duchess ballad, "Cabaret," written by Al Russell and Joel Cowan. . . . ● Smith-Foley Music Pub. is quite excited about its new novelty "Up In The Balcony", clefted by Charlie Murray and Paul Secon. . . . ● We predict a return to hitdom for the oldie "Five Foot Two" (Eyes of Blue) . . . Benny Strong's Tower waxing, released several months ago, proved so commercial that Decca last week released a Guy Lombardo disk of the ditty . . . Feist is the publisher. . . . ● Actor Doug Parkhirst has just sold four 3-act plays to Samuel French. . . . ● Peter Donald will fly to Hollywood this summer for his first visit there. . . . ● Phyllis Whitney, pianiste at Bill Bertolotti's, and CBSanford Berman are singing love songs together. . . . ● Earl Schuller, formerly professional manager for Sherwood Music, has re-activated his own publishing firm, Edward Music Co. . . . initial number is a ballad, "Once Again," which Earl wrote with Hal Myers. . . .

★ ★ ★ ★

● ● ● **ON AND OFF THE RECORD**—Maestro Lawrence Welk makes an auspicious debut on Mercury label with cute rhythm tunes. "Hurry, Hurry Hurry" flipped with "Whose Girl Are You?" . . . a good bet for deejays and juke box ops. . . . ● Apollo should find the going easy with J. C. Heard's platter of "Sugar Hips" with plenty of solo specialties by the side men . . . reverse features, "Coastin' With J. C." presented in a brighter tempo. . . . ● Hugo Winterhalter, whose arrangements for Tommy Dorsey, Benny Goodman and other top-notch Maestri have established him as one of the nation's outstanding orchestrators, has been signed as musical director for Columbia Records. . . . ● (aside to Al Buettner) Thanks for your splendid co-operation. . . . Ann Hogan writes to tell us that you are being swell to our little immigrant from France, "Mademoiselle Hortensia," via Guy Lombardo's Decca waxing. . . . ● Because Spike Jones' Victor record of "Knock Knock" is catching on, Feist will again get on the novelty which was a hit ten years ago.

PLUG TUNES

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**I DON'T SEE ME IN YOUR EYES ANYMORE**

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**THE ONE I LOVE**  
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(Sunday — May 8th)  
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*The Lively and Sparkling*  
**"MADEMOISELLE HORTENSIA"**  
**RYTVOC, Inc., 1585 Broadway, N. Y.**

# TELEVISION DAILY

Section of RADIO DAILY, Thursday, April 14, 1949 — TELEVISION DAILY is fully protected by register and copyright

## NAB-CONFAB SPOTLIGHT ON TV

### TELE TOPICS

A COMBINATION of fantasy with realism was attempted on "Fireside Theater" over NBC Tuesday night with unhappy results. The fantasy was a contrived ghost story filmed by Corcoran Productions. It was introduced by emcee Win Elliot not as a film, but as an "experiment in a night photography." Standing in the NBC control room, Elliot was seen checking with director Larry Schwab, Jr., and engineers, who informed him that "contact" had been made with the locale of the story, and then the control room was added and the film brought in. This was a similar bit for the closing were well-handled, but the wisdom of such treatment for a horror story is doubtful. . . . The film itself dealt with two sisters named Elizabeth and Abigail, of course, who for 25 years have locked themselves in a huge mansion with a violin-playing host. The script, by John Meehan, Jr., and Thomas Phipps, lacked both suspense and horror, and the only gripping moments were brought about through a weirdly screeching violin in crescendo. It was by far the strangest and most terrifying sound yet heard on tele. . . . Film was directed by Robert Elwyn and the cast, all good, included Eda Heinemann, Ethel Remy, Michael Sivy and Dorothea Jackson. As usual, the middle film commercial for disc completely disrupted any mood that might have been established.

WHEN MAL BOYD comes in from the Coast next week to address the Independent Television Producers Association meeting on the 21st, he'll probably discuss plans for a merger of ITPA with the Hollywood organization, Television Producers Association, of which he is president. The third group in the field, Television Film Producers Association, headed by Hal Roach, Jr., on the Coast, indicated a few months ago that it would turn down any overtures of merger with one or both of the others. There have been reports lately, however, that the film boys might change their stand. The ITPA and TPA, it is known, would like to set up an all-inclusive national trade org, with special divisions for live, film and any other methods that might appear.

FOLLOWING on the heels of the CBS-WBKB announcement comes word that WGN-TV becomes the full primary affiliate of DuMont in the Windy City and will serve as a network origination point for the web. Joker in the switch is that WBKB is owned by Paramount, which, the FCC says, controls DuMont. Under the divorce plan, however, WBKB will be owned by the theater company while the DuMont stock, and KTLA, will go to the production firm. . . . Three agencies are mulling Benny Goodman's TV package, reportedly a new-type gimmick show.

### Canada Broadcasters Press For Comm'l TV

Montreal—Jack Kent Cooke, of CKEY in Toronto, told the CBC board of governors in Ottawa, he could have a television station operating in Toronto within six months after he is granted a permit. Cooke, president of the Toronto Broadcasting Company, asked the CBC board to grant two of the three TV channels in Toronto to existing radio stations. He was one of five applicants to renew bids for tele licenses.

A. D. Dunton, CBC chairman, said recommendations on the applications will be made public later.

Other applicants for Toronto video licenses included Harry Sedgwick, president of CFRB, and J. J. Fitzgibbons, president of Famous Players Canadian Corp. A fourth Toronto applicant is Al Leary, formerly of CHUM, Toronto, who wrote that he would be unable to attend the meeting.

Montreal applicants were CFCE, operated by the Canadian Marconi Co., Ltd., and CKAC, operated by La Presse Publishing Company.

### Andrea Set Sales Up

A TV-set sales record for March, 25 per cent greater than for any previous "best" month, has been reported by Andrea Radio Corp. Sales of Andrea receivers were far greater for the first quarter of 1949 than for any three-month period in the company's history since the war, Frank A. D. Andrea, president, pointed out in making the sales announcement.

## See UHF Equip. On Market A Year After Move Upstairs

Chicago — Consensus of opinion among TV engineers representing manufacturers at the NAB convention here is that if tele moves to the ultra high frequencies, UHF transmitters can be produced and marketed within a year of the date that the move is authorized.

Dr. T. T. Goldsmith, of Dumont, said that 500 KW UHF transmitters could be produced for around \$150,000 and that they could be made available within a year. Goldsmith hastened to explain, however, that he did not expect early obsolescence of VHF TV broadcasting and that if we moved to the UHF that it would be a matter of at least two years be-

### 22 Stations Signed For Fairbanks Film

West Coast Bureau, RADIO DAILY (Hollywood—"Paradise Island," a 26 installment series of quarter-hour musicals, filmed by Jerry Fairbanks and distributed by NBC, has been sold to 22 stations for premiere this week.

Filmed in Mexico City, series features Danny O'Neil and Anne Sterling, and contains 27 original songs, 90 song numbers, 18 dance productions, 26 musical production numbers with Everett Hoagland and his ork, and a goodly number of specialty acts.

Stations signed for the show include WPTZ, Philadelphia; WDEL, Wilmington; WNBW, Washington; WSB-TV, Atlanta; WMCT, Memphis; KSD-TV, St. Louis; WDSU-TV, New Orleans; WBAP-TV, Ft. Worth; WKY-TV, Oklahoma City; WNBQ, Chicago; KNBH, Hollywood; WLW-TV, Cincinnati.

Also WLW-D, Dayton; WLW-C, Columbus; WAVE-TV, Louisville; WWJ-TV, Detroit; WNBK, Cleveland; WBEN-TV, Buffalo; WHTM, Rochester; WBZ-TV, Boston; WTVJ, Miami; WGAL-TV, Lancaster.

### "Super Circus" Sold Out

Chicago—Derby Foods, Inc., for Peter Pan peanut butter, will sponsor the second half of "Super Circus" over ten ABC stations beginning May 1. Agency is Needham, Louis & Brorby. First portion of the hour-long show is bankrolled by Canada Dry, through J. M. Mathes agency.

### Tele Will Exceed, Not Replace AM, Say Speakers

(Continued from Page 1) in the large and small markets to adding TV service to their communities.

"If you don't get into television broadcasting someone else in your community will," Storer said.

Talking as a veteran AM broadcaster who is a newcomer to the television field, Stanley Hubbard, president of KSTP, St. Paul, declared: "We haven't had one dime's worth of business taken from AM commercial radio accounts for TV advertising. Television had developed some new business. It is my earnest belief that AM stations will continue to justify their existence in the field of communications."

Viewing television not only as a promise but a threat to "current things," Terry Clyne, vice-president of the Biow Agency, saw TV creating diminishing returns in the nighttime radio field. He declared that during the hours from seven to eleven o'clock, evenings, in markets where homes have TV receivers the families are deserting radio and spending almost all of their time on TV viewing.

Clyne sees a long period of transition. He believes, however, that TV will give strong competition to radio and other media for its share of the American advertising dollar. "TV has what it takes and will take what you have," he said "unless we are prepared to meet the challenge of the new service."

Ed Flannigan of the Fort Industries TV station in Toledo said, "radio is building its own competitive media."

Other speakers dwell on the costs of installing and operating TV stations and the question and answer period developed that there is wide interest among AM broadcasters in getting into the TV broadcasting picture at this time.

### CBS Promotes Connors To TV Business Mgr.

Appointment of James M. Connors to the newly-created post of CBS-TV business manager effective immediately was announced yesterday by J. L. Van Volkenburg, v-p and director of tele operations.

Connors joined CBS in 1939 as a junior auditor and in 1943 was named senior auditor in charge. In 1945 he was payroll manager in the CBS accounting department and in 1946 became manager of the salary division of the personnel relations department.

## BEHIND THE MIKE

STAN FREEMAN has finished conducting and arranging a flock of commercials for Maxwell House, Jet Oil and Prell.

WHOM's Willie Bryant and Ray Carroll have launched a campaign via their "Afterhour Swing Session" for increased membership in the P.A.L.

A flock of agents after soprano Catherine Mastiche, who scored heavily in legit, radio and video versions of "The Medium." She's giving a Town Hall concert on the 24th.

WVRL's station manager, Edith Dick, being urged by local women's groups to run for Queens political post.

N. Y. Mirror-Rockaways' Playland inked promotion tieup set up by publicist Walter Kaner. Similar deal with local indie also in the works.

Doris Brooks (Mrs. Ted Steele) setting up her own TV and radio package outfit.

Al Sussman, of RKO publicity dep't., resigning this month to open up his own packaging firm.

## 2 Agency Execs. Join NBC Program Dept.

(Continued from Page 1)

program director at NBC. Mitchell Benson, who has been associated with Gale, Inc., and the William Morris Agency as a radio director and supervisor, moves into NBC as administrative assistant to Thomas McCray, national program director, and coordinator of new programs.

Bringing in of Harris and Mitchell at the same time may have considerable significance when looking for future trends, particularly since both are to work hand in hand with McCray. It comes as something new for NBC to have an exec with the title of assistant program director. Both of the appointments are effective April 25.

Harris has been with B&B five years. His career includes services with CBS, WGN, Chicago, and WQAM, Miami, where he was production director and program director. For B&B he has directed and produced various network shows. He started his radio career as a part

## HOME OR INVESTMENT

16 room house on four acres plus 50 acres for ranch house development. Electric kitchen, hot water oil heat, five fireplaces, two barns, double garage, other outbuildings. Connecticut summer-winter vacation territory 80 miles Manhattan. \$30,000 for all including furnishings 9 bedrooms, other pieces. Can show this weekend. ATwater 9-2394.

# COAST-TO-COAST

### WCMW Visual Headlines

Canton, Ohio—WCMW now furnishes visual headlines to the people in Canton by moving electric letters 3½ feet high. The "newscaster" flashes the latest world news from 9 a.m. to 9 p.m. six days a week. Editing is handled by Elwood Broadwater and Kaye Griffin of the station staff.

### Good Friday Broadcasts

Sacramento, Calif. — Three McClatchy broadcasting stations: KOH, Reno; KWG, Stockton and KFBK, Sacramento, will broadcast a special Good Friday program lasting an hour and 15 minutes. The program will be a dramatic narration of the story of Good Friday, as taken from the New Testament with background music consisting of excerpts from the Prelude and Good Friday Spell of Richard Wagner's Parsifal, from J. S. Bach's St. Matthew's Passion and other religious compositions.

### Arnold Mgr. KSMO

San Mateo, Calif.—The San Mateo Times' station KSMO has a new manager, George Arnold, Jr. replacing Jack Schacht who will take over operation and management of KMOD. Arnold comes from a post as co-manager of Lee Broadcasting, Inc., Quincy, Ill., and was previously associated with KGLO and WOI. He has also been radio editor of the Mason City Globe-Gazette.

### Lasker V.-P. WBMS

Boston, Mass.—George Lasker has been appointed as a veepee of WBMS, Inc. He became national sales manager and eastern executive of The Friendly Group last January and was a former manager of WORL.

time announcer for WDBO, Orlando. Benson also has considerable agency background, the type of material NBC is eyeing in the era of revolution. His associations include administrative posts in the radio and TV departments at Foote, Cone & Belding and J. M. Mathes, Inc. Benson, who also is experienced in the movie industry, was at one time in the program department at WOR and WHN (now WMGM), New York.

Budgets for NBC's program department is reported to have been given a terrific boost in recent weeks. By next fall the department is slated to see many changes.

Plans for the web's elaborate giveaway show to go in at 7 p.m., EST, Sunday have been held up. On April 24, when Horace Heidt moves back to 10:30 p.m., EDT, a program with Dick Powell, titled "Richard Diamond, Private Detective," will fill the slot. This is believed to be only temporary, although the Powell ainer probably will get another time period when NBC works out its giveaway plan. Incidentally, it won't be "The Wizard of Odds" but a wholly owned NBC package.

### KSL Music Series

Salt Lake City, Utah—KSL will broadcast two separate series of public service music programs featuring various sections from the music departments of Brigham Young University and the University of Utah. The series will be broadcast for six weeks and made up of concert string groups, glee clubs and soloists.

### KODY Bicycle Club

North Platte, Nebraska—KODY in cooperation with the junior chamber of commerce has inaugurated a bicycle safety club in North Platte schools. Membership cards in the club are signed by John Alexander, KODY manager, along with other officials of police and patrol departments.

### WPGH Hit By Lightning

Pittsburgh, Pa. — WPGH's tuning equipment was demolished when a lightning bolt hit the tuning house of the station during a severe thunderstorm. Estimated damage to the tuning house was about \$600 and loss of revenue in commercials that WPGH could not broadcast at \$2,000.

### WVET Staff Additions

Rochester, N. Y.—WVET has announced staff changes and additions. Roselle Klimcow replaces Constance Mika as traffic manager while F. Chase Taylor, Jr. has assumed the title and duties of production manager in addition to his duties as copy chief of the station. Bob Dolman and Lee Whyte joined the announcing staff. Dave Roberts was named news editor and Hank Bashein director of publicity and promotion.

## WCKY Pushing Measures To Bar "Kathy" Deaths

(Continued from Page 1)

lution calling for passing such a law. Kentucky's Speaker of the House, Rev. Herbert Tinsley, of Warsaw, and Senator Paul Stapleton, of Ft. Thomas, are to bring the matter before the Kentucky General Assembly when it convenes next January.

David Fiscus, father of Kathy Fiscus, who perished after she fell into an open well casing at San Marino, California, had asked for approval of such a bill in the California Legislature just a few days before the tragic accident.

The WCKY effort was launched by newscaster Fran Mc Nerney. Listeners, officials and organizations in Ohio and Kentucky responded immediately.

### Critics Award

The New York Drama Critics Circle annual award for the "best Broadway production of the year," to be announced by John Mason Brown, will be broadcast over ABC, April 16, 7:30 p.m., EST.

## AGENCIES

CHARLIE BASCH, of Basch Radio and Television Productions, will produce the musical spot announcements plugging the annual benefit of the Jewish War Veterans at Madison Square Garden on May 18th. Basch will donate his services, as will Irving Weill of the Basch office, who composed the words and melody; the Song Spinners, who do the singing; and Dick Shepard, who will act as announcer on the campaign.

This is the second year the Basch organization has produced these spots.

SEIDEL ADVERTISING AGENCY, INC., has been appointed to conduct the advertising of Hoder's Hair Remedy, Oceanside, L. I. National consumer magazines and newspaper will be used. Oscar Harris is account executive.

S. JAMES ANDREWS, former Lennen & Mitchell veepee, has joined the sales staff of the American Newspaper Advertising Network. Lennen & Mitchell, Andrews directed all radio activities including commercial copy and time purchasing.

## Tightened Libel Statute Sought By Rep. Rankin

(Continued from Page 1)

week called for the naming of agents and the posting of bonds with the FCC to insure the satisfaction of any judgements which might be handed down in libel suits against stations or commentators.

Rankin, a member of the United American Activities Committee, would have such agents named to networks, individual stations and by news commentators, with each of these to post with the FCC the agents' names along with "a bond containing such terms and conditions, and in such amount, as the Commission shall determine to be adequate to ensure that such corporation or licensee (or individual) will appear where required, in any such civil or criminal proceeding and will satisfy any judgment or fine which may result from such proceeding."

## LIBEL and SLANDER

Invasion of Privacy  
Plagiarism-Piracy-Copyright  
**INSURANCE**  
FOR THE WISE BROADCASTER  
OUR UNIQUE EXCESS POLICY

provides adequate protection.  
Surprisingly inexpensive.  
Carried Nationwide.

For details & quotations write  
**EMPLOYERS REINSURANCE CORPORATION**

Insurance Exchange Bldg., Kansas City, Mo.

# NAB SETTING UP ADVERTISING BUREAU

## Assn. Lends BMB \$75,000 For Second Study

### Administration Of Bureau Passes To The NAB

Chicago—A loan to meet current financial obligations in the conduct of Audience Study Number 2 by the Broadcast Measurement Bureau was approved yesterday by the board of directors of the NAB. The bureau, recently reconstituted under the direction of Kenneth H. Baker, NAB's

(Continued on Page 6)

### Four Agencies Bid For Army & Air Force Acct.

Four agencies have put in a bid for the proposed \$1,885,000 U. S. Army and Air Force advertising budget for the fiscal year 1949-50, it was learned yesterday. Agencies who made their presentation to a military board in Washington this week were N. W. Ayer & Son, Gardner Advertising Co., Ruthrauff & Ryan and The Caples Co.

The Gardner agency has the account for the current fiscal year, taking it over in 1948 from Ayer;

(Continued on Page 2)

### Plan Adv. Campaign On Puerto Rican Rum

An extensive advertising campaign will soon be started in mainland publications to increase sales of Puerto Rico rum.

The Puerto Rico Industrial Development Company, an agency of the

(Continued on Page 2)

### On Record

Frank Stanton, president of CBS, pressed with questions during his visit to the NAB convention regarding the possibilities of his resigning at Columbia, said the rumors are without foundation. Stanton explained that he is starting a long European vacation this month, that he has no offers for other positions, and will remain as CBS president.

### Commission Okays 3 AM, 1 FM Stations

Washington Bureau of RADIO DAILY  
Washington—The FCC announced approvals for three new AM and one new FM stations yesterday, the FM permit going to KVLC, Little Rock, Ark., for Channel 231.

Two of the new AM stations will operate daytime only with 500 watts, one being granted the Ellis County

(Continued on Page 2)

### Music Library On Film Planned By Pix Producer

The first step toward the establishment of a 250-reel world's most popular music library for TV was taken with the completion of 21 films of the 100-piece Santa Cecilia Orchestra in Rome, it has been announced by Samuel Bronston, an independent motion pix producer.

Twenty additional musical reels

(Continued on Page 3)

### New Activity Superseding Department Of Broadcast Advertising Will Get 35% Of Budget

### Aussies Ban Brand Names In Giveaways

Giveaway shows where brand names are mentioned have been banned in Australia because the operation was about to get out of hand, according to Francis E. Levy, sales manager of 2UW, Sydney, who has just arrived in New York to have a look at radio and TV here. The Aus-

(Continued on Page 6)

### Avco Expects Increase In 2nd Quarter Sales

Wilmington, Del.—Second quarter sales and earnings of Avco Manufacturing Corp. are expected to show substantial improvement over the previous quarter, Victor Emanuel, board chairman and president,

(Continued on Page 7)

### 112,612 Sets Installed In L. A. Area By Mar. 31

West Coast Bureau, RADIO DAILY  
Hollywood—As of March 31, the total number of television receivers in the area covered by the Los Angeles signals totalled 112,612, ac-

(Continued on Page 3)

Chicago — Formation of a Broadcast Advertising Bureau within the structure of NAB, which will be under the direction of Maurice B. Mitchell, was authorized by the board of directors of NAB meeting in Chicago yesterday. The new organization will supersede the present NAB Department

(Continued on Page 5)

### Would Halt Further Share-Time Stations

Washington Bureau of RADIO DAILY  
Washington—The FCC has proposed to amend its rules to forbid further okays for share-time or specified-hours AM stations, and has invited the filing of trade comments by May 23. Stations currently operating under such arrangements would not be affected. The Commission explained that:

"In the early days of broadcasting

(Continued on Page 5)

### CBS Cancelling Two Saturday A. M. Shows

"Red Barber's Club House" is one of the two CBS package shows on Saturday morning which CBS will cancel out after April 23. Program

(Continued on Page 2)

## Special Easter Programs Scheduled Over Week-end

This year's Easter week-end programming will range from the solemn music of Bach, Wagner and Stainer, as top billings, special church services and appropriate dramatic presentations to the "lighter" types of broadcasts, such as fashion parades and "popular" music.

Both the networks and the indies have scheduled Eastertide pickups from overseas. An Easter service

will be broadcast from Tokyo by NBC (except WNBC) on Sunday, 11:15-11:30 a.m., EST. Recorded portions of choir rehearsals from the cathedrals of England, Germany, France and Rome will be aired by ABC, Sunday, 3:30-4 p.m., EST. The 1949 Easter Fashion Parade on the entire MBS-network, the same day, 1:45-2 p.m., will originate from New York; Fremont, Nebr.; London, and

(Continued on Page 8)

### Carson & Carson

CBS comic Jack Carson's father, E. L. "Kit" Carson, Milwaukee insurance man, will guest on his son's program tonight, Friday, 8 p.m., EST. The senior Carson will "impersonate" an insurance salesman, a role he played recently on the Carson show from Milwaukee. His first appearance brought floods of mail requesting an encore.

### Hams

Amateur radio operators may now gain new experience and training in the National Guard as members of the Military Amateur Radio System, says Maj. Gen. Kenneth F. Cramer, Chief, National Guard Bureau. It's part of a new nationwide network of ham operators to be fitted into military units. See your nearest Adjutant General.

# RADIO DAILY



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FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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### WEST COAST OFFICES

6425 Hollywood Blvd. Phone: Gladstone 8436

### WASHINGTON BUREAU

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

### CHICAGO BUREAU

Nat Green, Suite 905 139 No. Clark St. Phone: State 2-2332

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

## FINANCIAL

(April 14)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	81 $\frac{1}{2}$	73 $\frac{3}{4}$	73 $\frac{3}{4}$	- $\frac{1}{4}$
Admiral Corp.	19	18 $\frac{5}{8}$	18 $\frac{5}{8}$	- $\frac{1}{8}$
Am. Tel. & Tel.	145 $\frac{1}{2}$	145 $\frac{1}{4}$	145 $\frac{1}{4}$	- $\frac{1}{4}$
CBS A	18 $\frac{3}{4}$	18 $\frac{3}{4}$	18 $\frac{3}{4}$	- $\frac{1}{8}$
CBS B	18 $\frac{3}{4}$	18 $\frac{3}{4}$	18 $\frac{3}{4}$	- $\frac{1}{8}$
Farnsworth T. & R.	1 $\frac{3}{8}$	1 $\frac{1}{4}$	1 $\frac{3}{8}$	+ $\frac{1}{8}$
Gen. Electric	37 $\frac{3}{8}$	36 $\frac{7}{8}$	36 $\frac{7}{8}$	- $\frac{1}{2}$
Philco	30 $\frac{5}{8}$	30 $\frac{1}{8}$	30 $\frac{1}{8}$	- $\frac{5}{8}$
RCA Common	12 $\frac{3}{4}$	12 $\frac{1}{2}$	12 $\frac{1}{2}$	- $\frac{1}{4}$
Stewart-Warner	23 $\frac{1}{4}$	22 $\frac{3}{4}$	23	- $\frac{1}{8}$
Westinghouse	93 $\frac{3}{4}$	93	93 $\frac{3}{4}$	+ $\frac{1}{4}$
Westinghouse pfd.	29	28 $\frac{7}{8}$	29	+ $\frac{1}{8}$
Zenith Radio				

### NEW YORK CURB EXCHANGE

Hazeltine Corp.	13 $\frac{1}{4}$	13	13 $\frac{1}{8}$
Nat. Union Radio	3 $\frac{1}{8}$	3	3

### OVER THE COUNTER

	Bid	Asked
DuMont Lab.	14	15
Stromberg-Carlson	12 $\frac{1}{4}$	14

## Mutual Executives Meet New Chief At Luncheon

Frank K. White, newly elected president of Mutual, was introduced to MBS department heads and executives yesterday at an informal luncheon in the Astor Hotel, New York. Edgar Kobak, who is stepping aside, introduced White to about 25 MBS execs attending the luncheon. White, who resigns as president of Columbia Records to take the Mutual post, will take a vacation before moving into the network.



## ★ COMING AND GOING ★

**5. E. LEONARD**, engineer in charge of NBC technical facilities in Cleveland, is in New York for conferences at the headquarters of the network.

**ABE BURROWS**, Columbia network producer, director, writer and comic, will arrive in New York by plane today. He'll be here for the next four days.

**TED OBERFELDER**, director of advertising and promotion for the American network, left Chicago for Detroit following the close of the NAB convention. He'll be back in New York Monday.

**MARGARET ARLEN**, femme commentator on WCBS, will leave today for Asbury Park, where on Sunday she will act as mistress of ceremonies at the Orchard Promenade. Harry Marble, announcer, also is going down.

**JACK EGAN** is on a four-week tour through the Southwest and Midwest publicizing the joint concert tour of Tommy Dorsey and Illona Massey.

**CY HOWARD**, producer of "My Friend Irma" and "Life With Luigi" on CBS, is in New York on business.

**NEAL MOYLAN**, production manager, State Radio Bureau, has left New York for Albany. He was here to record an interview with Dr. Frederick MacCurdy, New York State Commissioner of Mental Hygiene. It will be released to stations of the state April 24-30.

**ELOISE SMITH HANNA**, president and general manager of WBRC, Birmingham, Ala., is leaving Chicago for the station after having attended the NAB convention.

**GENE AUTRY**, cowboy star on CBS, is filling a series of personal-appearance engagements in Texas.

**FELIX BRENTANO**, producer and director, will leave New York tomorrow by plane for New Orleans, where he'll survey the possibilities of producing musicals there this Summer in conjunction with Irving Strouse.

## Four Agencies Bid For Army & Air Force Acct.

(Continued from Page 1)

the present Army and Air Force budget, which Gardner is handling, amounts to \$4,000,000 but the one starting next July 1 will be cut more than half according to the recommendation made by the Bureau of the Budget. It's still up to Congress, however, to give it a final okay or make changes.

According to Col. William Downs, Chief of the Publicity Branch, Personnel Procurement Section, about 25 per cent of \$1,000,000 of the Army and Air Force's national budget at present is going into radio production. If next year's budget gets the proposed slash the amount spent for radio is expected to be cut proportionately. There is no indication as to when a final decision will come through on which agency gets the account for next year.

## CBS Cancelling Two Saturday A. M. Shows

(Continued from Page 1)

will be knocked out after a one year run as a sustainer. The other show being dropped is "Escape."

"Club House" is aired from 10-10:30 a.m., EST, and will be replaced by "Music For You," a musical show with Stan Daugherty's orchestra which originates from KMOX, St. Louis.

"Escape," aired at 10:30 a.m., EST, on Saturdays will be replaced by the CBS dramatic series "Tell It Again," which shifts over from its current Sunday slot, 1:30-2 p.m., EST.

On WCBS, New York, "Red Barber's Club House" is played back at 4:30 p.m., on Saturday. This period will be filled with "Saturday at the Chase," a variety series.

## Ferrer Honored

Jose Ferrer, star of "The Silver Whistle," most widely known of all Puerto Ricans in the world of culture and entertainment, is receiving the American Academy of Art and Letters award for "beauty of speech on the American stage."

## Plan Adv. Campaign On Puerto Rican Rum

(Continued from Page 1)

insular government, has announced that it will spend \$750,000 on advertising and research in the period ending September 30, 1949. In addition, distillers and importers of Puerto Rican rum have agreed to spend a minimum of \$500,000 for advertising and promoting the island's rum by June 30, 1949.

The insular legislature will be asked to appropriate a further sum to be spent by the Development Company after September 30.

The insular government is participating in the advertising program in order to counteract the drastic decline in internal revenues from rum, all of which go to the insular treasury. Revenues from rum sold in continental United States, which reached \$64,000,000 in 1944, fell to \$2,960,000 in the fiscal year 1948, when 416,000 gallons were shipped to the States.

## Stork News

Bernard Howard, sales account executive for Forjoe & Company, Inc., national representatives, is the father of a girl, Ellen Margaret, weighing in at 7 1/2 pounds, born to Mrs. Howard early this week.

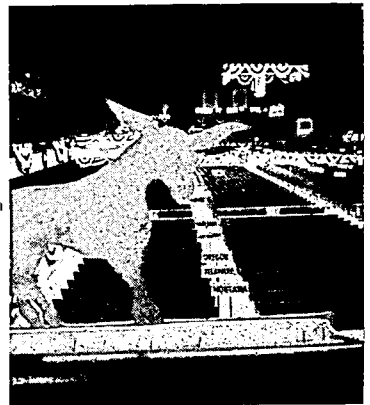
## "Ladies and Gentlemen.."


Here's the convention hall at Philadelphia before any of the "b'hoys" showed up. Not a timely picture, but it makes a darn good point.

It's useless to talk to an empty house. *It takes audience to give meaning to any message.*

If you remember that when you buy radio in Baltimore, you're bound to end up with W-I-T-H. W-I-T-H gives you audience — big, steady, interested audience at rock bottom cost-per-listener.

W-I-T-H is the big bargain buy because it produces more listeners-per-dollar than any other station in town. So if you want to produce BIG results for a LITTLE bit of money, call in your Headley-Reed man and get the full W-I-T-H story.





# W·I·T·H

**AM** Baltimore **FM**

Tom Tinsley, President • Represented by Headley-Reed

**EQUIPMENT**

**Walco Appoints Lucas**

Robert Walcutt, vice-president of Walco Inc., East Orange, N. J., makers of Walco standard and Micro-Groove Long-Playing phonograph needles, Walco Tele-Vue Lens, and Walco Television Filters, announces the appointment of Eugene B. Lucas as sales manager. Lucas has had a responsible and diversified career with such outstanding firms as Colonial Radio, General Electric, Bendix Radio, Air King Radio, and Jewel Radio Company. He held the position of sales manager of the latter two firms, where he established an outstanding sales record during his tenure.

**Shipping New Model**

Sunbury, Pa.—Initial shipment of a new Westinghouse table model (198) AM-FM radio, to retail in the east at a suggested list price of \$89.95, has been made, it was announced by J. F. Walsh, sales manager of the home radio division of the company.

The receiver has built-in AM and FM antennas, plus terminals for outside connection in weak signal areas and a six-inch Alnico V speaker. The set is equipped with seven tubes plus rectifier.

**112,612 Sets Installed In L. A. Area By Mar. 31**

(Continued from Page 1)  
According to a survey by the Southern California Radio and Electrical Appliance Association. Based on 1,327,843 families, there is approximately one set to each 12 families. With an average of five persons to each set, it is estimated that there are 563,000 viewers in this area.

An estimated breakdown of screen sizes reveals that there are 13,920 sets in the three-inch to seven-inch category; 81,124 in the ten-inch class; 14,818 in the 12-inch group and 2,750 with screens of 15 inches or more.

Figured on an average cost of \$325, there already has been an outlay in this area of more than \$36,000,000.

**Sauter Lines Up Talent For Israel Celebration**

Jim Sauter has been appointed vice-chairman in charge of all entertainment for the Committee for the Celebration of the First Anniversary of the Creation of the State of Israel, according to announcement by Dean Alfange, chairman of the group. Committee will stage a mammoth birthday party for Israel on May 14 in Madison Square Garden with an all-star show. Vice-President Alben Barkley is scheduled to speak. Gov. Thomas E. Dewey is honorary chairman.

**Music Library On Film Planned By Pix Producer**

(Continued from Page 1)  
have been scheduled for production in Rome for late next month with several major European symphonic orchestras to follow the Italian series.

Negotiations for handling the entire music library for TV are about to be concluded, Bronson said. Although he did not disclose which two nets were considering the library, it is known that he spent many weeks before undertaking the series in Europe in discussions with officials at NBC, CBS and DuMont.

**Kapp Elected Director**

David Kapp, veepee in charge of recording at Decca Records, has been elected to the company's board of directors, it is announced by Milton R. Rackmil, president. Kapp has been associated with the company since 1935. All other Decca directors were re-elected at the annual meeting of stockholders held in New York.

**Gimbel Sets Record**

Benedict Gimbel, Jr., president and general manager of WIP, Philadelphia, left the NAB convention with what is considered to be a record amount of interest in the annual affair. Gimbel attended every daily session of the management conference from beginning to end.

**BEHIND THE MIKE**

**L**OU LEVIN readying a disk jockey show from his steak house (Gilmore's).

Geo. Petrie has bowed out of "Counter Spy," "True Detective," etc., to play a featured role in the film "Swiss Tour" with Cornel Wilde.

Alan Courtney has been appointed director of the entertainment division of the Maccabees, a newly formed post with the well-known insurance firm. (This won't conflict with Courtney's new TV show due to preem soon).

WOR's "Philo Vance" switching to Tuesdays at 10 p.m.

WWRL station manager, Edith Dick, to be cited by Queens Symphony for her efforts stimulating interest in serious music.

**More ABC Affiliates**

ABC affiliations rose to a total of 273 stations with the addition of KYJC, Medford, Ore., and KWWB, Walla Walla, Wash., both operating full time with 250 watts.

KYJC, managed by Pete Watts and owned by the Medford Printing Co., joined ABC on April 1. KWWB, managed by Kenneth Williams and owned by the Walla Walla Broadcasting Co., will join the network on May 1.

**the WOR program that didn't cost the sponsor a cent!**

A NEW YORK ADVERTISER had a service to sell. He bought time on WOR.

For every \$1 he spent, \$5 came back to him.

That's advertising!

WOR can do that sort of thing for you, too. Because WOR can reach the homes of 36,000,000 people in 18-states at the second lowest cost per thousand of any station of equal power. Because WOR's daytime rate has not changed since 1937, and its base time rate is the same as it was in 1939. Because . . . But, Gentlemen, why go on endlessly. We say it, we say it, we say it — again and again:

WOR's one of the greatest buys in radio circa 1949!

—heard by the most people

where the most people are

**WOR**

WATCH FOR IT!...WOR-TV—channel 9—key station in Mutual's growing television network



# AGENCIES

**M**CCANN-ERICKSON, INC., has named Francis D. Harris as head of the talent section of the radio and television department of the agency.

**CHARLES J. (BUDDY) BASCH** III, (son of Charles J. Basch, Jr., of Basch Radio and Television Productions), has formed an advertising agency to be known as Gibraltar Advertising Agency, Inc. Basch will be president; Leo Berman, vice-president; Carol Skydell, secretary; Clarence Schmidt, treasurer. Offices will be located at 17 East 45th Street, New York.

**MCCANN-ERICKSON'S** Lima office has been appointed to handle the advertising, both newspapers and radio, for Compania Quimica Commercial e Industrial, S. A. of Lima.

Philadelphia Club of Advertising Women prexy Helen Carroll Carothers has joined the staff of the Philadelphia office of the Julius Mathews Special Agency. She was formerly with Roche, Williams and Cleary.

**MANN - ELLIS ADVERTISING** has made its third expansion move within one year with the appointments of Jerome Dobbin, copy chief and account executive, as vice-president; Wally I. Wallach as art director, and Marvin L. Grant, formerly with William H. Weintraub, as director of the radio and television department and account executive.

**DAVID H. LANMAN, JR.,** and **NATHANIEL ROBERTS** have joined Geyer, Newell & Ganger, Inc., it has been announced by H. W. Newell, executive vice-president. Lanman joins the agency's copy staff. He was formerly a copywriter at Compton Advertising, Inc., and before that was assistant to the circulation manager at Fairchild Publications. Roberts has assumed the post of traffic director at G. N. & G. He was previously associated with Grey Advertising Agency, where he served in a similar capacity for 12 years.

**MITCHELL-FAUST ADVERTISING COMPANY,** Chicago, has been engaged to place the advertising of Ivory Salt, distributed by the Worcester Salt Company, division of the Morton Salt Company.

## Emergency

Shocked by the news of the quake disturbance in the Pacific Northwest on Wednesday, Hugh Felts, former president of BMB, boarded the first plane en route to Seattle from Chicago. Felts who is becoming general manager of KING, Seattle, cut his convention stay short in order to get to the quake stricken area.



## California Commentary . . . !

● ● ● **Mark Finley**, Public Relations Director of the Mutual-Don Lee network, is celebrating his tenth year of service with the organization. He moved over from the City Desk of the Los Angeles Times April 1, 1939. . . . **Henry Donavon**, president of Telemount Pictures, announced production plans for his second

## Los Angeles

"Magic Lady" series, starring Geraldine Larsen, with "little" Jerry Maren as Boko, an elf helper. The series of 13 television films, is being directed and produced by Donavon. . . . **Jimmy Wakely** left for Phoenix to be guest of honor at "Jimmy Wakely Day," the annual rodeo sponsored by the local Chamber of Commerce. . . . **Harry Von Zell**, screen and radio actor, has moved into his home at Encino Estate, which he recently purchased from "First Nighter" Joe Ainley and his actress wife Betty Lou Gerson. . . . **Harold Azine** has joined KLAC-TV's staff in a production capacity.



● ● ● **Clete Roberts** left Hollywood for an eight-week aerial tour of the European hot spots. His interviews and findings in England, France, Germany, Austria, Italy, Greece and Libya will be recorded on the spot and flown to KFWB for 6 and 9 p.m. broadcasting every evening. . . . A 500-pound stuffed elk was delivered to Fibber McGee and Molly at NBC Studios the other day. Sent by the Seattle Ballard Elks Lodge, the gift represented in elk (animal) form the admiration and appreciation of the Elks (human beings) for Fibber McGee. Pending final disposition of the acquisition, Fibber stored the elk in the offices of Sidney Strotz as a surprise! . . . Two of Garry Moore's "Take It or Leave It" shows will be tape-recorded for presentation April 17 and 24, the tape shows to supplant live broadcasts on those dates. Reason given is that all concerned with "Take It" are interested in "trying out" the new device for reaction.



● ● ● **Jack Slattery**, announcer on ABC's "G.E. House Party," has been inked to do the narration on 26 G.E. commercial film shorts. . . . **Frank Bull** is launching a campaign to collect "bull" stories. If anybody knows any, send 'em to Frank Bull, c/o KFWB. . . . **Dick Haymes** is being paged for dates in London at the Palladium as well as Birmingham, England, and Glasgow, Scotland, during August. . . . **Benay Venuta's** "Keep Up With the Kids" program is slated to return to the network air shortly in a half-hour, once-a-week broadcast. . . . The new KLAC-TV show, "Make Me Sing It," has **Danny Scholl** as the musical master of ceremonies. . . . Broadcasters Program Syndicate, co-operative program syndication group headed by Bruce Eells & Associates, continues to add station subscriber-members. Recent station additions include: WJW, Cleveland, Ohio; CJDC, Dawson Creek, British Columbia; KVVC, Ventura, Calif.; KSYL, Alexandria, Louisiana, and the following Minnesota members of the Arrowhead network: WHLB, Virginia; WMFG, Hibbing, and WEBC, Duluth.



● ● ● **Frank Samuels** and **Paul Mowrey** of ABC, are in San Francisco to help line up details of the KGO-TV opening early in May. . . . **Ruth Gillette** has been signed for an important role in "Adventure in Arizona," **Marten Lamont's** Cinevision Television production. **Miss Gillette** starts work after completing her part in the 20th Century-Fox picture, "Everybody Does It."

# NEW BUSINESS

**WMAQ, Chicago:** The Keeley Brewing Co., through Schwimmer and Scott, Inc., contracted for two station-breaks weekly for 26 weeks.

The United Fruit Co. (for bananas), through Batten, Barton, Durstine and Osborn, Inc., ordered two one - minute announcements per week for 12 weeks starting April 16. The Hudson Motor Car Co., through Brooke, Smith, French and Dorrance, Inc., contracted for five station-breaks weekly for two weeks starting April 17.

**Linco Products** (bleach), through Schwimmer and Scott, Inc., ordered an additional weekly station-break to their spot schedule for 52 weeks.

An order from the Bond Stores (Bond clothing) included eight one-minute announcements to be aired between April 30 and May 3, participations in the Food Magician (five-a-week, 12:15 p.m., CST) on April 28 and 29 and May 2, 3 and 4 and the purchase of a 15-minute news program at 11:00 a.m. on Sunday, May 1 only. **Neff Rogow** is the agency.

**WABF (FM), New York:** Emerson Radio & Phonograph Co. and Dynamic Electronics-N. Y., Inc. are jointly sponsoring a weekly six-hour program of classical recording on WABF (FM). The one-year contract calls for both joint and separate commercials for the two sponsors. It is aired Wednesdays, 6 p.m.

## Send Birthday Greetings To—

April 15

Dave Alber Oliver W. Nicoll  
Earl Ferris Phillip Porterfield  
Marian Jordan Dave Driscoll

April 16

Milton J. Cross Les Tremayne  
W. Wright Esch Norman Weill  
George Ludlam Joe McCauley  
Jack Negley Joseph C. Meehan

April 17

Lawton Campbell Margaret Espy  
Jack Nedell

April 18

Page Gilman Charles LaTorre  
Leopold Stokowski Muriel Haynes  
Edgar Kobak

April 19

Louis Katzman Murray Salberg  
Renny Sherwood Liss  
Ge Ge Pearson

Ann Shelley John Sinn

April 20

Betty Lou Gerson Marshall Neal  
Bud Linn Ann M. Wright  
Merritt W. Barnum Arthur Pine  
Matt Barr Sid Shalit

Lionel Hampton

April 21

Lcis Collier Arthur Hinett  
Max Jordan Ken Schon  
Paula Nicoll Carter  
Josephine Dee Ed Yocum  
Ethel Thorsen



# New NAB Ad Bureau Will Sell Radio Value

(Continued from Page 1)

ment of Broadcast Advertising and will operate on about 35 per cent of the organization's annual budget which totals \$800,000.

The board in setting up the Broadcast Advertising Bureau provided for an administrative group which will include the chairman of the Sales Managers Executive Committee and four members of the board. It was recommended that BAB should start functioning not later than June 1 of this year.

Suggested by Howard Lane

Howard Lane of the Marshall Field Stations made the motion for the establishment of the bureau. It was seconded by Richard Shaffo, WIS, Columbia, S. C.

The board agreed that the new organization should receive an additional budget of \$100,000 a year. This amount will be added to the present budget of \$70,000 of the Department of Broadcast Advertising and \$50,000 which covers the Research Department of NAB.

NAB officials yesterday heralded the establishment of the new bureau as an important step toward crystalizing campaigns aimed at selling radio. The department, headed by Mitchell, will intensify its sales and promotion activities with a view of bringing new advertisers to radio and retaining present AM accounts.

Measurement & Possibility

In some quarters the action was regarded as the first step toward setting up a functioning department which might also provide the broadcasting industry with a new audience measurement service. The board yesterday discussed BMB and heard a report from a committee headed by John Elmer which is working to the end of perfecting a new audience research operation for NAB. It was evident at yesterday's board session that the members believed that BMB in its present form must be superseded by a new organization which will have a financial structure similar to BMI.

The Stevens Hotel, Chicago, was again selected for the next national convention and dates will be announced later.

Action by the board followed Mitchell's report and statements by

# Mutual Interviews Endurance Flyers

The two endurance fliers, who have been flying back and forth between Fullerton, Calif., and Texas for more than 700 hours in an effort to break the all-time record of 726 hours, were interviewed yesterday by Mutual through the use of the self-powered, portable "Minitape" recording pack.

George Martin, Jr. of Mutual's Don Lee network in California, prepared the instructions, questions and pack. He handed the entire package to the fliers when they swooped low over a speeding jeep at Fullerton for refueling yesterday morning. During the second refueling in the afternoon, the flyers said: "Feeling fine. In good shape. Hope to go well over the record." The tape was scheduled for the "Mutual Newsreel" broadcast last night, 9:15-9:30 p.m., EST.

five broadcasters who appeared before the body. The latter, all members of the NAB, and three of them active on the association's sales managers executive committee, are: Frank E. Pellegrin, KSTL, St. Louis; William Maillefert, WVET, Rochester; Simon Goldman, WJTN, Jamestown; Hugh Higgins, WMOA, Marietta, O., and Odin Ramsland of KIDAL, Duluth.

A permanent committee will guide the policy of the association. The committee will be made up of four members of the board of directors and the chairman of the sales managers executive committee. The board members, named yesterday by Justin Miller, NAB president, are Robert T. Enoch of KTOK, Oklahoma City, chairman; Howard Lane, WJJD, Chicago; G. Richard Shaffo, WIS, Columbia, S. C.; Frank U. Fletcher of WARL-FM, Arlington, Va. The chairman of the sales managers executive committee is to be named later and will gain automatic membership on the committee.

"Under NAB Management"

In taking the action, the board appropriated to the new bureau \$100,000 to be lumped with the present \$70,000 annual budget of the department of broadcast advertising. Funds available from other general services of the association which will be absorbed by the bureau will add approximately another \$50,000—a total of \$220,000 for the remainder of the fiscal year.

The resolution creating the bureau also specifies that all "money expended by BAB will be under the authority of NAB management upon recommendations by the permanent BAB committee."

In other actions at the two-day board session concluded yesterday, it was agreed that the association would be represented in forthcoming conferences regarding the North American Regional Broadcasting Agreement; accepted a report from the association's international adviser, Forney Rankin; accepted a report from Ralph Hardy, KSL, and chairman of the association's educational standards committee on the activities of that group.

# Baseball Announcers Meet With Atlantic

Philadelphia—Baseball announcers who will work the games sponsored by Atlantic Refining Co. this season got their annual refresher course in Philadelphia this week. Featured speaker at the dinner following the meeting was Ford Frick, president of the National League.

Announcers attending the meeting were Claude Haring and George Walsh, Philadelphia; Jim Brent, Leo Egan and Tom Hussey, Boston; Rosey Rowswell and Bob Prince, Pittsburgh; Chuck Thompson, Baltimore; and Howard Hamrick, Richmond.

Representatives of Atlantic and N. W. Ayer briefed the announcers on handling of commercials, improvement in broadcasting techniques and other information.

# Stork News

Robert Patt, advertising and sales promotion manager for WCBS, New York, is the father of a girl born to Mrs. Patt at Lawrence Hospital, Bronxville, N. Y., on April 8. The baby, named Christy, weighed 7 pounds, 2 ounces.

Pittsfield, Mass. — Mr. and Mrs. Walter Kearsy are the parents of a baby boy, James Michael, born recently at Pittsfield General Hospital. Father is on the sales staff of WBRK, Pittsfield. The baby is their second.

# Would Halt Further Share-Time Stations

(Continued from Page 1)

numerous stations entered into such arrangements rather than operate full time. The reason for the existence of such operation has largely disappeared with the development of broadcasting. In recent years the Commission has received very few applications for such operation. As of the first of the year, there were 35 share-time and 16 specified-hours stations out of 2,127 AM stations. Those now operating are not affected by the proposed rules. The FM rules provide for unlimited time stations only.

"The Commission is of the opinion that sharing time between stations is undesirable in that it creates a confusing and difficult situation which is likely to lead to controversy and also in that it complicates the interference problem on the frequency where broadcast time is being shared.

"The latter is true particularly in cases where the stations sharing time are not located in the same city, or utilize different powers. Specified-hours stations are believed to be wasteful of spectrum space and particularly undesirable in view of the increasing crowding of the AM broadcast band."

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(Available)

7:30-7:45 P.M. Mon. thru Sat.  
(Available)

10:30-10:45 P.M. Mon. thru Sat.  
(Strauss Stores)



**CARROLL ALCOTT**

7:00-7:15 A.M. Mon. thru Fri.  
(Metro. Life Ins. Co.)

8:15-8:30 A.M. Mon. thru Fri.  
(Metro. Life Ins. Co.)

Noon-12:15 Mon. thru Fri.  
(Robert Hall Clothes)

**WINS**  
50KW NEW YORK

CROSBY BROADCASTING CORPORATION

## WEMP Progressing Under Ramos' Banner

On February 12, 1949 Station WEMB of San Juan, Puerto Rico, completed its first year of broadcasting. Without fanfare, its personnel paused in the task of making Radio El Mundo the number one station of Puerto Rico, to look back on an eventful and encouraging year.

From the very first day WEMB established the standards of entertainment it had promised to maintain and which today have earned it the reputation of presenting the highest quality programs in Puerto Rico. From 6:00 P. M. to 11:00 P. M. on that opening night, the greatest Latin-American stars of the musical and dramatic world filed before the mikes of WEMB to bring to the radio listeners of Puerto Rico the outstanding radio programs in the island's radio history. Among those appearing that night was the internationally famous violinist, Pepito Figueroa, and his equally talented pianist brother, Narciso Figueroa; Elsa Miranda, better known as "Chiquita Banana"; Pepito Torres and his Siboney Orchestra; the WEMB Symphony Orchestra; Rina de Toledo, lyric soprano; Luis Sagi Vela, baritone; and many of the top local stars.

This was but the beginning of a long list of the great entertainers who have won fame on both sides of the Atlantic. WEMB listeners, during that year heard Graciela Rivera, favorite soprano of music lovers in the both Americas and in Europe; Maria Esther Robles, lyric soprano, accompanied on the piano by her famous husband, Glauco D'Attili; Leo Marini, popular Latin-American vocalist; the Aguila Sisters, one of the finest duos of Mexican singers; and Los Bocheros, the toast of Spain.

The climax came when Juano Hernandez, Broadway stage star appeared in the Spanish version of "Desire under the Elms." That show is still the subject of conversation when radio fans gather.

### Senor Ramos Active

Senor Angel Ramos, pioneering publisher of the island's leading daily, and owner of Station WEMB, had set out to raise the standards of radio programming. The past year has proven that his high ideals have had a marked effect upon the local radio industry.

Leading advertisers, conscious of the prestige and leadership of Senor Ramos' newspaper had awaited the inauguration of the station, confident that the same unstinting efforts that had made EL MUNDO a great

### FOR SALE

Sound effects equipment in excellent condition. Will transport anywhere. For further information address Box 228, RADIO DAILY, 1501 Broadway, New York 18, N. Y.

## BMB Gets \$75,000 Advance Of NAB For Current Debts

(Continued from Page 1)

director of research, will receive from the NAB a \$75,000 advance if certain stipulations incident to the transaction are met. The stipulations are:

(1) That the money is advanced for current "operating expenses during April and May, 1949."

(2) That the loan is made available "on condition that NAB assumes full administrative control of BMB during such time as any part of the plan is outstanding."

A third condition of the board resolution providing for the loan anticipates a guarantee by NAB that Study No. 2 will be completed if NAB is "satisfied that BMB has secured sufficient waivers and new subscribers by June 1."

Explaining this third condition, G. Richard Shafto of WIS, Columbia, S. C., NAB board member, who is also on BMB's board, said:

### Statement by Shafto

"Presently there are 540 standard broadcast subscribers to BMB. Of these, 481 are members of NAB. The contracts between these subscribers and the bureau were originally made on a long term basis, known as the 'five-year plan,' of continuing subscription.

"However, each contract stipulates a 90-day cancellation clause. If this cancellation provision is exercised by the subscribers, it would mean that the data for the study, gathered in counties throughout the nation, would exist—but insufficient funds would remain in the bureau treasury to collate and publish the results."

### Cites "Waiver" Request

Mr. Shafto pointed out that Dr. Baker had explained this situation to the Convention of the NAB here at a general session April 12. At that time, Dr. Baker asked subscribers to the service to sign waivers assuring full payment over the contractual period and withdrawing their right to cancel. So that BMB Study No. 2 could be completed on time, Shafto emphasized, "while the waivers are being executed it is necessary that funds be made available to BMB imme-

diately to meet the bureau's current financial burden."

diately to meet the bureau's current financial burden."

paper would provide them with equally effective radio outlet for their product promotion. The roster of firms that have reached the people of Puerto Rico via Radio EL MUNDO, reads like the who's who of export advertisers. Among the first to sign contracts were Ponce Cement, Alka Seltzer, Sherwin-Williams, Pacific Gold, Pepsodent, Pabst Blue Ribbon, Hudson, De Soto, Richard Hudnut, H. J. Heinz, Libby, McNeill & Libby, Hammond Organ, Frigidaire, Cinzano Vermouth, and Fellows Medicine. More recently such names as Sterling Products International (Phillips Toothpaste), Kelvinator, Borden Co., and Caribe Motors (Buick, Cadillac and Chevrolet) have joined WEMB.

diately to meet the bureau's current financial burden."

The burden at this time, in the midst of the mechanics incident to the study, is higher than the income from subscribers, Shafto said.

"Since income is measured on a controlled basis, and the outgo presently is particularly high because of tabulation operations," he said, "the NAB board has agreed to advance funds to cover the emergency."

### Advances As "Needed"

Cash from the appropriated loan will be advanced to the bureau "as needed for immediate contingencies" and not in a lump sum, it was pointed out. If BMB immediately obtains waivers from all of its subscribers, or new subscribers in sufficient numbers to assure NAB that the audience measurement can be concluded, NAB is authorized to guarantee the delivery of Study No. 2 to its subscribers, Shafto explained.

Dr. Baker, BMB's acting president, already has obtained, in two days, waivers from approximately 20 per cent of the subscribers. Waivers for those subscribers who did not attend the 27th annual NAB convention are being mailed to them immediately. The acting president of the bureau made the following statement after the NAB board action:

### "Last Call"

"The Broadcast Measurement Bureau, now five years old, has had to overcome numerous reversals, not unforeseen when the project was launched. The bureau has had to call upon its subscribers too many times for special consideration in order to continue and strengthen the concept of uniform audience measurement. I believe firmly that this is the 'last call' for help. If the subscribers will respond in force by signing waivers, as 20 per cent of them have done already, I believe the continuance of the uniform audience measurement is assured. I am sure that all of the subscribers to BMB would want me to express their gratitude to the NAB for its assistance—and that the advertisers and agencies which look to BMB for help in buying time on American stations will be equally appreciative."

Organizations sponsoring the Broadcast Measurement Bureau are the American Association of Advertising agencies, the Association of National Advertisers and NAB.

A plan for re-organizing the bureau, and refining further the scope of its audience measurement, is under study now by a special committee of the NAB headed by John Elmer of Baltimore, Md. This audience measurement bureau will continue the development of its plans, working with representatives of the AAAA and the ANA, pending completion of the bureau's second report.

## Aussies Ban Brand Names In Giveaways

(Continued from Page 1)

Italian radio executive said that broadcasters in his country decided that the mention of numerous brand names on one program was proving detrimental to all sponsors in general and consequently they called the whole thing off.

A sponsor can still give away prizes in Australia but he is not permitted to announce the brand name, just the identification of the prize itself.

Levy's station, 2UW, is the key, outlet of the Major Network, the only commercial web in Australia. The station is owned and the network operated by the Commonwealth Broadcasting Corp. Pty. Ltd. The other 14 stations in the network are privately and individually owned, however, and Commonwealth merely supervises the program operation of the web such as an American web feeds its affiliates. The other networks in Australia, outside of Major, are government owned and carry no advertising.

Levy revealed that his network has strict measures on the amount of time an advertiser can use for his messages in the program he buys. Only 15 per cent of any program time period is allowed for commercials and in a quarter-hour show there can be no middle announcement, only one at the opening and one at the end. By word count, 300 words of commercial copy are allowed in a 15-minute program and 450 in a half-hour stanza.

The Australian also said that jingles are banned as spot announcements. If a sponsor uses a program he can air a jingle but otherwise he cannot. In fact, even spot announcements are broadcast only in a distinct program period.

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# TELEVISION DAILY

Section of RADIO DAILY, Friday, April 15, 1949 — TELEVISION DAILY is fully protected by register and copyright

## CP HOLDERS WARNED TO BUILD

### TELE TOPICS

FROM A VIEWER'S VIEWPOINT one of the major problems facing broadcasters and agencies is the middle commercial in dramatic programs, especially those of half-hour duration. It's a problem because commercials spang in the middle of a tense drama can, and almost always do, break the mood established by the program. The middle commercial is a hold-over from radio where many intent listeners develop a psychological deafness that enables them to "tune out" the plug and where those not concentrating on a show certainly don't show more interest in the commercial than the program. Television, for the umpteenth time, is different. There are very few who can watch a show with one eye while doing something else with the other; it's all but impossible even to carry on a conversation while the set is on. This added effort given to the show by the recipient brings with it great interest in the program and closer identification with it. It's most disturbing therefore, to be hit in the face with an animated singing commercial just when the heroine is in a tight spot. This brings up the payoff question: How to give the advertiser maximum value for his money without offending or risking the loss of the audience. It certainly should be done, and probably can—but how?

**A NEW STAGE LIGHTING SYSTEM,** totaling more than 100,000 watts, evenly distributed over a 40 by 56 foot operating area has been installed in CBS Studio 52, which is being converted from radio to tele. System is composed of four trips, one in front of the proscenium and three behind for the basic key. Three of these strips contain 84 lights of 200 watts each while the fourth has 72. These are supplemented by seven 1,000 watt spots on the balcony apron. Designed by George Toetzel, the system uses 55,000 watts of back lighting, comprised of four rows of twenty 500-watt spots each and a row of 15 1,000-watt spots. On each side of the stage are three ladders, each comprised of one 1,000-watt and two 500-watt lights, and there is a tree of three 500-watt lights each of two legs. Two 3,000-watt yanbeams on the balcony apron complete the setup.

**FASHIONS ON PARADE** moves to WJZ-TV on the 27th, with Lord & Taylor picking up the tab through William Varren agency. Contract is for ten weeks. "Mr. Mergenthwiker's Lobbies," a fantasy by Nelson Bond and David Kent, will be aired for the third time by NBC Sunday when it kicks off the web's new dramatic series replacing the Philco show. Owen Davis Jr. will produce with Fred Joe directing. . . . Debut date for WKTV, Utica, has been set for Sept. 1. Station will be an NBC affiliate, represented by Donald Cooke.

### Avco Expects Jump In 2nd Quarters Sales

(Continued from Page 1)

told an annual stockholders meeting yesterday. He said that television is among the company's various operations which is spearheading the gains although some divisions are experiencing low volume.

Raymond C. Cosgrove, executive vicepee, reported to stockholders that TV receiver sales by the Crosley Division were up 55 per cent in the first quarter of 1949 over the corresponding period in '48. He said that with the end of the cathode-ray tube shortage Crosley hopes to hit a monthly output of 20,000 video sets by June.

#### Statement by Shouse

James D. Shouse, Avco vicepee in charge of broadcasting, told stockholders of the pending FCC decision on purchase of WHAS, Louisville, by Crosley Broadcasting Corp. Shouse announced that Crosley's three TV stations now operating in Cincinnati, Dayton and Columbus have a primary coverage of approximately two and a quarter million people.

At the stockholders meeting, Dr. Robert L. Johnson, president of Temple University, was elected a director of Avco. He was recently named chairman of the Citizens Committee to press for favorable reaction on the proposals of the Hoover Commission.

### ABC Co-op Wrestling Sold By Three Stas.

Signing yesterday of American Shops, Inc., of Newark, to sponsor the WJZ-TV Wednesday night wrestling matches, brought to three the number of cities in which the ABC co-op is commercial. American Shops initial 13-week contract begins April 20 and was placed through the William M. Scheer agency.

On March 9, Buckeye Garment Rental Co., of Cleveland, began sponsorship of the matches over WEWS in a 13-week pact placed direct with the ABC co-op program department.

Courtesy Motor Co., Chicago, has bankrolled the show over WENR-TV, originating station of the series, since Feb. 16. Malcolm Howard agency placed the 52-week contract.

### WPIX Sells Summer Sports To Brewing Co.

New York News station, WPIX, has scheduled a Monday through Thursday coverage of outdoor boxing and wrestling from the Queensboro Arena and the Coney Island Velodrome, it was announced by Carl Warren, news and special events manager.

Velodrome pickups will be boxing on Mondays and wrestling on Tuesdays, beginning June 6.

## CBC Shelves TV Applications; Suggests Joint Operation

Montreal—The CBC Board of Governors has shelved six applications from private firms for TV licenses and suggested that the companies get together and agree to the joint operation of private outlets.

Carrying out the Government's video policy, the board indicated that, for the time being, no individual radio station or company will be granted a tele license. The board's recommendations are passed to the Government licensing authority and almost invariably are accepted by that group.

Hon. J. J. McCann, Minister of National Revenue, who answers to Parliament for the CBC, said the policy was an interim one, which would not delay the development of TV until the Royal Commission on Arts, Letters and Sciences has made its recommendations. The Commis-

son, to investigate radio and tele operations, was established last week under the chairmanship of Rt. Hon. Vincent Massey, chancellor of the University of Toronto.

Dunton said the board had examined the applications in the light of the Government policy. He said there would be "practical difficulties" in providing a proper video program service particularly during the initial period when the number of receivers would be insufficient to provide stations with adequate commercial revenues.

For that reason the board felt the private firms should apply for joint licenses for stations to be operated jointly until the commission makes its report. Then, if more private stations are to be licensed, the present applicants will "enjoy priority of consideration."

### Commission Tells Two Stations To Turn In CP's

Washington Bureau of RADIO DAILY

Washington—Making it additionally clear that it expects TV permittees to stop wasting time in getting their stations on the air, the FCC yesterday asked two southern stations to turn in their permits. Six-month extensions had been asked for completion of WJHP-TV, Jacksonville, Fla., and WTPS-TV, New Orleans.

The former station, anticipating a denial, had indicated in its petition that it would surrender its permit if the extension were not granted. In the case of the latter station, the Commission asked that it either send in its construction permit or ask within 20 days for a hearing.

There are 59 CP's outstanding around the country, all of which were granted before the FCC froze action on applications last fall. Holders of many of the CP's are reluctant to begin construction while the freeze is still on, taking the position that the end of the freeze might drastically change the allocations picture in their areas.

Yesterday's action reiterated the Commission's stand that uncertainty about the future of tele is no excuse for not building. "While it rests with the permittee to determine whether he will undertake construction of his authorized TV station," the FCC said recently, "the Commission will not accept as an excuse for failure to diligently proceed with construction the fact that the permittee may feel uncertainty due to the pending proceedings affecting TV rules, regulations and allocations.

"On the contrary, the Commission, in acting upon applications for extension of the completion date specified in outstanding TV construction permits, will consider whether the permittee has complied with the provisions of Section 3.615 of the Commission's rules and regulations, and will grant such applications only upon a satisfactory showing that the failure of the permittee to complete construction was due to causes not under its control, or upon a showing of other matters sufficient to justify the extension, as required by that section."

### Sees Plastics For Sets

Pittsfield, Mass.—Use of plastics in the majority of television cabinets to reduce the cost of wood cabinets between one-third to one-fourth and thus meet the increased buyers' resistance was predicted by Harry K. Collins, manager of G-E's plastic division.

# WEBS AND INDIES TO SALUTE EASTER

## Programs Feature Musical Works Of The Ages

(Continued from Page 1)

other points around the world. A New York Indie, WHOM, which will broadcast an almost continuous schedule of Good Friday programs, will carry a shortwave show in Italian direct from Rome today, 2:30-2:45 p.m.

Bach's "St. Matthew Passion," one of many by the composer to be heard on the airwaves, will be broadcast by several New York indies, namely: WABF (FM) Sunday, 9 p.m.-midnight; WHOM, today, 6:15-6:30 p.m.; WNYC, today, 2:30-6 p.m., and WQXR, today, 3:05-5 p.m. One or more of the Easter Cantatas by the same composer will be included on the programs scheduled by WABF, today, 10-11 p.m.; WEVD, Saturday, midnight-1 a.m.; WNYC, today, Sunday, 7-7:45 a.m., and WQXR, Sunday, 3:05-5 p.m.

### Shaw Chorale Scheduled

Bach music will be presented on the "Robert Shaw Chorale," Sunday, 4:30-5 p.m., and "Carnegie Hall," the same day, 7:30-8 p.m., both on ABC. The "Columbia Music Festival," to be carried on the NBC, today, 11:30 p.m.-midnight, will feature two works by Bach. Selections from Bach's "Little Organ Book" will be performed on a CBS program, originating from WEEL, Boston, Sunday, 9:15-9:45 p.m. The New York indie, WQXR, will present selections from the same Bach book, today, 5:05-5:15 p.m.

Selections from Wagner's "Parsifal," will be broadcast by both indies and networks. Excerpts from the opera will be aired by WGHF (FM), tomorrow, 4:30-5 p.m.; WNYC-FM, today, 10 p.m.; WQXR, Sunday, 8:05-11 p.m.; and WOR on "Sylvan Levin's Opera Concert," today, 9:30-9:55 p.m.

Set Svanholm, the Swedish tenor, who will appear in this afternoon's Met production of "Parsifal," will guest on Ernest Kehr's "Adventures With Stamps" on WNEW, today, 9 p.m. The stamp program will be entirely devoted to a discussion of

### Met's Campaign

To help the Metropolitan Opera's campaign to raise \$250,000 for the 1949-50 season, ABC will broadcast an "Easter Opera Concert" tomorrow (Saturday) from 8-8:30 p.m., EST, featuring Lawrence Tibbett, Rise Stevens and Licia Albanese. Speaking in behalf of the campaign, which is \$25,000 short of its goal, will be Edward Johnson, general manager of the Met, and George A. Sloan, chairman of the board of directors.

commemoratives issued throughout the world between Good Friday and Easter Sunday.

"The Crucifixion," by the contemporary British composer Sir John Stainer, will be broadcast by the following: WBNX, today, 11 p.m.-midnight; WEVD, tomorrow, midnight-1 a.m.; WHLI, Hempstead, today, 2-3 p.m., and WNYC, today, 9-9:55 a.m. and 7-8 p.m.

**Church Services on Air**  
Sharing time segments with "pure" music program will be the traditional church services on both networks and indies. CBS will open its Sunday schedule with a broadcast of the Moravian Easter Sunrise service which has been held annually since 1773 by the Moravian Church of Winston-Salem, N. C. The broadcast will originate with WBT, Charlotte, N. C., 6-7 a.m., EST.

For its sunrise service on Sunday, NBC will carry the devotional at Walter Reed General Hospital, Washington, D. C., at 7-7:30 a.m., EST. The entire net will carry the service from Radio City at which Dr. William J. Faulkner, dean of Fisk University, will deliver the message. The program, to be aired 7:30-8 a.m., EST, will feature music by the Inter-racial youth choir of 1,000 voices. At 8:05 to 8:30 a.m., EST, the network will broadcast for the 15th consecutive year, the sunrise service from the south rim of the Grand Canyon of Arizona. Howard Pyle of KTAR, Phoenix, Ariz., will describe the scene. Dr. Charles Franklin Parker, pastor of the First Congregational Church, Prescott, Ariz., will preach the sermon.

### Hollywood Bowl on CBS

ABC will broadcast a portion of the Washington Cathedral Easter Service, followed by an Easter message to the nation from the Rev. Angus Dunn, Bishop of Washington, 7:30-8 a.m., EST. The annual coast-to-coast CBS broadcast of the Hollywood Bowl Easter Sunrise Service has been scheduled for the period, 8-9 a.m., EST. William Farnham will narrate the formation of the "Living Cross," in which a children's chorus of 100 voices is heard. Service also features an ensemble of 30 harps; the 150-voice Cathedral and College Choir of the Hollywood Presbyterian Church; baritone Mostyn Thomas, and Nelson Leigh, who portrays Christ each year in the Pilgrimage Play. Trinity Choir of St. Paul's Chapel, under the direction of Andrew Tietjen, will sing religious music, ranging from Rachmaninoff's "Glory To The Trinity," to the Te Deum Laudamus by Gustav Holst, at 9-9:30 a.m., EST.

Mutual's Easter Sunday schedule will open with a broadcast of the Easter Sunrise Service from the Rose Bowl at Pasadena, Cal. This program, to be aired from 9 to 9:30 a.m., EST, will feature Easter music by a 28-piece orchestra and 35-voiced choir, a sermon by the Rev. Charles Templeton, of Toronto, Can.,

and a special Easter story narrated by film star Colleen Townsend. Immediately following, MBS will broadcast Easter songs by the Miami Senior High School Chorus, a program originating from the main dining room of the Boca Raton Club in Boca Raton, Fla. This program will be heard from 9:30 to 10 a.m., EST.

Mutual's affiliate in New York, WOR, will start the day with two sunrise services. The first, from 6:30 to 7:30 a.m., will be the city-wide service in the West End Tennis Stadium, Forest Hills, with the Rt. Rev. Jonathan G. Sherman, Suffragan Bishop of the Episcopal Diocese of Long Island, speaking on "The Fact And The Faith of Easter."

### Soldier Field on WOR

From 7:30 to 8:30 a.m., WOR will air a sunrise service from Soldier Field, Chicago. Three clergymen of the Chicago area, the Rev. Elmer Palmer, the Rev. Horace A. Larsen and the Rev. A. Eldom Palmquist, will take part. Dr. William Graham, president of the Northwestern Bible School of Minneapolis and vice-president of Youth For Christ International, will deliver an Easter message. The Swedish Christian Male Chorus and John Walkup, baritone, will sing, and the Dillon Brass Quartet will play.

New York indies have also arranged for a heavy schedule of Easter devotionals. WBNX will carry a special Good Friday program, tonight, 8:45 p.m., sponsored by the Bronx Division of the Protestant Council. The Council will broadcast another service over the same station, Sunday, 9-9:30 a.m.

WHOM will broadcast the Good Friday services from the Church of the Sacred Heart and St. Stephens in Brooklyn, today, 8-10 p.m. Scripture reading and Easter hymns will be featured on the "Easter Dawn over New York," scheduled by WINS, from 6:30 to 7:30 a.m. A young people's choir, under the direction of Win Ruelke, will participate in the WINS program.

### Special "Ave Maria Hour"

The "Ave Maria Hour" on WMCA, April 17, 6:30-7 p.m., will air a special Easter dramatization of the Crucifixion and resurrection. Algernon D. Black, on WMCA's "Ethical Issues in the News" series, will speak on the subject, "The Easter Spirit."

Special Easter music and sermons will be heard over WMGM on Easter Sunday, beginning at 8:30 a.m. with an address by Erling C. Olsen, director of the "Bible Hour." The Rev. William Fagal will speak on "Self-Justification" during the "Bible Auditorium of the Air" at 9:30 a.m. The "Voice of Prophecy" will follow at 10:30 a.m.

The Calvary Baptist Church will present two Easter programs direct from the church, one at 11:30 a.m. and the other at 8:30 p.m., Sunday. The "Ave Maria Hour" on WWRL,

## Drama Shows And Fashions Also Scheduled

Sunday, 8:30-9 a.m., will feature a special Easter story and music. The "Hail Mary Hour," the same day, 8:05-8:30 p.m., produced by the Joan of Arc Church of Jackson Heights, Queens, New York, will also feature a special Easter story and music.

WOV has scheduled music appropriate to Good Friday on all of its Italian programs today. From 4 to 6 p.m., WOV will present a recording of Verdi's "Requiem Mass."

## MacVane Re-elected Head Of News Analysts

John MacVane of NBC was re-elected president of the Association of Radio News Analysts yesterday at its annual meeting. Organization was founded seven years ago to maintain professional standards for news analysis and also to represent its members in matters affecting those standards.

Other officers elected yesterday during the meeting at the Williams Club were: H. V. Kaltenborn, NBC, chairman of the executive committee; Bill Henry, MBS, Ned Calmer, Dick Hottelet, CBS, executive committee members; John Daly, CBS, William Hillman, MBS, vice-presidents; Cecil Brown, MBS, treasurer; George Hamilton Combs, WMGM, secretary; Thomas J. Hamilton, WQXR, assistant secretary.

### "Triumphant Hour"

Mutual's Easter Sunday schedule will again feature, for the third successive year, the popular "Triumphant Hour" program, which will be presented in co-operation with The Family Rosary, of Albany, N. Y. Father Patrick Peyton, founder and national director of the Family Rosary Crusade, will speak. The program, to originate from New York and Hollywood consists of a dramatic recitation of the Rosary backgrounded by choral music, songs by celebrated stars and a narration by Eibel Barrymore and Pedro de Cordoba. The hour-long show, to be aired from 8:30 to 9:30 p.m., EST, will highlight the singing of Ann Jamison, Dorothy Maynor, Bing Crosby, Dennis Day and Christopher Lynch. The recitation will feature Dan Dailey, Irene Dunne, Jimmy Durante, Rita Johnson, Fibber McGee and Molly, John Carrol Naish, Rosalind Russell, Robert Ryan, Lizbeth Scott, Dean Stockwell and Loretta Young.

# SEE TIME SCRAMBLE IN TELE COAX

## FCC's Authorizations Include 2 New Outlets

Washington Bureau of **RADIO DAILY**  
Washington—The FCC on Friday granted the application of Douglas L. Craddock to increase the power of WLOE, Leaksville, N. C., from 100 watts to 250 watts, operating unlimited time on 1490 kc., and also approved the application of Pawtucket Broadcasting Co. to change the main studio of WFCI from Pawtucket to Sheraton-Biltmore Hotel, Providence.

The Commission granted the application of Agnes Jane Reeves  
(Continued on Page 3)

## Sponsors Getting Seal Of Approval By WOR

WOR, New York, has originated a radio version of Good Housekeeping's "Seal of Approval." That's just what the station calls a series of station break announcements which it put into its schedule over the weekend. They are aired several times each day.

WOR's seal of approval plugs, aimed at a double barreled impression for both listeners and advertisers, point out that the station backs up every product which it adverti-  
(Continued on Page 2)

## Winchell Holds Hooper Lead In Latest Report

For the fourth consecutive report Walter Winchell is atop the Hooper national program ratings (week of April 1-7) with a figure of 26.8. He is followed by Lux Radio Theater, 25.4, and Jack Benny, 22.5.

A total of 16 programs are listed this time in Hooper's "First Fifteen" with the last three winding up with  
(Continued on Page 3)

### Two Bagger

NBC's "Death on a Weekend" program, featuring Jinx Falkenburg and Tex McCrary, has brought to the network two national awards: the 1948 Alfred P. Sloan Award for "the best sustaining program in the field of highway safety" and the Public Interest Award of National Safety Council for "exceptional service to safety in 1948."

### Women

Advertising Women of New York are holding their Graduation Cocktail Party tonight (Monday) at the Hotel Astor which will conclude the Twentieth Annual Survey of Advertising Course. Course is designed to give beginners a bird's eye view of the field of advertising. Out of an enrollment of 396 students, five will be granted scholarships.

## AT&T Begins Building N. Y.-Chi. Relay Link

Toledo—AT&T has awarded a contract for construction of a series of 16 tele relay towers from Fairview, Pa., to LaPorte, Ind., and four in southern Ohio, to complete a new New York-Chicago link and add Cincinnati, Columbus, and Dayton to the nation-wide network. The towers, to cost \$3,000,000, will be ready for use before the end of the year. Two towers will be built at Springfield and Catawba, O., to con-  
(Continued on Page 7)

## Civil Service Jobs Open For Technicians

Applications for five radio broadcast technicians' positions, with annual salaries ranging from \$2,974 to \$7,432, will be accepted until current needs have been met, it was announced by the U. S. Civil Service Commission, 250 W. 57th St., New York 19, N. Y.

The Commission explained that  
(Continued on Page 2)

## McFarland Heads Committee To Investigate Radio And TV

Washington Bureau of **RADIO DAILY**  
Washington — Sen. Ernest McFarland was named Friday to head a Senate Interstate Commerce Communications sub-committee to conduct the industry-wide probe into radio, television, telephone and telegraph industry operations. Funds for the investigation were granted earlier last week in a resolution approved by the Senate. McFarland was a member of the three-man

## Four Networks Face Mass Confusion In 1 And 2-Station TV Cities When AT&T Opens New Channels

### WB Asks FCC To Speed 'Package' Sale Okay

Washington Bureau of **RADIO DAILY**  
Washington—Warner Bros. on Friday asked the FCC to expedite approval of its package purchase of KMTR Radio Corporation, New York Post Publisher Dorothy S. Thackrey's West Coast radio holding, including KLAC-TV., Los Angeles. Filed by Warner attorneys, Fisher, Wayland, Duvall and Southmayd, the petition said  
(Continued on Page 7)

### Florida Broadcasters Plan May Convention

Jacksonville, Fla.—Florida Association of Broadcasters will hold its annual convention at Ponte Vedra on Friday and Saturday, May 6-7. Opening session Friday morning will be devoted to FAB business with possibly a speaker from BMI;  
(Continued on Page 2)

### Gillette Will Sponsor Racing's "Triple Crown"

Once again Gillette is bankrolling the radio and TV descriptions of horse racing's "Triple Crown"—the Kentucky Derby, Preakness and Belmont Stakes — over CBS. An-  
(Continued on Page 8)

The crying need for additional stations in one and two station cities on the coaxial cable network will be pointed up even more sharply when two new westbound channels are opened by AT&T on May 1.

The scramble by the four networks to secure choice time on the single channel connecting the east and mid-west webs early this year will be relatively minor when compared with the nets' present task—to get time commitments from stations for new commercials.

The trouble, the network sales de-  
(Continued on Page 7)

## REC Playing Host To Peabody Awards

Radio Executives Club luncheon in New York next Thursday (April 21) will get special network and station coverage when the REC for the third consecutive year plays host for presentation of the George Foster Peabody Radio Awards. Affair is scheduled for the Hotel Roosevelt.

Already booked for coverage are  
(Continued on Page 3)

## Weber Managing WMOB With Option To Buy

Mobile, Ala.—Fred Weber, who until early this year was a stockholder and general manager of WDSU, New Orleans, has now taken over the general management of WMOB here with an option to buy the station. The outlet is a 250-watt  
(Continued on Page 8)

### Acclimating

Margaret O'Brien, who arrives today aboard the Queen Mary, will visit Brooklyn for the first time to look for "the tree" that grows there and to see the lake "where the kids fish without a license." After getting the proper "atmosphere," she will leave tonight for Hollywood to play the role of Francine on the Hallmark Playhouse, CBS, April 28.



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JOHN W. ALICOATE : : Publisher

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

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6425 Hollywood Blvd. Phone: Gladstone 8436

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Andrew H. Older, Chief 6417 Dahlonaga Rd.  
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Nat Green  
Suite 905 139 No. Clark St.  
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Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

## Sponsors Getting Seal Of Approval By WOR

(Continued from Page 1)

ses on the air. "If you ever should be dissatisfied with any product or service you hear advertised over WOR," one announcement reads, "please let us know so that we may serve you even better in the future."

Another seal of approval announcement states: "WOR believes you'll be better satisfied with WOR advertised products and services. Look for them. Buy them the next time you go shopping."

The station also is informing its listeners that the management examines all advertising copy broadcast and within its available facilities endeavors to check advertisers' claims.

### Correction

A RADIO DAILY story of last Friday, April 15, about the ban on giveaway shows in Australia which mention brand names, stated that the Major Network was the only commercial web in the country. This statement was incorrect. The MacQuarie Network in Australia also is commercial.

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## ★ COMING AND GOING ★

WILLIAM FINESHRIBER, general manager of the program department at CBS, will return today from a four-day motor trip that took him to key cities in Virginia and Maryland.

BOB HOPE on Friday will be in Birmingham, Ala., for the broadcast of his program from the City Auditorium.

GEORGE KLAYERS, of CBS Radio Sales, tomorrow will go down to Washington, D. C., on business.

NED BROOKS, national affairs editor of "Sunoco 3-Star Extra" heard on NBC, is back in Washington following a trip to the naval experimental station at Sands Point, N. Y., from which point he broadcast his portion of the program.

ROY SCHULTZ, of CBS Radio Sales, is on a four-day business trip to Buffalo, Rochester, Syracuse, Utica and Albany.

JOHN C. WARREN, sales manager for WNBC-WNBT, left Friday for Chicago on business. He'll be in the Windy City for four days.

JULES DUNDES, of CBS, leaves today for San Francisco to assume his new duties as director of sales and sales promotion for KCBS, Columbia's O & O station in the Golden Gate city.

JERRY LEWIS and DEAN MARTIN arrived by plane Friday from Hollywood. They're now at work on their forthcoming television program.

JACK MILLS, president of Mills Music, Inc., will leave today for his annual West Coast jaunt. En route to California, he'll spend a week at Colorado Springs to attend the Music Educators Annual Conference. He will be accompanied by Max Stark, general manager of the firm.

## Davis Named Manager Of RCA Exhibition Hall

Howard L. Davis has been appointed manager of the RCA Exhibition Hall, replacing John L. Crosby, Jr., who resigned to join WHTM, Rochester. Davis formerly was publicity manager of the hall.

Harry P. O'Brien, with RCA for 11 years, was named assistant manager, and Harold E. Gibbs, Jr., succeeds Davis as flack chief. Gibbs came to RCA last year from Eastern Airlines.

## Florida Broadcasters Plan May Convention

(Continued from Page 1)

no speakers are scheduled for the Friday night banquet and it will be strictly a social affair.

Other speakers lined up for the convention are Lee Hart, Al Halverstadt (of Procter & Gamble) and Ken Ballinger. Election of officers takes place Saturday morning.

The association, through Ted Chapeau, acting secretary-treasurer, of WMBR, Jacksonville, is particularly urging the smaller stations to be represented at the convention. All reservation requests should be sent to Chapeau at WMBR.

## 10 YEARS AGO TODAY

From the Files of Radio Daily

Contracts between NBC and CBS concert organizations and the American Guild of Musical Artists are expected to go into effect in about two weeks. . . . A move for the "interchangeability" of theatrical union cards is being pressed by several officials of unions chartered by the Associated Actors & Artistes of America. . . . The FCC television committee arrived here to make a thorough study of television and to study the practical aspects of that medium in order to be able to recommend standards for the new industry.

## Civil Service Jobs Open For Technicians

(Continued from Page 1)

"inasmuch as an insufficient number of applications have been received for the position, applications will be rated as received until further notice."

The positions still open are: Broadcast Studio Technician, Broadcast Recording Technician, Broadcast Field Technician, Broadcast Master Control Technician and Radio Broadcast Technician. Applicants selected will be placed with the State Department's International Broadcasting Division.

## THE MACCABEES

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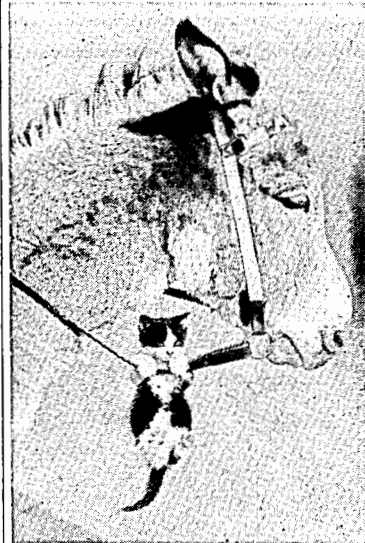
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## Cutest trick of the week

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

There's a cute trick to buying radio time in Baltimore—that is, if you're looking for a station that will produce the *greatest* results for the *least* amount of money. The station is W-I-T-H, the BIG independent with the BIG audience.

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



**W-I-T-H**  
Baltimore 3, Maryland

TOM TINSLEY, President  
Represented by Headley-Reed

# FCC's Authorizations Include 2 New Outlets

(Continued from Page 1)

license for a new station at Dover, Ohio, to operate on 1450 kc., 250 watts, unlimited time. Operations are not to get under way until FMMJ, Youngstown, Ohio, stops operation on 1450 kc. and is licensed to operate on 1390 kc.

Also granted was the application of the Orange Empire Broadcasting Co. for a new station at Redlands, Calif., to operate on 990 kc., 1 kw., daytime only.

The FCC denied the petition of Leading Broadcasting Co., licensee of WRAW, Reading, Pa., for permission to participate as "friend of the court" in the Commission's oral argument on Friday (15) on exceptions filed by Foulkrod Radio Engineering Co. (WTEL), Philadelphia, to the proposed decision granting WHAT unlimited time operation on 1340 kc. with 250 watts power.

Denied was the motion of Midland Radio, Inc., Patchogue, N. Y., for dismissal of the application of Patchogue Broadcasting Co. for a WP for a new station on 1580 kc., 50 watts; granted was the petition of Interstate Broadcasting Co., New York City (WQXR), requesting leave to intervene in consolidated hearings on applications of Midland and Patchogue for the license to operate the new station. Interstate alleged proposed operation would cause interference.

## Press Realignment

Miss Barbara Frost has joined the publicity department at WOR, New York, as news editor, it is announced by Robert Blake, chief of the press information division. Miss Frost formerly was in ABC's publicity department. Tom Flynn, previously trade press editor for WOR, is now news editor for WOR-TV while Walter Bennett, Jr., has taken over Flynn's former post.

## Smith Writes Book

Howard K. Smith, CBS European news chief, is resuming his Sunday trips from London over the web starting April 17, 11:15 a.m., EST. He took five months leave of absence in Switzerland to complete a book which is subtitled, "Report on the State of Europe." It will be published later this year by Alfred A. Knopf.

## Davis To 'Crown' Damone

More than 1,000 Vic Damone fans are expected to be on hand to attend the coronation ceremonies in the grand ballroom of the Henry Hudson Hotel on Monday, April 18 at 4:30 p.m. Damone will be crowned "King of the Baritone" by INS disc jockey Jeff Davis. The contest to select the "King" is conducted annually by Davis. Some 63,000 votes were cast in the poll which proposed Frank Sinatra who had been "King" for the past three years.



## NAB Convention Wrap-Up

● ● ● Like an army on the move or a circus taking down the big top after a one-night stand, the 1,500 broadcasters who gathered at the NAB annual convention broke camp on Wednesday and by Thursday only a handful remained to hold a post-mortem on their deliberations. This year's convention was a serious one. The broadcasters had come expecting some bad news about the impact of TV but they didn't expect Wayne Coy, chairman of the FCC, to virtually write off AM broadcasting in the years to come. They were heartened the next day when Attorney General Tom Clark said: "There will always be a radio" and depressed for the second time on Wednesday when speakers at the TV roundtable admonished them that they had better get into television.

## Chicago

● ● ● Maybe the serious attitude was a good omen. Unlike their last convention in Chicago three years ago when gay, lush order-taking days were the order, this year's gathering took on a business like—where do we go from here?—tempo. One thing certain is that the broadcasters left this year's convention prepared to fight for the media and to retain the gains of the past few years. They have gone back home resolved to sell radio and give a great deal of consideration to the impact of TV.

● ● ● Some impressions of the brighter side were: the affable personality of Justin Miller as he announced to the press that his contract had been renewed for five years . . . the whoops and hollering when Fred Stevenson, KGRH, Fayetteville, Ark., learned he had won a "Playboy" car for his pin ball prowess in Transcription Broadcasting System's contest . . . the ever present, efficient Bob Richards, NAB director of public relations, in the press room. . . Bob with the aid of Jim Dawson really did a bang-up job in keeping the press boys happy . . . the bleary-eyed delegate from somewhere in the West sleeping in a lobby chair of the Stevens—18 hours after the convention ended . . . the fun Sydney Kaye was having passing out bags of peanuts with the compliments of BMI.

● ● ● SUGGESTIONS: Maybe the banquet and its attendant show is a convention must but the length and the sameness of the show made big names a boring experience. . . Dick Haymes sang; Dorothy Shay sang; Ben Blue sang and Joe E. Lewis sang until the clock struck midnight. More dancing, more production and a few novelties would have helped . . . why not give them a revue type of production next year and save NAB some money . . . the results will be more satisfying.

● ● ● TRAVEL NOTE: NAB'ers are air-minded. The airline reservation desks at the Stevens were crowded all day Wednesday and it was estimated that more than 50 per cent returned home by air. . . American Airlines got a good hunk of the business with TWA and United getting their share too. . . Some came by automobile from midwest points and the parking lots were deserted by noon Wednesday.

● ● ● INDEPENDENTS MEETING: The gathering of 200 independent operators last Sunday as "Unaffiliated Broadcasters" was a good thing for the industry . . . they heard Benjamin Cohen of United Nations tell of the success of the peace news network and applauded John Sinn's intelligent appraisal of the transcription business . . . only criticism registered was why Ted Cott and his committeemen allowed NAB to sell them on the idea of losing their identity as "Independents" . . . some broadcasters don't like to be placed in the "unaffiliated" category.

# REC Playing Host To Peabody Awards

(Continued from Page 1)

ABC, 1:15-1:30 p.m., EST; NBC, 1:45-2 p.m.; and WNEW, 1:35-1:45 p.m. Other networks and stations also are expected to make pick-ups.

The awards luncheon will be emceed by Edward Weeks, editor of the Atlantic Monthly and chairman of the National Advisory Board for the Peabody Awards. No lengthy speeches are planned but each award winner will make brief acceptance remarks.

Awards are to be presented by John E. Drewry, Dean of the School of Journalism, University of Georgia, who arrives in New York tomorrow, Tuesday. The university administers the selection of winners each year "for outstanding meritorious public service."

## Winchell Holds Hooper Lead In Latest Report

(Continued from Page 1)

the same rating of 14.1. Breakdown reveals that ABC has four programs in the "First Fifteen" for the first time this year. Six of the shows are on CBS and six are aired by NBC.

Shows are rated in the following order, starting with fourth place:

- (4) Fibber McGee and Molly 20.0,
- (5) My Friend Irma 19.3, (6) Stop the Music 18.9, (7) Bob Hope 18.8,
- (8) Arthur Godfrey's Talent Scouts 18.7, (9) People Are Funny 16.1,
- (10) Amos 'n' Andy 15.6, (11) Duffy's Tavern 15.1, (12) Mr. District Attorney 15.0, (13) This Is Your FBI 14.3, (14) Dennis Day 14.1, (15) Suspense 14.1, (16) Fat Man 14.1.

## Stork News

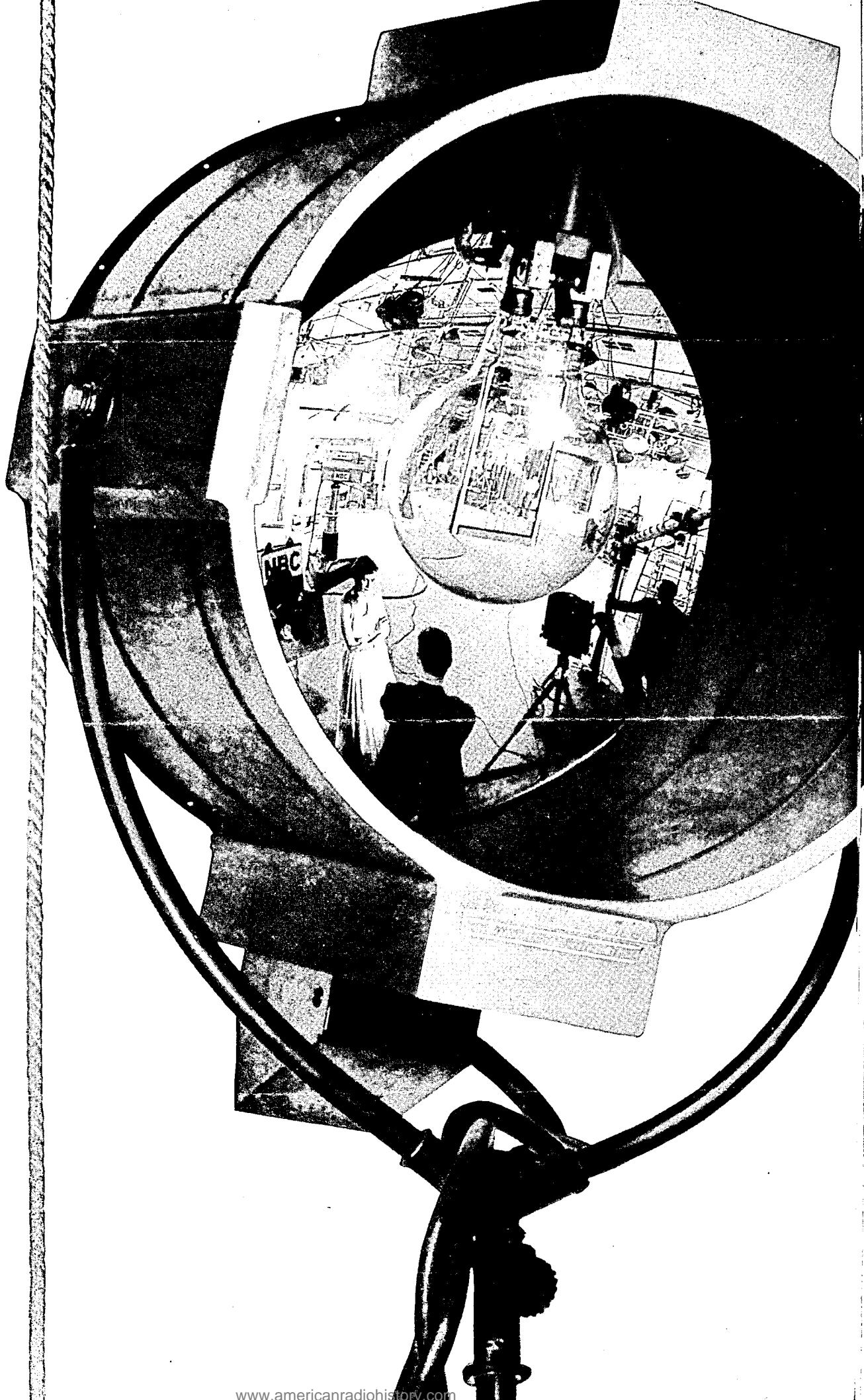
Philadelphia — Two cigars on every desk at WIP, here, signified the birth over last week-end of daughters to two staff members. The Bill Manns welcomed their bundle on April 10, while the next day an heiress was presented to the John Paul Webers.

# COMEDY MATERIAL GAGS MINSTREL MATERIAL

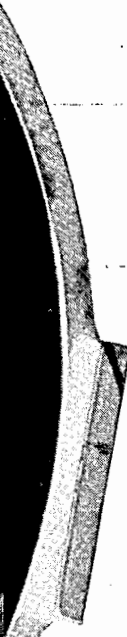
A thirty year collection, compiled, edited and completed by the late

## Al Bernard

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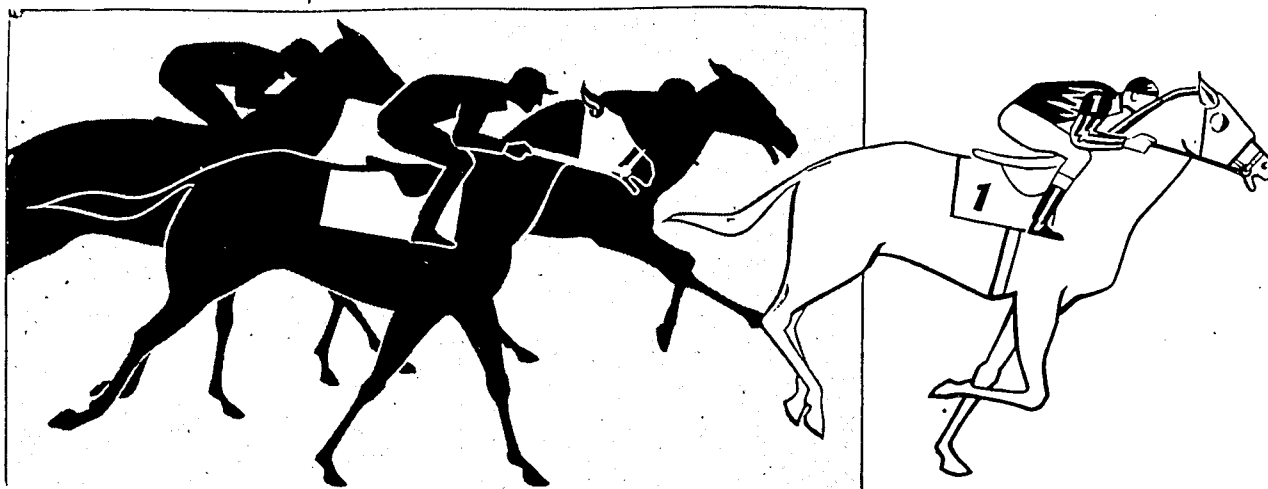
a sharp reflection of **NBC Television**

reveals more network advertisers,

more top-rated programs,

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than any other television network.



**WWJ-TV** first television station in Michigan  
still leading the field . . .

**M**ORE than two years of daily operation have given WWJ-TV the television know-how that results in better pictures, better programming and better commercial adaptability. This know-how is reflected in its local schedule of top crowd-drawing attractions including three seasons of University of Michigan football . . . three seasons of Detroit Tiger baseball . . . as well as two seasons each of Detroit Red Wing hockey, and horse racing. Such features together with outstanding NBC shows are the main reasons why WWJ-TV is first, by far, with Detroiters . . . as proven by surveys . . . and with advertisers as proven by results. Yes WWJ-TV is the sure bet in television in the multi-billion-dollar Detroit market.

FIRST IN MICHIGAN . . . Owned and Operated by THE DETROIT NEWS  
National Representatives: THE GEORGE P. HOLLINGBERY COMPANY  
ASSOCIATE AM-FM STATION WWJ

**WWJ-TV**  
NBC Television Network

# TELEVISION DAILY

Section of RADIO DAILY, Monday, April 18, 1949 — TELEVISION DAILY is fully protected by register and copyright

## NETS IN STATION TIME SCRAMBLE

### TELE TOPICS

**UTILIZATION** of TV as a means of promoting fashion consciousness among men will be the theme of the Men's Fashion Guild show at the Waldorf Wednesday. Even will be scanned on a closed circuit by NBC, with Ben Grauer as emcee and Larry Schwab, Jr., directing. Web is installing twenty receivers in the hall so that the fashion execs may see the show on stage and on the screen. WNBT manager Tom McFadden and program director John Reber will participate in a panel discussion, and entertainment lineup will be headed by the Three Flames. . . . "Finals From Flatbush," a quarter-hour interview show with Bob Edge has been skedded by WCBS-TV for the period immediately following pickups of the Dodgers games, beginning with the opener tomorrow. . . . Ted Steele and his band bow over DuMont tomorrow nite in a new series replacing "School House."

**NEW YORK CENTRAL RAILROAD** starts a spot series over several Gotham outlets on the 24th. Campaign is planned on a 52-week basis and may be expanded to other cities served by the road. Nine films produced by Foote, Cone & Belding will be used in rotation. . . . John Shubert has teamed up with Ray Nelson to produce an hour-long package based on operettas originally produced for the stage by Shubert's father, J. J. Shubert, and his uncle, Lee Shubert. Nelson will direct. . . . Todd Karns and Helen Chapman have been signed by Jerry Fairbanks for the title roles in "Jackson and Jill," a series of 13 half-hour domestic comedy films for NBC. Russell Hicks and William Vedder will be featured, and Vince Barnett, Maude Prichett, Fritz Feld, Myron Healey, Angela Greene, Gerry Pattison, Jan Kayne and Ralph Sanford have been pacted for the first three installments. . . . B. A. A. Marathon in Boston will be scanned for the first time tomorrow over WNAC-TV. National Company of Malden will sponsor, through John C. Dowd agency.

**TOP PRODUCTIONS** negotiating for placement of "Okky Doky Ranch," which goes off DuMont on the 28th. . . . Fifteen-minute film recaps of all Chicago Cubs home games have been placed on WGN-TV by Ford, through J. Walter Thompson. Program is packaged by the Olan agency. . . . Herb Sheldon, just signed by ABC to a five-year radio deal with five-year options, is conferring with web execs on a long-term tele pact. . . . Manager P. A. Sugg hopes to have WKY-TV, Oklahoma City, on the air by the middle of next month, or June 1 at latest. . . . "American Songs," with Paul Arnold, Dickie Orlan and LaVerne Gustafson, bows over NBC tonite as one of the replacements for the short-lived Henry Morgan series.

### AT&T Begins Building N. Y.-Chi. Relay Link

(Continued from Page 1)

nect Dayton with Columbus, and two more at Springboro and White Oak, to link Dayton, and Cincinnati. A new coaxial cable will link Dayton with the full net at Toledo.

The National Concrete Fireproofing Co., Cleveland, will erect the towers, which will be finished by Dec. 1. They will be 26 feet square and will vary in height from 90 to 250 feet, and will be built entirely of reinforced concrete. Each tower will cost \$150,000 and requires 1,200 cubic yards of concrete.

For months engineers for AT&T and the Ohio Bell Telephone Co. have been surveying Ohio to locate sites for the towers. Portable towers were erected on sites selected. Each tower has to be placed in an unobstructed line of vision from the towers on either side.

Work is now in progress on the building of the underground coaxial cable which will be the connecting link between Toledo and Dayton. Inside the cable will be eight copper tubes. One set of tubes will carry the two-way TV circuit. The other tubes will make it possible to carry on 2,400 simultaneous telephone conversations.

### Admiral Buys WBZ Show

Boston—Tom Currier and Max Zides, who recently celebrated their 25th anniversary as the singing team of Hum and Strum, inaugurate a new weekly quarter-hour series over WBZ-TV tomorrow, 7:05 p.m., under sponsorship of Admiral dealers for receivers, ranges and refrigerators.

### WOR Buys N. Y. Block For TV Studio Bldg.

WOR has purchased the entire square block bounded by 67th and 68th Streets, Broadway and Columbus Avenue, in Manhattan, as a site for the future construction of buildings for offices and studios to be used by its television station, WOR-TV, it was announced over the weekend by Theodore C. Streibert, president of the station.

The property was bought by WOR from Alfred L. Rose, Murray N. Rosenberg, and Leonard S. Gans.

**Now Building Two Studios**  
"No time for construction will be set in the immediate future," Streibert said in making the announcement. "Currently WOR is constructing two large television studios at 7 West 66th Street, in space we recently leased from the American Broadcasting Company, and those studios will be ready when WOR-TV goes on the air on channel 9 this summer."

The firm, Leonard S. Gans Co., Inc., acted as broker with the cooperation of David Keith in the negotiation. James Felt & Co. acted as supervisor to the buyer. Joseph Low, of Proskauer, Rose, Goetz and Mendelsohn was attorney for the sellers. The title is insured by The Home Title Guarantee Company.

### WLW-C Lands Baseball

Columbus, O.—WLW-C has signed with the Columbus Red Birds for exclusive rights to 77 home games scheduled by the American Association club. Included are 54 night games, one twilight doubleheader and 13 day contests including eight doubleheaders.

### New Coax Bands Show Need For New Outlets

(Continued from Page 1)

partments have found out, is this: Although three channels will be available, only one or two stations are available in all mid-western TV cities, with the exception of Chicago and Detroit. Four networks, therefore, are trying to bring programs over three channels into areas where only one or two can be carried at any one time.

With the number of network commercial programs on the upgrade, time periods when more than one network commercial are on the air simultaneously also are increasing. In five of the eight cities on the mid-west cable, however, a program can be placed by only one net at any one time. In varying degrees, this situation is being blamed by sales departments for a lack of new business.

In New York, Chicago and Washington each of the four webs has a full time outlet. In Boston, WBZ-TV takes on NBC feeds while the other three nets must share WNAC-TV. In Schenectady, New Haven, Milwaukee, Pittsburgh, Buffalo, Toledo and St. Louis all webs share time on only one station. In Philadelphia, Baltimore and Detroit there are three stations for four webs. In Richmond, WTVR takes only NBC shows. In Cleveland, WNBK is owned by NBC, with WEWS taking feeds from the other three webs.

### WB Ask FCC Speed 'Package' Sale Okay

(Continued from Page 1)

"time is of the essence" in publication of the sale notice in the federal register.

Completion of the transfer of KLAC-AM to the Chicago radio station owner, Ralph Atlas, must be approved by the Commission by August 1, under the terms of the agreement made last month, Warners explained. Therefore, the required 60-day waiting period after publication must end by about mid-June, they added.

Agreement with Atlas for purchase of KLAC-AM from Warners for \$405,000, was announced March 17. It is dependent upon Commission approval of the Warner purchase of Mrs. Thackrey's broadcasting properties, and upon the further approval of the resale to Atlas of KLAC-AM. Warners made the Atlas deal because it already owns KFWE, Los Angeles, and could not own both under FCC duopoly ruling.

## The Week In Television

### UHF To Be Opened Within Few Months—Coy

*A period of intense competition for tele and radio was foreseen by FCC Chairman Wayne Coy. Speaking at the NAB confab in Chicago, he said also that UHF allocation will be established "before many months." . . . Survey by DuMont research department reported that TV, on a cost per thousand basis, can be a less expensive medium at present for national advertisers than either newspapers or quality magazines. . . . The FCC further indicated that it expects CP holders to stop wasting time in getting their stations on the air by asking two southern outlets to turn in their permits. . . . Panel of experts at NAB TV session agreed that impact of tele in major markets has been so great as to warrant AM broadcasters giving immediate attention to the new medium. . . . Gross TV time expenditures during first quarter of '49 mounted to \$5,240,665, the N. C. Rorabaugh Co. reported. . . . CBC Board of Governors shelved six TV applications from private firms and suggested that the companies agree to joint operation of stations.*

## COAST-TO-COAST

### Wolfe Back At WSFA

Montgomery, Ala.—John Allen Wolfe is back with the staff of WSFA after a period with WJZZ. He came to Montgomery from CBS headquarters here more than two years ago, and first started in radio on WSFA when the station first took to the air.

### WOL Puppy Contest

Washington, D. C.—A "Name My Puppy" contest is currently being conducted at WOL with Art Brown, John Ball, Mike Hunnicutt and Bob Knight offering four registered pedigreed cocker spaniel puppies to listeners who submit the best names for the pets. Winners will be announced by WOL on April 25th.

### WTTM Campaigns for the Air

Trenton, N. J.—Commentator Geo. Taylor who has been waging a radio campaign via WTTM to make Trenton a stop on scheduled airlines, now has the backing of Mayor Donal J. Connolly. Taylor's series of broadcasts drew the citizenry to the realization that Trenton was the only capital city in the country not served by an air line. The Mayor carried the problem direct to the Civil Aeronautics Authority in Washington and Trenton was promised aid by CAA to the extent of 50 per cent of moneys needed to enlarge and expand Mercer Airport for adequate air-line service.

### WJAG Cited for Safety

Norfolk, Nebraska—WJAG for the second consecutive year has been awarded the National Safety Council's Public Interest Award which is made for exceptional service in accident prevention. WJAG was one of only 48 stations to receive the citation which was based on "The Patrol Round Table" a 15-minute informal program featuring interviews with members of the Nebraska Highway Patrol about accident prevention.

### WPWA All Out for "Cancer"

Chester, Pa.—WPWA cancelled all commercial commitments on Saturday last to bring to the air an all-day Cancer Crusade Marathon. Program featured luminaries from sports, theatre, radio, screen, and television as well as prominent officials from public and private life. Bill Haley and his four Eastern Aces performed continuously for more than 12 hours accepting contributions which were phoned in.

### WLAW Sports Review

Lawrence, Mass.—"Wonderland Sports and News Review" will bow in over WLAW on April 27th under the sponsorship of the Revere Racing Association and will be aired Monday through Friday from 12:55 to 1:00 p.m. Harvey Chester will be the featured commentator on the new program.

## \* THE WEEK IN RADIO \*

### NAB Okays New Advertising Bureau

By VAL ADAMS

NAB board at Chicago convention authorized new Broadcast Advertising Bureau within structure of NAB. It supersedes Department of Broadcast Advertising, but still headed by Maurice Mitchell, and will get 35 per cent of NAB's budget to promote radio and bring new advertisers to medium.

NAB board also agreed to lend BMB \$75,000 to meet current financial obligations. Stipulations are that loan be used for operating expenses in April and May, 1949, and that NAB assumes full administrative control of BMB during that time that any part of the plan is outstanding. . . . At convention Ken Baker asked BMB subscribers to sign waivers on 90-day cancellation clause and guarantee to keep paying dues until June 1, 1950. Within two days about 20 per cent of subscribers had signed.

Justin Miller refuted charges that advertisers dictate network program policies during his convention speech. . . . Mutual board elected Frank White to succeed Edgar Kobak as president, effective May 1. . . . TV panel at convention urged all broadcasters give full consideration to video.

In a statement filed with House Appropriations Committee, Wayne Coy intimated he may have to resign soon as FCC chairman if his salary is not increased. . . . Alger B. Chapman, New York attorney, elected to ABC board of directors. Ed Noble, ABC board chairman, told stockholders' meeting that the network stock is speculative and that he would not recommend it to persons with modest savings. He was referring to the fact that TV is a gamble.

NBC program department slated for major changes. Leslie Harris, radio director at Benton & Bowles, moving in as assistant national program director. Mitchell Benson, associated with Gale, Inc., and William Morris Agency, becomes administrative assistant to Thomas McCray and coordinator of new programs.

Giveaway shows where brand names are mentioned have been banned in Australia, according to Francis E. Levy, sales manager of 2UW, Sydney, now on New York visit. . . . FCC proposes to forbid okays for share-time or specified-hours AM stations. Present stations operating on such basis would not be affected.

Jack Benny going on CBS television in fall with one or two shows a month. No decision on whether it'll be live or kinescoped but probably the latter. . . . New state-wide network of 29 stations opened in Georgia. It's represented by the Friedenbergs Agency. . . . Berne W. Wilkins resigning as commercial manager of KFWB, Hollywood.

Herbert Bayard Swope joined RCA as adviser and consultant. Just recently he resigned from CBS

board. . . . Kraft Foods won't renew Al Jolson (or "Kraft Music Hall") on NBC next fall. . . . Chesterfield came close to buying "Sing It Again" on CBS but finally decided against it.

SEC reported 1947 radio and TV sales zoomed to \$1,144,473,000. This was an increase of \$305,394,000 over 1946. . . . C. L. Thomas of KXOK, St. Louis, elected president of Transit Radio, Inc. . . . Frank Stanton said CBS program developments are in line with bringing lower costs to advertisers. He denied that recent CBS actions are driving costs upward.

Fred Gamble, president of the 4-A, said AM radio, rather than TV, must carry the brunt of the problem of meeting the buyers' market for at least five years. . . . General Electric got on the list of manufacturers slashing the retail price of certain radio-phonograph combinations.

No radio casualties reported in Pacific Northwest earthquakes. However, top 40 feet of KJR's antenna, in Seattle, was knocked off but station remained on the air. . . . FCC okayed three more AM stations and one FMer. . . . Four agencies bidding for Army and Air Force account for fiscal year 1949-50. They are Ayer, Gardner, R&H and Caples.

Atheist Robert Scott asked FCC to lift license of KSFO, San Francisco, claiming it refused him air time last November. . . . Walter E. Benoit resumed executive duties with Westinghouse Radio Stations, Inc., after a leave of absence during which he served with Industria Electrica de Mexico in Mexico City.

### Gillette Will Sponsor Racing's "Triple Crown"

(Continued from Page 1)

announcement came from J. P. Spang, Jr., president of Gillette.

Clem McCarthy (who is on the staff at NBC) will call the three races over the CBS radio network and Bill Corum will handle color. Kentucky Derby is scheduled for broadcast May 7 at 6:15 p.m., EDT, over 170 CBS stations plus 44 outlets of the Canadian Broadcasting Corp.

For the first time in its history the Kentucky Derby will be telecast by WAVE-TV, Louisville. A 15-minute film of the race will be carried by the CBS television network on Sunday, May 8, at 10:30 p.m., EDT. Joe Palmer is set to describe the live version over WAVE-TV with Bernie Bracher, WAVE-TV sports director, handling color.

The Preakness at Pimlico, Md., will be broadcast by CBS May 4 from 5-5:30 p.m., EDT, while the Belmont Stakes from Belmont, N. Y., is scheduled June 11, 4:30-5 p.m., EDT. Both of these races also will be telecast live with Bryan Field calling and Red Smith doing color.

## NEW BUSINESS

WGN-TV, Chicago: Carpenter Morton Co. (paints), through John C. Dowd, Inc., four one-minute film announcements for seven weeks from April 12; Ironrite Ironer Co. through Brooks, Smith, French Dorrance, one 5-minute film show per week for 13 weeks from May Pequot Mills, through J. D. Tarche & Co., a weekly one-minute film announcement for 13 weeks from April 22; Rosen's Men's Wear, through William Futterman, renewal of boxing bouts for 13 weeks from April 1; Coty, Inc., through Franklin Bruck Adv. Corp., three weekly film announcements for two weeks from April 12; Rival Packing Co. (d. food), through Chas. Silver & Co., renewal of 11 station break announcements beginning May 13.

WMAQ, Chicago: Greystone Press Corp., through H. B. Humphreys agency, the "Do It Yourself" program for the 11:15-11:30 p.m. spot Sundays, for 13 weeks starting April 10; Ward Baking Co., through Walter Thompson, renewal of schedule of five station breaks per week for 52 weeks from April 28; W. J. McLaughlin & Co. (coffee), through Earle Ludgin & Co., renewal of two station breaks weekly for five weeks from April 8; Rit Products Co., through Earle Ludgin & Co., three one-minute announcements per week for eight weeks from April 1; Procter & Gamble (Drene), through Compton Advertising, Inc., one-minute announcement weekly for 20 weeks from April 9; Linc Products Co., through Schwimmer Scott, Inc., one station break weekly for 52 weeks from March 31.

### Weber Managing WMOB With Option To Buy

(Continued from Page 1)

ABC affiliate owned by Gilmore I Nunn.

Weber has replaced Dewey Long at WMOB but the latter has not indicated his future plans. Weber sold his interest in WDSU and resigned as general manager a few months ago when control of the station changed hands. Since that time he supervised installation of new facilities at WHBQ, Memphis, Tenn. A one time Weber was general manager of MBS in New York.

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# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 47, NO. 13

NEW YORK, TUESDAY, APRIL 19, 1949

TEN CENTS

## RMA PLANS BIRTHDAY CELEBRATION

### Supreme Ct. Agrees To Hear FCC's Appeal

Washington Bureau of *RADIO DAILY*—Washington—The Supreme Court yesterday agreed to hear the FCC's appeal from a Court of Appeals decision reversing its revocation of the license of WORL, Boston, on the ground of wilful concealment and misrepresentation of the licensee corporation's financial condition. Hearing on the case was set for May 1.

In the meantime, hearing will be held this week in the Commission's appeal against a lower court decision in the WJR, Detroit, case. The (Continued on Page 2)

### 35 Stations Are Listed By West Coast Syndicate

West Coast Bureau, *RADIO DAILY*—Hollywood—Thirty-five stations have joined the Broadcasters Program Syndicate since the first of the year, it was announced by Bruce Wells & Associates, directors of the cooperative program syndication group.

The station-subscriber members added this year are: CFCE, Montreal, Quebec; WEBJ, Brewton, Ala.; KERN, Bakersfield, Calif.; KXLO, (Continued on Page 2)

### WINS Drops WLW Line For Own Programming

Crosley's New York outlet, WINS, has cancelled out its direct wire to WLW, Cincinnati, and is no longer using any programming from the midwest station. WINS said the purpose behind the move is to localize all programs for local commercials.

It is known, however, that the maintenance of a line between (Continued on Page 3)

### Plan Derby Airings

CBS is planning two programs in connection with the running of the Kentucky Derby at Churchill Downs on Saturday, May 6. The network is planning a special 30 minute broadcast on the eve of the race tracing the history of the Derby and will also give full coverage of the race which will be run over the famous course the following day.

### Deflation

John Crosby, radio critic for the New York Herald-Tribune, will cut his column down to four days a week starting with the week of April 25. Crosby has been doing the column, which is syndicated by the Herald-Tribune, on a five-days-a-week basis for about two years. He said that lack of material to sustain the column is forcing him to cut down and that hereafter it will be published on Monday, Tuesday, Thursday and Friday.

### N. Y. NAB Office Reported Planned

Expansion of the Broadcast Advertising Bureau of NAB will probably include the opening of a New York office of NAB for the purpose of stimulating interest in radio as a selling medium, it was learned yesterday.

Maurice B. Mitchell, as director of the new BMB division, will divide his time between the Washington headquarters and New York with increased personnel, will produce sales promotion material for national. (Continued on Page 2)

### Documentary Recordings Released By Columbia

Columbia Records, Inc. has released two recordings of the current CBS "You Are There" radio series, "The Signing of the Magna Charta" and the "Battle of Gettysburg," in two shellac record albums of three (Continued on Page 8)

### Coy Tops Speaker Agenda For Ohio State Institute

Columbus, O.—The list of principal speakers at the four-day Institute for Education by Radio, beginning May 5, sponsored by the Ohio State University, was announced Sunday, April 17, by Dr. I. Keith Tyler, director of the university. FCC chairman Wayne Coy will lead off the initial general session on May 5, 8 p.m. with a talk on "the future of broadcasting—AM, FM, TV and Fax." FM broadcasting will be represented, in the discus-

### Will Sponsor Special Train From N. Y. To Silver Anniversary Convention In Chicago, May 16 to 19

### Ga. Radio Institute Set For May 12-14

Athens, Ga.—The fourth annual Georgia Radio Institute, sponsored by the Georgia Assn. of Broadcasters, will be held at the Henry W. Grady School of Journalism of the University of Georgia, May 12-14, with stations WGAU and WRFC, both of this city, and Di Gamma Kappa, honorary radio fraternity, acting as hosts at the opening dinner.

Gov. Herman Talmadge has been (Continued on Page 2)

### New Orleans' Program Moves To WOR On May 1

"Big Joe's (Rosenfeld) Happiness Exchange," formerly with Mutual's New Orleans' affiliate, WNOE, will debut over WOR, New York, May 1, for a seven-day-per-week stanza, 2-5 a.m., Mondays through Saturdays, and 2-5:45 a.m., Sundays.

### Submit Trustees To FCC For KMPC, WJR, WGAR

Washington Bureau of *RADIO DAILY*—Washington—FCC approval was asked yesterday for the naming of three trustees to administer the affairs of KMPC, Los Angeles; WJR, (Continued on Page 3)

A "Radio Industry Special Train" of about 15 cars hooked on as a special section to the Twentieth Century limited will be run out from New York to Chicago for the all-industry banquet one month from tonight climaxing the RMA Silver Anniversary Convention. Top radio, screen and (Continued on Page 2)

### 'Who's Who' Ratings Confusing To Industry

The networks could take their pick yesterday of "Who's Who" in program ratings with the simultaneous issue of U. S. Hooperatings, winter edition, and Nielsen's new service which he calls "a truly national sample of all radio homes." It may have been just a coincidence that both reports broke on the same day but it was a reality that 14 network programs, or segments thereof, were listed on one or the other "Top (Continued on Page 3)

### CBS's "No Escape" Gets Safety Council Award

Toledo, O.—"No Escape," the radio show of last Dec. 16 in the CBS "Suspense" series, has been awarded the National Safety Council Public Interest Award and the Alfred P. Sloan Foundation award, it was announced. (Continued on Page 2)

### Will Visit East

Don McNeill and the Breakfast Club program are slated to make a two weeks' trip to New York early in May for their origination of the morning ABC network program. Special appearances have been scheduled for Providence, Baltimore and Washington. Jack Owens, Fran Allison, Eddy Ballentine and Sam Cowling also will make the trip.



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

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CHICAGO BUREAU
Nat Green
Suite 905 139 No. Clark St.
Phone: State 2-2332

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FINANCIAL (April 18)

Table with columns: High, Low, Close, Net Chg. Rows include ABC, Admiral Corp., Am. Tel. & Tel., CBS A, CBS B, Farnsworth T. & R., Gen. Electric, Philco, RCA Common, RCA 1st pfd., Stewart-Warner, Westinghouse, Westinghouse pfd., Zenith Radio, NEW YORK CURB EXCHANGE, OVER THE COUNTER, DuMont Lab., Stromberg-Carlson, U. S. Television, WJR (Detroit).

Wedding Bells

Dorothy Peterson, Hollywood feature player, was married yesterday, April 18, to George Fleming of the ABC publicity department. Wedding was held at the Community Church, New York.

EDITORIAL MAN

with top experience in publicity, writing, editing and production on national and local news and radio publications.

Seeks position with future in radio and/or advertising field. Will locate anywhere. Degrees: A.B., B.S. Box 230, RADIO DAILY 1501 Broadway, New York 18, N. Y.

Ga. Radio Institute Planned For May 12-14

(Continued from Page 1) scheduled to address the dinner meeting. About twelve radio-station officials from various parts of the country are expected to participate in the discussion panels now under consideration.

Allen M. Woodall, owner and manager of WDAK, Columbus, heads the committee in charge of plans for the institute. He will be assisted by:

John Fulton, WGST, Atlanta; Lewis Doster, WGAU, Athens; R. W. Ringson, WRDW, Augusta; Marcus Bartlett, WSB, Atlanta, former institute chairman; Harbon Daniel, WSAV, Savannah; Edwin Mullinax, WLAG, LaGrange, and WSAC, Columbus; Fred Scott, WKTG, Thomasville; Charles W. Pittman, WBML, Macon, and Dean John E. Drewry, Henry W. Grady School of Journalism, ex-officio.

CBS's "No Escape" Gets Safety Council Award

(Continued from Page 1) nounced by the Electric Auto-Lite Co., sponsors of the show.

The Safety Council selected "No Escape" as being the single commercially-sponsored dramatic show that performed "exceptional service in accident prevention during 1948." The Sloan award cites the show as the year's best "commercially-sponsored program on the theme of safety."

N. Y. NAB Office Reported Planned

(Continued from Page 1) al advertisers, agencies, spot advertisers and retail advertisers.

The new bureau which is scheduled to begin functioning on June 1 will have a budget of around \$220,000 for the remainder of the fiscal year.

20th Anniversary

Washington—NBC's v-p in charge of the Washington office, Frank M. Russell, celebrated his 20th year with the network here, last week.

10 YEARS AGO TODAY

From the Files of Radio Daily In the industry's first self-promotional campaign, networks, both national and regional, and hundreds of independent stations invited the general public to come and glimpse behind the scenes of radio during "Open House Week." . . . Westminster College completed a survey of the radio industry and the most important development brought out was the fact that three out of every four students saw definite possibilities in the use of radio in the classroom,

35 Stations Listed By West Coast Syndicate

(Continued from Page 1) Lewiston, Mont.; WLOH, Princeton, W. Va.; KTAR, Phoenix, Ariz.; KTSM, El Paso, Tex.; WMBR, Jacksonville, Fla.; KXOA, Sacramento, Calif.; KOJM, Harve, Mont.; WTOR, Torrington, Conn.; KOH, Reno, Nev.; KRJF, Miles City, Mont.; KAWT, Douglas, Ariz.; KYUM, Yuma, Ariz.; WKAX, Birmingham, Ala.

Also KOTA, Rapid City, S. D.; KYCA, Prescott, Ariz.; WEUS, Eustis, Fla.; KXLY, Spokane, Wash.; KGLU, Safford, Ariz.; CKOV, Kelowna, British Columbia; KODI, Cody, Wyo.; WJW, Cleveland, O.; CJDC, Dawson Creek, British Columbia; KVVV, Ventura, Calif.; KSYL, Alexandria, La.; WHLB, Virginia, Minn.; CKCK, Regina, Saskatchewan; KXGN, Glendive, Mont.; WWST, Wooster, O.; WSCR, Scranton, Pa.; WSKI, Montpelier, Vt.; WMFG, Hibbing, Minn.; WEBC, Duluth, Minn.

Supreme Court Agrees To Hear FCC's Appeal

(Continued from Page 1) lower court upheld WJR's claims of interference by a station for which the FCC issued a construction permit in North Carolina.

RMA Special Train Set For Convention

(Continued from Page 1) TV stars will be on hand for the dinner, at Chicago's Hotel Stevens.

The all-industry banquet, climaxing the RMA "Silver Anniversary" and coincident with the annual radio parts industry trade show at the Stevens Hotel, is sponsored by Radio Parts and Electronic Equipment Shows, Inc.; Association of Electronic Parts and Equipment Manufacturers; Sales Managers Club; Eastern Group; National Electronic Distributors Association; West Coast Electronic Manufacturers Association, in addition to RMA.

Hundreds of radio industry leaders will attend the 25th RMA convention, which will cover four day crammed with meetings, at which decisions on important radio-television and other problems, including new RMA promotion projects, will be made.

RMA president Max F. Balcor will preside at the RMA annual membership luncheon meeting of Thursday, May 19, and at two meetings of the board of directors, May 18 and 19, during which RMA officers for 1949-50 will be elected. The speaker at Thursday luncheon will be Senator Homer Capehart.



"What do we do now?"

When a scared deer gets loose in a china shop, there's not much you can do except open the door and hope for the best.

But if you timebuyers want a sales kick in Baltimore, you don't have to trust to luck. Cold, hard facts and figures lead you straight to W-I-T-H, the bargain buy in this market.

Yes, sir! If you want to do a lot with a little bit of money use W-I-T-H, the station that delivers more listeners-per-dollar than any other station in town. Get the full W-I-T-H story from your Headley-Reed man today.

W.I.T.H. AM Baltimore, Md. FM Tom Tinsley, President - Represented by Headley-Reed

## Trustees Submitted For Richards Outlets

(Continued from Page 1)

Detroit, and WGAR, Cleveland. G. A. Richards, chairman of the board of the three stations and until recently in fairly direct control, would step down in the event yesterday's proposal is acceptable to the FCC, which has ordered a hearing to determine if the licenses of the three stations should not be revoked because of allegedly biased instructions sent by Richards to newsroom employes. Richards has admitted certain charges against him.

### Mullen in Control

Frank Mullen, former NBC vice-president, was engaged last year as general manager for the three stations, and has been in control since, with Richards—ill for some years—having little to do with the stations. Through his attorneys—including former Senator Burton K. Wheeler, Richards has sought to avoid a hearing on the charges against him filed with the FCC, but no decision has yet been reached by the Commission.

Proposed as trustees for the station were: Dr. John A. Hannah, president of Michigan State College; J. P. Fisher, vice-president of Fisher & Co., Detroit, and Harry J. Clingler, vice-president of General Motors and general manager of the Pontiac Motor Division of GM.

A press release issued here yesterday said that "in applying for consent to relinquish control of the three radio properties, Mr. Richards is following a long desire to retire from active business on his 60th birthday which occurred last March 9th. His retirement also conforms with the general retirement policy of the company. In recent years, Mr. Richards has not been in good health, and he has spent most of his time in Beverly Hills, California, where he now resides."

### Settlement by Richards

Richards said, "I have been actively engaged in the radio broadcasting business for more than a quarter of a century. In my long association with radio, I have seen the industry develop as a major factor in national public opinion. In that development, our goodwill stations have always adhered to the highest and strictest standards of broadcasting. Stations received from the American Legion, Veterans of Foreign Wars and many other groups, coupled with thousands of commendations from every group and strata of the general public testify to the public service our stations have performed. I am confident that my successors will continue to carry on this constructive policies."

Richards has owned WJR since 1923. It is a basic Columbia station with 50,000 watts power. Richards and his wife, Mrs. Frances Richards, own 62.50 per cent of the stock outstanding.

WGAR in Cleveland was founded by Richards in 1929, and is also basic Columbia with 50 kilowatts. Rich-

## Coy Tops Speaker Agenda For Ohio State Institute

(Continued from Page 1)

and Pierre Crenesse, director of the North American service of the French Broadcasting System, will be the principal speakers at a general international session on the morning of May 7 on the subject, "Can radio contribute to world peace?" Forney Rankin, director of the international division of the NAB, will preside.

The judges' report on the 13th annual American exhibition of educational radio programs will be made during the opening session.

The question of "What Will Television Do To American Life?" will be debated at a general meeting scheduled for Friday night, May 6. Oscar Katz, CBS director of research, will present a summary of research on the effects of TV. A talk on the implications of TV on motion pictures will be given by Julian Bryan, executive director of the International Film Foundation. A documentary film on education, produced by Bryan and affiliated film producers, and a CBS movie entitled "Television Today" will be shown before the general TV session opens. Another address at the meeting will be delivered by Martin Gosch, president of the Independent Television Producers Assn., New York. James Lawrence Fly, general counsel for the ITPA and former FCC chairman, will preside.

A series of television panels will also be held Saturday afternoon, May 7. The panel on television pro-

ductions will be presided over by Edward Stasheff, assistant program manager of the New York Daily News TV station, WPIX. The speakers scheduled so far for this panel include: Henry S. White, president of World Video; Mal Boyd, president of the Television Producers Assn. of California; Bob Emery, the producer of the "Small Fry Club" at DuMont, and Clark Jones, a director at WNBT, New York.

### Broadcaster List Impressive

Heading the list of commercial and educational broadcasters who will participate in a general session on "How Educators Can Use Radio Effectively," Erik Barnouw, Columbia University director of radio, will present the findings of the VD campaign of the U. S. Public Health Service. Panel participants in the meeting, to be held Saturday night, May 7, include: Edward L. Bernays, New York public relations consultant; Robert Saudek, vice-president of the American Broadcasting Company; Morris Novik, New York public service consultant; Charles F. Church, director of education and research, KMBC and KFRM, Kansas City; Woodrow Strickler, director of the division of adult education, University of Louisville; Richard B. Hull, president of the National Association of Educational Broadcasters; and James F. Macandrew, coordinator of broadcasts for the New York City Board of Education.

## State Praises Stations For Public Service Job

Radio and TV stations in New York State are being lauded by the State Department of Commerce for their major role in publicizing last-minute changes in the state's income tax law. It was not until the latter part of March that Gov. Thomas Dewey signed the tax bill and stations went on the air immediately with special material furnished by wire by the New York State Radio Bureau.

Within 48 hours after the bill became law, ETs produced by the radio bureau were distributed and broadcast by 90 stations. Television newsreels and live interviews on both AM and TV brought officials of the Income Tax Bureau into homes throughout the state to inform the public on changes in tax rates.

Total campaign covered a period of four weeks during which the New York stations cooperated with constant broadcast of information and counsel to the people of the state.

Richards owns 71.64 per cent of the stock outstanding.

Richards acquired KMPC in 1937. It has 50,000 watts daytime power. Richards owns 64.8 per cent of the outstanding stock.

## WINS Drops WLW Line For Own Programming

(Continued from Page 1)

WINS and WLW was a costly operation. Furthermore, where the same programs were broadcast simultaneously, Crosley had sought to sell the two stations as a package to advertisers. In some cases it was found that commercial copy would not fit both stations.

For more than two years WINS has been airing a highly successful WLW program, "Morning Matinee," from 8:30-9:30 a.m., five days a week. Last week the New York indie instituted its own version of "Morning Matinee" with WINS personalities Art Scanlon and Patsy Garrett.

The decision to do all of its own programming resulted in WINS dropping WLW's news reports of Howard Chamberlain at 7 a.m. and 8:15 a.m. and a reshuffle of the schedules of WINS news commentators.

Don Goddard, previously heard at noon and 6:30 p.m., now presents his newscasts, Mondays through Fridays, at 7 a.m., 8:15 a.m. and 12-noon. Carroll Alcott, previously heard at 7:30 p.m. and 10:30 p.m., now broadcasts his news reports, Mondays through Saturdays, at 6:30 p.m., 7:30 p.m. and 10:30 p.m. WINS news chief Joe Durso can be heard Saturdays 7 a.m., 8:15 a.m., noon.

## 'Who's Who' Ratings Confusing To Industry

(Continued from Page 1)

Twenty" lists but none of the 14 on both lists.

It must be admitted that no direct or positive conclusions can be drawn in checking U. S. Hooperatings against Nielsen, or vice versa, for the samples were not made during the same period. However, both claim to be entirely national in scope and both were made only a few weeks apart at the peak of the winter season.

To make the picture more confusing (or clarifying, NBC would say), NBC made a revision of U. S. Hooperatings, dropping the last quarter-hour of ABC's "Stop the Music," which Hooper listed in 11th place, and tacking on "Truth Or Consequences" in 20th position. This maneuver was made in an official release put out by NBC in which it commented, "The program's (meaning 'Stop the Music') half-hour average or full hour averages are not high enough for first 20."

The Hooper office, when queried by RADIO DAILY as to why it did not report the average hour rating for "Stop the Music," replied that the number of stations carrying the program varied by each quarter-hour. ABC, however, said that any station which carries part of the show must carry the entire program. It is true that the number of sponsored stations may vary within the hour but not the total number.

The winter edition of U. S. Hooperatings was compiled from a sample check between last Jan. 16 and Feb. 15. Nielsen's initial report on his new nationwide sample was made from a check between March 6 and March 12. Nielsen's breakdown of the "Top Twenty" is as follows: CBS 12, ABC 5, NBC 3. U. S. Hooperatings rank the networks this way: NBC 10, CBS 8, ABC 2. And NBC's revised version of U. S. Hooperatings cuts ABC down to 1 program and raises NBC's total to 11.

Trade statisticians agree there is no particular reason why Nielsen and Hooper should come up with similar ratings but when Nielsen has seven programs up front which Hooper does not—and Hooper has seven which Nielsen omits—this opens the door wide for speculation on "Who's Who?" in ratings.

### Conversation Mfg.

Tom O'Brien and Don Kerr, WAAT disk jocks, often wondered what would happen if they had to make with the erudite ad-libbing rather than with platters. Last week they found out. Newark power went dead for 20 minutes. Auxiliary plant put station on the air but wouldn't spin the turntables. Ergo, Tom and Don talked entertainingly (they hope) of shoes, ships, sealing wax, cabbages and kings.



ankles



The Coney Island-mirror distortions you see on some television screens can add alarming pounds to the prettiest girl you know. But it doesn't happen at CBS-TV.

**ANKLES ARE SLIMMER HERE...** because CBS engineers "stretch" them, to counteract the tendency toward widening effects on the TV screen. By the time you see them they're as pretty as they ought to be.

**ACTORS ARE COOLER AT CBS...** more at home... because they don't fry in tropical studio temperatures, thanks to "cold light," also developed by CBS experts.

are slimmer on CBS



**THE SCENE IS LIVELIER AT CBS...** because backgrounds can be made more fluid and variable with rear-screen projection... another CBS-TV development.

**AND PROGRAMS ARE BETTER ON CBS...** built with the same skill, enthusiasm and care that have given CBS-TV its technical leadership. Indeed CBS is today the largest and most successful creator of package programs in television.

**YOUR PROGRAM WILL DO BETTER ON CBS-TV**...the network with six of the top ten Hooper-rated programs, four of which are CBS package programs.

## SAN FRANCISCO

By NOEL CORBETT

**B**ILL PABST, KFRC's mgr. back from Sacramento where he talked on radio-TV at the University Club.

Gil Freeman has been appointed KGO-TV's first television sales specialist.

Kay Jewelry is dropping "Sweetheart Swingtime," long a KNBC favorite. Understand they're planning daytime radio.

Bill Bendix, here for the premiere of his movie, "The Life of Riley" at the Orpheum, put on his weekly program from KNBC.

Bill Baldwin guested the "Life of Riley" cast. Bendix, John Brown, Paula Winslowe and Tommy Cook, on his KSFO show. The next day, Baldwin guested Yvonne De Carlo, Gail Storm and Donald O'Connor, here for p.a.'s with Bendix at the Orpheum.

Ken Wallace now emceeing KYA's "Make Believe Ballroom."

Dude Martin, KYA cowboy, celebrated seventeen years in radio last Saturday (16). Dude started on KLX in '32.

Charles W. Freidrichs, secy-mgr of the SPCA, kicked off "Be Kind to Animals Week" with a guest spot on Dean Maddox' KFRC show.

Here 'n' There . . . Ira Blue has added "The Blue Streak Final" to his already crowded schedule of KGO sports broadcasts . . . Emelie Lyons, new KGO sales secy. . .

Richard A Moore, here to assist Paul Mowrey, ABC's tele head, as legal counsel . . . Jules Dundes, dir. of sales and promotion for KCBS arrives Thursday (21) to take over his new spot . . . Bing Crosby, making shots at Tanforan for his picture, "Ridin' High," will cut the May 9th show at ABC . . . Dairy Belle Farms has a new give-away, "Treasure Tune," on KCBS Friday nights—No elephants . . . And Dirk Templeton is wondering just what would have happened when the mountain lion started in his direction during a "Man in the Street" broadcast and he had the presence of mind to pick up a chair and give the beastie the Frank Buck treatment. Motto: Always have a chair handy during outdoor broadcasts.

## Catholic Society Enters WNEW License Row

The International Catholic Truth Society, Brooklyn, filed with the FCC on Friday a supplemental petition to an earlier request for permission to intervene in the WNEW license renewal fight.

The society, through Rev. Edward Curran, claimed it has turned over to FCC's legal department "certain important documents that have only come to light within the past few weeks." These documents, the society charged, show "instances of misrepresentation and concealment by Mr. Bulova."



## California Commentary . . . !

• • • NBC's Sid Strotz and Hal Bock hopped to New York over the week-end for management conferences. . . . Tele stations KNBH and KFI-TV are now doing reciprocal announcements. When KFI-TV signs off at 6 p.m., the station suggests to viewers that

**Hollywood** they tune in on KNBH for a full evening of entertainment. In a like manner, KNBH suggests at sign-off time that the lookers tune in on KFI-TV the next day. The latter station is on the air only during the afternoon. . . . Palm Springs' KCMJ spread the good-will of the desert resort Sunday morning with the full CBS network broadcast of the Palm Springs Easter Sunrise Service. . . . KFMV is offering a series of six plays by the UCLA Radio Workshop. . . . Radio Announcer Ken Niles has been added to the cast of Paramount's "My Friend Irma." You guessed it—he'll portray a radio announcer. . . . In case you didn't catch them all, the following were on "The Triumphant Hour" over Mutual Sunday: Ethel Barrymore, Pedro de Cordoba, Bing Crosby, Dan Dailey, Dennis Day, Irene Dunne, Jimmy Durante, Anne Jamison, Rita Johnson, Christopher Lynch, Dorothy Maynor, Fibber and Mollie, J. Carrol Naish, Rosalind Russell, Robert Ryan, Elizabeth Scott, Dean Stockwell and Loretta Young. . . .

★ ★ ★ ★

• • • Todd Karns and Helen Chapman have been set for the title roles in Jerry Fairbanks' video film series, "Jackson and Jill." . . . An audition platter of "Listen to Grandma," new radio package by Chet Mittendorf, has been recorded. The show will feature a panel of three grandmothers as regulars, plus a guest. . . . Mae Murray of silent screen fame has joined Larry Finley Productions to do a series of TV musicals. The first one goes before the cameras on May 2. . . . Hal Peary is holding his Gildersleeve rehearsals at his swimming pool these hot days. . . . Kevin Sweeney, KFI sales and promotion manager, back from a jaunt to Chicago, New York and San Francisco. . . . Jack Smith has signed Jim Henaghan to script a series of television originals for his TV Productions. . . . Wilder Wylie has joined Young & Rubicam's writing department. . . .

★ ★ ★ ★

• • • Dick Joy, co-founder of Palm Springs' KCMJ and announcer for Sam Spade and Spike Jones, is handling the Hollywood origins of Harvest of Stars during James Melton's current Coast tour. . . . Disc jockey fans had a chance to see Al Jarvis on the screen last week when "Make Believe Ballroom" had its world premiere at the Hillstreet and Pantages. . . . "G.E. House Party" and the Kay Kyser show started broadcasting last week from their new studio in the Breneman Restaurant, ABC's newest point of Hollywood origination. . . . John Ford, the Twin Cities commentator, not the film director, is in Hollywood rounding up celebrity interviews for his WTCN program, serving Minneapolis and St. Paul. . . . Capitol Records has set Ruth Gillette to record three numbers from "The Merry Widow." Miss Gillette recently completed an important role in 20th-Fox's "Everybody Does It." . . . Ira Cook on Saturday started a four-hour wax session over KECA. Titled "Beach Party," the program will be heard every Saturday from 11 a.m. to 3 p.m. . . . Jack Carson, just back from a 14-week vaude tour, had lunch with the press Wednesday at the Brown Derby and told about his trip around the country. As yet, Carson hasn't gone television, but he admitted that he's kicking around an idea. . . . Bert West has been named to the post of KNX-Columbia Pacific Network sales service manager. He formerly was commercial traffic manager and replaces John Serrao, now network sales manager. . . .

★ ★ ★ ★

## CHICAGO

By NAT GREEN

**J**IM CAMPBELL, WBBM announcer, hobbling around with his left leg in a cast. He fractured the leg while working out at the Chicago Judo Club.

Arthur F. Harre, general manager of WJJD, delivered a lecture on radio last week in the series "Careers in Communications," sponsored by the Friends of the Chicago Public Library.

A preview of one of the new half-hour programs of "It's Your Life," public service program sponsored by the Chicago Industrial Health Association, was held at the Merchants and Manufacturers Club, for the press and a few medical people. The program tells the story of an insane woman's recovery from mental illness and is a striking dramatic presentation.

Radio's Jim Ameche is emceeing a new \$30,000 giveaway show aired Saturdays over WFTW. Program originates from the English Terrace Cafe in Garrett, Indiana.

Quarter-hour film recaps of all Chicago Cubs games will be shown on WGN-TV under sponsorship of the Metropolitan Food Dealers of Chicago.

Ralph Atlass, WIND general manager, on a week's fishing trip to Acapulco, Mexico.

## AUCTION SALE

Fidelity Media Broadcasting Corp.  
RADIO STATION - WFMO

Pursuant to an Order of Superior Court,  
Chancery Division,  
A. J. WILLNER, Auctioneer  
will sell on

THURSDAY, APRIL 21st, 1949

at 10:00 A.M. on premises

880 BERGEN AVE., JERSEY CITY, N. J.  
and thereafter at

26 JOURNAL SQ., JERSEY CITY, N. J.

the assets of the above Broadcasting Corporation  
and Radio Station consisting of:

Hartenstine & Zane F.M. Structure; G. E. Transmitters; Johns-Manville Transite Installations; Knabe Grand Piano and Bench; 7 RCA Turntables including cabinets and pick-up arms; G.E. Studio Console; G.E. Station Monitor and Power Supply; G.E. Transmitter Console; Electrical Structure; Type BX-2A 2 Bay Circular Antenna with Mast Transmission Line, Elevators, and Meters; Collins 4 Channel Remote Amplifier; G.E. Program Amplifiers, Panels, Cabinet Racks; RCA Wire Recorder, G.E. Monitor Amplifier; G.E. Monitor Speakers; G.E. Pre-Amplifiers; Dehydrator for Transmission Line; Collins Single Channel Remote Amplifier; Relay Assemblies; Crystal Units-Station Frequency; Lighting Equipment; G.E. Program Level Indicator Panel; Browning A.M. - F.M. Tuner with Power Supply; RCA Pressure Microphones; RCA 44BX Velocity Microphones; Amplifier Tuners; Tube Tester; Tubes; G.E. "Talkback" Loud Speakers; 2 Double Row Jack Strips; G.E. Oscilloscope.

OFFICE FURNITURE and Miscellaneous Equipment; Metal Desks, Metal Chairs, Wooden Desks, Wooden Chairs, Electric Clocks; Tables, Music Box; File Cabinet; Fluorescent Lights; and Other Miscellaneous Equipment found in and about a Radio Station.

EMANUEL WEITZ Receiver  
75 Montgomery St.  
Jersey City, N. J.

THOMAS MEHAN Attorney for Receiver  
40 Journal Square  
Jersey City, N. J.

AUCTIONEER'S OFFICE  
60 Park Place, Newark, N. J.  
MARKET 3-5690 MARKET 3-5649

# TELEVISION DAILY

Section of RADIO DAILY, Tuesday, April 19, 1949 — TELEVISION DAILY is fully protected by register and copyright

## VIDEO BECOMES SCHOOL TEACHER

### TELE TOPICS

IT HAS LONG BEEN the contention of this department that (1) a television program should be interesting and attractive to see; (2) music is enjoyed exclusively by the ear, and (3) a successful radio show does not necessarily become a good tele stanza. What prompts this reiteration of policy (as the networks would phrase it) is, of course, the debut of the Fred Waring show over CBS Sunday nite. The main feature of the show is the overdressed music of the 60-piece Waring organization. For the great many aficionados of the Waring style, the program must be very welcome, although it seems to me that radio and records would fill the bill in this respect. Besides the ork and glee clubs there were several singers, a duo piano team on a revolving platform, three uninspired dance couples and a monstrous production number. . . . Waring was a most agreeable emcee and his opening talk explaining the camera setup and the difference between AM and TV was excellent, if a bit too long. His approach to his non-musical chores throughout the show was commendable in that he did not use the stock introduction cliches, but kept things moving in a pleasant, intelligent manner.

THE WARING CREW is a talented one, and without exception, the soloists were outstanding. But the program was so big that at times it seemed ungainly. The difficult production chores were handled smoothly, and only two fluffs were noticed. This is way below par for the course. During choral and band numbers there was too much use of superimposition, and there were so many closeups of Waring conducting the ork that it occasionally looked like a pickup of a Toscanini concert. In this respect, Maestro T. is somewhat superior to Maestro W. . . . Commercials for various General Electric products were well done and very easy to take, although the sealed refrigerator gimmick looked phoney. Young & Rubicam is the agency; Rod Erickson, producer; Roland Gillett, director, and Bill Bivins, announcer.

MUTUAL has begun auditions for the new Gabriel Heatter talent show which will be a simulcast when WOR-TV goes on the air in June. . . . Henry Morley, president of Dynamic Films, has been named chairman of the NTFC production committee succeeding Jack Glenn, of The March of Time, who remains as chairman of the organization's board of directors. . . . WAAM, Baltimore, claims the industry record for commercials with 176 for the week of April 3-9. Of the total, 147 were local, for 32 accounts. . . . WATV will carry 13 Dodgers nite games which CBS can't take because of commercials. Actual pickup will be handled by CBS.

### C. Of C. To Plug L. A. As U. S. Tele Capital

West Coast Bureau of RADIO DAILY  
Los Angeles — General manager Harold W. Wright announced yesterday that directors of the Los Angeles Chamber of Commerce have authorized creation of a new tele committee assigned to strive to make Los Angeles the TV capital of the country.

"Some people believe that, because this is the radio capital of the country, it will automatically become the television capital," Wright said. "In fact, some believe it already is the foremost TV city. That is only partly true, but we hope to make it the whole truth."

Wright said the committee, whose chairman has not yet been named, would couple with its capital target the objective of helping all segments of the video industry cooperate for greatest possible social and economic benefit.

"In its radio and motion picture industries, Los Angeles has the nucleus of the TV leadership," Wright said.

"But television involves new problems, many in the fields of advertising, low-cost film production, manufacturing and distribution, which must be solved if this potentially mammoth industry is to be developed to the best interests of the entire community. . . .

"In the face of predictions by some of the most reputable authorities that television may be among the top 10 industries within five years, the Chamber considers that every possible avenue should be explored to make America aware that Los Angeles and Hollywood have the most to offer in television entertainment and service."

### Halpern Nominated As New ATS Prexy

David Hale Halpern, vice-president of Owen & Chappell agency, has been chosen by the nominating committee of American Television Society to head the organization in 1949-50. Donald E. Hyndman was nominated for vice-president; Reynolds R. Kraft, NBC, secretary; Douglas Day, Buchanan agency, treasurer.

Candidates will be formally placed in nomination at an ATS meeting later this month, and elections will be held in May. Charles J. Durban, of U. S. Rubber, is outgoing prexy.

Nominated for the board of directors were: Durban; Ralph Austrian; Warren Caro, of Theater Guild; Emerson Yorke; Charles Alicoate, Film Daily; Jerry Danzig, CBS; Maurice Strieby, AT&T, and E. P. H. James, MBS.

Don McClure, of N. W. Ayer, is chairman of the nominating committee. Other members include Strieby, Yorke, Austrian, Hyndman, Bruce Robertson and E. F. England.

### UA Signs Film Pact

More than 1,000 films will be placed on the TV market as a result of a distribution agreement signed yesterday by United Artists-TV and Ruby Films Corp., it was announced by John H. Mitchell, director of UA-TV.

Under terms of the deal, UA will release three new program series, ranging from a 39-week half-hour show to 1,000 four-minute musical subjects for a projected video disc jockey package.

Executive producer Edward Ruby and associate producer Val Irving signed for the company.

### Montreal Tele May Pick Up U.S. Stations, CBC Believes

Montreal—Canadian Broadcasting Corporation is considering the possibility that Montreal may shortly receive television programs from Burlington, Vermont, distance of 90 miles to the south and 35 miles inside the United States border, where establishment of a video outlet is proposed. Other sections of the Dominion close to the U. S. border are also within range of potential outlets.

Sources just across the border point to the distinct possibility that

a TV station, backed by a Burlington syndicate, will beam television to Montreal and environs in the very near future, from a television tower near St. Albans, Vt.

Radio figures, in Ottawa last week for a television conference with CBC officials, were aware of the activities of the Burlington syndicate, and believe it to be one of the four U. S. centers presently readying television for direct beaming to Montreal, Toronto and other Canadian centers.

### WBAL Series To Be Part Of H.S. Curriculum

Baltimore — Use of television for classroom instruction will be inaugurated on a regular basis here this week by WBAL-TV and the Baltimore public school system. Program will be a weekly 25-minute lesson in electricity for a class in Baltimore Polytechnic Institute and will be aired Fridays at 2:05 p.m.

While other cities, notably Philadelphia, have conducted experiments in in-school viewing, this is believed to be the first regular use of TV to bring to pupils part of the school curriculum. The series is under the supervision of Dr. David Weglein, former superintendent of schools and now public service director of WBAL-TV.

While only one subject will be included in the initial six-week program, it is planned to add other courses suitable for tele instruction. These probably will consist mainly of science courses and perhaps foreign languages. Station officials point out that TV treatment is especially valuable for courses such as the one on electricity which uses equipment that is too heavy to move from school to school and too expensive to duplicate in each school. Local school officials are hoping for receiver installations in each of the city's high schools by the beginning of the fall semester.

In the near future, it is planned to set up control groups of students receiving live instruction of subjects being offered on TV so that the effects of video as a medium of education may be measured.

### Hobby Show For ABC

Chicago — "Action Autographs," built around the hobbies or specialized interests of well known personalities will debut over ABC on Sunday, April 24, from 10 to 10:15 p.m., EDT, under sponsorship of Bell & Howell Inc., motion picture cameras, projectors and allied equipment.

Initial show will be built around a four-month gold hunt staged by movie star Eddie Albert in the mountains of Mexico. Subsequent telecasts will include a photographic record of the Bikini atom bomb experiment, and pictures of a plant in growth taken by a Chicago banker.

Under an initial 26-week contract, program will be sponsored, through Henri, Hurst & McDonald, Inc., agency, over WJZ-TV, New York; WFIL-TV, Philadelphia; WXYZ-TV, Detroit and WENR-TV, Chicago.

## AGENCIES

**D**R. EDWARD L. LLOYD, who has been managing director of A. C. Nielsen Co. Limited (United Kingdom) since 1941, and who was recently made vice-chairman of that company, and of A. C. Nielsen Ltd. (Australia), has been promoted to the post of executive vice-president. He has been given complete responsibility for all overseas operations of the Nielsen organization, including extension of the Nielsen Marketing Research Services to certain additional foreign countries which have been under investigation for some time. F. K. Leisch continues as executive vice-president and general manager of A. C. Nielsen Co., and J. O. Peckham continues as executive vice-president in charge of eastern operations.

**YOUNG & RUBICAM, INC.** announces the appointment of Henry F. Woods, Jr., public relations supervisor, as manager of the agency's public relations and publicity department. Harold A. Smith continues as director of the department. Woods succeeds Lawrence G. Hoover, Jr., who is resigning to join Time, Inc. as manager of publicity. Woods has been with Young & Rubicam since 1943.

**SMAX COMPANY, Marion, Ind.**, makers of cheese-coated corn chips, announces the appointment of W. Earl Bothwell, Inc., to handle its advertising. Account will be handled by the agency's Chicago office. Media have not been announced.

**SEIDEL ADVERTISING AGENCY, INC.**, has been appointed to conduct the advertising for the Hotel Chelsea, on the Boardwalk, Atlantic City. Arthur A. Judson is account executive.

**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  
117-119 W. 46th St.  
HENRY GREENFIELD, Mgr. Director N. Y. 19

## COAST-TO-COAST

**WAEB Joins Red Feather Network**  
Allentown, Pa.—The new ABC affiliate, WAEB, has joined the city's Red Feather Network, which is composed of all broadcast facilities in town. A 23-week series, Red Feather Time is written and produced by WFMZ staffer Robert C. Currie and is aimed at a wide community audience through use of local talent on a 15-minute variety show broadcast simultaneously over WFMZ, WSAN (AM and FM), WKAP-FM and WHOL, in addition to newcomer, WAEB.

**Automobile Hour**  
Alexandria, Va.—A program of music, news and automobile driving hints is heard by 250,000 automobile owners in greater Washington area who ride to work each morning via WPIK's "Automobile Hour" which is aired daily for 30 minutes, 8:30 to 9:00 a.m.

**Arvin News Editor Of WREN**  
Topeka, Kans.—The appointment of Ray Arvin as news editor of WREN has been announced. He comes to Topeka after seven years at KFGT, Nebraska and KFSB, Missouri. Arvin will be heard twice daily, Monday through Saturday, on a local newscast program.

**WWOK Mgr. Resigns**  
Flint, Mich.—An announcement has been made to the effect that Walt Gaines will resign as manager of WWOK, as of May 1st, and that Douglas Woody, program director, will take over the managerial duties. Leon McNew, who is now the sports director, will become commercial manager.

**Aldige with WWL**  
New Orleans, La.—An announcement has been made to the effect that James G. Aldige, Jr., recently joined the staff of WWL as salesman in the commercial department. He is a former New Orleans newspaperman and more recently advertising-editorial director of trade journals.

**WIRE Voice of the Turtle**  
Indianapolis, Ind.—Tom Carnegie, vet sportscaster who has described almost every possible type of sport, is somewhat baffled by his latest assignment. He will describe a turtle derby in Columbia to be held on April 21st and which will be sponsored by the Junior Chamber of Commerce.

### Documentary Recordings Released By Columbia

(Continued from Page 1)  
12-inch records each, priced at \$3.95 per album, and on one 12-inch LP microgroove disc at \$4.85.  
The "Charta" disc features CBS news analysts John Daly, Don Hollenbeck, Ken Roberts and Quincy Howe. The "Gettysburg" recording features newsmen Daly, Hollenbeck, Roberts, Ned Calmer and Richard C. Hottel.

**WIMA Baseball Package**  
Lima, Ohio—WIMA announces a big baseball package whereby one broadcasting service will present the complete baseball schedules of two major league clubs. WIMA does it by broadcasting all the games of the Cincinnati Reds on AM with the home and away competitions of the World Champion Cleveland Indians going on FM. The FM Cleveland schedule is set up for local participation of Lima radio dealers to push sales of FM sets.

**West KNX-CPN Sales Mgr.**  
Los Angeles, Calif.—The appointment of Bert West to the post of sales service manager for KNX-Columbia Pacific Network has been announced. West replaces John Serrao, now network sales service manager.

**WORZ Covers "Farm" Day**  
Orlando, Fla.—In Central Florida recently they celebrated "Miracle Field Day" when beginning at dawn the U.S. Soil Conservation Service processed 385 acres and by dusk had produced a miracle farm complete with fish pond and stocked with fish. WORZ staffers led by Mike Thomas, newscaster, covered the entire day with mobile transmitter, tape recorders, portable generator and about a mile of cable.

## BEHIND THE MIKE

**STAN FREEMAN** collabbing with Nat Hiken on some B'way revue sketches.

Hugh James' "Melodic Memories" package to get a separate TV treatment.

WHOM's Fortune Pope given a plaque by Exclusive Records Co. for encouraging careers of artists of minority groups.

Hal Davis, Kenyon & Eckhardt publicity chief, and Herb Landon, agency's radio publicity head, both in new homes. Davis is now a country squire in Manhasset, L. I. and Herb is making the daily trek in from Fresh Meadows, L. I.

Peter Donald making his first trip to H'wood in June.

Scheck-Dahlman have perfected a new video technique they call "Superimage," by means of which they create elaborate backgrounds by unique closeups on small cards. They introduced it on their "Doorway to Fame" stanza and utilized seven different sets which would ordinarily have cost \$800 for \$6.23.

Lilian Okun, radio and TV writer-producer-director, gets her first vacation in 10 years when she flies to England and France June 4th. (While in London she'll meet up with her old boss, radio commentator, Sydney Moseley.)

# Up to 42% Savings on your Recording Costs!

By The Sensational New  
**COLUMBIA**

Ⓛp Microgroove Method

See How You Save!

\*Substantially Lower Cost Per Record  
\*More Program Time Per 12" Disc Than On Present 16" Record

12" Record Plays 20 Minutes, each side  
10" Plays 13 Minutes, each side.

Full Columbia Transcription Quality Maintained Throughout.

CALL, WRITE, WIRE FOR FULL DETAILS!

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# COY RESIGNATION IS EXPECTED SOON

## CBS Stockholders Meet Here Today

Annual stockholders meeting of Columbia Broadcasting System will be held at 2 p.m., today in the board room of CBS headquarters in New York. Frank Stanton, president of the web, scheduled to sail at noon on the Queen Mary for a European vacation, will not be in attendance at the meeting.

The stockholders will be advised today of the radio and television planning of the network and will also receive a report on the status of Columbia Records, Inc., subsidiary of the network.

## Mystery Writers Award Given 'Inner Sanctum'

The fourth annual Edgar Allan Poe Award of the Mystery Writers of America, Inc., for the "best radio mystery program" was presented to "Inner Sanctum," broadcast Mondays by CBS, at the MWA dinner, Henry Hudson Hotel, last night.

Hugh Pentecost, a past president of the MWA, presented "Edgars" to Himan Brown, the producer of the show; John Roeburt, the principal writer, and CBS. This marks the

(Continued on Page 2)

## RCA Expands Campaign On 45 rpm Phonograph

Intensifying their campaign to popularize the new 45 rpm portable phonograph, RCA Victor is reported to be using spots in most key center cities and the radio campaign is being augmented with newspaper ads, outdoor billboard displays, and special dealer window displays. The campaign also includes merchandising of the new 45 rpm records.

### WLW Joins BMB

WLW, Crosley station at Cincinnati, until now a BMB holdout, yesterday signed for the Second Study and commended BMB for including total weekly and daily figures in their new audience measurement survey. In addition to subscribing, WLW signed the waiver which eliminates the 90 days cancellation clause and commits station until June, 1950.

### Poll On Credit Issue

Chicago—For the second time in six months, members of the National Appliance and Radio Dealers Association will be polled to determine the majority stand on Regulation W, it is announced here by C. C. Simpson, managing director. In his letter to the association membership, Simpson noted that the present credit regulation will end June 30 unless Congress edicts this "controversial order should be continued." In the earlier poll, taken in January and February of this year, results from more than 50 per cent of the membership indicated three-fourths of the dealers were in favor of keeping the regulation in some form or another. Approximately one-fourth of the retailers asked for its abolishment.

## Auto Radio Programs Planned For Tourists

Special radio program service to the 14,000,000 automobile receivers throughout the nation is envisioned by Abe Schechter, vice-president of Mutual, as a part of tomorrow's program planning. Schechter sees opportunities for special news broadcasts, weather reports, traffic information and other programming for the millions of tourists who will be on the highways this year. He adds that already several MBS stations in resort areas are planning daytime program schedules especially for the benefit of the radio minded motorists.

## New Heinz Spot Campaign Being Tested in 12 Cities

H. J. Heinz (57 varieties) has launched an intensive "saturation spot campaign" on a test basis in 12 cities, involving eight-to-ten spots weekly on approximately 36 stations, with an eye to expanding its radio advertising to a national basis after the completion of the test, expected to be completed within a few weeks.

The current "test" campaign, which includes a repeat of spots on some stations and an entry into

## Chairman Of FCC Reported Leaving Government Post Soon For Role In Television Industry

### FCC Asked To Okay Sale Of Two Stations

Washington—KXGI, Fort Madison, Iowa, has been sold for \$55,000 to A. O. Carson, former publisher of 23 Chicago northside newspapers, according to Blackburn Hamilton, media brokers who completed the deal. Sellers were John F. Courier, Billy M. Barren and Willis Ashby, who are equal partners in Hawkeye Broadcasting Company, licensee of KXGI, which operates with 500 watts, daytime, on 1360 kc. Carson,

(Continued on Page 5)

### Cuban Radio Leader Inspecting TV In N. Y.

Goar Mestre, president of the Inter-American Broadcasters Association and owner of CMQ, Havana, Cuba, is in New York this week inspecting television station installations and discussing plans for the

(Continued on Page 2)

### WNOE Expansion Plans Announced By Owners

New Orleans—The action of the FCC in denying the petition of the Deep South Broadcasting Company to reopen the WNOE 1060 applica-

(Continued on Page 3)

The resignation of Wayne C. Coy as chairman of the Federal Communications Commission is expected soon and in New York trade circles it is reported that he is planning to accept an offer of an executive post in the television industry. Two developments give credence to the

(Continued on Page 3)

## Woods And Taylor On ABC's REC Pickup

Mark Woods, president of the American network; Robert Saudek, vice-president of the web in charge of public affairs, and Davidson Taylor, public-affairs veepee of CBS, will be heard on ABC tomorrow during that network's pickup of the George Foster Peabody Awards presentation at the luncheon of the Radio Executives Club.

Scheduled for the Grand Ball-  
(Continued on Page 5)

## G. E. Cuts Set Prices In Declining Market

Faced with declining sales in radio-phonograph combinations, the General Electric Supply Corp. of New York yesterday announced reduction in retail prices ranging from \$15 to \$90 on three G.E. radio-phonograph combinations. The receivers affected are a table model

(Continued on Page 2)

### Voice Of Israel

The address of Chaim Weizmann, first President of Israel, at the testimonial dinner to be given to him in New York by the American Committee for the Weizmann Institute of Science at Rehovoth, Palestine, will be broadcast over CBS, Saturday, April 23, from 10:45-11:00 p.m. The address will be tape-recorded by CBS and then aired.



★ COMING AND GOING ★

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JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : : Business Manager

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 Nat Green  
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 Phone: State 2-2332

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**FINANCIAL**

(April 19)

**NEW YORK STOCK EXCHANGE**

	High	Low	Close	Net Chg.
ABC	7 3/4	7 3/4	7 3/4	—
Admiral Corp.	18 3/4	18 1/2	18 5/8	+ 1/8
Am. Tel. & Tel.	145 5/8	145 1/2	145 5/8	+ 1/8
CBS A	19	18 3/4	18 3/4	+ 1/4
CBS B	19	19	19	+ 1/4
Farnsworth T. & R.	1 1/2	1 1/8	1 1/8	—
Gen. Electric	37 1/8	36 3/4	36 3/4	+ 3/8
Philco	30	29 1/2	29 5/8	+ 1/8
RCA Common	12 3/4	12 1/2	12 3/4	—
Stewart-Warner	12 3/4	12 1/2	12 3/4	—
Westinghouse	22 7/8	22 3/4	22 7/8	+ 1/8
Zenith Radio	28 5/8	28 1/2	28 1/2	+ 3/8

**NEW YORK CURB EXCHANGE**

Hazeltine Corp.	13 1/4	13 1/4	13 1/4	+ 1/4
Nat. Union Radio.	3 1/8	3	3	— 1/8

**OVER THE COUNTER**

	Bid	Asked
DuMont Lab.	13 3/4	14 3/4
Stromberg-Carlson	12 1/4	14
U. S. Television	1/2	3/4
WJR (Detroit)	6 1/8	7 1/8

**Will Stage Benefit Program**  
 WMGM's "For Children Only" program, emceed by Eileen O'Connell, will originate from the Academy of Music, April 23, 10 a.m.-noon, in a special benefit performance to open the fund drive for the New York Foundling Home.

**INS has served**



**FOR 9 YEARS**

FRANK STANTON, president of CBS, accompanied by MRS. STANTON, sails for Europe today aboard the "Queen Mary."

ROBERT SAUDEK, vice-president of the American network in charge of public affairs, left yesterday for Chicago, where he'll address the National Religious Broadcasters, Inc., on "The Ten Commandments of Religious Broadcasting."

JOHN J. BOYLE, managing director of WJAR, Providence, R. I., an affiliate of NBC, is in New York. He's staying till Friday.

BENEDICT GIMBEL, JR., president and general manager of WIP, Philadelphia, is in Gotham on business.

ARTHUR HULL HAYES, vice-president of CBS in charge of the San Francisco office, is en route back to the Coast following a short visit to New York.

KEVIN B. SWEENEY, sales and promotion manager of KFI, Los Angeles, is back at his desk following a trip which took him to Chicago, New York and San Francisco.

JERRY LESTER, comic, has arrived from San Francisco for some network appearances prior to his opening scheduled for April 29 at the Latin Quarter.

FRED DE JAAGER, chief engineer of Empire Broadcasting Corp., has arrived by plane in The Netherlands on an extended business and pleasure trip.

EDGAR KOBAK, president of MBS, and PAUL JONAS, director of sports for the web, have returned from Washington, where they were guests of Albert B. Chandler, baseball commissioner, and attended the opening game in the Capital.

HARRY C. BUTCHER, owner of KIST, Santa Barbara, Cal., is in town for conferences with officials of NBC, with which the station is affiliated.

THEODORE C. STREIBERT, president of WOR, is spending a week in Bermuda.

CRAIG LAWRENCE, general manager of WCOB, Boston; GENE KING, program director of the station, and RON COCHRAN, news director, are in town for huddles with officials of the American network.

TED COTT, vice-president of WNEW in charge of programs, today will take off via Air France for Paris, where he'll vacation and survey the broadcasting setup in the Republic.

G. W. "JOHNNY" JOHNSTONE, director of radio and television for the National Assn. of Manufacturers, has returned from the NAB convention with stopovers at Cleveland and Boston en route home.

MARIO BERINI, Metropolitan opera lyric tenor, has returned from a four-week concert tour which took him from coast to coast. On Monday night he'll be heard as "Faust" over the American network.

**G. E. Cuts Set Prices In Declining Market**

(Continued from Page 1)

phonograph and two console radio-phonograph combinations.

The greatest reduction was on an AM-FM console combination available in three models. The standard record-player, Model 377, will be lowered in retail price from \$259.50 to \$169.50. Model 378, which is the same as Model 377 except that it comes in a mahogany cabinet, now sells for \$169.50, a reduction of \$60.00 from the earlier price. The retail price for Model 378-LP, which has both standard and long-playing record facilities, is now \$189.50 instead of the earlier price of \$259.50.

**Cuban Radio Leader Inspecting TV In N. Y.**

(Continued from Page 1)

opening of Cuba's first tele station. Mestre, who attended the NAB convention in Chicago last week, is reported planning to buy a TV transmitter and other equipment for his Cuban station while here. He will leave this weekend for Havana.

**Stork News**

Mr. and Mrs. Henry Garrett Curme are the parents of an eight-pound daughter, Rosalind Garrett Curme, born March 29 in Berkeley, California. The mother is the former Cynthia Cline, one of the original Quiz Kids.

**Wedding Bells**

Leonard E. Nasman, business manager of WFMJ, Youngstown, Ohio, and Mrs. Doris Eells, Lisbon, Ohio, singer, were married April 9 in Youngstown.

**Mystery Writers Award Given to 'Inner Sanctum'**

(Continued from Page 1)

third time in a row that CBS has captured the "Edgar," an award which corresponds to Hollywood's "Oscars."

Three CBS programs, "Cabin B-13," "Crime Photographer" and "Inner Sanctum," and one MBS show, "Mysterious Traveller," had been nominated for the radio "Edgar." Ballots for the final vote were mailed out to several hundred crime writers about a month ago.

**Bendix Distributor Named**

The R. W. Fordyce Company of Ardmore, Penna., district merchandiser of Bendix Radio and Television for eastern Pennsylvania, has announced the appointment of John E. Kane of Easton, Penna., as district salesman for the eastern portion of their territory. Kane has had many years experience in both retail and wholesale distribution of radios and appliances. Prior to his association with the Fordyce Co. he was district salesman for Raymond Rosen, Philadelphia distributors.



**Love at first sight**

It looks as if these little lambs have fallen for each other in a big way. They're only a few days old, but already their romance has reached the kissing stage.

Hard-boiled time buyers fall in love with W-I-T-H at first sight, too. Because it doesn't take long to find out that W-I-T-H is the big bargain buy in Baltimore.

Just a little bit of money goes a long, long way on W-I-T-H. It's the BIG independent with the BIG audience. It regularly delivers more listeners-per-dollar than any station in town.

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



**W-I-T-H**

**Baltimore 3, Maryland**

TOM TINSLEY, President  
 Represented by Headley-Reed

**WRITER**

with top experience in production, writing, editing and reporting on national and local news and radio publications.

Degrees: A.B. and B.S. seeks position with future in radio and/or advertising.

Will locate anywhere.

Box 230, RADIO DAILY  
 1501 Broadway, New York 18, N. Y.

# Coy Seen Leaving FCC For TV Field

(Continued from Page 1)

Coy rumor. One is that he has repeated several times in the past few weeks that he can not continue to operate on the salary and limited expense budget allowed him as chairman of the Commission. Another is that while attending the NAB convention in Chicago he virtually wrote off the future of AM broadcasting and appeared most optimistic about the potentialities of TV.

Speculation as to Coy's future was current in New York radio and TV circles yesterday. One rumor was that he might take an executive post with Radio Corporation of America and another had him going to Columbia Broadcasting System in an important TV administrative position.

Coy was not in Washington yesterday. He was reported enroute to Puerto Rico at the request of the Navy Department to assist in clearing up the controversy over a new communications center which would require the removal of transmitter sites of four private radio stations.

## WPAT To Salute YWCA

Paterson, N. J.—National Y.W.C.A. Week will be commemorated next week by two WPAT programs: the Eastern Choral Guild, April 24, 9:35 a.m., and a panel discussion between a judge, a professor, a church layman and a business-woman, April 27, 2:45 p.m.

Mayor Michael U. DeVita of Paterson will speak on the choral program. Participants scheduled for the panel program are: Judge Alexander McLeod of Passaic County; Dr. Louise Altender, assoc. prof. of education at Paterson State Teachers College; Howard Schoonmaker, North Jersey church layman, and Mrs. Emma Conlon, secretary-treasurer Puritan Piece Dye Works.

## New CBSer

Williamsport, Pa.—WWPA, owned and operated by the Williamsport Radio Broadcasting Associates, will join CBS as a basic supplementary station, effective May 15, to bring the total number of CBS affiliates to 182 stations.

## Monaghan At WKNB

George Monaghan, disc jockey formerly with WOR and WNBC, New York, has joined WKNB, New Britain, Conn. Monaghan will conduct a daily two hour show.

# WNOE Expansion Plans Announced By Owners

(Continued from Page 1)

tion for increased power now gives WNOE the green light. James A. Noe, owner of WNOE, announced that construction work will begin immediately. The clearing of the site for the new transmitter at Belle Chase, La., is almost completed.

Noe estimated that within six months WNOE on 1060 with 50,000 watts and 5,000 watts night will be in operation. James E. Gordon, general mgr. said that the problems on hand at present are those of careful planning so that WNOE in its new operation will be most efficient and will present the finest in radio entertainment, news, sports and special features for the new vast audience that its increased power of 50,000 watts will afford.

## Pat Griffith, Of NAB, Addresses DAR Confab

Washington—Pat Griffith, director of women's activities of the NAB and executive secretary of the NAB Women Broadcasters, was speaker at national radio committee meeting of the national society, D-A-R, April 19.

Following the conclusion of the 58th continental congress of the D-A-R this week, the radio committee will be known officially as the Radio and Television Committee, thus, in effect, recognizing TV, it was announced by Miss Dorothy Frances Wright, committee chairman.

## Public Service Award

Norristown, Pa.—WNAR's public service program, "Growth of the Mind," now in its 24th week, has been cited as "an outstanding pioneer example of public education in popularizing the basic principles of mental hygiene" by the Western State Psychiatric annual conference held early this month at Pittsburgh.

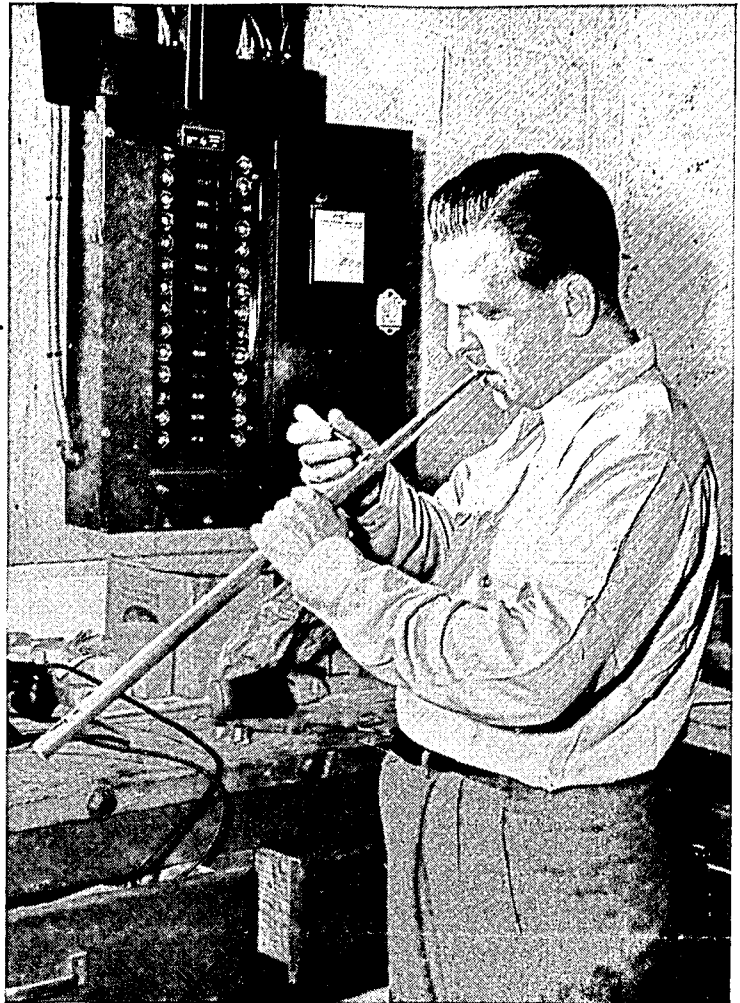
## Joins WHLI

Paul Martin, formerly with Compton Advertising, NBC and WMFF, Plattsburg, N. Y., has joined WHLI, Hempstead, N. Y., as an account executive.

## 10 YEARS AGO TODAY

From the Files of Radio Daily

BBC has estimated that there are 14,000 television receivers installed in the London service area. . . . New and renewed business signed since January 1st by both NBC networks totals \$11,519,041 an increase of \$5,067,361 or 78.5 per cent ahead of the corresponding period in 1938. . . . The merger of the American Federation of Radio Artists with the American Guild of Radio Announcers and Producers is advancing and negotiations are expected to be complete within the next two months.



## It's an Ill Wind that Somebody Blows Good

Repairing ill pipe organs or making new ones, sounding B flat or the knell of a "gibble-gobble phony", this newscaster is talented, fluent . . . and critical. His inventive versatility enabled him to construct a pipe organ for his church, just as a hobby. His vigorous nightly scanning of "the top of the news as it looks from here" has made him one of Washington's most influential commentators.

Critical of any interference with free enterprise or economical government, Fulton Lewis, Jr., rarely inspires indifference among his listeners. They describe him either as a great patriot . . . or a shocking reactionary. However described, he's heard—by 14,000,000 weekly, according to a recent estimate in *Harper's Magazine*.

The Fulton Lewis, Jr., program is currently sponsored on more than 300 stations. It affords local advertisers network prestige at local time cost, with pro-rated talent cost.

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

**KGW and KGW-FM**  
 PORTLAND, OREGON

COMPLETE SCHEDULE  
 SIMULTANEOUS SERVICE

REPRESENTED NATIONALLY BY EDWARD PETRY & CO

# CHICAGO

By NAT GREEN

**H**OOOPER WHITE, WBBM producer, will address the "career conference" to be held at North Central College, Naperville, Ill., April 27-29.

Service Unlimited informs that KSO, Des Moines, has contracted for the firm's telephone quiz, "The Sports Jackpot," beginning April 20. KHIT, a new station in Lampasas, Texas, started airing the quiz show April 11.

Edward Scott, with station KING, Seattle, for the past two years, has joined WBBM as announcer.

Ulmer Turner, WBKB newsman and an enthusiastic ham operator, has bought a place on the North Shore reputed to be the quietest spot along Lake Michigan, and is building himself a ham station, doing the work himself in off hours.

Nationally known cartoonists George McManus of "Bringing Up Father," Hal Foster of "Prince Valiant," and Dudley Fisher of "Right Around Home" will be the guests of Hank Grant on WGN's "Let's Have Fun" show Wednesday, April 20.

Derby Foods, Inc., will assume sponsorship of the second half-hour of ABC's Sunday tele show "Super Circus" May 1 over a 10-station TV network, for 52 weeks.

"The Al Morgan Show," originating at a local cafe, makes its debut on WGN-TV April 20. Show stars Al Morgan, comic and piano stylist. Sponsored by Tele-Tronics in cooperation with General Electric and Helsing's Vodvil Lounge.

A special salute to Rogers Hornsby was broadcast on WENR-TV on April 18, when sports celebrities, sports writers and former team mates of the Rajah were interviewed.

"Hi Club" producer Norton Jonathan will guest on ABC's "Junior Junction" April 23.

WLS celebrating its silver anniversary this month with a number of special programs. On April 23 the 25th anniversary of the WLS "National Barn Dance" will be celebrated at the Eighth Street Theater and a special midnight show will be added to the usual 7:30 and 10:30 shows.

1906 *Henri* 1949  
CONFISEUR

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

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



## Mainly About Manhattan. . . !

● ● ● **AROUND TOWN:** When and if "Info, Please" returns to the air, it'll be minus Clifton Fadiman. . . The inside on why Decca is negotiating with RCA-Victor instead of Columbia Records would redder a lot of important faces if it came out. . . TV producers more worried about programs becoming obsolete than sets, points out Jackson (Philo Vance) Beck. . . Is Al Jolson dickering with Philco regarding that spot El Bingo has left? . . . Bob Hope investing plenty of loot in Bill Boyd's "Hopalong Cassidy" pix. (Maybe they'll call 'em Hope-alongs, now). . . CBS dropping Red Barber's "Club House" and "Escape" on the 23rd. . . Lisa Kirk leaving the Hank Morgan show after the 24th. Wasn't happy with her presentation and the kind of songs they expected her to do. . . Jack Carter gets another chance to showcase his own "Jack Carter & Co." aircr on ABC-TV tomorrow night at 8. . . Carl Green, Washington, D. C., kid program emcee and Peabody Award winner, is being chased by the networks for TV, and being auditioned by CBS. . . Vic Damone headlining the new Riviera show. . . Speaking of obnoxious commercials, as nobody was, the present I. J. Fox spot will rub anybody's fur the wrong way. . . Ted Lewis wonders if the show, "All For Love," is about sustaining programs.



● ● ● Hub Robinson's boys at CBS have come up with a lulu of an idea in their one-hour audition Saturday night of "This Is B'way," brilliantly staged by their top braintruster, Irving Mansfield. Based on the premise that every actor has a problem, the participants air their dilemmas before a permanent panel consisting of Helen Hayes, Geo. S. Kaufman and Abe Burrows, with Clifton Fadiman as emcee. Audition platter brought such names as Vic Damone, Ruby Hill, Dean Murphy, Benny Rubin, Pat Peardon, Jimmy Spitalny and Tess Gardell before the panel.



● ● ● **WINDOW SHOPPING:** The alleged decline of the N.Y. Yanks this season was evident, too, with Dolly Stark's entrance into video. My, how Slater's way with words was missed. . . Somebody should please tell Ken Roberts to relax when calling the commercials on Tex and Jinx's "Preview" telecast. He's too deliberate and uneasy when the camera's on him. . . Bert Parks' animation on the screen gives you the impression that he might fall through your glass and become part of your living room. . . The Goldbergs gives you an idea of what smart script shows will do in the future. . . That simply wonderful WNBT treat, "Lobbies," had Vinton Hayworth scoring in nifty fashion as the harassed newspaperman. He's to be remembered from the "Myrt & Marge" serial of the 30's.



● ● ● H'wood Screen Test came up with a problem last week—one that will probably face most TV shows at one time or another. Wm. Prince, who was to be the guest star on that date came down with an attack of the measles and Donald Buka was rushed in from Philly (where he's playing in "The Cat and the Canary") to pinch-hit. Lester Lewis, producer of the series, has decided now that TV shows, like stage productions, should have understudies and starting this week will initiate this procedure on the show just in case.



● ● ● Last year, Red Barber was quoted as saying the way to do baseball on TV is not to watch the playing field at all, but merely to concentrate on the screen. Seems Red doesn't believe his own publicity because in Sunday's game between the Dodgers and Yanks, he kept right on asking the audience to watch the way Jackie Robinson was worrying the pitcher despite the fact that broadcasting difficulties had darkened the screen at that particular moment.

# NEW BUSINESS

WCBS, New York: Standard Brands, Inc., has purchased for Tenderleaf Tea two participations per week, Mondays and Fridays, on the "Hits and Misses" program; three participations per week, Tuesdays, Wednesdays and Thursdays, on the Phil Cook program, and one participation per week, Saturdays, on the "This is New York" program. The 52-week participations were handled through Compton agency.

McKesson & Robbins, for Tartan, has purchased three participations per week, Wednesdays, Thursdays and Fridays, on WCBS' Jack Sterling program. The participations, which start May 25, were handled through Benton & Bowles, Inc.

## WINS Stages Contest For "Miss Hello Of '49"

Vacation trips will be awarded to three telephone and switchboard operators in the "Miss Hello of 1949" contest, the second annual such competition conducted by WINS disc jockey Art Scanlon.

The first prize in the listener-participation contest, which will get underway April 25, will be given a trip to Bermuda via Colonial Airlines. Runners-up will be awarded a vacation at the Ste. Adele Lodge in Canada and the Mountain Top Club in Vermont.

## Available\*!

Caroline Ellis, talented 15-year veteran radio personality, directs the KMBC-KFRM "Happy Home" women's commentary program. Gifted with a wonderful voice and a rich background, Caroline Ellis is one of the best known woman broadcasters. Repeatedly, her program has the highest rating of any woman's program in the Kansas City Primary Trade area.



Caroline Ellis

Caroline is sponsored by the Celanese Corporation of America, and has just completed a successful campaign in behalf of a regional poultry advertiser, with season business.

Contact us, or any Free & Peters "Colonel" on her two availabilities!

\*Available Tuesday and Thursday.

**KMBC**  
of Kansas City  
**KFRM**  
for Rural Kansas



## Carson Asked To Okay Sale Of Two Stations

(Continued from Page 1)

Carson recently disposed of his publishing interests, is also a stockholder in KSMN, Mason City, Iowa, station.

Upon FCC approval, Carson plans to enlarge the facilities of KXGI, in particular emphasis on increased public service programming, said.

Blackburn Hamilton also announced purchase by Alexander Hudson C. Millar of West Orange, N. J., of the Cullman station, Cullman, Alabama, and the radio station, WKUL, of the same name. Combined price is about \$100,000. The properties were purchased from Horace H. Kinney, manager of the advocate Court of Cullman County. Judge Kinney put WKUL on the air in November of 1947 and has been proprietor of the station for three years. He also owns WHOS in Decatur, Alabama. Alexander Millar is a graduate of Cornell University and during the war was a helicopter pilot on rescue missions in the Pacific. His wife, Mrs. Beatrice Millar, will be associated in the business and was formerly employed by the Curtis Publishing Company in Philadelphia as the capacity of an assistant editor of the Country Gentleman.

Alexander C. Millar is a graduate of Washington and Lee University and served in the European theater during the war. He has been connected with national advertising agencies selling both radio time and newspaper space.

The Millars are taking over active management of the Banner and WKUL this week and will make their homes in Cullman.

## Woods, Saudek, Taylor On ABC Pickup Of REC

(Continued from Page 1)

Program of the Hotel Roosevelt, the program will be aired from 1:15-1:45 p.m., on ABC, with additional programs to be picked up by NBC, from 1:45-2 p.m., and by WNEW, from 1:35-1:45 p.m.

Edward Weeks, who is editor of Atlantic Monthly and chairman of Peabody Advisory Board, will present the awards.

### AVAILABLE

Young woman — four years' experience — radio, television and agencies. Presently employed as promotion writer — looking for better situation. Write

Box No. 233, RADIO DAILY

301 Broadway, New York 18, N. Y.

## Teen Age Program Returning To CBS, Apr. 30

"Make Way For Youth," teen-age musical series returns to the CBS network for a new series of Saturday broadcasts starting April 30, 5:30-6:00 p.m., EDT. The program, originating in WJR, CBS Detroit affiliate, features an 80-voice teen-age chorus made up of singers from metropolitan Detroit high schools and directed by Don Large, and the 24-piece WJR orchestra.

## "Language" Radio Clinic Being Planned By WOV

A foreign-language radio clinic, intended to spike the inter-indie collaboration projected at the Un-affiliated Stations' session of the NAB Chicago convention, will be held within a month at WOV, the New York Italian-English language indie.

Foreign-language stations' operators will be invited by Ralph N. Weil, WOV general manager, to participate in the discussions of the problems facing the foreign-language broadcasters. Dr. Sidney Roslow of Pulse, Inc., who has done the basic statistical work for WOV, is one of the scheduled speakers at the clinic.

In announcing plans for the clinic, Weil commented that "the methods that have paid off for WOV in the Italian field are applicable to other languages as well. Prospects for the independent broadcaster were never brighter, and that goes double for the foreign-language broadcaster who is willing to snap out of horse-and-buggy business habits."

"If we can raise the level of foreign-language broadcasting throughout the country with this clinic," Weil continued, "we will ultimately also benefit. It's our hope that independents in other fields—sports, the various forms of music and so on—will follow this up with similar clinics. Cooperation between independents offers endless possibilities for the advancement of radio."

## Increased TV Production Forecast for Canada

Montreal — Increased production of television receivers by Montreal and Toronto factories will result from the decision to allow manufacturers to bring in 25 per cent more radio parts from the United States trade officials here stated yesterday. The increased quota which has been announced by the Department of Trade and Commerce means the radio firms will have 25 per cent more U. S. dollars to spend on all types of equipment. But it was thought that most of this amount will be devoted to boosting production of television receivers.

Until now imports of television parts have been small although three Canadian firms have for some time been producing TV receivers in limited quantities. The companies are RCA Victor in Montreal, and General Electric and Admiral Radio Corporation in Toronto.

★ "THE BEST IN RADIO"

★ Ninth annual presentation of

★ GEORGE FOSTER PEABODY  
RADIO AWARDS

★ Edward Weeks, Editor,  
Atlantic Monthly  
Master of Ceremonies

★ If you have not as yet reserved your luncheon ticket, phone Claude Barrere, MUrray Hill 6-0238

## RADIO EXECUTIVES CLUB OF NEW YORK

Grand Ballroom, Hotel Roosevelt

TOMORROW (THURSDAY)

12:30 p.m. Sharp

# EQUIPMENT

## Phono Cartridge

Buchanan, Mich.—A new "Torque" phonograph cartridge for mounting on any standard pickup arm to play all three speeds (78, 45 and 33 1/3 r.p.m.) records has been introduced by Electric-Voice, Inc.

The single cartridge, known as the "Twilt," consists of a twin-tip replaceable needle with a tracking pressure of six grams on either tip to play both the standard and slow-speed records. Positive-tilting, snap action, selects the one-mil or the three-mil needle-tip for the two types of discs.

The cartridge is available in Torque Drive Crystal and variable reluctance magnetic types, complete with needle, at a list price of \$13.00 each. Two replacement models, without tilting mechanism, listed at \$9.00 each.

## New Zenith Adapter

A new "Micro-Cobra" adapter, designed to fit over the record spindle of the Copra-equipped record changers, to play the new seven-inch discs, both 45 and 33 1/3 r.p.m., has been introduced by Zenith Radio Corp.

The adapter, which has a shift lever to change the speed as required, is powered by the action of the turntable of the parent mechanism. A cable-plug hooks up the adapter with the audio system of the radio-phonograph. The cartridge, in order to make the connection, is removed from the standard Cobra tone arm on the larger turntable.

The entire adapter unit weighs one pound and four ounces. It retails at \$8.95.

## New Set Introduced

A new portable radio-phonograph set, weighing 12 pounds, has been introduced by Motorola, Inc., Chicago, it was announced. Specially designed for the new 45 rpm records, the set is less than a foot wide, only 13 1/2" long and 7" deep. Nevertheless, it can accommodate eight records for 40 minutes of continuous music and has a record storage space in the lid. Known as Motorola model 59F11, the new set comes in a smart luggage-type case with a plastic handle. It sells for \$69.95.

## Leonard Offices Moved

Ward Leonard Electric Co., Mount Vernon, N. Y. has announced that its general office has been moved from the factory building at 31 South Street to a new office building at 115 South MacQuesten Parkway, Mount Vernon, N. Y.

## Wedding Bells

Sylvia Mikelson and Keith Textor of ABC's Honeydreamers Chicago singing group were married April 11 in the St. Luke's Lutheran Church in Minneapolis. They are honeymooning in Mexico.

# 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 G. Peatman, Director.

Survey Week of April 8-14, 1949

TITLE	PUBLISHER
A Chapter In My Life Called Mary.....	Shapiro-Bernstein
A Wonderful Guy.....	Chappell
Beyond The Purple Hills.....	Goldmine
Candy Kisses.....	Hill & Range
Careless Hands.....	Melrose
Cruising Down The River.....	Henry Spitzer
Don't Cry, Cry Baby.....	Santly-Joy
Everywhere You Go.....	Lombardo
Far Away Places.....	Laurel
Forever And Ever.....	Robbins
Have A Little Sympathy.....	Bregman-Vocco-Conn
Hurry Hurry Hurry.....	Dreyer
I Didn't Know The Gun Was Loaded.....	Lewis
I Don't See Me In Your Eyes Anymore.....	Laurel
If I Could Be With You.....	Remick
If You Stuh Your Toe On The Moon.....	E. H. Morris
It's A Big Wide Wonderful World.....	Broadcast Music
I've Got My Love To Keep Me Warm.....	Berlin
Johnny Get Your Girl.....	Bourne
Love Me, Love Me, Love Me (Or Leave Me Alone).....	Miller
No Orchids For My Lady.....	Leeds
Once And For Always.....	Burke & Van Heusen
Powder Your Face With Sunshine.....	Lombardo
Red Roses For A Blue Lady.....	Mills
So In Love.....	T. B. Harms
So Tired.....	Glenmore
Someone Like You.....	Harms
Sunflower.....	Famous
Underneath The Linden Tree.....	La Salle
While The Angelus Was Ringing.....	Chas. K. Harris

## Second Group

TITLE	PUBLISHER
A Bluebird Singing In My Heart.....	Advanced
A Million Miles Away.....	Paxton
"A"—You're Adorable.....	Laurel
All Right Louie Drop The Gun.....	Feist
Bali Ha'i.....	Chappell
Ballin' The Jack.....	E. B. Marks
Cabaret.....	Duchess
Down By The Station.....	American Academy
Dreamer With A Penny.....	George Simon
Great Guns.....	Feist
I Got A Gal In Galveston.....	Republic
I Got Lucky In The Rain.....	Sam Fox
I'll String Along With You.....	Witmark
I'm Beginning To Miss You.....	Berlin
Kiss Me Sweet.....	Advanced
My Dream Is Yours.....	Witmark
Some Enchanted Evening.....	Chappell
Streets Of Laredo.....	Famous
Three Wishes.....	Herbert Music
Tulsa.....	Advanced
When You're In Love.....	Crawford
You Was.....	Crystal

(Copyright, 1949 by Office of Research, Inc.)

# SOUTHWEST

**DON PHILLIPS**, program director for KTXL, San Angelo, interviewed endurance fliers Bill Bar and Dick Riedel over San Angelo last week-end in a ground to broadcast when the fliers' monoplane circled the airport on a refueling stop.

Gene Autry, western film and CBS network star, who is currently making a series of one nighters the state, has filed suit in the Federal Court at Austin, Tex., alleging misuse of his name by the Daily Bros. Circus. Doug Autry, Gene's brother is a main attraction of the circus. In his petition, Gene asks that the circus be stopped from advertising the family name "Autry" without giving the same prominence to the name "Doug." He stated that the present advertising and promotional matter of the circus displays the name "Autry" in large letters, the name "Doug" in small letters and uses the words "in person" Gene Autry estimates that unless the circus is enjoined from continuing its present advertising practice his professional reputation will be damaged more than \$3,000.

Complete broadcast of all home and road games of the Dallas "Eagles" of the Texas league will be aired over WRR-FM, Dallas, with the opening broadcast set for April 13. WRR-AM will air the game starting at 9:30 p.m. until conclusion. Jerry Doggett, ace WRR sportscaster will again be at the mike this season. Series will be aired under the sponsorship of Bankton Hall Motors, Inc., local Ford dealer.

Howard Cunningham, WOAI, San Antonio, staff announcer, seriously ill and will be forced to remain in a hospital here for a period of three months. He was stricken suddenly with hemorrhage of the lungs while on duty.

Hugh A. L. Half, president and general manager of WOAI, San Antonio, has announced that the outlet will participate in the third nationwide public service appeal to broadcast on the Jack Berch show over the NBC network on May 1. WOAI will cut into the web program to appeal for contributions. Boysville, the local institution under-privileged youth.

The Atascosa Broadcasting Company owned by Marguerite N. Drain and Ben L. Parker, have filed a request with the FCC for a new standard broadcast station they would build at Pleasanton. They are seeking facilities to operate on the 1090 kilocycles band with a power of 1,000 watts daytime hours.

Walter Kline has been appointed to the post of general manager of KAND, Corsicana, and will take over his duties at once.

Billy Mayo, musical director of WFAA, Dallas, and a 12-piece band will supply the music for the 11th annual Southwest Sports and Vacation Show to be staged in Dallas at the Automobile Bldg. at the Fair Park, April 30 through May 8.

# TELEVISION DAILY

ction of RADIO DAILY, Wednesday, April 20, 1949 — TELEVISION DAILY is fully protected by register and copyright

## LOWER RECEIVER PRICES SEEN

### TELE TOPICS

**VYLLIS COOPER**, one of radio's best and most imaginative writers, has been signed by ABC for six half-hour TV dramas based on his wonderful "Quiet Case" series. Titled "Volume One, Numbers One to Six," series will begin in June. Cooper will write, direct and introduce each show on the air. . . . If memory is correct, this is the first series to be written especially for tele by a top-notch writer, and both Cooper and ABC are to be commended for taking the plunge. According to ABC program vice-president J. Donald Wilson, the web will place "complete technical and production facilities" at Cooper's disposal, and the writer "will be given complete freedom to develop and present these dramatizations as he sees fit." Cooper described the project as "an attempt to extend the intimate quality of AM radio to television. To look upon the television screen," he said, "not as a motion picture screen but a window through which the observer looks, not at a stage or a cinema production for a large audience but as a series of episodes of which he's the sole viewer."

**HAN HALPIN**, RCA Victor tele receiver sales manager and former ATS prexy, is given about 500 talks on video. Yesterday afternoon, at a meeting of the Executives Club in the Hotel Roosevelt, he delivered the shortest speech he's ever made. RCA had installed a dozen projection sets in the room to enable members to see the Dodger-Giants opener. Halpin's speech was: "Television speaks for itself. Let's go to the ball line." . . . Kenneth Banghart has several packages making the rounds, with one, Mr. and Mrs.-type show with Faye and Matt Roosevelt nearing placement. . . . A hour-long variety stanza, originating from the Goldman Hotel in Pleasantdale, N. J., will be aired by WATV beginning Friday, 10 p.m. American Shops will pick up the tab for time and production costs, with the resort supplying talent. Happy writers will emcee, music by Don Lane.

**NEW TWIST** on the standard talent hunt-type show has been evolved by W-L-D, Dayton, via "Junior Hucksters," a stanza offering business and economic incidents of local colleges a chance to sell merchandise on the air and earn commissions. At the end of the series, the sponsor, Home Store, will award a scholarship to the student with the highest sales total. Originated and built by W-L-D salesman R. Dodsworth and program director Faust, the half-hour program is aired Monday evening, with four contests each week. Each student is allowed three-minute sales talk and demonstration of one article. All merchandise is at comparable cost and each contestant receives a commission on orders received on this item.

### All St. Louis Ringside As City Fathers Battle

St. Louis—What was expected to be a prosaic two-hour television show—the inauguration of a new mayor and swearing in of newly-elected Aldermen at City Hall yesterday—turned into a four-and-a-half hour free-for-all that kept the St. Louis area television audience alternately on the edges of their seats and in stitches. It was a fine example of the role television can play in on-the-spot news coverage. The police finally broke it up.

With two KSD-TV cameras set up in the ornate Board of Aldermen chamber for the routine ceremony, a heated verbal battle broke out when Republicans sought to block the seating of two new Democratic Aldermen. An hour of stormy debate followed, to the amusement and amazement of hundreds of spectators jammed in the chamber and to thousands watching television receivers.

After a recess to permit board members to attend the mayor's inauguration in another part of the building—also covered by KSD-TV cameras—the scene switched back to the board chamber where the bitter factional fight between Democrats and Republicans was renewed. There was considerable shouting, arm-waving, name-calling and high flown oratory that made for wonderful television histrionics.

It was not an example of civics as taught in school, but it was entertaining and informative.

### Mohawk Carpet Signs For NBC Evening Strip

Mohawk Carpet Mills, of Amsterdam, N. Y. has signed with NBC to sponsor the 7:30-7:45 p.m. strip across the board on the web's East Coast hook-up beginning May 2. Agency is George R. Nelson, Inc., of Schenectady.

Program will be titled "The Mohawk Showroom," and will feature Morton Downey and Roberta Quinlan on alternate nights. Downey will be on Mondays, Wednesdays and Fridays, with Miss Quinlan and guests taking over Tuesdays and Thursdays.

Carmen Mastren and his trio will supply the musical backdrop each evening.

### Philco Buys WBKB BB; Expands Multiscope Use

Chicago — Philco Distributing Corp. of Chicago has signed with WBKB to split sponsorship, with Pabst beer, of Chicago Cubs home games over WBKB. At the same time the firm renewed its Multiscope pact with the station and expanded its time on the projector from 21 to 35 hours a week.

With this schedule Philco will have almost complete daytime saturation at a cost that no other medium can equal, WBKB officials said. Philco has all Multiscope time before and after ball games, and Pabst has two hours nightly after normal signoff time.

### Lower Tube Price, Record Output Are Factors

With the industry aiming at a record production of over two million sets during 1949, the price trend on receivers is expected to follow a gradually descending curve. Three factors are mainly responsible for the price decline—increased output, a cut in picture tube prices and introduction of new large-screen models.

During the past few months, DuMont and other manufacturers reduced the price on 15 and 16-inch kinescopes with resultant reductions on receiver price tags. Recently, DuMont effected a reduction on 12 and 12½-inch tubes. Former was cut from \$62.50 to \$54.75, and the latter from \$64.25 to \$57.50.

**G. E. Prices Also Down**  
Another major manufacturer, General Electric, also reduced its 12-inch tube prices. New price on the firm's 12-inch aluminized tube is \$41.25. G.E. also introduced a new 12-inch tube, a non-aluminized model selling to manufacturers for \$38.65.

In announcing the cut, Dr. Allen B. DuMont said, "This price reduction is a direct saving to the television set owner who will eventually have to replace his picture tube, as well as a saving to manufacturers, distributors, retailers and servicemen enjoying established trade discounts.

"The price reduction at this time is due to the increased efficiency in our production line as new and modern mechanized equipment comes into use. We are still continuing to increase our production facilities and as these new facilities reflect economies in production, these savings will be continually passed on to the television set owner."

## Press-Time Paragraphs

### Pal Blades Signs News Show On ABC

Pal Razor Blade Co. has signed with ABC for sponsorship of "The Story of the Week," a five-minute news film produced by Fox Movie-tonenews with Ed Thorgersen as narrator. Twenty-four stations will be used. Contract is for 26 weeks and was placed through Al Paul Lefton agency. Program will be aired Thursdays, 9:25 p.m., beginning May 5.

### Roach To Head NTFC Clearance Group

William L. Roach, United Artists legal counsel, has been appointed chairman of a committee to set up a film clearance bureau of NTFC. Other members are: William Holland, Hyperion Films; John Mitchell, UA; Connie Lazaar, Film Equities; Paul White, Lion Television; Charles Basch, Television Screen Productions; Waldo Mayo, Mayo-Video; Ed Evans, WPIX; Andrew Jaeger, DuMont; Robert Paskow, WATV; Jerry Albert, United World.

### Philco Distribs Buy WBAP-TV Games

Fort Worth—Series of Texas League games will be bankrolled over WBAP-TV by Ft. Worth and Dallas Philco distributors. Pickups begin this week and run through June 26. Sponsors are West Texas Appliance Co. and The Southwestern Co. James McBride agency represented both accounts.

### INS Projection Device Bought By Five Stations

Five of the new INS Projectalls were ordered by stations in the first five days after the machine was unveiled at the NAB convention in Chicago, International News Service reported yesterday.

Deliveries are now being made to WMCT, Memphis; WBAL-TV and WMAR-TV, Baltimore; WGAL-TV, Lancaster, Pa., and WJBK-TV, Detroit.

WNBQ, Chicago, is on the air daily with a one-hour program using the Projectall, and experimental installations are being made at WNET, New York, and WLWT, Cincinnati.

## PROMOTION

### Merchandising Tieup

The National Biscuit Co., sponsors of the "Straight Arrow" show on MBS three times weekly, has entered into what is described as a "mutual promotion arrangement" with the Grove Mfg. Co. of St. Louis for the manufacture of a "straight arrow" jacket for children, to be sold at department stores throughout the country.

The biscuit company, which owns the MBS program outright, including the Indian character, explained the promotion deal to the more than 270 MBS affiliates who carry the show Monday nights and to more than 340 outlets who carry it Tuesday and Thursday afternoons.

The jacket will be placed on sale at Macy's, New York department store, this Thursday, preceded by newspaper splurges. The MBS program, however, will not plug the merchandising of the jacket. The sponsors are supplying department stores who enter the deal with Indian statues and cut-outs for display purposes. The jackets are in three different color designs with a golden zipper representing an arrow.

Exclusive deals have been worked out with department stores in 21 cities, to-date, including: New York; Indianapolis; Cleveland; Pittsburgh; Chicago; Columbus, O.; Cincinnati; Denver; St. Louis; Youngstown, O.; Akron, and Dayton.

The licensing arrangement is a sharp departure from previous procedures followed by the National Biscuit Co. The sponsors of the "Straight Arrow" show have just completed a three-week "give-away" gimmick which started March 14. Listeners were offered a "Straight Arrow" Indian headband for mailing in a boxtop.

### Takes KNX Sales Post

Appointment of Bert West, KNX-Columbia Pacific Network commercial traffic manager to the position of KNX-CPN sales service manager, was announced by Wayne R. Steffner, KNX-CPN sales manager. West has been KNX commercial traffic manager since June, 1948.

## ADVERTISING — SALES PROMOTION MANAGER

Young, capable, proven background of 12 years, agency, radio and television experience. Lots of samples . . . excellent references. Available immediately. Write

Box No. 222, RADIO DAILY  
1501 Broadway N. Y. 18

## ★ AGENCY NEWSCAST ★

**SEVEN MAJOR STEPS** to lower production costs and increase sales through improved packaging, packing and shipping of both industrial and consumer products have been indicated in response to a questionnaire survey of 1,400 business companies of all sizes made public by the Packaging Division of the American Management Association. They are:

(1) Development and adaptation of techniques to reduce loss through damage in shipment.

(2) Greater use of the package as a stimulus to point-of-purchase sales by increased emphasis on self-selling power.

(3) Design and production of packages, containers and shipping cases which will reduce handling costs by minimizing handling problems.

(4) More effective use of present automatic machinery for packaging production, development of additional automatic machinery where feasible, and greater flexibility in production and processing methods and schedules.

(5) Greater recognition by the shipper of the problems and handling and inter-plant shipment by the receiver.

(6) Fuller utilization of advances in technical development of packaging and packing materials.

(7) Closer coordination of packaging, production and sales for increased production efficiency, increased sales and more economical packaging.

### Name Orchestras Record For VA Radio Series

Six name orchestras already have cut quarter-hour platters, for the new version of the "Here's To Veterans" series featuring topflight bands, the Veterans Administration has announced.

The orchestras are Eddy Condon, Shep Fields, Louis Prima, Frankie Masters, Frankie Carle, and Chuck Foster. Seven more bands have agreed to record.

#### VA And AFM Agree

Under an agreement between the VA and the AFM, the musical artists not only donate their services, but the band leaders read informational messages to 18-million veterans and their dependents, contained in each recording.

According to Charles Dillon, VA radio and television director, each transcription is a fast-moving package, showcasing the best style of each musical organization. There will be 13 discs in the first segment of the revamped "Here's To Veterans," which is now heard as a public interest feature over 1,995 AM and FM stations.

Stations desiring to order the series, gratis, for airing beginning in June, may do so by writing to Dillon, at Information Service, Veterans Administration, Washington 25, D. C.

HAVANA office of McCann-Erickson came off with top honors in the annual advertising competition of the Asociacion de Anunciantes de Cuba for the radio program "Esso Rinde Honor al Merito," sponsored by the Esso Standard Oil Company (Cuba). Program was judged "the greatest contribution to Cuban radio during 1948." It's a musical dramatic program which honors each week Cuban citizens who have made important contributions to the welfare and advancement of the country.

JOSEPH SILL, JR., has joined Erwin, Wasey & Company, Los Angeles, as account executive. Formerly with Davis & Company of that city. Sill has had broad experience in food advertising and merchandising; has directed advertising for American Fruit Growers and S & W Fine Foods.

JAMES THOMAS CHIRURG CO. has announced the appointment of Mary Spaulding to the staff of its Boston copy department. Miss Spaulding was formerly copywriter with Ross Roy Agency, J. L. Hudson department store at Detroit and Doremus & Co. of Boston. Achilles Guerrara has joined the art department of Chirurg's New York office. He was formerly associated with the T. C. Harley Studios Inc., New York.

## BEHIND THE MIKE

JACK BARRY planning to J several summer stock houses summer.

George Jessel flying in from H'wood to guest on Herb Shriner show and receive his NVA Membership Gold card.

Fredric Vonn, well-known pianist, composer and teacher of the six (Bach, Beethoven, Brahms, Boogie Woogie, Barrel-House and Blues) opens at the Ambassador Hotel's Garden and Embassy Room on the 26th.

Chas. J. (Buddy) Basch, III, formed his own advtg. agency to be known as Gibraltar Advtg. Agency, Inc.

### Radio, Fax And TV Talk Scheduled By New School

Radio, facsimile and television on the agenda of a new series of lectures at the New School for Social Research in New York. Benjamin Cohen, assistant secretary general of United Nations, will speak on "Radio and International Relations" on April 27; John Hogan, president of Radio Inventions, Inc., will discuss "Recent Advances in Facsimile" on May 4 and on May 11 a panel will discuss "Potentialities of Television." The TV panel will include Hugh M. Beville, NBC, and Norman Kersta of the Weintraub agency.

# ... Fones

58 percent of farm homes in the 59-county WOWO area have telephone service. That's almost double the national average! And remember, rural homes in WOWO-land score far better than average in electrical and plumbing installations, too! Whatever you have to sell, you'll find WOWO listeners, in town and country alike, better able to buy and use it. To get results in the great Midwest, get on WOWO now! Check with Paul Mills at WOWO, or with Free & Peters.

# WOWO

**FORT  
WAYNE**

**ABC  
AFFILIATE**



**WESTINGHOUSE RADIO STATIONS INC**

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

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



# RADIO DAILY



The National Daily Newspaper of Commercial Radio and Television

VOL. 47, NO. 15

NEW YORK, THURSDAY, APRIL 21, 1949

TEN CENTS

## JOHNSON FLAYS FCC ADMINISTRATION

### CBS First Quarter Net Off 45 Per Cent

CBS net income for the first quarter of 1949 was about 45 per cent less than the similar period a year ago, it was revealed yesterday at Columbia's annual stockholders meeting. While the network's gross income (less discounts and commissions) of \$18,802,093 for the quarter ending April 2, 1949, was \$125,330 better than the corresponding period in '48, overhead increased nearly a million dollars.

Columbia net income for the first quarter of 1949 was \$855,764 compared with \$1,250,000 in 1948.

### New Fadiman Program Debuts On CBS, May 11

"This Is Broadway," full-hour package starring Clifton Fadiman as emcee, will make its debut over the CBS network, Wednesday, May 11, 9:30-10:30 p.m., EDT. George S. Kaufman and Abe Burrows will be regular members of the panel of experts on the program. Helen Hayes will be on the panel for the premiere broadcast and will make frequent guest appearances in the same capacity.

### Parents Institute Citation To NBC Teen-Age Show

Hartford—George J. Hecht, president of the Parents' Institute, has honored NBC's teen-age social behavior program, "Mind Your Manners" (Network except WNBC, Saturdays, 9:00 a.m., EST), with an award in "recognition of the outstanding contributions made by the program in bringing to the youth of this country an awareness of its

(Continued on Page 4)

**Anniversary**  
"One Man's Family" will begin its 18th year on NBC with the broadcast of Sunday, May 1. The program has been written and produced by Carlton E. Morse since it began on the network on April 29, 1932 in San Francisco. Six of the cast have been with the program since the show's inception almost two decades ago in the Golden Gate city.

**Tipster**  
Although the George Foster Peabody awards will not be made public until the noon-day Radio Executives Club luncheon today, an enterprising writer in the ABC press department yesterday wrote: "While the names of the Peabody Awards winners remain confidential until after the luncheon on April 21, ABC leads the radio industry in receiving one affiliate and three network accolades."

### Letters Seek Waivers From BMB Subscribers

Letters seeking subscribers to Broadcast Measurement Bureau to sign waivers of the cancellation clause were placed in the mails by Kenneth Baker, acting president of BMB, yesterday. The letter reveals that more than 20 per cent of the 540 paying subscribers have already signed the waivers requests for which were made at NAB meeting in Chicago.

In presenting the status of BMB and asking for waiver signatures, Baker makes the following points:

### Newsmen Given Break In New Ruling By U. N.

Lake Success, N. Y.—The Social Committee of the U. N. General Assembly voted 28 to eight this week on a draft resolution which would call for free dissemination of news, as gathered by radio and press correspondents, provided there is no

(Continued on Page 2)

## Speaker Hits NAB Speeches Charging Decline Of Radio

Boston—With advertising expenditures in AM radio totalling \$40,000,000 monthly compared to only \$1,700,000 monthly in television, T. F. Flanagan, NARSR managing director, told the Radio Executives Club of Boston yesterday that "regardless of the bright future of television, and it is bright, AM is way out ahead for many years, and your best bet probably is that it will keep on growing in annual time

## Head Of Senate ICC Says Commission Has Failed To End "Exploitation"; Hits Allocation Of TV Bands

### Lyons Tooth Powder Buys Time On Webs

The R. L. Watkins Co., division of Sterling Drug, Inc., will begin sponsorship of participations in NBC's "Backstage Wife," in ABC's "Bride & Groom" and in CBS' "Mr. Chameleon" during the first week of next month.

The "intensive" 13-week campaign, plugging Ammoniated Dr. Lyon's Tooth Powder, will be restricted to the middle Atlantic states

### Air Force's Capt. Keim Subs For Col. Nussbaum

Capt. Bob Kleim, member of the Air Force radio staff since August 1945, has been named acting chief of the Radio-TV Branch of the Air Force Directorate of Public Relations. He has been assigned this position during the convalescence of

### ABC Affiliates Honored For Safety Campaigns

Three affiliates of ABC will be among the stations receiving awards for outstanding public service in the field of highway safety during the

(Continued on Page 2)

Washington Bureau of RADIO DAILY  
Washington—The FCC, although composed of individuals of highest character and integrity, has "failed utterly in protecting the people against monopolistic exploitation," Senate Interstate Commerce Committee Chairman Edwin C. Johnson declared yesterday in an hour-long

### New WCBS Rate Card Conforms To NAB Code

Adhering to the NAB Standards of Practice in fixing the length of commercial copy on programs, WCBS, key station of CBS in New York, yesterday released their new rate card.

The rate card allows six minutes of commercials on 60 minute programs between 6 p.m., and 11 p.m., and seven minutes of commercials during all other hours. Three min-

### Stock Broker Sponsors WHOM Italian Program

Something new in foreign language commercial radio turns up April 24 when a New York stock broker begins sponsorship of a 15-minute period on WHOM to acquaint Italian language listeners

(Continued on Page 2)

**Rehearsing**  
First two of 10 spring shows which are being produced by the Veterans Hospital Camp Shows in New York have begun rehearsals. One titled, "Musical Charms" will open at the Army and Navy hospital, Hot Springs, on next Monday and the other, "Vaudeville on Parade" will begin a tour at later date. Radio and stage talent are being used.



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WEST COAST OFFICES

Al Steen, Manager  
6425 Hollywood Blvd. Phone: Gladstone 8438

WASHINGTON BUREAU

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

CHICAGO BUREAU

Nat Green  
Suite 905 139 No. Clark St.  
Phone: State 2-2332

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

FINANCIAL

(April 20)

NEW YORK STOCK EXCHANGE

Table with columns: Stock Name, High, Low, Close, Net Chg. Includes ABC, Admiral Corp., CBS A, CBS B, Farnsworth T. & R., Gen. Electric, Philco, RCA Common, RCA 1st pfd., Stewart-Warner, Westinghouse, Westinghouse pfd., Zenith Radio.

OVER THE COUNTER

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

Newsmen Given Break In New Ruling By U. N.

(Continued from Page 1)

violation of regulations over matters pertaining directly to the "national defense" of the various contracting nations to the news-gathering convention.

INS has served



FOR 9 YEARS

COMING AND GOING

D. W. THORNBURGH, vice-president of CBS in charge of the western division, is in town on business.

ARTHUR CHURCH, manager of KMBC, Columbia network outlet in Kansas City, Mo., is in New York for talks with executives of the web.

NORMAN E. CASH, of the NBC station relations department, is visiting network affiliates in the southern states.

ROBERT H. WHITE, of the NBC sales department, is spending a couple of days in Detroit.

OTTO BRANDT, national director of station relations at ABC, is back from Chicago, where he attended the NAB convention and visited midwest affiliates.

SPIKE JONES and the members of his CBS program company are spending today and tomorrow in Chicago.

L. T. "TED" STEELE, vice-president in charge of the radio department at Benton & Bowles, is conferring in New-York at the moment. He plans to return to Los Angeles tomorrow.

BILL TAYLOR, disc jockey heard on WOR, off for a week's vacation, during which he plans to visit relatives in Pittsfield, Mass.

WALTER WINCHELL, American network commentator, back to New York from Miami. His program this Sunday will emanate from Radio City.

FRANK T. ALTDOEFFER, president of WLAN, Lancaster, Pa., paid a call yesterday at the offices of the American network, with which the station is affiliated.

KARL O. WYLER, vice-president and manager of KTSM, El Paso, Tex., has returned to the station following a business trip to New York.

Stock Broker Sponsors WHOM Italian Program

(Continued from Page 1)

with the general field of stock market operations.

Sponsor is Gruntal & Company, 30 Broad St., a member of the New York Stock Exchange. Program, a commentary on market activities and analysis of stock trends, will be aired every Sunday at 6:15 p.m. A part of the show will be devoted to answering questions from listeners on general aspects of stock market operations.

No Financial Tips

Both WHOM and the sponsor emphasize, however, that no speculative information will be given out. Questions from listeners which seek such information will not be honored.

The development is in line with recent investment house activities to acquaint the general public with Wall Street operations. This is probably the first time a broker has pegged a campaign on New York's Italian population which runs into several million. In recent years, it's reported, the average income level of New York's Italian families has increased considerably.

Stork News

Ray Owens, news director of WFBL, Syracuse, is the father of a baby boy, Ray Jr., born Easter Sunday, only 14 hours after Ray Sr.'s birthday. Owens is the second WFBL staffer to enlarge his family this year. Ed Bryant was the first, and Bob Ives, Dick Page, and Jim DeLine are anticipating new additions. Owens also has the distinction of possessing the highest local Hooperating, a 12.0 for his 11:30 a.m. news show.

Park Convalescing

Eldon Park, Crosley Radio Corp. v-p in charge of WINS, was reported to be in good condition yesterday following his emergency trip to Manhasset Hospital, Long Island, on Sunday. He is expected to leave the hospital shortly and to return to his New York headquarters within two weeks.

Lyons Tooth Powder Buys Time On Webs

(Continued from Page 1)

until supplies of the new tooth powder become abundantly available nationally. The regular Dr. Lyons's Tooth Powder and Lyons's Tooth Paste will be advertised on all Sterling programs as in the past.

Dancer-Fitzgerald-Sample handles the company's radio advertising accounts.

Baseball Documentary

A drama-documentary on baseball—its history and impact on American life—will be broadcast by NBC as a part of its "Living—1949" Sunday series on April 24, 12:05 p.m., EDT. Program is titled "Batter Up!" Tom Glazer will sing some ballads of the sport and Kenneth Banghart will narrate.

Toni Renews

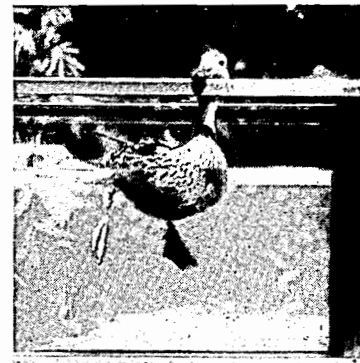
Toni Company has renewed "This Is Nora Drake" on CBS. Daytime drama is aired from 2:30-2:45 p.m., EST, Monday through Friday, with Joan Tompkins in the title role. Toni has sponsored the show for a year. Account is handled through the Chicago office of Foote, Cone & Belding.

ABC Affiliates Honored For Safety Campaigns

(Continued from Page 1)

broadcast of the Henry J. Taylor program, Monday, April 25, at 8:45 p.m., EST. WING, Dayton, and WFDF, Flint, Mich., will receive awards on the basis of commercial programs and WJTN, Jamestown, N. Y., for sustaining programs. Honorable mention will be given WNAX, Yankton, S. D., in the sustaining program class.

Too wet for the duck



The water in this tank has been treated chemically to make it "wetter"—more effective in fire-fighting. And the poor duck finds that it's harder for him to keep afloat in it.

Advertisers are finding it harder to keep afloat these days in the tough, competitive markets. And in Baltimore they are turning to W-I-T-H to produce low-cost sales.

You can do so much with so little money on W-I-T-H! It's the station that's famous for delivering more listeners-per-dollar than any other station in town. So if you're looking for a BIG BARGAIN in radio time, call in your Headley-Reed man and get the full W-I-T-H story.



Tom Tinsley, President - Represented by Headley-Reed

## CBS First Quarter Net Off 45 Per Cent

(Continued from Page 1)

pared with \$1,553,686 in the first three months of 1948.

William S. Paley, CBS board chairman, in commenting upon the report of Treasurer Samuel R. Dean, said the reason for reduced earnings was two-fold: (1) substantial

### Elected Director

Edward R. Murrow, news reporter and analyst heard nightly over CBS, was elected yesterday to the network's board of directors.



MURROW

He joined the web in 1935 as director of talks and education and in 1937 became European director of CBS with headquarters in London. Murrow returned to this country in 1946 and was named a vice-president and director of public affairs. He gave up the administrative job in 1947 to inaugurate his present series of nightly broadcasts. The newsman was born in Greensboro, N. C., in 1908 and attended Washington State College.

increase in television costs; (2) adverse earnings picture of Columbia Records, Inc. Paley said that in 1948 Columbia Records contributed from 18 to 20 per cent of CBS profits but that there had been a diminishing public demand for records in recent months.

Columbia's earnings per share dropped from 90 cents in the first quarter of 1948 to 50 cents in the first quarter of 1949.

### No Fireworks

The stockholders meeting failed to produce any fireworks and Paley, flanked by his vice-presidential aides, came through with every hair in place. Probably the hottest question tossed was one on the unofficial report that CBS made financial guarantees to American Tobacco Co. if Jack Benny's rating slipped below what it had been on NBC. Paley answered the stockholder this way: "We gave certain assurance to Jack Benny's sponsor for a relatively short period of time." The board chairman would say no more, adding, "I cannot reveal the details." He explained that if he did it would

### AVAILABLE

Top-flight radio publicist, specialist in fund raising, available full or part time basis.

Box No. 234, RADIO DAILY  
1501 Broadway, New York 18, N. Y.

## Speaker Hits NAB Speeches Charging Decline of Radio

(Continued from Page 1)

bawled out, berated, disinflated, threatened, their early demise predicted if they ran AM stations, and their bankruptcy predicted if they ran TV stations."

### Charges 'Old Bromide' Used

In pointing to what he called "the old bromide that history repeats itself," he cited the fact that a newer art does not always displace the older one, that, for example, radio did not kill the older medium of newspapers. "In fact," he declared, "the two (newspapers and radio) often work together to produce miracles of marketing. Apparently advertising in its unprecedented growth to more than four billion dollars a year expenditures, needs and can use a lot of good vehicles to carry the message. . . ."

### Cites Advertising's Importance

"Any and every force that might help to maintain our current momentum is worth using and advertising is certainly one of the most important. Again and again in recent years, advertising has proved its ability not only to preserve the capital of the advertiser by keeping up his volume of sales, but more important, it has shown its ability to expand markets, to create needs and desires that can be satisfied with profit to buyer and seller. Now we have a buyers' market with plenty of things for people to buy, if they only have the wherewithal, and the desire."

### Cites NAB Confusion

Flanagan cited the confusion which was created by the speeches delivered by the AM and TV factions at the NAB convention. He cautioned people who speak before

microphones to think about their obligations and ethics.

"There was an exciting pitched battle at Chicago between the forces of television, led by General 'Deac' Aylesworth on a publicity brand, noisy typewriter and Wayne Coy, astride a microphone, against the unbowed hordes of AM station owners, managers, sales chiefs and program directors," Flanagan said, adding, "The AM cheerleader was Attorney General Tom Clark, ably assisted by Justin Miller, Fred Gamble of the AAAA, and the echo of the voice of Ben Duffy, president of BBD&O, in absentia."

### Too Much TV Emphasis

"You could see the wheels going around in the minds of the owners of AM stations. An analysis of a typical skull content indicated some worry that the glamorous new airwaves' baby, television, might completely overshadow its big brother, AM. There was a disposition to heed the advice to get into television, and then the cold shock of the amount of original investment and losses to be sustained. Those thoughts were succeeded by the obvious prosperity of AM stations today, in spite of the fact that one-quarter of them lost money in 1948, practically all of the losers being in their first year of operation. In most cases, it is AM that is paying the operating losses of television. Then the thought comes that the advertisers and their agencies believe television will come much more slowly than Deac Aylesworth predicts; that it will be a new medium, in addition to AM, by no means crowding AM out, except in minor ways."

## Air Force's Capt. Keim Subs For Col. Nussbaum

(Continued from Page 1)

Col. Howard L. Nussbaum who was seriously injured in a recent plane crash. Captain Keim had been Colonel Nussbaum's assistant. He has handled network liaison and has been producer-director of all official Air Force radio programs for the past three years.

During his assignment as acting chief of Air Force Radio, Capt. Keim will continue to direct the MBS network series, "The Air Force Hour."

be damaging to the company from the standpoint of its competition. The stockholder who had asked the question accepted Paley's answer without further questioning.

### Paley Looks at Future

In viewing the future, Paley said he expected AM revenue this year to increase, record income would drop and television losses would be greater. He said the network is hopeful that 1949 be the peak loss year for television and that losses will be less thereafter.

## Kobak Director-At-Large For Advertising Council

Edgar Kobak has been elected a director-at-large of The Advertising Council by the board of directors. He served as a sponsor member of the Council during 1945-46. The following year he was elected a director, representing radio, and has served on the Council board every year since.

### SALES CURVE UPPEERS

(TV) THE NAME YOU WILL REMEMBER, live, 5 mins. biogs. Commercial — Economical — Fast Moving — Merchandise. Use weekly, daily or hourly!

(AM) THE WILLIAM LANG SHOW with terrific network record. Also, PEOPLE, PLACES AND THINGS for kids 8 to 16. Both 15 mins. 5-a-week. Feature Lang narrations.

Added data from: Claude Barrore, 70 E. 45 St., New York 17 (MU 6-0238).

adv.

## Letters Seek Waivers From BMB Subscribers

(Continued from Page 1)

"1—Study No. 2 will be completed on schedule.

"2—You are automatically relieved of any responsibility assumed if you responded to BMB's tax-liability telegram last month.

"3—There will be no added cost. Your only obligation will be to make your present BMB contract firm to June 30, 1950, by signing the enclosed waiver of the cancellation clause.

"Guarantor of the above conditions is NAB itself, provided only that BMB's subscribers confirm their intention of remaining subscribers through June 30, 1950.

"More than 20 per cent of BMB's stations have already signed the waiver in response to this offer of support from NAB. A unanimous vote of confidence is needed now to complete Study No. 2 on time.

"If your waiver reaches us by return mail, we can take immediate advantage of NAB's agreement to guarantee the study."

## New WCBS Rate Card Conforms To NAB Code

(Continued from Page 1)

utes of commercials are fixed for a half hour program between 6 and 11 p.m., and 4.15 minutes during all other hours. On 15 minute programs 2.30 minutes of commercials are allowed between 6 p.m., and 11 p.m., and three minutes at all other hours.

Forty seconds is fixed as the limit for the opening commercial on news broadcasts of 10 minutes or longer; 25 seconds is the limit for opening commercials on 5 minute news broadcasts. No middle commercial is permitted on news broadcasts of less than 10 minutes.

## LOS ANGELES

By AL STEEN

**B**ETTY GRABLE and Dan Dailey re-create their original roles in a full hour adaptation of the film musical comedy hit, "When My Baby Smiles at Me," the story of a man who exchanges his private happiness for public success, on CBS "Lux Radio Theater" Monday, April 25, from Hollywood. A melodic version of the famous play "Burlesque," the tale deals with the tragicomedy career of a show couple, Skid, played by Dailey, and his wife Bonny, played by Miss Grable.

Henry Garson and Robert Soderberg, CBS "Junior Miss" writers, have just completed their second screenplay for Walter Wanger. It is an adaptation of Balzac's "The Duchess DeLangeais," which will star Greta Garbo.

Gene Autry, CBS Saturday night singing cowboy, has been named chairman of Hollywood's May 1 Loyalty Day parade, in which Boy Scouts, veteran groups, labor unions and others will march down Hollywood Boulevard.

In Los Angeles' recent city election, Sam Spade, of the CBS Sunday night "Adventures of Sam Spade," starring Howard Duff, polled one write-in vote for mayor.

Martha Tilton, whose songs are heard on CBS' "Jack Smith Show," spends her week-ends in Carmel, Calif., where she and her mother operate "The Silver Thimble," a lingerie shop.

Charles Cowling has been appointed KMPC's director of national spot sales and account executive. He comes to KMPC from KOWL, Santa Monica.

It's a baby girl for the Bill Sterlings. He's with Young & Rubicam's local television department.

KFI-TV is lending its television equipment to film producer Jeffrey Bernerd for sequences in his forthcoming Monogram production, "Forgotten Women."

### Archduke On WWRL

Archduke Otto, pretender to the throne of Austria-Hungary, will be personally interviewed on "the story behind the Cardinal Mindzenty case" by news commentator Meade Davidson on the "Leaders in Exile" program, WWRL, today, 10 p.m.

### Bebop Ballyhoo

"Inside Bebop," Leonard Fechter's book dissecting the newest so-called jazz vogue described by some as "a studio sound-effects department in a tornado," will come under the scrutiny of the court, Sterling North presiding, in WMGM's "Books on Trial" program, April 26, 8 p.m. The author will be assisted by editor Barry Ulanov. Mezz Mezzrow is prosecutor.



### Windy City Wordage . . . !

• • • Eddie Hubbard, well-known in Chicago radio and television, retired from his ABC tele show "Vaudeo Varieties" on April 15 and will devote his time to a new TV show which will be a "Mr. and Mrs." program featuring Eddie and his wife Jackie.

**Chicago** . . . NBC softball team has started workouts for the '49 season in the Merchandise Mart League. ABC is organizing a team to participate in the Mart league and also in the advertising and radio league. . . . Paul Gibson, WBBM philosopher-story-teller, who flies his own plane, has chalked up a total of 100,000 flying hours. . . . Jean Ruhling, formerly with WFPB, Middletown, Ohio, is the latest addition to the WIND music staff. . . . Edwin J. Sherwood has been appointed television promotional manager of Admiral Corp. . . . Jerry Carter, WBBM singer, will leave Chicago at the end of the month to begin his own TV show in New York City.



• • • "Uncle Ezra," in private life Pat Barrett, will come out of retirement on Saturday, April 23, to appear on the 25th anniversary broadcast of the WLS "National Barn Dance." Barrett, a performer in stock, rep and tab in the old days, was the leading WLS comic for many years until he retired some ten years ago to a farm in northern Illinois, refusing a number of profitable radio assignments. He'd be a natural for television!



• • • "It's Your Life," WMAQ award-winning health documentary which has been heard daily, is being changed to a once-a-week schedule and will be heard Sundays from 3:30 to 4 p.m. . . . James Ramsey, recently staff organist and musical producer with WXYZ, Detroit, has joined the production staff of WGN. . . . NBC's Judith Waller vacationing on a ranch at Victorville, Calif. . . . Zenith Radio Corporation announces that a postcard survey of 25 American cities indicates that four out of five telephone subscribers are willing to pay one dollar per picture to see first-run movies on television sets in their own homes. . . . Steve Roche, supervisor of the NBC communication staff, in a hospital recuperating from an operation. . . . Engagement of Lincoln V. Burrows, vice-president of Victor Animatograph Corp., and Mary Jane Walsh of Davenport, Iowa, has been announced. . . . Jack Sterling, former WBBM production manager who went to New York City recently to take over Arthur Godfrey's early-morning broadcast, is now being featured on his own video program, "The Jack Sterling Show," not seen in Chicago.



• • • A new human interest program which will debut on ABC's eastern and midwestern television network on April 24 is "Action Autographs." Sponsored by Bell & Howell, it will be produced in the ABC Civic Studio in Chicago, and shows will be built around the hobby or specialized interest of one or more individuals. It will be produced and directed by Marge Bishop and Jack Brand for Brand Productions.



• • • J. Warren MacAlpine, director of the North American Service of the British Broadcasting Corporation, London, has been a WBBM visitor and guest of Julian Bentley the past week. . . . Ed Allen, conductor of WMAQ's "Early Bird" program, was given the "ex" on radio distribution of the 1949 prize-winning pie recipe of the National Cherry Institute, and in two weeks had received over 1300 requests for the recipe. . . . FM station WXRT, in co-operation with the Chicago Stagebill, launched the first of a series of weekly shows, "On Stage," last Saturday. Half-hour program will scan the city's current stage attractions as well as coming events in the legit theaters.

## SOUTHWEST

**F**EMALE staff members of KTSA, San Antonio, joined together in giving Vi Short, former continuity chief who has resigned to become radio director for Joske's of Texas, a farewell dinner in the Victory Room of the Gunter Hotel.

A special broadcast will be originated from the Gonzales Warm Springs Foundation through WOAI, San Antonio, and will be carried by member stations of the Texas Quality Network including KPRC, Houston; WFAA, Dallas, and KRIS, Corpus Christi. Jerry Lee, WOAI program director, will produce the airing, which will be announced by Dick Perry, with technical details handled by Hoxie Mundine. The Dailey Bros. Circus is staging a special show for the polio center inmates. Also to be featured on the broadcast is the Lackland Air Force Band, which is heard each Saturday morning over WOAI.

The FCC has approved the assignment of the license of KTAN, Sherman, from the Dennison Broadcasting Corp., to the Sherman Broadcasting Corp., for a cash consideration of \$18,110. Tony Anthony and Euclid T. Fant are principals in Sherman Corp.

A. H. Hooker is manager of KIDET, Center, a new daytime only outlet which has started operation on 930 kilocycles with a power of 1,000 watts.

Charles D. "Bud" Lutz, manager of KYFM, San Antonio, interviewed Mrs. J. H. Calvert, chairman of the Women's Division and Maj. Gen. E. E. Adler, ret. chairman of the Symphony Society of San Antonio 1949-50 maintenance fund campaign for \$175,000 to support the San Antonio Symphony Orchestra.

Max H. Jacobs, president of KINUZ, Houston, has announced that the Secretary of State of Texas has registered a trade mark for the "Houston Hoedown," a nightly hill-billy and western music show aired over the outlet and featuring Webb Hunt and Biff Collie.

### Parents Institute Citation To NBC Teen-Age Show

(Continued from Page 1)  
social responsibilities." The award, which was in the form of a bronze plaque, was accepted by Allen Ludden, master of ceremonies of the program, and according to Hecht, was the first award of its kind ever given by the Parents' Institute.

The program, which was created to inform and advise youngsters on correct habits and manners, has won many commendations during its time on the air. It received high praise recently from Fred D. Wish, superintendent of schools in Hartford, and was selected by a representative of the Argentine Broadcasting Company as one of the 20 North American radio productions most likely to be adapted for South American use.





## He started retiring today!

... and it feels good!

It's going to take time, but the point is . . . he's taken that all-important *first step* . . . he's found a way to make saving a sure, automatic proposition . . .

*He's buying Savings Bonds through the Payroll Savings Plan!*

*This makes saving an absolute certainty!* You don't handle the money to be invested . . . there's no chance for it to slip through your fingers and . . . U. S. Savings

Bonds pay you 4 dollars for every 3 invested, in ten years!

*Think it over!* We believe you'll agree that bonds are the smartest, surest way there is to save.

Then—sign up for the Payroll Savings Plan yourself, today!

Regardless of your age, there's no better time to start retiring than *right now!*

**P.S.** If you are not eligible for the Payroll Savings Plan, use the Bond-A-Month Plan at your bank.

*Automatic saving is sure saving—U. S. Savings Bonds*



THIS SPACE CONTRIBUTED BY RADIO DAILY

PLUG TUNES

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

THE NEW WEDDING SONG  
**JUST MARRIED**  
 The perfect Girl-Boy Duet  
 with special versions for all anniversaries  
 Watch for Record Releases  
 FOREMOST MELODIES, Inc.  
 1674 Broadway New York 19, N. Y.

A Great Novelty Song!  
**I KISSED A GIRL  
 AND MADE HER CRY**  
 Recorded on VICTOR  
 (Jimmy Brown & Joe Biviano Orch)  
 SUNSET MUSIC PUBLISHERS, Inc.  
 1674 Broadway N. Y. C.

On Records and Transcriptions  
**"HEY! MAMA"**  
 (He's Tryin' To Kiss Me)  
 ROYAL MUSIC CORP.  
 1587 Broadway New York, N. Y.

**CABARET**  
 D U C H E S S  
 M U S I C  
 C O R P O R A T I O N

**FOREVER  
 AND EVER**  
 recorded by  
 FRAN ALLISON .....Rondo  
 HELEN CARROLL .....Mercury  
 PERRY COMO .....RCA Victor  
 GRACIE FIELDS .....London  
 RUSS MORGAN .....Decca  
 DINAH SHORE .....Columbia  
 MARGARET WHITING ..Capitol  
 ROBBINS MUSIC CORPORATION

WORDS AND MUSIC

By PINKY HERMAN

● ● ● **TIN PAN ALLEY OOPS**:—Sentiment is not dead . . . hard-headed (and hard-hearted) individuals along Broadway would have us believe that with the advance of the music industry into the multi-million dollar bracket 'sentiment' has been deleted from the 'street of songs, sophistication, swing, symphony and sentiment' . . . we have witnessed many changes in the evolution of tin pan alley, from the days of "The Lost Child" ("a passing policeman found a little child, she sat beside him, dried her tears and smiled") to the present, and despite the varied systems of writing, plugging and selling songs, sentiment, without which songs could not be written, prevails . . . to further substantiate our contention we cite the case of Guy and Carmen Lombardo, who didn't sell their London Music but GAVE it to Joe Santly, who for years had been professional manager . . . Gene Buck, when he was president of ASCAP, always insisted that 'heart and sentiment must NEVER be forgotten in the life of the music industry' . . . relax, Gene, it's still here. . . ● Rex Allen, the Chicago hillbilly and western songster, whose forthcoming Republic Picture, "Arizona Cowboy" will be released June 15, is the writer of "Arizona Waltz" which he warbles in the flicker . . . number is published by Adams, Vee & Abbott. . . ● Eddie Newman, who left WVNJ to take over a daily two-hour platter-chatter series over WPEN, is doing a wonderful job down there in Philadelphia. . . ● Cecille Music has a commercial ditty in "Here It Is Spring," clefted by Michael Grace and John McLaughlin. . . ● George Sanders, writer of "I'm A Little Teapot," has another clever number in "Just Married" which he composed with Tony Fillie . . . Foremost Melodies is the publisher. . .

☆ ☆ ☆ ☆

● ● ● Although, included in the catalogue of the Big Three are hundreds of hits, pops, semi-classics and standards, Pete Woolery has selected three for 'revival' plugs . . . "Blue Moon," penned in 1935 by Lorenz Hart and Richard Rodgers (featured by Mel Torme in the MGM Musical 'Words & Music', published by Robbins) "Swingin' Down The Lane," by Gus Kahn and Isham Jones (Feist's hit of 1923) and "Do You Ever Think Of Me," written by Harry D. Kerr, John Cooper and Earl Burnnett, published by Miller in 1920. . . ● BMI's "It's A Big, Wide, Wonderful World," with recent plugs by Don McNeill's "Breakfast Club," Perry Como, Dick Haymes and other top-notchers, is forging to the top in national sales. . . ● Sportscaster Mel Allen, Deejay Alan Courtney and tunerster Walter Bishop have a new baseball ditty titled "Touch All Those Bases." . . ● Red Benson has a great 'giveaway program' . . . EVERY listener—But EVERY listener to receive ONE MILLION DOLLARS . . . the only hitch, sez Red, is to find a Sponsor. . . ● Michel Gusikoff, well-known composer-conductor, will make a guest appearance tomorrow on Joe Franklin's "Antique Record Shop" on WMCA . . . J. F.'s valuable personal record library plus his vast knowledge of vaude and radio of yesterday and today makes this morning series one of the most listenable in town. . . ●

☆ ☆ ☆ ☆

● ● ● **ON AND OFF THE RECORD**:—Ever since going out on his own after leaving the Glenn Miller Band, Johnny Desmond has been making a determined bid for recognition . . . his latest MGM waxing could very well prove to be his ace . . . his vocal of "Chapter In My Life Named Mary" is a top effort while the reverse side, a rhythmic number "You Broke Your Promise" is made to order for deejays and jukes. . . ● United Music's new 'Southern dance,' "The Huckle Buck," originally labelled Race Material because it was introduced on platters waxed by Paul Williams, Roy Milton, Big Sis Andrews and The Pig-footers, has caught on with the olays (White Artists) and has just been released by Capitol, Victor and Columbia featuring Tommy Dorsey, Benny Goodman and Frank Sinatra, respectively. . . ● King Records comes up with an Ace in Mary Lou Williams' bop description of "Land Of OO-Blah-Dee" . . . backed with an instrumental rendition of "Knowledge" . . . deejays will find plenty of room for this platter.

PLUG TUNES

A H-I-T!  
**"A"—You're Adorable!**  
 (The Alphabet Song)  
 LAUREL MUSIC CO.  
 1619 Broadway, New York 19, N. Y.

*Frank Sinatra Says:*  
**COMME CI, COMME CA**  
 (Come See, Come Sah)  
 LEEDS MUSIC CORPORATION

To You, You and You!  
**"MY BEST TO YOU"**  
 FORSTER MUSIC PUB., Inc.  
 1619 Broadway, New York 19, N. Y.  
 216 S. Wabash Avenue, Chicago 4, Ill.

A Great Ballad!  
**THEN I TURNED AND  
 WALKED SLOWLY AWAY**  
 ADAMS, VEE & ABBOTT, Inc.  
 216 S. Wabash Avenue, Chicago 4, Ill.

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*The Lively and Sparkling:*  
**"MADEMOISELLE  
 HORTENSIA"**  
 RYTVOC, Inc., 1585 Broadway, N. Y.

# TELEVISION DAILY

Section of RADIO DAILY, Thursday, April 21, 1949 — TELEVISION DAILY is fully protected by register and copyright

## HITS ALLOCATION OF TELE BANDS

### TELE TOPICS

A GOOD PART of the Ted Steele Show, which bowed as a commercial for Dumont receivers Tuesday nite, bore a close and uncomfortable resemblance to the Parisian-type revues that used to tour bathtub movie houses back in the 20's. The set, of course, was a sidewalk cafe in front of which the various acts cavorted, more or less as follows: A man walks out on stage, stops to light a cigarette, then sings a song in French. The stage darkens and a cheery gal leans against a fake lamp-post, lights a cigarette and sings "Boulevard of Broken Dreams," illuminated by a feeble overhead spot. A man in Apache costume walks to the girl at the lamp-post, lights a cigarette from hers and, thus properly fortified, begins to give the usual Apache treatment to his partner, a girl wearing a short, tight skirt, feather and beret, while the stage remained in virtual darkness. These acts were, respectively, Charles Danford, Nola and Helen Wood and Michael Rich. So present were singer Mardi Bryant and Steele as the American tourist who sings French by singing "Darling Je Vous me Beaucoup." (Does all this seem familiar?) Steele's band did opening and closing numbers as well as accompaniment.

ALTHOUGH the talent followed each other without introduction, the show was badly paced. Overall production was adequate, but became sloppy at the end when the boom mike over Steele at the end apparently lost him for a while and the maestro was seen looking around as though seeking instructions. . . . Stanza ended cold with an over-restrained commercial, and it was not until a minute or so after the hour that viewers knew that the show was. Closing was another commercial in the same key. A punchier ending would be a big help and probably would hold audience. Commercials themselves could stand more zing and a mid-plug, if done well, wouldn't hurt at all. Agency is Buchanan, and producer Doris Brooks (Mrs. Steele). Show is staged by Leonard Valenta and directed by Frank Bunetta.

IRVING MANSFIELD is prepping a television version of his new AM show, "This Is Dadway," for CBS. Project will not be telecast, as Mansfield believes that neither medium shows to best advantage under the circumstances. Incidentally, Mrs. M's magazine Susanna will be with the Big Boy Amsterdam show when it opens a Dummont. . . . ITFA membership voting will be held in the Mandarin Room at the Savoy Plaza at 8:30 tonight. . . . National Golf Professional Baseball League games in Chicago will be scanned by WGN-TV, with America Brewing taking up the tab through Malcolm-Ford agency.

### Senator Johnson Charges 'Basic Error' Made In Original Distribution Still Is Uncorrected; Wants TV 'Wide-Open, Competitive Business'

(Continued from Page 1)

speech on the floor of the Senate. In the most sweeping indictment of the FCC since the bitter attacks by Congressman Eugene Cox six years ago, Johnson threatened to go to the forthcoming NARBA conference if the United States proposes superpower and warn the conference that he will do his utmost to insure that the Senate will not ratify the agreement. He also accused the FCC of partiality in its allocation of television channels. He claimed the FCC deliberately tries to impress members of Congress with the idea that radio and television are so complicated that they should not pry deeply into Commission policies.

He charged also that the Commission has permitted trafficking in licenses and construction permits. "Broadcast licenses ought not to be sold over the bargain counter like beans in a corner grocery," he said. "With the advent of television there is now opening up a new field for the exploitation of construction permits and station licenses. For example, a motion picture group has an option to purchase a small local 250-watt station for a substantial sum of money premised on that station securing a television channel allocation. No television application — no sale," Johnson said.

Johnson said he is informed a decision favorable to the clear channel group is shortly to come down from the Commission, but that he "earnestly hopes and prays that rumor is wrong." It would be, he said, "a monstrous decision," and any such determination must be by Congress rather than by the FCC.

The present TV channel allocation plan "adopted under the Denny re-

gime," Johnson said, "was designed to discourage the overwhelming majority of broadcasters from getting into television, will prevent the building up of a nation-wide service in television, will keep each new development and improvement in television from the public until those in control of patents have had a full opportunity to exploit the present market to the fullest and then, and then only, let the people in on the scientific developments which scientifically are ready now. Such a policy will maintain and perpetuate a tight monopoly control of what is undoubtedly the most potent and effective propaganda medium yet known to man."

The Commission, he said, "must either openly disavow the television allocations of a few years ago and start all over again, or fumble around in an attempt to remedy the basic error that was committed. Unfortunately, their planning does not contemplate a new and fresh start. Apparently the pressure is too great and the Commission too timid to take such a constructive step."

Johnson continued: "All that I am seeking is to make a wide-open competitive business. Development and improvement will then come along rapidly under our free enterprise system. There can be no objection to the big networks getting into television; on the contrary we should be glad that they took the initiative and risked their capital and I commend them for it. But I do not want the Commission to be their pawns. I do not want the Commission to wait until the last boat in this fascinating field has put to sea with none of the little fellows aboard."

### TV Growth Beats Predictions, Von Volkenburg Tells Ad Men

TV "is beating every estimate that has been set up for it, even by its most optimistic friends," J. L. Van Volkenburg, CBS vice-president and director of tele operations, said yesterday in an address to the Minneapolis Advertising Club via a special hookup from CBS studios in New York. Said he:

"In the size of audience and in volume of advertising, television today is already where we expected

it to take still another year to get." John J. Karol, web sales manager, said that "just as radio has taken its place as a great advertising medium without detriment to the healthy units of older media, so we may look upon television as supplementing rather than destroying other media," adding that "there is plenty of room for both radio and television as well as all other advertising media."

### Ironrite Film Series Placed On Nine Stas.

Detroit—"Petticoat Parade," a series of five-minute films will be placed on nine stations, beginning May 2, by Ironrite Ironer Co., of Mt. Clemens, Mich., through Brooke, Smith, French & Dorrance agency. W. R. Dabney, vice-president and general manager of Ironrite, said that the schedule would be expanded to 16 stations with still more to be added in the future.

Films, on 16 mm., were produced by the Raphael G. Wolff studios of Hollywood and have been scheduled for Monday evenings "right after the average homemaker completes her Monday wash, but before she starts her ironing chores," Dabney said.

Firm's decision to enter video, Dabney added, was prompted by the fact that ironer sales run in direct ratio to the number of good demonstrations.

"Television, which may well become the major medium for Ironrite, reduces the cost of demonstration remarkably," he said.

Five-minute segs are divided into two minutes of entertainment, two of service material and one of straight commercial.

### Men's Fashion Guild Plans TV Clothes Bank

Burt Bacharach, director of the Men's Fashion Guild, yesterday announced plans for the Guild to initiate a clothes bank of \$25,000 value for the use of TV wardrobes. This service will be supplied to any network requesting it, he said.

Bacharach spoke at the Guild's annual show which was scanned by NBC on a special closed circuit at the Waldorf Astoria. Theme of the meeting was to demonstrate the visual possibilities of advertising and exploitation of commercial products on video.

Ben Grauer, NBC commentator, emceed the day-long event.

### TV Awards

For the first time, Ohio State's IER will include television programs in its list of awards. The judges panel for television is comprised of three TV editors: Dan Anderson, New York Sun; Frederick Kugel, Television Magazine; Irwin Rosten, Television Daily.

## EQUIPMENT

### Admiral Progress Report

Stockholders of Admiral Corporation, Chicago, on April 14 voted to increase authorized common stock from 1,000,000 to 1,200,000 shares of \$1.00 par value at the annual meeting of the corporation. No definite plan for disposal of the additional stock has been approved, according to Ross D. Siragusa, president. Francis H. Uriell, partner in the Chicago law firm of Pope & Ballard, was elected to fill a newly-created directorship. Directors reelected were Joseph E. Dempsey, Maurice S. Despres, Richard F. Dooley, John B. Huarisa, Lynn C. Park and Kenneth D. Turner. At the meeting of the board of directors following the stockholders' meeting Siragusa was reelected to his position as chairman of the board.

Admiral Corporation and its subsidiaries set a new high record for first quarter earnings and sales despite a changeover in production to its 1949 lines of television sets, radios and other products, Siragusa said.

Net sales for the first quarter of 1949 totaled \$23,513,097 compared with \$12,004,168 for the corresponding quarter last year. Net earnings for the first quarter were \$1,536,217 compared with \$530,410 for the same period of 1948.

Admiral has broadened its 1949 line of television sets and combinations with the introduction of seven new models of 12½-inch picture tube direct-view television combination radio-phonographs in three cabinet stylings retailing from \$475 to \$575.

### Pearson Goes South

Drew Pearson of ABC is journeying to Atlanta, Ga., May 1 to present Mayor William B. Hartsfield with a scroll citing the city for having the lowest delinquency rating in the nation. Pearson will originate his ABC commentary from the Atlanta Biltmore Hotel on that date at 6 p.m., EDT.

### Railroad Hour Cuts Time

The Railroad Hour, heard Mondays at 8 p.m., on ABC, will cut its full hour program to a half hour for the summer months effective May 2, it was announced yesterday. Summer series will feature Gordon MacRae and Lucille Norman and the Sportsmen's quartet.



### RCA INSTITUTES, INC.

The oldest and recognized as one of the leading Radio Schools in America, offers its specially-trained Radio and Television technicians to the Broadcast Industry.

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## COAST-TO-COAST

### Mr. & Mrs. with WCCO

Minneapolis, Minn.—Earl Steele who was formerly on the CBS announcing staffs in New York, St. Louis and California is currently emcee of the new five-a-week afternoon program, "Melody Matinee," on WCCO. His wife, Sally Foster, Decca recording singer, is also appearing on the CBS outlet featured on two half-hour sponsored audience shows heard Saturday nights and her own sponsored 15-minute show each morning, Monday through Friday.

### KTBS Increases Power

Shreveport, La.—KTBS, NBC affiliate, has recently begun operation on 710 kc. with 10,000 watts power, daytime, and 5000 watts at night. Station's former power was 1000 watts on a frequency of 1480.

### Taylor Caldwell on WEBR

Buffalo, N. Y.—The well-known novelist Taylor Caldwell will be interviewed by Dorothy Shank, WEBR's woman's commentator on her "Today with Amanda" program on April 29th. On that day Miss Caldwell's new novel, "Let Love Come Last," will appear in serial form in one of the leading women's magazines.

### WSPB Receives Legion Award

Sarasota, Fla.—WSPB was selected from 65 other Florida stations for the American Legion national radio citation. The award reads in part, "Citation in appreciation for distinguished public service and in recognition of outstanding co-operation in presentation of programs for the betterment of Community, State and Nation."

### WMAL Observes "Mental" Week

Washington, D. C.—A quarter-hour transcribed program, "Figs from Thistles" will be presented by WMAL as part of the observance of National Mental Health Week. Heard on the program will be discussions of public understanding of mental ailments, and will be presented in co-operation with the Board of Trade, April 24 through April 30.

### Union Renews Gaeth

A 52-week contract to continue the news commentaries of Arthur Gaeth over 111 ABC stations has been signed by the United Electrical, Radio & Machine Workers of America, effective April 18. The renewal was handled through Weinstein Co. as agency.

### 'Look' Salutes ABC Show

The current issue of Look magazine carries a double page of pictures of the 103 persons engaged in ABC's "Stop the Music," illustrating graphically the various departments required to air the broadcast each Sunday evening. Program is heard on the web from 8-9 p.m.

### WPEN Decal Promotion

Philadelphia, Pa.—WPEN has affixed attractive decals to several thousand 78 r.p.m. record players, recently purchased by the Record Dealers Assn., of Philadelphia. This promotional stunt is part of a co-operative tie-up between WPEN and the Association which has been in effect for the past four years and which has and continues to be a profitable venture for both parties.

### Changes At WFEA

Manchester, N. H.—Warren H. Journey, former program director at WFEA, took over the position of general manager, replacing Arthur Rothafel. Saul Gross, account executive, has been upped to the position of commercial manager.

### Named WCOM Sports Director

Sioux City, Ia.—Bob Martin, former program director at WFTR, Front Royal, Va., and staff announcer at WDHN (FM), New Brunswick, N. J., has been appointed sports director at WCOM. He will do play-by-play baseball games this season at WCOM.

### New Staffers at KGVD

Missoula, Mont.—Several additions have been made to KGVO personnel. Bill Sinor heads the sales department and Clarence Touw heads engineering. Dick Wright of the station's news department is now heading the traffic department, replacing Lee Jellison. Chief Operator, Don Dahl, formerly of Mitchell, Minn., assumed his duties several weeks ago.

### Kiddie Giveaway Program

Chicago, Ill.—WAAF on Saturday mornings features "Big Brother Bill's Playroom" which is an achievement contest for youngsters ranging from 3 to 8. Bill Baur, who acts as emcee, combines nursery rhymes, stories and birthday announcements, together with "brotherly" advice. Mickey and Minnie Mouse watches are awarded to children who submit the best creative work for their ages in arts and crafts.

### Stork News

Ralph McKinnie is the father of a seven-pound, three-ounce son born Easter Sunday to Mrs. McKinnie. Father is a member of the television sales department at CBS.

### Radio Sales Show Increase

Montreal—Sales of radios by producers in Canada during January were almost five per cent higher than in the same month last year, the Dominion Bureau of Statistics reports. Sales were higher in Quebec, Ontario, Saskatchewan and Alberta, counter-balancing declines in other provinces. January sales were 40,794 radios as compared with 39,046 a year ago.

## AGENCIES

CARL F. SCHMIDT has joined C. Milwaukee office of Arthur M. Erhoff & Company Advertising Agency as an account executive. He was a member of the Milwaukee Journal national advertising staff for the past five years, and prior to that served as merchandising representative for the Carnation

ROBERT B. PARKER, JR., formerly associated with Marshall Field Enterprises, has joined Gray Rogers, Philadelphia advertising agency, as copywriter. Parker is a graduate of Williams College, class of 1937. Following graduation, he acquired general advertising-agency training with Young Rubicam in New York.

BUILDERS PRODUCTS of Chicago, has announced that Robert J. Flanagan is now affiliated with them as Dealer Development Manager. Flanagan was formerly assistant advertising director of Intertola of Chicago and has been active in advertising since 1935, with the exception of five years spent in the Armed Forces.

### Martin Guest At KROW

Freddie Martin, orchestra leader, appeared personally on KROW, Oakland-San Francisco, as a special guest of the "Let's Go Shopping" program. Russ Coughlin, program emcee, interviewed the maestro before a crowd gathered in San Leandro's Pelton Center studio. The Pelton Shopping Center, sponsor of the show, is the origination point for the Tuesday-Thursday-Saturday half-hour audience participation program.

### KNBC Honored

San Francisco—KNBC's "Standard School Broadcast" has received for the second year, the award of merit of the Los Angeles 10th District, California P.T.A.

### WANTED:

### ACCOUNT EXECUTIVE:

This fully recognized agency is a great deal to offer an account executive with billing of his own. . . . Our staff is experienced and well able to quickly absorb a substantial volume of new business. Our accounts run from medium to small to medium large. They are all media. The average life of our clients with us is better than 7 years. . . . Our offices are spacious, modern and air-conditioned. The seasoned account executive with sound billing will find it worth his time to contact us. We feel we can offer this man more in terms of income, opportunity for the future, and personal happiness than he now enjoys.

For a confidential interview, address: Box 232, RADIO DAILY, 1501 Broadway, New York 18, N. Y.



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 47, NO. 16

NEW YORK, FRIDAY, APRIL 22, 1949

TEN CENTS

## ANNUAL PEABODY AWARDS ANNOUNCED

### Broadcaster Refutes Decline Of AM Radio

John Deme, general manager of WNOG, Norwich, Conn., disturbed by those who predict the decline of aural broadcasting, yesterday issued a statement to the trade press and clients of his station, in which he charged such predictions "are utter nonsense and have done much to confuse the buying public."

Deme's statement follows: "So many people are trying to be prophets at this early date to give you the exact time as to when aural (sound) broadcasting will die. This is all utter nonsense and has done much to confuse the buying public; (Continued on Page 8)

### 'Tallulah The Tube' Case To Reach Court Next Wk.?

Silver & Bernstein, attorneys for Tallulah Bankhead, indicated yesterday that they may file her suit against NBC, CBS, Procter & Gamble Co. and Benton & Bowles, Inc. in the Supreme Court of New York, County of New York, early next week, on the charge that the use by the defendants of the "Tallulah, the Tube of Prell Shampoo" musical (Continued on Page 2)

### WQXR Extending Time To Early Morning Hours

WQXR will extend its regular Friday night programming for two hours, from 1 to 3 a.m., Saturday, beginning tonight, as an experiment to test the popularity of its classical music broadcasts with distant listeners who can hear the station only at night.

The two-hour weekly extension (Continued on Page 2)

### Treasury Series

"Guest Star," a new ET variety program series for the U. S. Treasury Department, will debut over WNBC Saturday, at 12:15-12:30 p.m., and will be heard Saturdays thereafter. It was announced by D. L. Provost, program manager. The series will feature prominent stage and screen stars, with emphasis on musical personalities.

### Summer Time

Optional daylight-saving time, DST, will go into effect throughout the four time zones of the country (with numerous exceptions) at 2 a.m., Sunday. In other words, 2 a.m. standard time will be one a.m. daylight time in areas which decide to get on the "early-bird" wagon.

Calendar note for station managers: You'll get your hour back on the last Sunday of the ninth month, Sept. 25.

### Radio-TV Coverage Of Ky. Derby Set

Three special pre-Kentucky Derby broadcasts leading up to CBS' radio and television coverage of the turf classic on Saturday, May 7, have been scheduled by the network.

First of these will be heard on "The Newsmakers," Sunday, May 1, 11:05-11:15 a.m., EDT, when Joe Palmer, CBS racing broadcaster, will give a profile of Col. Matt J. Winn, Kentucky Derby boss for (Continued on Page 6)

### Glue Company Testing New Spot Campaign

Launching of a test campaign in three midwest cities by the Franklin Glue Company of Columbus, Ohio, to decide the effectiveness of radio was announced yesterday by Byer and Bowman of Columbus. If the test campaign produces results (Continued on Page 6)

## Coast Operator Optimistic About Spot Outlook For Fall

Prospects for fall spot business are bright, according to Wilton Gunzendorfer, general manager of KROW, Oakland, Calif., who has just completed a survey of agencies and advertisers in the New York and Chicago markets.

Gunzendorfer, who came East for the NAB convention in Chicago, doesn't share the apprehension of some broadcasters regarding the business outlook. He said that he

### Webs, Stations And Personalities Cited At Luncheon Meeting Of REC In Hotel Roosevelt

### AFA Convention Plans Announced Yesterday

The initial list of speakers scheduled for the 45th annual convention and exposition of the Advertising Federation of America, Rice Hotel, Houston, Texas, May 29-June 1, inclusive, has been announced.

George S. McMillan, chairman of the AFA board, will act as toastmaster at the annual banquet and ball, set for 7:30 p.m., May 31. The Advertising Hall of Fame awards and the "Advertising Woman of the (Continued on Page 6)

### Better Chance For Talent Asked By Wyo. Senator

Washington Bureau of RADIO DAILY Washington — Broadcasters must expand the opportunity to prove their worth to would-be performers throughout the country, Sen. Joseph C. O'Mahoney of Wyoming told the (Continued on Page 8)

### Bob Hope Touring Texas Before Heading East

West Coast Bureau of RADIO DAILY Hollywood—NBC's Bob Hope and his troupe of 40 members started their second cross-country tour of the year in the same United Airlines (Continued on Page 4)

Ten top awards and three citations were presented yesterday for outstanding radio contributions in 1948 in the ninth annual Peabody Radio Awards held at the Radio Executives Club luncheon in New York. Part of the ceremonies were broadcast by NBC and ABC. Edward (Continued on Page 4)

### New Coast ET Series Now in Production

West Coast Bureau of RADIO DAILY Hollywood—Production of a new transcribed series titled "Hymns of the World" starring John Charles Thomas and featuring the King's Men, was announced yesterday by Carl F. Kraatz, president of Teleways Radio Productions, Inc. Choral work will be under the direction of Ken Darby and production by Clair Olmstead.

Under terms of the contract Tele- (Continued on Page 4)

### B&B Asks Ted Steele To Return To New York

Ted Steele, veepee in charge of Benton & Bowles' Hollywood office, may return to New York as radio director. That's what the agency management would like for him to do but Steele has not yet committed (Continued on Page 6)

### Premiere

San Francisco—"Life of Riley" program will be broadcast from the stage of the Orpheum Theatre in San Francisco today at 7 p.m., PST. Following the broadcast, the "Life of Riley" movie will be premiered. The movie is based on the radio program, and stars William Bendix, who plays the part of "Riley" on the radio network show.



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JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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WEST COAST OFFICES

Al Steen, Manager  
6425 Hollywood Blvd. Phone: Gladstone 8436  
WASHINGTON BUREAU  
Andrew H. Oiler, Chief, 647 Dahlonega Rd.  
Phone: Wisconsin 3271  
CHICAGO BUREAU  
Nat Green  
Suite 905 139 No. Clark St.  
Phone: State 2-2332

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

FINANCIAL

(April 21)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	7 7/8	7 3/8	7 3/8	1/4
Admiral Corp.	18 1/4	17 7/8	17 3/4	1/2
Am. Tel. & Tel.	144 3/8	143 3/4	144	1/8
CBS A	18 1/2	18	18	7/8
CBS B	18 1/4	18	18	7/8
Farnsworth T. & R.	1 1/4	1 1/8	1 1/8	1/8
Gen. Electric	37 1/4	36 7/8	37	1/4
RCA Common	12 1/2	12	12	1/2
iRCA 1st pfd.	70	69 3/4	69 3/4	1/2
Stewart-Warner	12 3/8	12 3/8	12 3/8	1/4
Westinghouse	22 3/4	22 1/2	22 1/2	1/4
Zenith Radio	28	26 7/8	27	1 3/8

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	13 1/2	14 1/2
Stromberg-Carlson	12 1/4	13 3/4
U. S. Television	1/2	3/4
WJR (Detroit)	6 5/8	7 1/8

'Little Herman' To Shift

"Little Herman," American network feature which in the past has been heard Saturdays from 8-8:30 p.m., will shift to Tuesdays, 9-9:30 p.m., effective May 3. The program will be off the air the previous Saturday, April 30. The first show to be heard in the new slot will feature as guest star Jean Hersholt in his familiar role as Dr. Christian.

10 YEARS AGO TODAY

From the Files of Radio Daily  
David Sarnoff, president of RCA dedicated the RCA exhibit at the New York World's Fair. . . . The second successive year, the Women's National Radio Committee radio award was given to CBS sustainer program, "Americans All-Immigrants All."

★ COMING AND GOING ★

HUBBELL ROBINSON, JR., vice-president and director of programs at CBS, left by plane yesterday for the West Coast, where he'll spend five days.

MURRAY ARNOLD, program director of WIP, Philadelphia, is back at the station following a short trip to New York.

DIONE LUCAS, whose "Cooking Show" is a feature of CBS-TV, will leave today by plane for London, where she'll visit with her son for a week.

ALLEN WOODALL, president of WDAK, American network outlet in Columbus, Ga., in New York this week on station and network business.

CHARLES C. COWLEY, executive vice-president of Muzak Corp., left yesterday on a month-long tour of Muzak territories in the South, Southwest and West.

ROBERT G. SOULE, vice-president of WFBL, Syracuse, and past president of that city's Chamber of Commerce, was in New York this week to attend the special dinner given by Gov. Thomas E. Dewey to honor U. S. Savings Bond volunteers.

JACK MCCARTHY, studio manager at WXYZ, Detroit, is spending a three-week vacation in Miami Beach. He is accompanied by his family.

GEORGE M. NIXON, manager of technical development for NBC, is spending a couple of days in Cleveland on business.

WALTER MYERS of the NBC sales department, left yesterday for a few days in Hartford, Conn.

R. A. JOLLEY, president of WMRC, Greenville, S. C., is in town for conferences at the headquarters of ABC, with which the station is affiliated.

RICHARD W. HUBBELL, television management consultant, has returned from a four-week business trip to Paris and London.

HENRY THESMAR, manager of WDAK, American network affiliate in Savannah, Ga., is in New York for a few days.

ELSIE DICK, director of religious broadcasts for the Mutual network, returned yesterday from Chicago, where she had been a speaker at the meeting of the National Association of Evangelicals.

VAUGHN MONROE and the members of his band are in Charlottesville, Va. They'll broadcast their CBS program tomorrow from Kobell Hall on the campus of the University of Virginia.

DAVID E. DUNN, general manager of WSFA, Montgomery (Ala.) affiliate of NBC, is resting up on the Gulf Coast following a recent illness.

'Tallulah The Tube' Case To Reach Court Next Wk.?

(Continued from Page 1)  
jingle has caused the plaintiff a million dollars' worth of damage.

Coudert Bros., attorneys for the four defendants, answered the original complaint on Monday. They contended that "it is a well-known advertising device for an advertiser of a product to create and associate with the product a fanciful personality" and that "Tallulah, the Tube" bears no resemblance whatsoever to the plaintiff."

Don Sewell of Silver & Bernstein said yesterday that his client is basing her suit on a New York statute (sections 50 & 51 of the Civil Rights Law) which make it unlawful to use the name of an individual in advertising without obtaining specific permission to do so beforehand from the individual. He cited a New York case in which it was held that if any portion of a person's name identifies that person in the public mind, the New York statute would apply.

Statement by Barry

Walter R. Barry of Coudert Bros. told RADIO DAILY yesterday that the case, "if the plaintiff decides to carry it to court," would hinge upon the question of whether the name "Tallulah" is the property of the actress or lies in the realm of public domain. He contended that the Prell advertisement was not named after the actress but after a "wide variety of inanimate objects, including among others a telephone, a tanker, a spring water, a town, a school, a lodge, a line of canned goods, paper products, soft drinks, a post office, a gorge, a railroad station, a lane or road, a fire engine and a manor house."

The defendants' answer charges that Miss Bankhead herself, by announcing her intention to file the suit, and "by subsequent interviews with the press, has sought to identify herself in the public's mind with

WQXR Extending Time To Early Morning Hours

(Continued from Page 1)

period, which will be tested for several months, will not be for sale. The program will consist of listeners' requests received by mail or telegraph. Elliott M. Sanger, WQXR general manager, told RADIO DAILY that if and when the test proves successful, the time extension will be made permanent, at which time the period will be available for commercials.

Autumn Prospects Good, Says KROW's Manager

(Continued from Page 1)

drink business, automotive and other accounts to rely upon.

The coast broadcaster declined to be specific about the new business landed but said "it was a sizeable chunk" and well worth his trip East. He opined that the independent broadcaster should go to the markets himself if he wants to find out what's new in the radio spot field.

"Tallulah the Tube"; and that if 'Tallulah the Tube' is identified as the plaintiff in the public mind, such identification has resulted from plaintiff's own conduct."

Miss Bankhead had previously charged that 'Tallulah the Tube' is identified in the public mind with her personally and that such lines in the musical jingle as "take me home and squeeze me" have caused her embarrassment and distress to the tune of \$1,000,000.

Attorneys for both sides disclosed that no papers have been filed to date (April 22). It is, therefore doubtful that the case could be brought into court before June because of the present full schedule throughout the month of May on the Supreme Court calendar.



Attention-Getters

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

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

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



Baltimore 3, Maryland

TOM TINSLEY, President  
Represented by Headley-Reed

# THESE KASPER-GORDON TRANSCRIBED PROGRAMS MEAN MORE STATION TIME SALES—MORE RESULTS FOR SPONSORS!

## **The Spice of Life**

Half-hour musical variety series with top talent, written entirely in rhyme. Fast-moving, excellently produced, with songs to please everybody. Features Sammy Eisen and his Orchestra, Virginia Hauer, Dave Ballantine, The Men of Melody, Lee Daniels, Don Julio, Al Navarro, with Eddie Kasper as M. C.

39 1/2-hour shows

## **Gloria Carroll Entertains**

Starring Gloria Carroll, with Frank Bell and The Belltones in as tasty a quarter-hour musical you ever heard. Different from anything obtainable in any musical library, giving sponsors an EXCLUSIVE distinguished series.

78 1/4-hour shows

## **The Family Album**

Starring Gene Jones, The Girl Friends, Don Hicks and Hal Freede. A nostalgic radio series with a different slant. Pictures in the old Family Album bring to mind memories and favorite old songs.

78 1/4-hour shows

## **The Band Concert**

Featuring some of the most famous service bands in the world, including those of the Coldstream Guards, Grenadier Guards, Scots Guards, Irish Guards, Welsh Guards, Royal Artillery etcetera—playing concert as well as martial music.

26 1/4-hour shows

## **The Addison Pelletier Show**

Starring Addison Pelletier—world traveler—and authority on more subjects than you can conceive any individual could cover. A series packed with entertainment, humor, down-to-earth friendliness—and—THOROUGHLY PRE-TESTED by light and power company, department stores, specialty shops.

130 1/4-hour shows

## **Imperial Leader**

The dramatized life story of Winston Spencer Churchill—truly one of the greatest men of our times! From his birth right up to World War II, in an inspiring and magnificent radio series. Authentic—exciting—brilliant!

52 1/4-hour shows

## **One I'll Never Forget**

Jack Stevens is one of the foremost sports broadcasters in America—and in this series he tells the best of his tremendous collection of unique and interesting sports stories in his own inimitable style. Successful in scores of cities.

156 5-minute shows

## **Unsolved Mysteries**

A series of different mystery programs in that no solution has ever been made! All authenticated, these dramatic shows present thrilling radio entertainment, offer opportunity for unusual audience contest in solving these unsolved mysteries.

39 1/4-hour shows

**T-V SHOWS:** Agencies! For complete production of T-V commercials, get our prices before placing your order elsewhere! Complete facilities for production and filming, sound, talent, script. We will be pleased to submit ideas and quotations or quote rates upon receipt of your scripts.

### **WRITE, WIRE, OR PHONE FOR AUDITIONS**

Samples will be shipped on memo without deposit for 30 days, to radio stations and advertising agencies.

# **KASPER-GORDON, Incorporated**

140 BOYLSTON STREET, BOSTON 16, MASSACHUSETTS  
*The Oldest — and One of the Country's Largest Producers of Successful Radio Programs*

# BROADCASTERS PROGRAM SYNDICATE Success Story...



Since its organization less than a year ago, the Broadcasters Program Syndicate has built a success story unparalleled in the history of radio.

Operating on a subscription basis exclusively, the Broadcasters Program Syndicate is essentially of, by, and for station subscriber-members.

A single weekly fee\* equal to the subscribing station's national one-time class A quarter-hour rate entitles the station to the Syndicate's entire output of network-calibre programs. All current programs—plus every additional series produced by the Syndicate in the future.

Currently, for a single weekly fee\* "PAT O'BRIEN FROM HOLLYWOOD," "FRONTIER TOWN," and "ADVENTURES OF FRANK RACE" all go to the following members of the Broadcasters Program Syndicate:

<b>ALABAMA</b> WKAX, Birmingham WABJ, Brewton WABP, Mobile WAPX, Montgomery	<b>ARIZONA</b> KAWT, Douglas KTAR, Phoenix KYCA, Prescott KGLU, Safford KTUD, Tucson KYUM, Yuma	<b>ARKANSAS</b> KVLG, Little Rock	<b>CALIFORNIA</b> KERN, Bakersfield KDON, Monterey KXOA, Sacramento KUSN, San Diego KCBS, San Francisco KXOB, Stockton KVCV, Ventura	<b>COLORADO</b> KFJ, Grand Junction KGHF, Pueblo	<b>CONNECTICUT</b> WTOR, Torrington	<b>FLORIDA</b> WBUS, Eustis WMBJ, Jacksonville WCHN, Quincy	<b>GEORGIA</b> WGPC, Albany WRFJ, Athens WCON, Atlanta WBOG, Augusta WRBL, Columbus	<b>IDAHO</b> KRPL, Moscow KLIX, Twin Falls	<b>ILLINOIS</b> WSIV, Pekin	<b>INDIANA</b> WHBU, Anderson WEOA, Evansville WFBM, Indianapolis	<b>IOWA</b> KFJB, Marshalltown KWPC, Muscatine	<b>KENTUCKY</b> WLEX, Lexington WINN, Louisville	<b>LOUISIANA</b> WKBS, Baton Rouge KSGJ, Crowley WDSO, New Orleans KSVL, Alexandria	<b>MICHIGAN</b> WFOF, Flint WFRU, Grand Rapids WGRX, Saginaw	<b>MINNESOTA</b> KROC, Rochester WSEB, Duluth WMFG, Hibbing WHBL, Virginia	<b>MONTANA</b> KANA, Missoula KOLY, Billings KOPR, Butte KXGN, Glendive KDJM, Havre KXLO, Lewiston KPRK, Livingston KRJF, Miles City KQVO, Missoula	<b>NEBRASKA</b> KOLY, Scotts Bluff KOH, Omaha	<b>NEVADA</b> KRN, Reno	<b>NEW YORK</b> WCSS, Amsterdam WINS, New York City	<b>NORTH CAROLINA</b> WYLB, Asheville WCPS, Tarboro	<b>OHIO</b> WSAI, Cincinnati WJW, Cleveland WVST, Wooster	<b>OREGON</b> KWLN, Ashland KDOS, Coos Bay KOIN, Portland	<b>PENNSYLVANIA</b> WLTR, Bloomsburg WCPA, Clearfield WSCR, Scranton	<b>SOUTH CAROLINA</b> WMRA, Myrtle Beach	<b>SOUTH DAKOTA</b> KDSJ, Deadwood KOTA, Rapid City	<b>TENNESSEE</b> WTFJ, Jackson WRLO, Knoxville	<b>TEXAS</b> KSKI, Alice KFDA, Amarillo WRR, Dallas KTSM, El Paso KELZ, Fort Worth KXYZ, Houston KOLE, Port Arthur KABC, San Antonio	<b>UTAH</b> KUTA, Salt Lake City	<b>VERMONT</b> WSKI, Montpelier	<b>VIRGINIA</b> WCYB, Bristol WGH, Newport News WRNL, Richmond WLSL, Roanoke	<b>WASHINGTON</b> KJR, Seattle KILY, Spokane KIMA, Yakima	<b>WEST VIRGINIA</b> WOAY, Oak Hill WOLA, Princeton	<b>WISCONSIN</b> WBRL, Sheboygan	<b>WYOMING</b> KVOC, Casper KFBC, Cheyenne KODI, Cody KPOW, Powell KWYO, Sheridan	<b>BERMUDA</b> ZBM, Hamilton, Bermuda	<b>CANADA</b> <b>ALBERTA</b> CFRN, Calgary CFRN, Edmonton <b>BRIT. COLUMBIA</b> CJOC, Dawson Creek CJOK, Kelowna CKNW, New Westminster <b>MANITOBA</b> CJOB, Winnipeg <b>ONTARIO</b> CKOK, Hamilton CFPA, Port Arthur CHUM, Toronto <b>QUEBEC</b> CFQC, Montreal <b>SASKATCHEWAN</b> CFOS, Saskatoon CJOK, Yorkton CKCK, Regina
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\*If your quarter-hour rate, for example, is \$25.00, you as a member of the Broadcasters Program Syndicate would receive the Syndicate's ENTIRE OUTPUT of programs—plus all future programs—for \$25.00 per week.

JOIN OUR FAMILY of prestige stations, and share in this fast-growing programming jack-pot. Auditions available.

## BROADCASTERS PROGRAM SYNDICATE

Under Direction Of

**BRUCE EELLS & ASSOCIATES**

2217 Maravilla Dr. • Hollywood 28, Calif. • HO 9-5869

# Webs, Stations, Personalities Get Annual Peabody Awards

(Continued from Page 1)

Weeks, Atlantic Monthly editor and chairman of the Peabody Advisory Board, later told RADIO DAILY that the response and enthusiasm shown by broadcasters this year was so great as to make questionable a prediction in Look magazine that radio is doomed. Weeks, who emceed the presentations, appeared extremely satisfied with the entries and the final award selections.

Dean John E. Drewry of the University of Georgia's Henry W. Grady School of Journalism, which administers the awards with the assistance of NAB, also was complimentary of the high standards of programming revealed by entries in the contest. The number of entries increased this year, he said, and the quality of programs was better. Drewry commented this indicates that radio is still progressing and maintaining its leadership within the community.

### Pryor Presides

Presiding at the luncheon was Arthur Pryor, Jr., veepee in charge of radio at BBD&O. Carl Haverlin, REC president, wired his regrets from the West Coast which he is visiting on a business trip.

Traders were mildly amused at two CBS executives receiving awards on ABC and NBC time. Davidson Taylor, CBS veepee in charge of public affairs, took the last 30 seconds of ABC's quarter-hour broadcast to accept an award for his network. Later Ed Murrow of CBS used five minutes of NBC's quarter-hour to accept his award. NBC announcer Radcliffe Hall had to sign off the show just as Niles Trammell was about to get a presentation for "NBC University Theater."

In accepting the award, Trammell

said: "I am honored to accept this award on behalf of all the personnel engaged in presenting the NBC University Theater." Trammell paid tribute to Margaret Cuthbert, director of public affairs; Wade Arnold, editorial supervisor; and Andrew C. Love, director. As for a music award, Trammell singled out Samuel Chotizinoff, general director of music at NBC.

Mark Woods, ABC president, accepted an award in behalf of Groucho Marx. Woods said, "We at ABC are happy and proud of the fact that two of our radio programs, one of our television programs and an ABC affiliate have been honored this year by the Peabody Awards Committee." Groucho himself was heard in a transcribed broadcast from Hollywood in which he cracked: "I'd like to present the Groucho Marx Award for being the Outstanding Peabody Committee of 1949."

Others seated at the head table included John Benson, member of the Peabody Board and former president of the 4-A's; John Elwood, general manager, KNBC, San Francisco; Parker Wheatley, Lowell Institute Cooperative Broadcasting Council; Donald Davis, "Actor's Studio" producer; Miss Cheryl Crawford, theatrical producer; Benjamin Cohen, United Nations; David Sarnoff, RCA; Dorothy Lewis, Coordinator of Women's Broadcasts, United Nations; Edgar Kobak, retiring president of MBS; Robert Saudek, ABC; L. H. Thesmar, general manager, WDAR, Savannah, Ga.; J. W. Lewis, Rocky Mountain Radio Council; Richard Pack, WNEW, New York.

## Bob Hope Touring Texas Before Heading East

(Continued from Page 1)

DC-6, "Mainliner Bob Hope," with an evening performance last Monday at Phoenix, Ariz., followed by appearances in Roswell, N. M.; El Paso, Tex.; Waco, Tex.; College Station, Tex.; Shreveport, La., and Lit-

The remaining 25 performances scheduled for the 15-day "flying" tour are: today, Columbus, Miss., and Birmingham, Ala.; April 23, Chattanooga, Tenn.; April 24, Asheville, N. C., and Roanoke, Va.; April 25, Winston-Salem, N. C.; April 26, Richmond, Va.; April 27, Greensboro, N. C., and Charleston, W. Va.; April 28, Washington, D. C.; April 29-30, Providence, R. I.; May 1, Erie, Pa., and Columbus, O.; and May 2, Fort Smith, Ark.

## WOWO Honors Farmers

Fort Wayne, Ind.—The tenth annual WOWO Achievement Award banquet honoring farmers of Indiana, Ohio and Michigan, will be held at a local hotel in Fort Wayne on April 28th. One half-hour of the affair will be broadcast over WOWO.

## New Coast ET Series Now In Production

(Continued from Page 1)

ways will have exclusive worldwide distribution rights for seven years, according to Kraatz. The complete series of 260 fifteen minute programs is estimated as a half million dollar package.

The ET series is being produced at NBC studios in Hollywood. To date 100 programs have been transcribed and they are being recorded at the rate of 10 per week.

Stations reported to have already signed for the series are KGO, Spokane; KKEYS, Corpus Christi; KCUM, Cumberland, Maryland; KHTC, Holland, Mich.; KCMW, Canton, Ohio; KBLF, Red Bluff, Calif.; WSTP, Salisbury, N. C.; KFXD, Nampa, Idaho; WISE, Asheville, N. C.; and KWDM, Des Moines, Ia.

## KLZ Staffer Cited

Denver, Colo.—Lucille Hastings, staffer at KLZ, has won two top awards in annual state-wide competition conducted by the Colorado Press Women, one for scripting and one for news.



# 1949 Peabody Radio Awards

**"Actors Studio,"** (ABC television) for outstanding contribution to the art of television. "Guided by John Steinbeck, Elia Kazan and Cheryl Crawford, and produced by Don Davis, 'Actors Studio' is the first to recognize that drama on television is neither a stage play nor a movie, but a separate and distinct new form."

**Edward R. Murrow, (CBS)** for outstanding reporting and interpretation of the news. "For more than a decade Ed Murrow has been one of the most reliable and shining lights in the overcast of news analysis."

**"NBC University Theater,"** for outstanding entertainment in drama. "An hour's dramatization of some of our finest novels and short stories."

**Groucho Marx, "You Bet Your Life,"** (ABC) for the best entertaining in comedy. "Groucho in his quiz show with its delightful revelation of American innocence, the only man on the air who can work without a script and bat off a brilliant succession of witticisms."

**National Broadcasting Co.,** for outstanding entertainment in music. "Special reference to the NBC Symphony, the Orchestras of the Nation, and the First String Quartet."

**"Communism—U. S. Brand,"** (ABC) for outstanding educational program. Award goes to Robert M. Saudek, vice-president in charge of public affairs of NBC. In substance and performance, this program raised the documentary to a new high level."

**"Howdy Doody,"** (NBC television) for outstanding children's program. "This gulling puppet show has, in a brief span of time, devised a formula that is frequently educational, never frightening, or offensive, and invariably hailed with rapture by children themselves."

**Columbia Broadcasting System,** for outstanding program in the promotion of international understanding. "Special reference to Larry Leseuer, 'Memo From the Success,' 'Between the Dark and Daylight,' 'UN in Action,' 'Crusade for Children,' 'As Others See Us,' and 'An American Abroad.'"

**KNBC, San Francisco,** for outstanding public service by a regional station. "During the period of greatest fire danger, KNBC produced nine weekly dramatic programs, 'Forests Aflame,' containing a vital message on conservation."

**WDAR, Savannah, Ga.,** for outstanding public service by a local station. "With the public service program, 'You and Youth,' WDAR has not only combated wisely and helpfully to problems of juvenile delinquency, but has provided a program pattern which has attracted much favorable notice over a wide area, and which can, with profit, be studied and adapted by other broadcasters."

## SPECIAL CITATIONS

**Rocky Mountain Radio Council,** for outstanding service in educational broadcasting. "During the past decade, the Council has demonstrated most effectively how broadcasters, utilizing the unlimited resources of colleges, schools, libraries, women's clubs, farm groups, and the like can be of great public service."

**Lowell Institute Cooperative Broadcasting Council, Boston,** for outstanding service in educational broadcasting. "Institute has recruited the ablest teachers and scholars from the many colleges and universities of Greater Boston and has made an enormous advance in adult education through the medium of broadcasting."

**WNEW, New York,** for initiative in creating "Little Songs About U.N." WNEW utilized an unusual broadcasting technique in the interest of international understanding and presented to United Nations Radio one thousand copies for distribution to broadcasters in the English speaking countries."

*Note: Broadcasters of the mountain and plain states were praised by the Peabody Committee for their activities during the 1949 blizzard. "Radio stations in the stricken area gave liberally of their time and facilities," the committee said, "and were highly cooperative in aiding authorities to meet the difficult situation. For this distinguished service, in this emergency, radio stations of the mountain and plain states are to be highly commended."*

### Crew Races On WLAW

Lawrence, Mass. — WLAW will broadcast on-the-spot accounts of races in the home schedule of the Harvard University crew on the Charles River. The opener on April 14 will feature crews of Harvard, Princeton, Rutgers and M.I.T.

### WFIL Has New ET Show

Philadelphia, Pa.—A new record show, "Dear Joe," heard on WFIL Wednesdays, is being sponsored by the Patricia Stevens Modeling School and features Staff Announcer Joe Novenson as emcee. A 13-week contract has been signed.

## BROADCASTERS PROGRAM SYNDICATE Success Story...

Each member station of the Broadcasters Program Syndicate pays *one small weekly fee*, receives the Syndicate's entire program output. Aggregate fees already furnish you these *network-calibre* programs...

### SERIES No. 1

## "PAT O'BRIEN FROM HOLLYWOOD"

Award-winning 5-quarter-hour variety strip, starring radio's beloved master story teller.



### SERIES No. 2

## "FRONTIER TOWN"

Radio's first authentic class-A half-hour Western dramatic series. The *Cimarron* and *Red River* of radio.



### SERIES No. 3

## "The Adventures of FRANK RACE"

Half-hour mystery adventure featuring Hollywood's most outstanding talent. On a par with the best network adventure thrillers.



Additional members mean additional funds to provide additional programs... *without additional cost to you.*

## AFA Convention Plans Announced Yesterday

(Continued from Page 1)

Year" award will be presented at the banquet meeting.

The convention will open on Sunday morning with registration at 9 o'clock, followed by "Brunch" at 11:30 a.m., sponsored by the Council on Women's Advertising Clubs of the AFA. Federation v-p Honor Gregory House will preside at the "Brunch."

### Speakers Listed

Speakers to be heard during the four-day confab include: Eldridge Peterson, editor of Printers' Ink; Everett R. Smith, director of research for Macfadden Publications; Mabel G. Flanley, public relations counsellor; Charles H. Sandage, professor of advertising at the University of Illinois; Ralph Smith, executive v-p of Duane Jones Co., Inc.; Marion Harper, Jr., president of McCann-Erickson, Inc., and Fairfax M. Cone, chairman of the executive committee of Foote, Cone & Belding.

Also, Henry Hoke, editor of the Reporter of Direct Mail; J. M. Davidson, premium manager of Colgate-Palmolive-Peet Co.; Burr L. Robbins, executive v-p of General Outdoor Advertising Co.; P. J. Everest, managing director of the National Assn. of Transportation Advertising; Ira E. De Jernett, AFA v-p; Paul C. Smith, chairman of the Council on Advertising Clubs, and Don Francisco, v-p of J. Walter Thompson Co.

## B&B Asks Ted Steele To Return To New York

(Continued from Page 1)

himself since he has a preference for his present status.

Job of radio director at B&B opens up with the switch by Leslie Harris to NBC as assistant national program director. Harris is winding up at the agency this week.

Steele returned to New York for a series of business conferences this week. It was yesterday that the agency made a pitch to him to remain here as radio director. Until about a year ago Steele was attached to the New York office, handling all business affairs for radio, but then he was sent out to Hollywood.

## ARTHUR EDDY

Public Relations — Publicity

812 Taft Building  
Hollywood

GLadstone 5305 — GLadstone 9082



## Mainly About Manhattan. . . !

● ● ● WINDOW SHOPPING: E. Bergen in town wrapping up the final details on his Coca-Cola stanza due for CBS in the fall. . . Time cover being readied for Milton Berle. (Instead of calling his 16-hour TV stint a telethon, why not a Berlethon?) . . . Is it true that Sid Caesar and the Champions have asked for an out on the Admiral show? . . . MCA's Jules Stein played a bigger role in those terrific CBS deals than is generally conceded. . . Get Ted Husing to tell you what happened the first time he met Red Barber. . . WINS places another entry in the local disc jockey sweepstakes Monday night when the effervescent Joe Bostic (as Sid Shalit calls him) preems his nightly platter show from Harlem's famed Savoy Ballroom. Called the Harlem Serenade, it'll be heard for an hour preceding Jack Eigen's Copa airing. . . Altho' Al Jolson won't be doing a regular air series after May 26th, you can bank on hearing him on plenty of guest shots. One reason is he wants to plug his picture being released in August. . . Tommy Tucker, who's been retired from the band biz for the past two years, has been set for a Mutual series called "Sing For Your Supper," by MCA's live wire, Dick Rubin. Show preems May 5th at 9:30 p.m. . . Sudden thaw! Some comics should tape their mouths instead of their programs.

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● ● ● MAIN STREET TREATS: Barbara Welles' Easter broadcast which hit the entire Mutual web Sunday. (Another of her airings that day was beamed to London). . . Kathi Norris' TV coverage of the same festivities with Dennis James. . . The commercials on the Textron TV stanza Sunday nights—with models parading around in slips, undergarments, etc. . . Stan Freeman's platter of "Sweet Lorraine." . . Catherine Mastice's soprano'ing on Columbia's "The Medium." . . Mutual's "Take A Number" quizzer.

☆ ☆ ☆ ☆

● ● ● REC LUNCHEON CUFF NOTES: Peabody Awards luncheon of REC at the Roosevelt Hotel yesterday brought out the network brass and the spring hats of the distaff side of broadcasting. . . Brig. General David Sarnoff headed the RCA-NBC contingent with President Niles Trammell also on the dais. . . Chas. R. Denny, exec vicepee of NBC, Bill Hedges, Syd Eiges and Charlie Hammond also among the web's coterie. . . Mark Woods, ABC prexy, beamed as he received the web's award, with Robert Kintner, Chas. (Bud) Barry and Earl Mullen smiling approval from another table. . . Edgar Kobak, former Mutual head, got a heavy round of applause when introduced. Seated next to him was Dorothy Lewis, of the U.N., who likewise drew a warm greeting. . . Bob Smith, of Howdy Doody, never looked more serious in his life as he prepared his speech of acceptance and Edward Murrow, of CBS, stressed the responsibility of a commentator as he acknowledged his 2nd Peabody Award. . . Joe Ream and Geo. Crandall also among the CBS execs present. . . Mutual was represented by Abe Schechter and Jim O'Bryon. . . Jack Alicoate seen chatting with Francis E. Levy, Australian broadcaster, while Paul Raymer exchanged pleasantries with Claude Barrere, REC secretary. . . Morris Novik, radio consultant, heard denying a rumor that he was seeking to acquire WLIB.

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● ● ● AROUND TOWN: Hit Parade plum falls in Bill Harrington's lap. . . Monica Lewis taking magic lessons. Wants to confound the boys when she sings "I Love A Magician." . . John MacDougall landed the announcer-narrator spot on Colgate's TV Theater. (Mac doubles as program director of WGYN-FM). . . Larry Hammond's two 15-minute shows for the Disabled American Vets (featuring Henry Fonda in one and Zachary Scott in the other) are being aired this week and next over 650 stations.

## Radio-TV Coverage Of Ky. Derby S

(Continued from Page 1)

many years, from the studios WHAS, CBS Louisville affiliate.

On Tuesday, May 3, 6:15-6:30 p.m. EDT, Palmer will describe the running of the Kentucky Derby TV from Churchill Downs, with P. Sutterfield, WHAS sportscast handling the color commentary. "Kentucky Derby Preview," featuring last-minute Derby news interviews with trainers and race notables, will be aired by Palmer and Sutterfield on Saturday, May 4: 4:45-5:00 p.m., EDT.

### McCarthy, Corum Scheduled

The Kentucky Derby will broadcast over CBS, May 7, at 6:45 p.m., EDT, with Clem McCarthy and Bill Corum handling the call and color commentary, respectively. Joe Palmer and Bernie Bracker will handle similar assignments on the television broadcast of the Derby over WAVE-TV, CBS video station in Kentucky. Films of the Derby will be shown over the CBS-TV network, Sunday, May 10: 10:30-10:45 p.m., EDT with Bryn Field providing the commentary.

Another pre-Derby broadcast, already announced, is the 30-minute broadcast, "The Run for the Rose—The Story of the Kentucky Derby," to be aired Friday, May 10: 10:30-11:00 p.m., EDT.

## Glue Company Testing New Spot Campaign

(Continued from Page 1)

the glue company may extend the campaign to key center cities throughout the country. The three stations now being used are WTA, Cleveland; WLW, Cincinnati; and WBNS, Columbus.

## TELEVISION F.M. • RADIO • ELECTRONIC ENGINEERS AVAILABLE

We have a number of exceptionally well trained and qualified graduates who having completed advanced training in F.M. and Television and hold first class radio-telephone licenses are available for immediate employment. For information, write, wire or call Employment Director.

"operated by leaders of the radio and television industry"

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**RADIO-ELECTRONICS SCHOOL OF NEW YORK**  
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Bowling Green 9-1120

# TELEVISION DAILY

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## STATIONS LAND HEAVY B. B. BIZ

### TELE TOPICS

**MASTERS OF MAGIC,** a CBS Wednesday night quarter-hour, is a mild-entertaining program featuring each week a different magician in a brief ritual of his special feats. This week it is Litzka Raymond, a gal decked out in a pagoda. Her first offering was a trick substitution trick dressed up as an old Chinese legend, and aided by a humorous narration by Andre Baruch, who wore a gaudy mandarin costume for the occasion. This was followed by a phoney-looking card trick performed with the aid of a rooster, and a sleight of hand bit with a trick scarf. Latter probably looks good on stage but was very obvious in closeup. Miss Raymond rounded out her act with a noose trick employing Baruch's neck and a variation on the egg-in-trick. . . . Program is sponsored by Pioneer Scientific Corp., through Cayton Agency. Producer is Sherman H. Dryer. Hugh Rogers directs.

**COMMERCIALS** on "Masters of Magic," are hard-hitting pitches by Baruch of the Polaroid tele filter. Copy claims it use of the filter cuts down harmful glare from the screen and helps eliminate eyestrain. While Pioneer and other manufacturers of similar products pay the same agency as, any one else for the time they use, it does not seem wise for the networks and stations to accept such accounts, because the very existence of these products intimates that viewing is harmful to the eyes. By placing their facilities at the disposal of such advertisers, broadcasters help place in the public mind a stigma on viewing. . . . Certainly it is not smart public relations for the medium. At present a sub-committee of the TBA public information group is assembling data which points out the fallacies in the eyestrain sales talk, but what good can their findings possibly do when the people who make up TBA allow these headlines at tele to go out over the air in commercials for corrective devices?

**DURING HIS STAY** in New York, Mal Boyd, president of TPA, will sound the agency crowd on the acceptability of kinescoped Hollywood originations as work material. . . . "Howdy (Peabody) Gody" probably will take a month hiatus during the summer. . . . Jackie Coogan is signed with Hardie Fricberg for a movie quiz titled "It's A Take." Mel Raymond is scripter. . . . San Diego's first station, KFMB-TV, goes on the air May 1 relaying programs of KTTV, KNBH and KECA-TV. . . . It's a five-pound girl, Mr. and Mrs. Jack Brickhouse, born Tuesday at Michael Reese Hospital in Chicago. Father is sports chief for WGN-TV. . . . Players Club production of "Macbeth" will be scanned by NBC May 1, 10 p.m., with Walter Hampden and Joyce Kilmer in the leads.

### Motorola Reports 200% TV Sales Boost

TV receiver sales by Motorola, Inc., of Chicago, during the first quarter of 1949 were three times greater than sales for the corresponding quarter of last year, it was announced by W. H. Stellner, vice-president in charge of merchandising.

"Each week during this first quarter has seen Motorola reaching a new television sales peak," Stellner said. He added that the company would realize half of its total sales volume this year through sales of video sets.

"Only the continuing shortage of cathode ray picture tubes has prevented Motorola, Inc. from attaining even greater television sales figures," Stellner said. "The demand for our television receivers has exceeded our production, which, in turn, has been controlled by the still insufficient supply of picture tubes. We at Motorola are hopeful that this shortage will be overcome this summer."

### Merkle Gets DuM Post

Joseph L. Merkle, formerly with NBC, has been appointed manager of the DuMont station relations department, effective immediately, it was announced yesterday by Mortimer W. Loewi, director of the DuMont web. Merkle was with NBC for the past 13 years, the last six in station relations.

### Pulse Adds Cincy

The Pulse, Inc., announced yesterday that a monthly Cincinnati TelePulse will be issued beginning in May, 1949. Cincinnati is the fourth metropolitan district to be serviced by TelePulse reports. As in the

### Cooperation

Philadelphia—Westinghouse AM outlet, KYW, has purchased sign-off announcements on Philco's TV station WPTZ to promote several local programs not heard during tele air time, Robert E. White, KYW general manager, announced. Spots include stills of KYW personalities along with recorded announcements by them to plug their respective shows and hypo listening during post-TV hours.

### ABC Outlets To Plug Local Talent: Mowrey

West Coast Bureau of RADIO DAILY  
Hollywood—Although a great deal of programming on ABC-owned and operated stations will be on kinescope film, great emphasis will be placed on the use of top local talent in each city. Paul Mowrey, ABC national TV director, told the Academy of Television Arts and Sciences here.

Speaking on "Network Management's Viewpoint on TV," Mowrey said the web hopes to decentralize video originations from New York and Hollywood and to make use of high-quality program fare from other production centers such as Chicago, San Francisco and Detroit, when nationwide network facilities are available.

He cited as an example the web's WENR-TV in Chicago, which feeds an average of eight and a half hours a week to the net.

Other markets surveyed, ¼ hour TV ratings will be quoted for an entire week from 12 noon to 12 midnight. Each ¼ hour rating will be based on 100 TV homes.

### Marconi To Show 625-Line TV At British Industries Fair

London—First public demonstration of transmissions on a 625-line system will be a highlight of the British Industries Fair which will be held May 2-13 at Earls Court and Olympia in London and Castle Bromwich in Birmingham.

The demonstration will take place at Birmingham and is being conducted to bear out a statement by British manufacturers that they can provide equipment for any standard of definition and are not confined to Britain's 405-line system. Equipment

for the 625-line system is manufactured by Marconi's Wireless Telegraph Co., Ltd.

Marconi will exhibit also two new image orthicon cameras and a new 405-line transmitter for the BBC's third TV station which is to be built in the north of England. BBC's second station is scheduled to go on the air in Birmingham later this year and will be linked via coaxial cable with the present outlet which is located in the Alexandra Palace in London.

### Games Of 15 Major, 12 Minor Teams To Be Aired

With the baseball season just under way, a check of the major league cities shows that 15 of the 16 teams will play all or part of their home schedules in front of the TV cameras, with all pickups sponsored. The only non-TV club is the Pittsburgh Pirates, which according to reports, has turned down all offers from WDTV.

In addition to the majors, video will be present at the games played by at least a dozen minor loops in class AAA and AA, with most of these in the commercial column. In the American Association, games will be scanned in Columbus, Louisville, Milwaukee and Minneapolis. In the International League, two games weekly of the Baltimore Orioles will be aired by WMAR-TV.

In the Pacific Coast League, games of the Hollywood, Los Angeles, San Francisco and Seattle teams will be scanned. Down south, Atlanta, of the Southern Association, will play before the ikes as will Fort Worth and Houston in the Texas League.

Breweries are by far the largest group among baseball sponsors. In the majors, eight brewing companies will bankroll all or part of the schedules of twelve teams. In addition to the beer firms, local Chevrolet dealers are splitting the tab of both Boston teams; Atlantic Refining is sponsoring half the sked of both Philadelphia teams; Chesterfield has all home games of the Washington Senators and the New York Giants, and Dodge dealers are splitting the St. Louis Cards.

Cleveland—WEWS will carry all 79 home games of the Cleveland Indians, it was announced yesterday by James C. Hanrahan, general manager of the Scripps-Howard station, and Bill Veeck, president of the team.

Leisy Brewing Co., of Cleveland, has signed to sponsor one half of the \$150,000 package and the remainder is expected to be sold before game time today. McCann-Erickson is the agency for Leisy.

WEWS also carried the Indians schedule last year. Besides 76 home games, two visits to Detroit and World Series contests played here were scanned.

### Sather Upped At CBS

Orville Sather, formerly CBS-TV field technical supervisor, has been appointed assistant manager of TV technical operations, effective immediately.

## AGENCIES

**YOUNG & RUBICAM, INC.** announces the appointment of Robert E. Kahl, formerly with the U. S. Department of Agriculture, to its research department. . . . Alvyn G. Schmale has joined Y&R in the merchandising department. Robert Schuler has joined the agency as stage manager in the radio dept.

**FREDDY MARTIN MUSIC**, Hollywood, California, announces the appointment of Casper Pinsker, New York, as its advertising consultant. Norman Gladney is account executive.

### Better Chance For Talent Asked By Wyo. Senator

(Continued from Page 1)

Senate this week as he charged that many competent entertainers never get the chance to make their way in radio. "For the most part," he told the Senate, they "get no opportunity unless they can prevail upon a few talent scouts in New York to let them have the opportunity. I am ready to admit there is no particular plan upon the part of the talent scouts to exclude any competent person. But, as members of the Senate know, there is not time enough in the day for persons who occupy positions of strategic importance to review all the things that claim our attention."

## Send Birthday Greetings To—

April 22

Eddie Albert Edmund J. Holden  
Bert Roggen Phil Stewart  
Robert Waldrop G. Richard Shafo  
Patrick J. Montague  
C. Israel Lutsky  
Thurston S. Holmes

April 23

Bob Campbell Elsie French  
Edwin C. Hill Gwen Jones  
Bill Maloney John W. Boler  
John Edwards Capico Kapps

April 24

Paul Munroe Helen Baughman  
Mal Furman Betty Rhodes  
Bob Allison

April 25

Joseph Bell Mitchell Gertz  
Phyllis Altschuler  
Florence Warman  
Virginia Lee Dodge

April 26

A. L. Alexander Eugene J. Cogan

April 27

Lew Crosby Mel Ronson  
J. Franklyn Viola Ned Wever  
Ben Pearson Martha Torge

April 28

Lionel Barrymore Marion Taylor  
Hugh McCartney Jay Hertin  
Michael Fitzmaurice

## Aural Radio Not On Decline, Says Connecticut Broadcaster

(Continued from Page 1)

no one can predict any economic transition when billions of dollars are involved. Consider first: the listeners with 74 million receivers in use with an approximate value of \$2,220,000,000. Aural radio's everywhere . . . living rooms . . . kitchens . . . bedrooms . . . studies . . . cellars . . . yes! and even in the bathroom! Not to mention the millions of receivers in automobiles. How long will it take to supply the nation with 74 million TV receivers? Look . . . I would say more than three years. The present rate of production is one million per year.

"Remember you can get a lot of entertainment from a \$12.95 midget aural radio and you can take it anywhere in the world and receive the best programs.

"Second . . . consider the broadcaster. There are to date 2,647 AM and FM stations in operation representing a total value of \$139,590,000 in physical properties. On these stations, agencies and advertisers spent a total of \$402,826,000 in 1948. This does not include talent, wire line charges and other expenses exceeding millions. Aural broadcasting is big business and is not doomed overnight.

"By the same token television is here to stay and soon will be a big industry. At the present there are only 55 stations in operation and some 1,315,000 sets in use. Television will grow and how fast will depend on the economic conditions of the United States.

"The average TV receiver costs the listener \$350.00 net including the installation which varies from \$50 for a simple antenna . . . to \$300 to \$500 for the tower and antenna arrays that are necessary in most

### Dodger BB Announcers To Rotate Road Games

The three baseball announcers covering the Brooklyn Dodgers over WMGM, New York, and WCBS-TV, have worked out a new kind of schedule this season which will be the envy of other announcing teams. Only two of the trio—Red Barber, Connie Desmond, Ernie Harwell—will go on a road trip at any one time. Whenever Brooklyn plays at home, all three announcers will work but when the team is away one announcer will take time off.

Normally baseball announcers are tied up every day from the beginning of the season until the finish. The Dodgers' air talent is setting somewhat of a precedent. It's understood that Barber had a lot to do with selling Branch Rickey on the idea since he wanted to cut down on his travelling.

**Stewart Back In Pittsburgh**  
Pittsburgh—Donald A. Stewart, general manager of WDTV, Pittsburgh, has returned to this city after visiting network offices in New York.

portions of the State of Connecticut.

"The manufacturer will have to lower the cost of receivers and television broadcasting equipment to encourage the growth of the art. For a broadcaster to venture into the video art, some \$500,000.00 would be required to give the kind of service that his aural station is now rendering the community. I do not concur with those who state that the majority of TV stations will be satellites . . . a railroad siding off the main track . . . so quoted of the small TV station. Personally if the mayor of our city could have a television camera focussed on him so that our populace could see him as well as hear him . . . or if we could not present all of the interesting community programs that we now do on aural broadcasting . . . I for one would not want TV.

"This can be done as soon as more frequencies become available and the high cost of constructing a TV station is lowered to meet the budget of a small broadcaster.

"Television has a great future but while it is growing recall this bit of wisdom . . . don't bite the hand that feeds you . . . remember aural radio is still paying those TV bills!"

## BEHIND THE MIKE

**MARIO BERINI**, Met opera ten doing "Faust" this week on A and being considered for his own weekly radiopera series.

Alan Sands and Jess Kaplan have placed their comedy series, "Let 'em or Leave 'em" with GAC representation.

Street talking about the grape press job Spencer Hare's doing the new \$3,000,000 30-acre Shohaven Beach Club.

And Dave Alber rates a bow landing "Stop the Music" features Life, Look, Time & Newsweek within one month.

"Take It Or Leave It," the grape pot of the jackpot quizzers, returns to its 10th year this week.

Palladium's Vic Parnell penned the Ink Spots to a fall appearance via the trans-Atlantic 'phone.

Ella Fitzgerald is really Bopping the Music at Bob City.

Bud Collyer, stricken with a virus infection, missed his first Supermarket broadcast in 10 years.

New tune called "20 Questions" penned by Bernie Green and M. Jaffe.

Garrisons host, Jim Garis, confesses that TV has a great future as long as programs are kept on the channels and out of the ruts.

• faces • facts • figures • wins •

## NEW TIMES . . . NEW SPONSORS

EFFECTIVE APRIL 15

7:00-7:15 A.M. Mon. thru Fri.  
(Metro. Life Ins. Co.)

8:15-8:30 A.M. Mon. thru Fri.  
(Metro. Life Ins. Co.)

Noon-12:15 Mon. thru Fri.  
(Robert Hall Clothes)



DON GODDARD

6:30-6:45 P.M. Mon. thru Sat.  
(Available)

7:30-7:45 P.M. Mon. thru Sat.  
(Available)

10:30-10:45 P.M. Mon. thru Sat.  
(Strauss Stores)



CARROLL ALCOTT

• faces • facts • figures • wins •

**WINS**  
50KW NEW YORK

CROSLY BROADCASTING CORPORATION



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 47, NO. 17

NEW YORK, MONDAY, APRIL 25, 1949

TEN CENTS

## TO REVIVE COLOR TELE EXPERIMENTS

### RMA Group To Offer Plan For Repairmen

Washington Bureau of RADIO DAILY  
Washington—RMA President Max Balcom announced in Washington Friday the makeup of a special committee to make recommendations to the RMA board regarding a future program for radio and TV servicemen—presumably a continuation of the "Town Meetings of Radio Technicians" program undertaken following the RADIO DAILY exposure last year of the need for greater skill and responsibility among radio and TV service men.

RMA Director Robert C. Sprague of Sprague Electric Co., North Adams, Mass., was named chairman  
(Continued on Page 8)

### Daylight Saving Time Schedules In Effect

The nation's radio and TV stations in areas affected by optional daylight-saving time turned their clocks ahead one hour yesterday without any serious hitches, while "John Q. Public" faced his annual ordeal of rising "in the middle of the night," and "figuring" his new train schedule and of searching through his newspapers' radio-listings to find his regular favorite programs.

The one hour of commercial time  
(Continued on Page 2)

### Batson, NAB Tele Expert, Is Shifted To Adv. Bureau

Washington Bureau of RADIO DAILY  
Washington—Shift of Charles A. Batson, NAB television specialist and former press information head, to the Broadcast Advertising Bureau was announced Friday. Batson will concentrate on TV advertising problems in his new job.

### Exploitation

Waynesboro, Pa.—The Bohn Appliance Store, local record and instrument dealer, has scored the first reported 45 r.p.m. record concert via radio as part of an all-out promotion of the new music reproducing system. In conjunction with radio station WJEJ, in nearby Hagerstown, Md., broadcasts are picked up direct from the store.

### Recognition?

Radio has been included in the list of U.S. Government Publications issued by the Superintendent of Documents last week. Participation is limited to "Aunt Sammy's Radio Recipes," which is a cook book of 400 recipes. Uncle Sam will send you copy for 30 cents.

### Supreme Court Hears WJR-Tarboro Case

Washington Bureau of RADIO DAILY  
Washington—Attorney Louis G. Caldwell, for WJR, Detroit, told the Supreme Court Friday he would not attempt to argue that in all cases the FCC is bound to set oral argument simply at the request of any petitioner. Obviously embarrassed by the sweeping nature of the Court of Appeals decision in upholding WJR's right to a hearing on the FCC grant of a station in Tarboro, N. C., on the WJR frequency, Caldwell attempted to argue the merit of WJR's claims of interference.

For the FCC, Solicitor General  
(Continued on Page 5)

### Name Kersta Vice-Pres. Of Wm. Weintraub Agency

Appointment of Noran E. Kersta as vice-president and director of radio and television of William H. Weintraub & Company, Inc., was announced by William H. Weintraub, president of the advertising agency. Mr. Weintraub said that Mr. Kersta is taking over direction of the radio and television operations from  
(Continued on Page 5)

### Teenagers Buying Power Reported To Be \$8,000,000

Teenagers between 13 and 19 years of age represent a potential buying power of over \$8,000,000, according to the second report of the Gilbert Youth Research Survey in the radio field which was released Friday by NBC.

In the survey released Friday over 1,200 teenagers were interviewed during 1948 in four major cities, Chicago, Philadelphia, Pittsburgh and New York. The preview survey

### CBS Installs New Transmitter In N. Y.; Will Launch Experimental Sked Early Next Month

### TV-Set Production At Five-Week Record

Washington Bureau of RADIO DAILY  
Washington—A record turnout of 182,361 TV sets during the five-week period covered by March figures was reported Friday by RMA, bringing the total for the first quarter of this year to 422,537. Average weekly rate in March was 36,472 sets—119 per cent over the corresponding figure for 1948 and 23 per  
(Continued on Page 2)

### Stations Co-operate On Cancer Fund Drive

Chester, Pa. — WPWA's recent day-long Cancer Drive programming, sans all commercials, netted almost \$16,000 from listeners before the end of the day with additional contributions still pouring in. Cooperation from other local sta-  
(Continued on Page 6)

### Crosley's New Line To Be Shown In N. Y.

Crosley will introduce a new 16-inch television receiver along with two new 12-inch models during a trade showing of radio, TV, refrigerators and other products of the  
(Continued on Page 2)

Washington Bureau of RADIO DAILY  
Washington — Columbia Broadcasting System will revive its demonstrations of color transmission in New York early in May using a new transmitter atop the Chrysler Tower and with improved color cameras and receivers, it was revealed in FCC engineering circles here Friday. Dur-  
(Continued on Page 7)

### Crossed Phone Wires Force KITE Off Air

San Antonio, Texas—Charles Balthrope, manager of KITE, suggested to the local telephone office that it obtain a broadcast license if it wants its employes and customers on the air.

The comment was made by Balthrope on the heels of a second incident which forced the station off the air for an hour and a half for the second time in four months.

Last Friday, KITE heard someone  
(Continued on Page 6)

### Mitchell To Be Honored By Carthage College

Chicago—The honorary degree of Doctor of Letters will be conferred on Everett Mitchell, veteran NBC Chicago farm commentator, on June 6 at the annual commencement ex-  
(Continued on Page 2)

### Freakish

San Francisco—A "freak" 220-mile-distant reception of the test patterns being broadcast by KGO-TV has been reported by Frank Marx, ABC v-p in charge of engineering. The fourth television station to be owned and operated by ABC has been picked up by viewers in Reno, Nev., according to Marx. The new outlet will go into operation May 5.



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JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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WEST COAST OFFICES

Al Steen, Manager  
6425 Hollywood Blvd. Phone: Gladstone 8436

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

CHICAGO BUREAU

Nat Green  
Suite 905 139 No. Clark St.  
Phone: State 2-2332

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

FINANCIAL

(April 22)

NEW YORK STOCK EXCHANGE

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

OVER THE COUNTER

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

★ COMING AND GOING ★

J. KELLY SMITH, vice-president and director of station administration at CBS, will leave today on a short business trip to Hollywood.

KATHRYN M. HARDIG, assistant radio and television director for the Ralph H. Jones Company, Cincinnati and New York advertising agency, is back in the Ohio metropolis after having attended the AAAA meeting in Gotham.

ETHEL KIRSNER, of the Margaret Ettinger office, is in Chicago for the annual meeting of the Better Business Bureau at the Palmer House.

JOHNNY LONG and the members of his band, who had been appearing in Wheeling, West Va., have arrived in New York to do some recording. They open May 3 at the Meadowbrook, in Jersey.

MRS. DORIS REICHEL, of the NBC Chicago headquarters, is spending this week in Cullman, Ala., making arrangements for the broadcasting April 30 of "R.F.D. America," which will originate at the state's "Strawberry Capital."

D. W. THORNBURGH, vice-president of CBS in charge of the western division, who spent last week here, will return today to the West Coast.

GILES HOBIN, winner of the "You Can Be a Star" contest at WHAM, Rochester, N. Y., will arrive in New York today for a round of entertainment, shows and an audition at NBC.

AMY BULLETT, assistant to Will Roland, Columbia network producer, leaves today for three weeks in Honolulu.



TV-Receiver Production Sets Five-Week Record

(Continued from Page 1) cent better than the weekly average in February of this year.

FM-AM set production showed another sizeable drop, to only 71,216, compared with 98,969 in February and 147,733 in January. First-quarter total was 317,918, while AM production of 607,570 sets in March brought the first quarter total to 1,668,101 sets. Not included in the FM count were TV sets which include AM bands—a number which FMA insists is large enough to change the picture considerably as regards FM production.

RMA said total set production in the first quarter of this year was "just over half that in the first quarter of 1948 due to the transition from radio to television." All sets, including TV, reported to RMA totaled 2,408,556 for the 1949 quarter, and 4,372,296 for the corresponding 1948 period.

Crosley's New Line To Be Shown In N. Y.

(Continued from Page 1) Crosley line at the Hotel Plaza in New York on Wednesday, May 4, Bert Cole, vice-president of the Crosley Distributing Corporation announced Friday. The press preview on Wednesday will be in advance of a three-day dealer showing and a public Open House on May 6.

Daylight Saving Time Schedules In Effect

(Continued from Page 1) lost by all-night stations will fall back into the laps of sales managers next Sept. 25 when the nation is scheduled to return to standard time in all four zones.

Music Week Observance

Radio stations and networks have been asked to participate in the observance of National Music Week, May 1-8. On Sunday, May 1, the "RCA Victor Show" will honor C. M. Tremaine, originator of the observance 26 years ago.

Mitchell To Be Honored By Carthage College

(Continued from Page 1) ercises at Carthage College, Carthage, Ill.

This will be the first time in the 75-year history of the Illinois college that an honorary LL.D. has been awarded to a person outside the field of education.

Mitchell will be awarded the degree by Dr. Erland Nelson, president of Carthage College, in recognition of his work in developing better mutual understanding between the rural and urban sections in America through the medium of farm radio, and for his contributions to the religious life of farm communities.

Will Address Assembly Following the conferring of the degree by Dr. Nelson, Mitchell will deliver the major commencement address to the assembly. Mitchell began his radio career on a Chicago station over 25 years ago and in 1931 became m.c. of the National Farm and Home Hour (NBC, Saturdays, 12:00 noon CST), a post he has held ever since.

In 1943 he was named agricultural director of the NBC Central Division. His early morning Town and Farm program on station WMAQ (Chicago), Mondays through Saturdays at 6:15 a.m., is a long-time favorite of rural audiences in the heart of the Midwest.

Take It Or Leave It To Begin 10th Year

"Take It Or Leave It" begins its tenth year on the air Sunday, on NBC, 10:00 p.m., EDT.

The idea for the show was conceived by a Georgia school teacher (who still receives royalties). When Martin L. Straus II, chairman of the board of Eversharp, sponsors of the program, heard an audition of the show in April, 1940, he purchased it immediately, making only one change in the game. He raised the top prize from eight dollars to \$64, and unwittingly created a household phrase. Straus estimates that more than 655,000,000 listeners tuned in on the show last year alone. More than 3,200 contestants have appeared on the program, he declared.

Sorry, wrong number

Bobo, a favorite monkey in the Kansas City zoo, hasn't much chance of making good connection on the telephone, but he doesn't care. He just loves to finger the dial and chatter.

How about your radio advertising in Baltimore? Have you got the right connection to produce low-cost results?

If you're buying W-I-T-H, you're all set. For W-I-T-H is the BIG independent with the BIG audience. It delivers more listeners-per-dollar than any other station in town. And that means that a little bit of money goes a long way on W-I-T-H

So if you want to buy radio economically, if you want to make every dollar count, buy W-I-T-H. Call in your Headley-Reed man and get the full story today.



W-I-T-H

Baltimore 3, Maryland

TOM TINSLEY, President Represented by Headley-Reed

F. C. C. LICENSE COURSE

Accelerated Training You are prepared for 1st class phone (FCC) license in 4 to 6 weeks.

Practical Instruction Classes and training conducted directly in New York City radio stations.

ARRANGEMENTS FOR QUARTERS

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IN PUERTO RICO.....

# WAPA IS YOUR BEST BUY!

FIRST IN **P**ROGRAMS  
POWER  
PERFORMANCE

AND SATISFIED SPONSORS!

- ★ BORDEN CO.
- ★ FRIGIDAIRE
- ★ COCA COLA
- ★ NORTHCOOL CLOTHING
- ★ LEVER BROS.
- ★ INTERNATIONAL HARVESTER
- ★ GILLETTE SAFETY RAZOR CO.
- ★ AMERICAN CORN PRODUCTS
- ★ ROYAL CROWN
- ★ STANDARD OIL
- ★ COLGATE PALMOLIVE PEET CO.
- ★ PAN AMERICAN AIRWAYS
- ★ PROCTER & GAMBLE
- ★ GENERAL MOTORS
- ★ MILES LABORATORIES
- ★ KRAFT
- ★ CHESEBROUGH MANUFACTURING CO.

THESE ARE BUT A FEW OF THE NATIONAL SPONSORS USING  
THEIR ADVERTISING DOLLARS WISELY ON

# WAPA

680 Kc.  
10,000 WATTS

San Juan, Puerto Rico

PAUL H. RAYMER CO.—NATIONAL REPRESENTATIVE

## SOUTHWEST

**CLIFF WARREN**, "the yodelin' cowboy" is scheduled to start a new series of 15 minute programs over KITE, San Antonio, according to an announcement made by Charles Balthrope, station owner and manager. He will be heard Monday through Friday under the sponsorship of Borden's Creamery for their Borden Ice Cream. Warren was formerly heard here over K TSA.

Gregg Winters has been named new manager for KNAF, Fredericksburg, owned and operated by Gillespie Broadcasting Co.

Hull Youngblood has joined the announcing staff of WOAI, San Antonio. Prior to entering the army he worked for WOAI for three months. He formerly was with K NOW, Austin. He comes here from KDYL-TV, Salt Lake City, where he was active in all phases of video.

The Dallas News and WFAA, Dallas, were awarded the National Safety Council's Public Interest Awards for exceptional service in accident prevention. Louis Brenault, WFAA public affairs director accepted the award for the outlet in a ceremony aired over WFAA. The award to WFAA was based on the outlet's series of 15 minute dramatizations of "Homer K. Saphead" a character created by the outlet in 1946 as a personification of stupidity in automobile driving.

For the third consecutive year, K TSA, San Antonio, will air a complete description of the annual Battle of Flowers parade, part of the annual Fiesta de San Jacinto held in San Antonio under the sponsorship of the Fourth Army Recruiting District.

Alex Keese, local and regional sales manager for WFAA, Dallas, has returned to the podium as conductor of the Texas Power & Light airings heard each Friday night. He is a former musical director of WFAA and first conducted the TP&L programs some 20 years ago over WFAA.

WRR-FM, owned and operated by the City of Dallas, has taken to the air here making the fourth local FM outlet. The outlet will air daily from 9 a.m. to 12 noon and from 7:30 p.m. to 1 p.m. on 101.1 megacycles, Channel 266.

The opening ceremonies of the San Antonio Home Show is to be aired over KABC, San Antonio, from the Municipal Auditorium on May 7. Numerous broadcasts are slated during the week by other local outlets direct from the exhibition floor. A heavy spot campaign is also slated to be heard over all local outlets prior to opening of show.

Office Space for Rent  
**RADIO CITY VICINITY**  
 Desirable 1- and 2-room offices with  
 telephone switchboard service  
 on 4th floor  
**ABBEY HOTEL**  
 151 W. 51st St. New York City  
 Phone: Circle 6-9400



## California Commentary . . . !

• • • The experimental tape-recording of Garry Moore's "Take It Or Leave It" show was so favorable to the sponsor that it has been decided to record all subsequent broadcasts. . . . Hal Peary and his "Gildersleeve" cast will do a week of personal appearances at the Bay Area Industrial Exposition in San Francisco beginning June 4. . . . It's a

## Hollywood

10-pound girl for the George Dvoraks. He's chief announcer at KFI. . . . Joseph Sill, Jr., has joined Erwin, Wasey & Co. as account executive. . . . Century Artists is prepping their "Ma and Pa Kettle" for a five-times-a-week, 15-minute comedy air show and has started negotiations with film personalities to assume the same parts in the radio version of the picture. . . . Margaret Whiting will keep the airplanes filled with her Capitol Record releases and personal chatter when she guests on more than 65 disc jockey programs in 20 cities en route to New York next month. . . . KNBH telecast the "Wild West Rodeo" in Culver City yesterday. . . . With the start of the Morey Amsterdam show Thursday over Don Lee's tele station KTSL, the station will have three hours of sponsored kinescope shows a week. The transcription series replaces "Window of the World" and will be sponsored by DuMont. Buchanan & Co. services the account. . . . Tommy Bartlett of ABC's "Welcome Travelers" and Les Lear, his manager, were here last week to record interviews with the record-breaking endurance flyers over Los Angeles. . . . Leslie Norins has been named a KTTV account executive. . . .



• • • KCBS in San Francisco, formerly KQW, has a nifty in "The Treasure Tune Show," sponsored by Dairy Belle Farms. It's a quiz program, using studio and telephone contestants, with more than \$3500 going to the person naming the "treasure tune." Dale Farmer is the quizmaster. . . . Joan Crawford will make one of her rare radio appearances on May 26 when she appears in "Suspense." . . . Dennis Day has lined up engagements in Boston, Pittsburgh, Cleveland, Toledo, Columbus, Chicago and Detroit for his personal appearance tour, starting June 18. . . . Announcer Frank Goss has been signed for a new quarter-hour news show over the KNX-Pacific network. A co-op show, it will be heard Sunday afternoons and sponsored locally by Nash of California. . . . "Sandy Dreams," the Rubens Musical Workshop TV show now in its 47th week on KTLA, was kinescoped Saturday for showing to eastern advertising agencies. . . . Incidentally, KTLA has a temporary monopoly on kinescope equipment in Los Angeles. NBC expects to have its 16mm kinescoper operating here by May 15. Warner Bros. has experimental equipment under test at its Burbank sound lab. . . . Bill Elliott's transcription show is now featured on 23 radio stations in Alabama, Georgia, Michigan and the New England states.



• • • Following an eight-week test, the E. L. Bruce Co., makers of Duzit floor polish, has adopted television as a company policy and has renewed the contract of the Jack and Patty Meakin show, which probably will be kinescoped. . . . J. Carrol Naish, the Luigi of the Luigi show, is setting up a school for character acting here. Michael O'Shea may serve as lecturer. . . . A series of musicals based on the experiences of Disc Jockey Al Jarvis is being mullied by Columbia Pictures, as a result of his job in "Make Believe Ballroom." . . . "The Goldbergs," a favorite on Eastern tele nets, made its West Coast debut last week on KTTV. . . . Robert Hafter has been named a KNX-Columbia Pacific Network producer by George Allen, program director. . . . Elmit Eastcott has joined KECA and ABC western division as director of broadcast promotion for both AM and TV. . . . And Bob Wood has been appointed Columbia Pacific Network's commercial traffic manager.

## AGENCIES

**PAUL J. GEOFFREY** has been named Alaska sales manager by Pan American Broadcasting Company, international radio station representatives of New York. Geoffrey was formerly with WHLI and WGBB. During the war, he served as director of USO shows and special entertainment for the 35th U. S. Naval Battalion in Europe, organizing radio participation activities and supervising coverage of special new events. From 1939 to 1941, he freelanced it as an actor for WINX and WMAL, Washington, D. C.

**THE ADVERTISING COUNCIL INC.**, has announced the appointment of William J. Egan to its public relations staff. He was formerly associated with the business and financial editorial staff of the New York Herald Tribune and more recently with Carl Byoir & Associates.

**ACCENT SHOE COMPANY**, newest division of International Shoe Company, has appointed the Olliar Advertising Company, St. Louis, to handle the advertising of Accent Shoes. This new line of women's shoes has been developed to serve the \$8.95 field.

**SEIDEL ADVERTISING AGENCY, INC.**, is conducting a survey of all visitors to Bermuda for their client, Colonial Airlines, Inc., the purpose being to determine the influencing factor in their selection of Bermuda as a vacation spot. Double post cards, printed in questionnaire form, are being mailed to all recent visitors—requesting that they indicate whether travel agents, editorials, friends or advertising influenced them in their decision.

## Stark Joins ABC

Charles Stark has joined ABC as an account executive in the network's sales department. Stark brings to his new position a wealth of experience in the radio, television and advertising agency fields, having recently resigned as radio and television director of the Blain Thompson Company, Inc., to join ABC. From 1939 to 1948, Stark served with WMCA in New York as sales manager and assumed the additional duties of general manager for the station in 1943.

## WRITER

with top experience in production, writing, editing and reporting on national and local news and radio publications.

Degrees: A.B. and B.S.  
 seeks position with future in radio and/or advertising.

Will locate anywhere.

Box 230, RADIO DAILY  
 1501 Broadway, New York 18, N. Y.



# CHICAGO

By NAT GREEN

## Supreme Court Opens WJR-Tarboro Hearings

Continued from Page 1

Chief Justice said that the station had been given adequate consideration on the basis of its written presentation, and the Commission had found that it was not in a position to warrant further consideration.

Speaking from a recent edition of *Radio World*, Chief Justice said that the station had been given adequate consideration on the basis of its written presentation, and the Commission had found that it was not in a position to warrant further consideration.

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# AIR TRAVEL AT ITS FINEST...

on the completely modern  
up-to-the-minute FLAGSHIP FLEET



THE DC-6 FLAGSHIP

Fast, really new, and comfortable. This is the new standard for air travel.



THE CONVAIR FLAGSHIP

Fast, really new, and comfortable. This is the new standard for air travel.

The answer to today's demands for  
bigger, better and more air  
transportation

# AMERICAN AIRLINES INC.

## Teen-Age Buy-Power High, Survey Shows

(Continued from Page 1)  
homes is that with two sets each: 39 per cent.

### Popular Programs Listed

The three most popular programs among the teenage listeners were Bob Hope, Lux Radio Theater and Your Hit Parade. Of the top ten programs among the boys, the comedy type predominates; among girls, popular music is first and comedy a close second.

Pronounced differences in brand preferences between boys and girls was noted. More boys than girls have brand preferences for chocolate drinks and soft drinks and more girls have name brand preferences in tea and fruit juices.

### Some Programs Recommended

Programs recommended to them by teachers were reported by 49 per cent of both the boys and girls. Most frequently assigned programs, according to the report, are Town Meeting of the Air, Catholic Hour, and Cavalcade of America. By program type, public service, drama, news and religion are important.

About half of the children listen to one news program daily, for an average of 15 minutes a day.

## Transcription Network Adds 26 Within Month

Twenty-six more stations have joined the Transcription Broadcasting System within the last 30 days to bring the total membership to 142, it has been reported by Ray Green, executive v-p of the transcription network.

The rapid growth of the membership is attributed by Green to the "current trend in advertising which requires local radio stations to create more effective promotion packages as well as programs for their sponsors."

The new TBS members are: WQXI, Atlanta, Ga.; WEBQ, Augusta, Ga.; KMPC, Bakersfield, Calif.; WGBA, Columbus, Ga.; WELD, Columbus, O.; WBAY, Coral Gables, Fla.; WCVA, Culpeper, Va.; WBIZ, Eau Claire, Wis.; KXOL, Fort Worth, Tex.; WLCX, La Crosse, Wis.; WCMB, Harrisburg, Pa.; WMRF, Lewistown, Pa.; KGER, Los Angeles; WOAY, Oak Hill, W. Va.; KILX, Oakland, Calif.; KBIZ, Ottumwa, Iowa; WLNA, Peekskill, N. Y.; WRIB, Providence, R. I.; KFSD, San Diego, Calif.; KSJO, San Jose, Calif.; KVL, Seattle, Wash.; KISD, Sioux Falls, S. D.; KWG, Stockton, Calif.; WKOK, Sunbury, Pa.; WSBP, Superior, Wis., and WLCR, Torrington, Conn.

### TIME BUYER

Young lady, exceptional experience radio-television time buying 4A agencies also movie film editing, desires job adv. agency or TV station.  
Write Box 235, RADIO DAILY  
1501 Broadway, N. Y. C.

## Ten Years of TV Operations

By WILL BALTIN  
(Secretary of Television Broadcasters Assoc.)

Ten years ago when television was struggling to wrest itself from the shackles that chained it to the laboratory, enthusiasts for the new art were few and far between. Those who sang the praises of television were, more often than not, characterized as wishful thinkers and dreamers.

Now that the flames of enthusiasm for TV are eating their way across the nation in the most startling conflagration of interest, since the gold rush of '49, it may be well to pause momentarily and turn one's sights back on the decade that is to be rounded out on April 30, 1949—the 10th anniversary of electronic television broadcasting in the United States.

### DuMont Among Pioneers

In the past 10 years there have been two champions in their own right who recognized another "champ" in embryo and did more than any others to accord him his just due. The "champ" of course is television and the supporters are Brig. Gen. David Sarnoff of RCA and Dr. Allen B. DuMont, genius of the cathode ray tube and founder of a company by the same name. Both men gave the industry the initial drive that sent it on its way.

But behind the scenes were many other willing and hopeful figures who pitched in and contributed their share to the march of television progress. Back in the experimental days of television broadcasting (1936-1939), Thomas H. Hutchinson was the "Zanuck" of the lot. As top producer at W2XBS (now WNBC) Hutchinson dug his teeth into variety, drama, sports, news, etc. His top dramatic star in 1937-38 was Ned Weaver, who also wove a name for himself in radio soap operas. Betty Goodwin was the video announcing personality of the era.

Rounding out Hutchinson's staff of producers and aides at the time were Warren Wade, Eddie Padula, Thelma Prescott, Eddie Sobol, Tom Riley, Burke Crotty, Roy Meredith, Nick Kersta, John Williams, Art Hungerford, Beulah Jarvis, Ray Forrest, Bill Eddy and others.

It was only a short time after the opening of the World's Fair and the start of regular telecasting by W2XBS that CBS' experimental station, W2XCV, (now WCBS-TV) took to the air with Gilbert Seldes at the production helm and Adrian Murphy and Leonard H. Hole in supervisory posts.

Seldes took under his wing Worthington Miner, Dick Hubbell, Gilbert Fates, Frances Buss, Paul Mowrey, Leo Hurwitz, Paul Belanger, Ben Feiner and other hopefuls.

DuMont's station, W2XWV (now WABD) entered the video sweepstakes in mid-1940. I had been pounding out a steady tat-tat-too of television verbiage charged with

enthusiasm as a newspaperman from 1934 to 1940 when the arm of Dr. DuMont reached out and collared me for the post of program manager of his station.

The bare walls that greeted me on the 42nd floor at 515 Madison Avenue on June 1, 1940, soon were converted into studios, video transmitting and control rooms and storage space. Within a year test pattern transmissions were under way and on June 28, 1942, the first regularly scheduled show went on the air. After that W2XWV became a permanent channel on the limited video dials of the period.

First production staff included Bob Jameson, Ed Woodruff, Charlie Bace, Walter Swenson, Dorothy Wooton, Sal Patremio, Paul Fannelli, Bill Wallace, William Sayer and other willing aides.

### War Delays Expansion

Television expansion ran head-on into the war in 1942 and programming was limited to transmissions for national defense. Only other stations to reach the air prior to and during the early days of the war included WRGB in Schenectady, WPTZ in Philadelphia, WBKB in Chicago, KTLA and W6XAO in Los Angeles. And only about 8,500 receivers had been built and circulated before the war intervened.

In the period 1939 to 1941, television passed through several crises. The FCC granted a "green" light to commercial telecasting, then took it away pending standardization of frames, lines, etc. Television in that period passed from 343 lines to 441 lines to 525 lines. Polarization was debated from vertical to horizontal, with the latter winning out. Television had 26 channels in 1940 (praise be!) but the whittling process started even before the war ended.

The National Television Standards Committee gave way to the Radio Technical Planning Board and television channels shriveled from 26 to 18 to 13 to 12. The reason: new services born out of wartime development also required space.

Television having survived the whittling process was grabbed again in 1946 and sent through another governmental wringer — this one composed of rainbow hues. It wound up a bit washed out but still in its black and white garb.

### "Gold Rush" Began in 1947

The television "gold rush" started in mid-1947 when broadcasters suddenly discovered that in some centers television was really growing up. Television station applications jumped from about 60 to over 300 and channels that had gone begging for years were being fought over by competitive interests.

At the year's end the FCC had virtually thrown up its hands in despair at the shortage of channels and "froze" the situation. It was just another impasse in a series of

## Crossed Phone Wires Force KITE Off Air

(Continued from Page 1)

dial the telephone. Then they heard him, in Spanish, arguing with an announcer on the program. Even time the announcer said anything the telephone talker would tell him to shut up and get off the line.

Matters went from bad to worse when other subscribers on the phone line became impatient because they wanted to talk over the phone and started arguing with the first caller.

### Siercovich Cautious

Failing to get the lines clear and fearing a repetition of the profanity that went over the air during a pre Christmas broadcast, chief engineer John Siercovich ordered the station off the air.

According to Balthrope, telephone officials explained that the broadcast wires had been crossed with 11 telephone lines by the high wire which prevailed here that day.

## Stations Co-operate On Cancer Fund Drive

(Continued from Page 1)

tions with WPWA's Cancer Drive for Delaware County hit an all-time high. WFIL, WFIL-TV, WIP, WJMJ, Philadelphia; WNAR, Norristown; WKAP and WSAW, Allentown, and WWBZ, Vineland, N. J., either sent stars of their own show to actively participate in the WPWA programs or prepared special transcribed special messages from their stars.

Radio teaser spots and posters in stores and other Chester establishments preceded the full-day program. The "terrific" telephone response was partially explained by the policy of announcing all contributions during the 12-hour, 45-minute broadcast.

obstacles that confronted the forward-moving television industry through its 10-year cycle of national and international upheaval.

The future of television as one of the nation's great industries is not assured. To those who put their faith in the new art, this conclusion was inevitable. To those who only recently woke up to the fact that video is here, the prospect is either wonderful or terrible, depending on one's point of view. Broadcasting, which has been on a "sound" basis for more than two decades is starting to become speechless, which may really be a warning to some broadcasters, to wit: Out of sight—out of business!

### WANTED Experienced Girl

For Traffic Dept., Radio Station  
WVNJ, Newark, N. J.  
Phone Mitchell 3-7600

# TELEVISION DAILY

tion of RADIO DAILY, Monday, April 25, 1949 — TELEVISION DAILY is fully protected by register and copyright

## COLOR TELE REVIVAL PLANNED

### TELE TOPICS

**MOREY AMSTERDAM's** return to the air last week—for DuMont over DuMont—was a welcome event to these eyes and ears. Amsterdam's comedy doesn't inspire the monster yokes that he is capable of providing, but most of the time he supplies nice comfortable chuckles. . . . Program is set in a mythical club, the "Silver Swan," that bears startling resemblance to a joint known as the "Golden Goose Cafe." After an amusing opening monologue, Amsterdam is accosted by the raucous "Hey Morrie" of Art Carney as Charlie, the form—sorry, Newton, the waiter. Carney is the funniest and most refreshing joke now operating and like most of the tribe, is at his best when used sparingly. Also on the show was Jacqueline Mann as Lola—oops, I mean Jackie, the cigarette girl. Her baseball routine with Amsterdam was tops. Other guests on the show were Vic Damone, with a revamped croon, and Mary Raye and Naldi. Weak spots were a closing skit with Amsterdam, Carney and Damone, and Amsterdam's re-use of the "whadhesay?" gag. . . . Commercials for DuM receivers were well handled by announcer Don Russell. Program is directed by David P. Lewis, with music by Russell Patterson and music by Benny Guarnieri. Frank Bunetta is production supervisor and Buchanan is the agency. Script is by Amsterdam and Lou Metzger.

**TELETRON** has picked up the option on the Hartmans show extending the ABC series through the end of August. Walter Thompson is the agency. . . . Melms has picked up the tab for alternate baseball games over WGN-TV, sharing sponsorship with Peter Hand Brewing Co. . . . Add to the already huge list of Howdy Doody merchandise, record albums, comics, books (by Simon & Schuster and Whitman), watches, gloves, games, sweat shirts and bicycle horns. Incidentally, two major mags are prepping spreads on Bob Smith's fabulous wooden offspring. . . . Richard Hodgson, Paramount director of technical operations, will discuss Para's later tele system at Thursday's dinner meeting of NTEC at the Fifth Ave. Brasserie.

**TV WILL BE CAUSING** youngsters to flock to a bar—without risking paren-censure. At the request of its young customers taking their cue from the adult life of life, Rockaways' Playland, a Long Island amusement park, is installing a receiver in its milk bar for kids. Standard for at the place this summer may well be "Put on the cowboy picture, Joe—set me up with a double scoop." . . . Frank Shepherd has been signed to handle Bucknell shirts commercials on "Doors To Fame."

### New WOR-TV Tower Rising In Jersey

North Bergen, N. J.—Construction of WOR's steel tower, which will house the antenna of its new TV station, WOR-TV, and of WOR-FM, has reached a height of some 330 feet in the skyward climb of 760 feet above ground to become the "highest structure in the state of New Jersey" by this summer.

The tower, located on a high point of the Palisades, will be topped by a 50-foot television antenna which will give the entire structure a height of 1,050 feet above sea level, second in height only to a transmitter atop the Empire State Building.

A glass-enclosed micro-wave relay station housing reception equipment for picking up broadcasts from mobile units will be situated two-thirds of the way up the tower, at the 555-foot level. The station will also serve as an electrical distribution unit to feed power to the tower's lights, sign and other facilities. Telephones, stairs and electrical hoisting equipment will connect the relay station with the transmitter building at the base of the tower.

A the tower's top will be a six-bay turnstile television antenna and a one-bay circular FM antenna mounted on a 50-foot broadcasting mast. The transmitter will be connected by co-axial cable with the WOR-TV "Television Center" now under construction at 7 West Street, off Central Park West, in Manhattan.

### Package Groups Set Plans For Affiliation

Full affiliation between ITPA, of New York, and TPA, of Hollywood, was announced last week by Martin Gosch, newly-elected president of ITPA, at the organization's first annual meeting here. Agreement between the two groups will provide for a full exchange of information and will cover all negotiations on a projected code of practices. Gosch said also that TPA members will be included in ITPA's "Showcase" a program series now under consideration by N. W. Ayer.

Other ITPA officers elected at the meeting were Henry White, president of World Video, as vice-president; Nathan Rudich, Gainsborough Associates, secretary, and Irvin Suld, treasurer.

Elected to the board of directors, in addition to the officers, were Charles Basch, Jr.; Judy Dupuy, of Video Events; Oliver Nicoll, Radio Features; Arthur Ehrlich, Ehrlich-O'Malley, and Walter Armitage, Regency Productions.

### "Crusade" Starts May 5

May 5 has been set by ABC as starting date for "Crusade In Europe," film series based on General Eisenhower's book. The 26 documentary films will be aired in 32 markets at 9 p.m., Thursdays. Series will be sponsored by Life and Time, through Young & Rubicam advertising agency.

## The Week In Television

### Nets Scramble To Clear Station Time

The four networks began scrambling to clear time in one and two station markets to prepare for the opening of two additional coaxial channels between N. Y. and Chicago on May 1. All cities on the midwest net, with the exception of Chicago and Detroit, have only one or two outlets. . . . Sen. Edwin Johnson blasted the FCC's tele allocations and urged a "wide-open competitive business." . . . As the baseball season opened a check revealed TV pickups set for 15 of the 16 major league teams, with all sponsored. At least a dozen top minor league clubs also will play before the cameras. . . . Price trend on receivers was expected to follow a gradually descending curve as the industry aimed at record production of over two million. . . . Use of tele as part of regular classroom instruction will be inaugurated by WBAL-TV in co-operation with Baltimore school system. . . . WOR-TV purchased an entire square block in mid-town Manhattan as the site for future construction of studios and offices. . . . David Hale Halpern, of Owen & Chappell, was nominated as new ATS presy. . . . "Actors' Studio," on ABC, and "Howdy Doody," on NBC were the first TV shows to receive Peabody awards. . . . CBC considering possibility of reception of U. S. video transmissions in Montreal. . . . Mohawk Carpet Mills bought the 7:30-7:45 strip on NBC. . . . First public demonstration of transmissions on a 625-line screen will highlight the British Industries Fair to be held May 2-13.

### CBS Making Ready For New Color Showings

(Continued from Page 1)

ing the past few months Dr. Peter Goldmark and associates of the CBS research laboratories have been completing the installation of a new type of "slot antenna" on the tower of the Chrysler Building and are reported prepared to transmit color with 20kw. power.

Two systems have been used by CBS engineers. One is an improved system of mechanical scanning and another is an electronic system which is said to transmit on six megacycles.

The new transmitter, which will be used for mechanical color transmission will, according to reports, operate on 490 megacycles.

### Use Altered Transmitter

In engineering circles it is said that the network research department has been able to produce a color TV transmitter with limited alterations to the conventional black and white transmitters. The CBS engineers are reported to have said that their system of improved color transmission can be used with alterations to present monochrome transmitters.

The recent demonstration of color made for FCC Commissioners Robt. F. Jones and Frieda Henneck, and plans for a special color TV demonstration before the American Medical Association in Atlantic City in June, are reported to be indicative of CBS' plans to launch a full scale campaign for recognition of color TV soon.

### Collaboration Reported

In planning a demonstration at the AMA convention, CBS is reported working in collaboration with the Smith-Kline and French Laboratories of Philadelphia, and the medical department of the University of Pennsylvania.

On September 27, 1946, CBS petitioned the FCC to adopt recommended standards for the commercial broadcasting of color television in the ultra high frequencies. This was followed by a color versus black and white TV hearing in Washington and a subsequent visit of twenty-five members of the staff of the FCC to New York to witness a demonstration of CBS color TV. In January, 1947, the FCC held a lengthy hearing on the issue in New York at which time full demonstrations of black and white TV and color were given. As a sequel to this hearing the Commission denied the CBS application for a commercial television station license but allowed its experimental license in the UHF to remain in force.

## EQUIPMENT

### New DuMont Distributor

The appointment of Transvision, Inc., New Rochelle, N. Y., as exclusive national distributors of DuMont Inputuners through jobbing, amateur-supply and retail channels is announced by Paul Ware, manager of the Electric Parts Division of Allen B. DuMont Laboratories, Inc., Clifton, New Jersey. The contract was negotiated by Herbert Suescholtz, general manager of Transvision, Inc., and Paul Ware for DuMont.

A complete r.f. head-end permitting continuous tuning for all TV and standard FM channels throughout the frequency bands, the DuMont Inputuner is featured not only in all DuMont Telesets but also by other makes of quality television receivers. It is also popular in better grade kits and in custom built assemblies.

Transvision is planning a national sales promotional campaign on the DuMont Inputuner to be announced to the trade in the near future.

DuMont has further granted Transvision, Inc., the exclusive right to use the DuMont Inputuner in television receiver kits and Transvision is now restyling its kits in order to make greater use of this high performance TV-FM head-end.

### Another RCA-Victor Model

First popularly-priced, mass-produced table model radio-phonograph designed with storage compartments for records and albums has been announced by RCA Victor as the latest addition to its line of instruments incorporating its new 45 rpm music reproducing system.

The compact, economical engineering and design of the 45 rpm record changer and the small size and light weight of the complementary, 6-7/8-inch discs makes possible the new instrument (Model 9-Y-7) which includes standard radio and automatic 45 rpm record changer. The instrument has two storage compartments to hold a total of 30 records in a cabinet that is one-third smaller than models containing radios and conventional changers alone. It bears a suggested Eastern retail price of \$79.95, twenty dollars less than any post-war RCA Victor table radio-phonograph.

### G. E. Promotes Fassler

S. M. Fassler has been appointed manager of advertising and sales promotion for the receiver division of the General Electric Company's electronics department in Syracuse, it has been announced by W. M. Skillman, manager of sales for the division. Fassler was formerly engaged in various advertising and sales promotion assignments in the company's Appliance and Merchandise Department at Bridgeport, Conn., which he joined in 1933 after graduation from Columbia University's School of Business Administration.

## \* THE WEEK IN RADIO \*

### Johnson's Senate Speech Flays FCC

By VAL ADAMS

SEN. ED JOHNSON, chairman of the Senate ICC, charged FCC has "failed utterly in protecting the people against monopolistic exploitation." He accused Commission of partiality in allocation of TV channels. . . . Annual Peabody Awards announced at Radio Executives Club luncheon in New York. Ten top awards and three citations were presented.

Tom Flanagan of station reps association made fighting rebuttal to NAB convention speeches predicting the early demise of radio. He said radio advertising hits \$40,000,000 a month compared with \$1,700,000 in television. . . . BMB mailed letters to subscribers asking them to sign waivers on the cancellation clause in their contracts. More than 20 per cent of the 540 paying subscribers signed waivers at NAB convention.

Trade reports predict Wayne Coy will resign as FCC chairman in near future. He may take an executive post in the television industry. . . . CBS net income for first quarter of '49 was 45 per cent less than similar period last year. Web said drop was result of increased video costs and adverse earnings picture of Columbia Records.

RMA will run special train out of New York to Chicago next month for all-industry banquet during RMA's Silver Anniversary Convention. . . . NAB may open New York office. Idea is tied in with newly authorized Broadcast Advertising Bureau which is aimed at stimulating radio sales. . . . WOR, New York, giving all its sponsors a "Seal of Approval" with special station break announcements.

H. J. Heinz Co. launched "saturation spot campaign" on test basis in 12 cities. About 36 stations are being used. . . . Opening of two more TV coax channels by AT&T May 1 creates big problem for four networks in coax cities having only one or two stations. In some cases three network shows will be available at the same time but only one station.

Warner Bros. asked FCC to expedite approval of its purchase of KMTR Radio Corp. from Dorothy Thackrey. Warners said sale of KLAC, the AM part of the package, to Ralph Atlas is dependent upon the transfer being completed by August 1. . . . KXGI, Madison, Iowa, sold for \$55,000 to A. O. Carson, former publisher of 23 Chicago northside newspapers.

Supreme Court agreed to hear FCC's appeal on a Court of Appeals decision which reversed Commission's revocation of license of WORL, Boston. Hearing set for May 9. . . . Confusion over program ratings still mounting. Nielsen's first new nationwide sample came out simultaneously with winter edition of U. S. Hooperatings. Fourteen programs (in top 20) were listed on one or the other but not both. NBC revised certain parts

of Hooperatings and issued its own version.

Prospects for fall spot business are bright, according to Wilton Gunzendorfer, general manager of KROW, Oakland, Calif. He just completed a survey of agencies and advertisers in New York and Chicago. . . . Sen. Joseph C. O'Mahoney of Wyoming charged that many competent entertainers never get a chance to make their way in radio. He said there isn't enough time for talent scouts to audition everybody who seeks to be heard.

Ted Steele, veepee in charge of Benton & Bowles' Hollywood office, may return to New York as radio director. . . . John Deme, general manager of WNOG, Norwich, Conn., issued long statement saying predictions of radio's decline "are utter nonsense and have done much to confuse the buying public."

Ed Murrow elected a director of CBS. . . . Advertising Federation of America holding annual convention at Rice Hotel, Houston, Tex., May 29-June 1. . . . FCC okayed two new AMers—one in Dover, Ohio, the other Redlands, Calif.

Fred Weber took over as general manager of WMOB, Mobile, Ala., with option to buy. Station is owned by Gilmore Nunn. . . . Gillette will sponsor horse racing's "Triple Crown" over CBS radio and television. . . . Teleways Radio Productions, Hollywood, to release new ET series titled "Hymns of the World" starring John Charles Thomas and features the King's Men. It's a \$500,000 package consisting of 260 quarter-hour programs.

### Hafter Named Producer By CBS On West Coast

Appointment of Robert Hafter as a KNX-Columbia Pacific Network producer was announced by George W. Allen, CBS' Western program producer. Appointment is effective immediately.

Hafter, recently engaged in freelance screen writing, previously was with CBS as an executive producer presenting such shows as "St. Louis Blues," "Tin Pan Alley," "Real Life Dramas," "Hollywood Showcase" and "This Is My Story."

### Plans New Radio Column

John Lester, former radio columnist for the New Orleans Item, will supply the Newhouse syndicate with a radio and television column, seven days a week, beginning this Friday with publication in the Newark-Star-Ledger, to be followed possibly in the near future by the Long Island Star-Journal, the Staten Island Advance and the Long Island Daily Press. Prior to his four-year chore in Louisiana, Lester worked in various radio industry enterprises in Hollywood.

## PROMOTION

### Recording Auditions

Nine instrumental and voc groups from the Chicago area were in NBC Chicago studios this week making recordings which are to be submitted for use in the International Music Project of the American Red Cross.

High school musical groups, seven American cities are making recordings for the project in cooperation with the Radio Corporation of America and NBC affiliated stations. The best of the records will be selected for a special album of six platters, 1,000 copies of which will be distributed abroad by the Red Cross for use in European schools.

### RMA Group To Offer Plan For Repairmen

(Continued from Page 1)

Other members of the committee are A. T. Alexander, chairman of the RMA service committee; J. W. Craig, vice-president and general manager of the Crosley division of AVCO; J. B. Elliott, vice-president of RCA Victor; Harry A. Ehl, chairman of the "Town Meeting" operating committee and vice-president of the International Resistance Corp.; G. M. Gardner, chairman of the RMA set division and chairman of the board of Wells-Gardner; L. L. Hoffman, of Hoffman Radio Corp., Los Angeles; RMA Treasurer Lesl. F. Muter, president of Muter Co., Chicago, and L. E. Pettit, vice-chairman of the RMA advertising committee, and executive of Gener Electric.

Six "Town Meetings" have been held under RMA co-sponsorship with the radio parts co-ordinating committee. They have been in Philadelphia, New York, Boston, Atlanta, Los Angeles and Chicago. Other cities, including Washington, D. C. have asked that "Town Meeting" be held for their TV and radio servicemen.

The "Town Meeting" committee will meet during the RMA "Silver Anniversary" convention, May 16-20 at the Stevens Hotel in Chicago.

### Ben W. Reuben

Ben W. Reuben, New York City advertising and promotion executive who for many years has been associated with Philip Morris cigarette died Wednesday at his home, 111 Park Avenue, New York City. He was 57 years of age.

Mr. Reuben, a native of Cleveland, Ohio, was in the advertising, corporation, publicity and promotion business. In addition to Philip Morris & Co., his clients included the Pepsi-Cola Company.

He was well known in New York City sporting circles and had for many years been prominently identified with the United Palestine Appeal campaigns.

# BASEBALL SPONSORS SHOW INCREASE

## AP Board Commends Air News Assistance

The AP's board of directors paid its highest tribute to-date to radio stations for their co-operation and "beats" in the gathering and dissemination of news in the report to members at yesterday's annual AP meeting at the Waldorf-Astoria Hotel.

The report, read to members by Lloyd Stratton, secretary of the wire service, disclosed that radio membership in the United States increased from 456 to 940 during

(Continued on Page 8)

## Liggett & Myers Renews Godfrey On CBS Web

Liggett & Myers Tobacco Co., has renewed its sponsorship of Arthur Godfrey's five-a-week morning series over the CBS network for another 52 weeks effective May 30, it was announced yesterday.

Series is aired 10:30-11:30 a.m., EDT, Chesterfield Cigarettes sponsoring the 11:00-11:30 a.m., EDT, segment and Gold Seal Co. and National Biscuit Co. sponsoring quarter-hour periods of the preceding half-hour.

Agency for Liggett & Myers is Sewell-Emmett Co.

## Philco Sponsors Baseball On Texas TV Station

Fort Worth—A televised series of 1 Texas League baseball games, running through June 26, started on WBAP-TV Sunday under the sponsorship of Dallas and Fort Worth Philco distributors for the first such telecasts of this area.

Broadcasts will originate just off

(Continued on Page 2)

## Radio Lux Gaining

Gracie Fields is being heard over Radio Luxembourg under sponsorship of Personna Blades. Harry Alan Towers, independent package producer, is currently on a trip to New York and Hollywood to line up other shows for advertisers using the station. According to latest figures, Lux's British time sales now are about three-fourths what they were in the peak years of the late 30's.

## Cantor Set Full Time For AM & TV In Fall

Pabst will sponsor a half-hour weekly program over NBC's television network this summer and the time will be taken over by Eddie Cantor in October, it was learned yesterday. A few weeks ago Cantor said he'd do a television show only twice a month but he has agreed now to one a week and at the same time continue his radio program for Pabst.

The beer sponsor has signed a TV contract with NBC for Tuesday evening, 9:30-10 p.m., EDT, start-

(Continued on Page 7)

## Morgan Lands Sponsor During "Duffy's" Hiatus

Bristol-Myers Co. is picking up the Henry Morgan show on NBC as a summer replacement for "Duffy's Tavern" starting July 6. "Duffy's" winds up the current season on June 29. Agency is Young & Rubicam.

Morgan will go off the air for one

(Continued on Page 2)

## 183 Stations Broadcast Major Skeds With Oil, Beer, Ciggie Sponsors Increasing Over Last Season

### CBS Realignment Announced Yesterday

Realignment of duties among executives of the operations department of the CBS was announced yesterday by James M. Seward, vice-president in charge of operations.

I. S. Becker, director of program operations, will expand his activities in the field of negotiations, handling all talent deals for television as well as radio broadcasting.

(Continued on Page 8)

### New Portable Record Unit Plays All Types Records

Development of a new portable unit which will provide reproduction of all 78 rpm, 45 rpm and 33 1/3 rpm records was announced yesterday by John Meck Industries, Inc., of Plymouth, Ind. Retail price for the record player starts at \$19.95.

The new record player is offered

(Continued on Page 2)

### Duquesne 'U' Plans Educational FM Station

Pittsburgh — Duquesne University began construction this week on what will be Pittsburgh's first college radio station, WDUQ.

The FCC granted the University

(Continued on Page 2)

Baseball continues to be an ever-expanding business for radio and this year major league games are being broadcast by a total of 183 stations, about 30 more than last year. In the post-war era, the figure has increased substantially every season. For instance, in 1948 about 40 more sta-

(Continued on Page 8)

## More License Money Is Needed, Says CBC

Montreal—CBC will have to reduce its services unless more money is provided from individual receiver license fees. A. D. Dunton, the CBC chairman told a meeting of the Arts Council of Canada that it will "be a tragedy" if the CBC service has to be cut.

"Last year, the CBC paid \$1,300,000 direct to Canadians for creative work," said Mr. Dunton. "It has proved Canadians can do things as well as other countries and sometimes better."

## Kelly Program Director Of 3 WMAL Stations

Washington Bureau of RADIO DAILY  
Washington — Appointment of Charles Lee Kelly as director of programs for WMAL, WMAL-FM and WMAL-TV, ABC outlets here.

(Continued on Page 7)

## Miller Warns Editorial Group On Danger Of Gov't Control

Charging that "strong government boys" were responsible for precedents and techniques for the suppression of freedom of the press in America, Justin Miller, president of NAB, told the American Society of Newspaper Editors in Washington Saturday that these moves are being prepared and tested in the field of radio.

that "our weakness lies in the fact that the several media of communications are apparently unaware of their identical interests. Divided, like proverbial bundle of sticks, we are ready to be broken singly," he said. "First, the new and different media, the young, awkward, brash media; while precedents are built up which may be used against the

(Continued on Page 8)

Judge Miller warned the editors:

### Seasonable

Claire Hanlon of the BBD&O publicity department in New York sent out a rush release yesterday on "the sensational addition of a 14-carat gold-plated lawnmower—worth more than \$3,000"—as a part of the \$20,000 in prizes which will be offered on CBS' "Hit The Jackpot" tonight. Further—\$1,000 worth of metal awnings have also been added.

### New Quiz Angle

Patterned after the successful radio quiz shows, a New York company yesterday announced plans to produce 52 ten-minute movies titled, "Who? When? and Where?" and will release them for audience participation quizzes in motion picture theaters. Company is known as the Santa Claus Quiz Shows, Inc., and plan to release first quiz May 11.



Vol. 47, No. 18 Tues., April 26, 1949 10 Cts.

JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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**WEST COAST OFFICES**  
Al Steen, Manager  
6425 Hollywood Blvd. Phone: Gladstone 8436

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

**CHICAGO BUREAU**  
Nat Green  
Suite 905 139 No. Clark St.  
Phone: State 2-2332

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

# FINANCIAL

(April 25)

## NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	73 3/8	73 3/8	73 3/8	+ 1/8
Admiral Corp.	18 3/8	18 3/8	18 3/8	.....
Am. Tel. & Tel.	145	144 7/8	145	.....
CBS A	18	18	18	+ 1/8
CBS B	18	18	18	+ 1/8
Farnsworth T. & R.	1 1/4	1 1/8	1 1/4	+ 1/8
Gn. Electric	37 1/4	36 7/8	37 1/8	+ 1/8
Philco	28	27 5/8	27 5/8	.....
RCA Common	12 1/2	12	12	- 1/8
RCA 1st pfd.	69 3/4	69 3/4	69 3/4	- 1/4
Westinghouse	22 3/8	22 3/8	22 1/2	.....
Westinghouse pfd.	93 1/2	93 1/2	93 1/2	- 1/4
Zenith Radio	27 1/4	27	27	.....

## NEW YORK CURB EXCHANGE

Hazeltine Corp.	13 1/4	13 1/4	13 1/4	.....
Nat. Union Radio	3 1/4	3 3/8	3 1/4	+ 1/4

## OVER THE COUNTER

	Bid	Asked
DuMont Lab.	13	14
Stromberg-Carlson	12 1/4	13 3/4
U. S. Television	1/2	3/4
WCAO (Baltimore)	20	25
WJR (Detroit)	6 3/8	7 1/8

## Vonn Plans Concert

Frederic Vonn, well-known pianist, will give a concert tonight at the Ambassador Hotel's Garden and Embassy Room. Using a new slant, Vonn will play a group of improvisations on notes and themes selected by the audience. A composer and teacher of the six B's (Bach, Beethoven, Brahms, Boogie-Woogie, Barrel-House and the Blues) Vonn has written several classical compositions as well as popular songs, his latest "What's Love."

Office Space for Rent  
**RADIO CITY VICINITY**  
Desirable 1- and 2-room offices with telephone switchboard service on 4th floor  
**ABBEY HOTEL**  
151 W. 51st St. New York City  
Phone: Circle 6-9400

## Duquesne 'U' Plans Educational FM Station

(Continued from Page 1)

a license late in February to operate a 10-watt FM, non-commercial, educational station under the call letters WDUQ on channel 207 on a frequency of 89.3 megacycles.

Since that time a contract for the remodeling of one-half of the second floor of the University's Administration building has been awarded to the George P. Little Company of Pittsburgh. The broadcasting equipment will be supplied by the General Electric Corporation. Mr. T. C. Kenny, chief engineer of station KDKA, Pittsburgh, is acting as adviser during the construction.

## Philco Sponsors Baseball On Texas TV Station

(Continued from Page 1)

the third base at La Grave Field with the schedule calling for full games on Sunday and Wednesday and half games on Tuesday and Thursday when the local ball club is not on the road.

## Myers Speaks

Walter Myers, NBC account executive, will be the featured dinner speaker at an advertising gathering in Andover, Mass., Thursday night, April 28. Dinner is being staged by the Merrimack Valley Advertising Club at the Andover Country Club. In addition to his talk, Myers will show the NBC promotion film, "Behind Your Radio Dial."

## 10 YEARS AGO TODAY

From the Files of Radio Daily

At the annual meeting held at the Waldorf-Astoria, the Associated Press moved a step nearer to a change in policy permitting the sales of news for sponsored broadcasts. . . Major film companies have issued a reply of "no" to NBC's requests that they make some footage available for television broadcasts in the metropolitan area which are scheduled to commence with the launching of the N.Y. World's Fair.

For **SALES MAGIC** in the "MAGIC CIRCLE" Hire **WIBW**

*The Voice of Kansas* TOPEKA  
BEN LUDY, General Manager

## Morgan Lands Sponsor During "Duffy's" Hiatus

(Continued from Page 1)

month prior to his switch from Sunday to the Wednesday, 9-9:30 p.m., EDT, slot. NBC Symphony, sponsored by U. S. Steel, is scheduled to move into the Morgan time period at 8:30 p.m., EDT, Sunday on June 12.

Cast for Morgan's show under the Bristol-Myers banner is not entirely set. Members to be lined up include a male and female singer. Lisa Kirk has been appearing on Morgan's sustaining program but she checked out last Sunday night to work on an NBC television program.

Bristol-Myers will be the first sponsor Morgan has had since he was on ABC for Rayve Creme Shampoo. Commercial copy on "Duffy's Tavern" is devoted to Tru-shay and Vitalis.

## New Portable Record Unit Plays All Types Records

(Continued from Page 1)

in three versions. They are: 1—a complete amplified set with built-in loud speaker; 2—a wireless type record player for use with any radio set and 3rd—a plug-in type for sets having a phonograph input connection.

## COMING and GOING

ARTHUR AUSTIN, production director of NBC, today is in Richmond, Va., originating point of the Bob Hope show, which will be broadcast from WMGB.

JEAN HERSHOLT and ROSEMARY DeCAMP of the "Dr. Christian" show on CBS, are in Chicago, where tomorrow the program will be broadcast as a feature of the Better Business Bureau convention.

PHIL HOFFMAN, general manager of WOL Washington, D. C., is in town. Paid a call yesterday at the headquarters of the station's national reps.

DAN SCHWARTZ, of the Mutual network publicity department, will leave tomorrow aboard the Queen Elizabeth for Cherbourg and Paris, where he'll spend six weeks visiting points of cultural interest.

LESTER W. LINDOW, general manager of WFDF, in New York for conferences with the station's national representatives.

HENRY FLYNN, of the Hollywood office CBS Radio Sales, is spending this week in San Francisco conferring with officials of KCBS.

JIMMY DURANTE is expected in town today from Hollywood. He'll return to the West Coast next Saturday.

ERNEST LEE JAHNCKE, vice-president of the American network in charge of station relations, left Sunday on a business trip to Minneapolis and Rochester, Minn. Today he'll be in the latter city, origination point of ABC's "Town Meeting of the Air." He'll be back in New York Thursday.

# Load-pullers

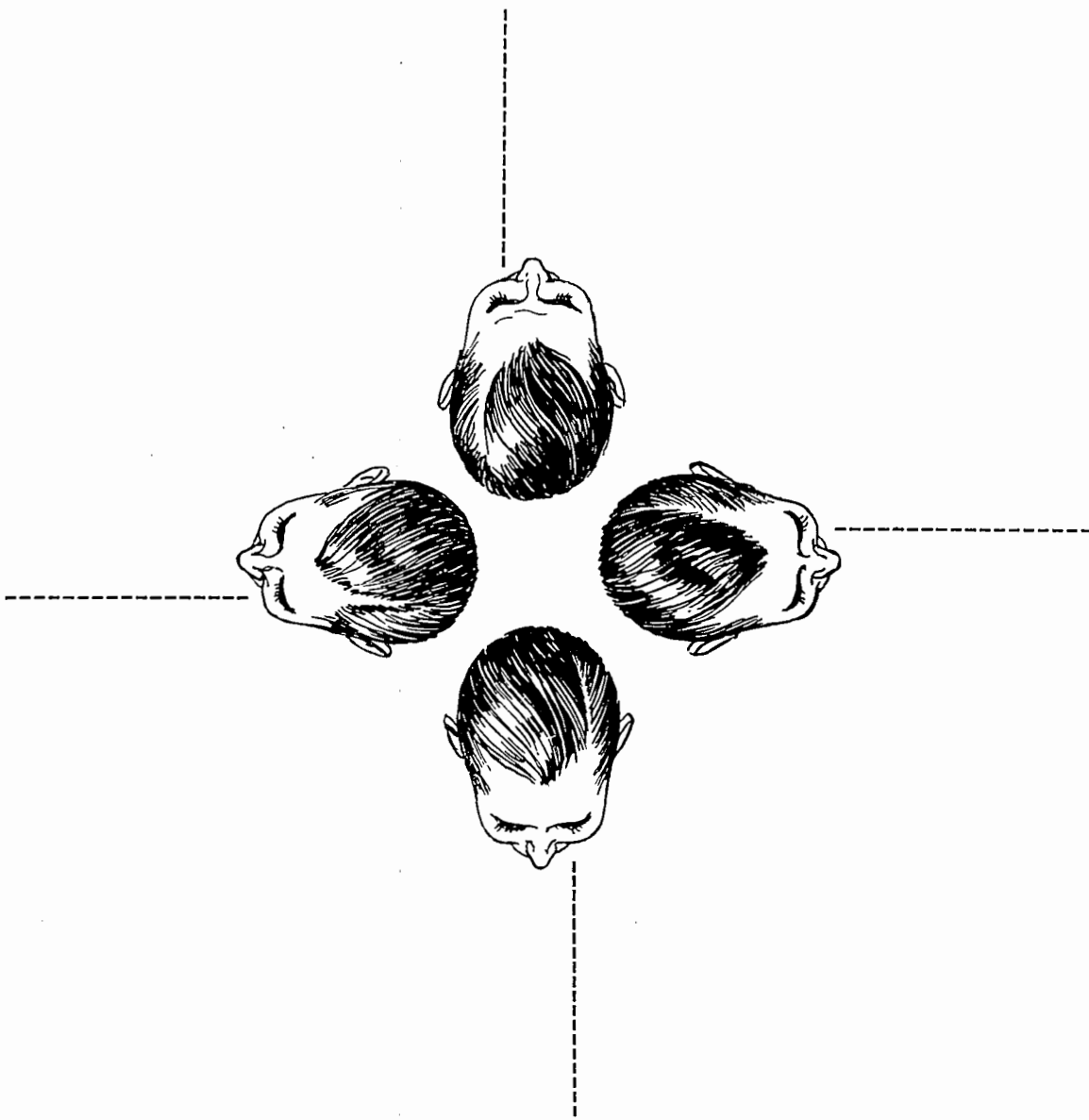


There's one station in Baltimore that works like an ox for you. That's W-I-T-H, the BIG independent that covers America's sixth largest city like a tent.

W-I-T-H is the buy for advertisers that want to produce BIG results for LITTLE money. The reason is that W-I-T-H delivers more listeners-per-dollar than any station in town.

W-I-T-H covers 92.3% of all the radio homes in the Baltimore trading area. So if you're looking for low-cost results call in your Headley-Reed man and get the W-I-T-H story.

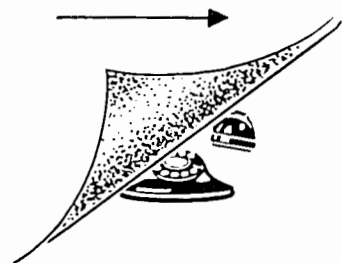
Tom Tinsley, President • Represented by Headley-Reed



# LET'S FACE IT!

The whole country is nuts  
about telephone quiz shows.

and the No. 1 "giveaway" in the U.S.A. is still



# tello



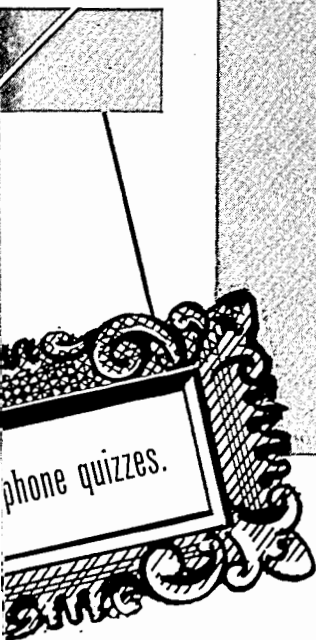
At the convention, we signed up 28 new subscribers. From Portland, Maine to Portland, Oregon, Tello-Test is rolling up sensational Hoopers and selling merchandise like crazy. Come baseball, network shows, television—Tello-Test still grabs the audience and hits like a ton of bricks! Stop worrying about boogey-men and get on this winner if it's still open in your market.



**GET ON THE BANDWAGON AND GET ROLLING.** Send for free



# test



*lookie!* In Chicago, broadcast twice a day on WGN, twice a day on WNAC, Boston, twice a day on WJW, Cleveland, twice a day on WITH, Baltimore.

## check these ratings!

BOSTON	<b>13.7</b>	<b>8.0</b>	MILWAUKEE
MONTREAL	<b>9.5</b>	<b>14.4</b>	DES MOINES
CLEVELAND	<b>8.2</b>	<b>16.4</b>	PORTLAND, ME.
KALAMAZOO	<b>20.3</b>	<b>16.5</b>	PROVIDENCE

prices and audition disc.

*Radio Features, Inc.* 75 East Wacker Drive, Chicago 1, Ill.

Walter Schwimmer, Pres.—Lowell Jackson, Sales Director

## LOS ANGELES

By AL STEEN

**L**OTS of rumors floating around here that Groucho Marx will swing over to CBS next Fall, but Groucho says no.

Bill Sterling of Young & Rubicam staff here is off for New York for several months of indoctrination in the video department at agency headquarters.

It's a boy—seven pounds—for the Bob Schillers. Bob is a member of the "Duffy's Tavern" writing staff.

The Duffy show, incidentally, swings to tape recording on Wednesday.

Monogram's British picture, "Temptation Harbor," has been selected by Screen Guild Players for radio dramatization early in May.

John Vrba has been named KTTV promotion director. Vrba formerly was with the Abbott Kimball ad agency. At the same time, Robert Breckner becomes director of public service.

Doye O'Dell, western singing star, and Toby Anguish have completed seven westerns for the video market. The same stories also have been filmed in color for regular theater release as shorts.

Speaking of storks, Matty Malneck, musical director of "Duffy's Tavern," also received a visit from the bird who brought a six-pound girl, his third.

USC's radio department has completed a series of 13 radio programs for children, based on folk tales of all nations. They are called Fablegrams.

### Takes KLAS Post

William W. Phraener has been named station manager of KLAS, CBS affiliate in Las Vegas, Nevada, effective immediately. It was announced by Edwin Buckalew, western division station relations manager. Phraener replaces Richard Goebel who has resigned.

## F. C. C. LICENSE COURSE

### Accelerated Training

You are prepared for 1ST CLASS PHONE (FCC) LICENSE in 4 to 6 weeks.

### Practical Instruction

Classes and training conducted directly in New York City radio stations.

ARRANGEMENTS FOR QUARTERS  
Write or Phone

## CAMBRIDGE

School of Radio Broadcasting  
220 W. 42nd St., New York, N. Y.  
Phone WI. 7-0038



### Mainly About Manhattan. . . !

● ● ● Friends down Washington and Baltimore way are willing to lay it on the line that Chas. R. Denny will be named president of NBC shortly. . . . Frank Sinatra inked by Mutual for a five-a-week 15-minute disc jockey series to be taped in H'wood starting in Sept. . . . As a result of her terrific click with Milton Berle, Martha Raye is being lined up for her own TV series in the fall. . . . Jack Gould's TV section in Sunday's Times was 'must' reading. . . . Kraft mixing pitches to take on another night-time show and will bankroll a daytime stanza instead. . . . A local afternoon sheet is up for sale—but the asking price is much too high. . . . Marty Abramson, former feature writer with the N.Y. Star, has joined the "We the People" staff. . . . CBS dropping its Friday night "Yours Truly, Johnny Dollar" series. . . . One of the national mags is doing a piece on a comic—but can't locate a friend to interview. . . . Jay Herbert, representing Wolf Associates out in the mid-West, is lining up clients for "American Minstrels," which goes co-op in June. Shouldn't find it tough getting customers to latch on to that sizzler. . . . Talk about beginner's luck, Jack Rubin, just back from Key West, Fla., came up with a trophy for the largest sail fish caught from the Casa Marina, where he was staying. Measured 6 feet 10 inches and was the first he'd ever caught. . . . Bob Hope sez that Jessel can do anything Artie Shaw can do except play the clarinet.



● ● ● If any station or agency were lucky enough to latch on to Ben Gross as a radio or TV consultant, they'd get the most prolific mind we've encountered in a dozen years on this street. The other night, over a hot cup of java at Toots Shor's, the guy rattled off some 20 or so TV ideas, any one of which would top practically anything now on the air. As a matter of fact, three webs right now are dickering for some of those ideas of his.



● ● ● Eddie Cantor is back in H'wood after a rough and rugged four-week tour during which he aired his weekly show, aided countless charity drives, was the central figure in two week-long civic celebrations and all in all kept on the hop 7 days a week. Cantor seems to have a special genius of wrapping up more good-will and more just plain good business in such a trip than almost anybody we could mention. This latest trip of his was taken under the auspices of Warwick & Legler, who handle the Pabst account which Eddie represents, and Nate Perlstein, advtg. manager for Pabst. As one editorial put it: Eddie Cantor is not only a good entertainer—he's a good citizen. He gives as much, or more time to charitable causes as any star in the business.



● ● ● SMALL TALK: Banshees big annual blowout at the Waldorf booked the entire unit from Radio City Music Hall which recently did the Caribbean show featuring the native dance and music of the Dominican Republic—the Merengue. (Which, incidentally, is a good plug for Alpha Music and BMI which has all the rights). . . . WMCA's young genius, Joe Franklin, has scored again with a transcribed series, "Main St. Memories," that's sweeping the hinterlands. Now Joe is planning a vaude tour in cities featuring his new show. . . . Nelson Gidding, radio writer and novelist, married Hildegard Colligan, Viking Press junior editor, over the week-end. Couple is honeymooning in Haiti. . . . Speaking of honeymoons, Bea Wain and Andre Baruch are just finding time now to sneak away after 11 years of wedded bliss. . . . Jerry Wayne, whose platter "You Can't Be True, Dear," was a best-seller, goes into Fay's, Providence, R. I., theater on the 29th. . . . Hugh James made a lot of sense in that Ben Gross story in the Sunday News.

## CHICAGO

By NAT GREEN

**R**OBERT SAUDEK, ABC vice-president in charge of public affairs, was in Chicago briefly to address the Evangelical Radio Group at the Congress Hotel.

On Wednesday, April 27, Lester Perrin, president of General Mills, and Dr. Thomas H. Briggs of Columbia University will discuss "Is American Youth Suspicious of Business?" over WGN, the broadcast to originate from the grand ballroom of the Palmer House, where Perrin and Dr. Briggs will address the annual banquet of the Chicago Better Business Men's Bureau.

Lowell Thomas is broadcasting his news commentary program from the WBBM studios the first three days of this week.

Tommy Sands, juvenile discovery featured on TV show "Lady of the Mountain," has been signed to a three-year contract by WBKB. Tommy learned to play the guitar while convalescing from an illness, and today with his playing and singing he is called a miniature Burl Ives.

A 45-voice a capella choir from Dubuque University, Dubuque, Iowa, will be heard in a special program of religious and semi-classical music from WBBM studios May 1, under the auspices of the Church Federation of Greater Chicago.



TELEVISION engineers call this the "Test Pattern" of WMAR-TV.

Set-owners call it a sure identification of finest in television entertainment.

Businessmen are discovering that it means the best buy in television in Maryland!

# WMAR-TV

The Sunpapers Station

CHANNEL 2 • BALTIMORE, MD.

# TELEVISION DAILY

Section of RADIO DAILY, Tuesday, April 26, 1949 — TELEVISION DAILY is fully protected by register and copyright

## SUMMER SHOWS SWAMPING NETS

### TELE TOPICS

**ACTION AUTOGRAPHS,** a new quarter-hour which bowed over ABC Sunday nite, appears to be an attempt by the sponsor, Bell & Howell, to glamorize amateur movie-making. Opener was devoted to films made by Eddie Albert on a sailing trip from California to Mexico, with the actor introducing the clips and doing narration. Films were gimmicked by live shots of Albert singing a sea chanty (supposedly aboard the boat), and being conned into an abortive search for gold by an alleged Mexican barber (supposedly in Mexico). Opening and closing, done live, showed Jack Brand visiting Albert in his "dressing room" to chat about the films and deliver brief, painless commercials. . . . Although use of film and live action was well-integrated and produced smoothly, program as a whole was on the full side, with the same appeal home movies usually have for anyone not directly concerned with the subjects of the proud amateur. . . . Show originates in Chicago. Agency is Henri, Hurst and McDonald. Brand is producer of the program and Tony Rizzo directs.

**ANOTHER ADDITION** to the growing list of quiz shows is "News Clues," a recent arrival on WPIX. In format it is no different from several other panel-type shows and therefore, can be as good as the rest if the proper ingredients were present. Questions are based on fairly recent newsreel clips, and for each one missed, participants deposit a silver dollar in a cancer fund collection can. A major fault is the practice of throwing questions at the panel members individually instead of as a group. Putting them on the spot in this manner is not fair and slowed down the pace of the show. Panel this Saturday was made up of four performers—Neil Hamilton, Mona Paulee, Mac Harrell and Frances Yeend—none of whom was well versed in current affairs. Change in the seating arrangement to place participants closed to each other also would help. Jack McCarthy made a competent emcee, although he should become thoroughly familiar with the names of his guests before he goes on the air. . . . Program is directed by Jack Balch, from script by Joe Johnston. Alex Courtney is production assistant.

**YE OLDE RUMOUR MILLE** is buzzing about changes in the NBC-TV program department. Norman Blackburn is due for a promotion, they say, with Robert Arnoff becoming top program exec. . . . ABC is trying to land video rights to a series of "Green Hornet" films. . . . George Shupert, manager of commercial operations for Paramount tele, is on the coast for a week's look-see. . . . DuMont is ready to lower the boom on price cutting again.

### Nationwide Awards Planned By ATAS

Second annual awards of the Academy of Television Arts and Sciences, Hollywood, will be made on a national basis next January with six golden statuettes to be presented, it was announced in New York yesterday by Mal Boyd, public relations chairman of ATAS. Organization, which is headed by Harry R. Lubcke, also will launch a drive for national membership.

Award categories have been set up as follows: Best program seen on kinescope recording; outstanding personality on kine; best film produced for tele; outstanding technical achievement; best live show and outstanding personality on a live show. Latter two awards will be restricted to Los Angeles area.

A seventh award, in the form of a plaque, will go to a station in recognition of "Outstanding Overall Achievement in 1949."

### Kelly Program Director Of 3 WMAL Stations

(Continued from Page 1)

has been announced by Kenneth H. Berkeley, general manager. Kelly, veteran of more than four years of TV programming for DuMont in New York and Washington, and NBC here, will take over next week. He has been program manager for WNBW, NBC-TV station here, since last July.

### CBS Sets Staff For Building, Producing Original Shows

Formation of a new writing staff at CBS to create a number of original programs under general supervision of Charles Underhill, program director, was announced yesterday. John Whedon and Robert Fine have been added to the programming staff as writer-producers and in their first assignment will collaborate on an hour-long variety show.

Other projected shows include a dramatic and musical stanza, a revue, a domestic comedy, two situation comedies, a melodrama series and a musicale to be heard Sunday afternoons.

Whedon has just written a musical planned for Broadway production. Previously he collaborated on "The Great Gildersleeve" on NBC and wrote for the CBS "Forecast"

### TV Box Score

On the air.....	61
CP's .....	58
Applications .....	319

### Cantor Set Full Time For AM & TV In Fall

(Continued from Page 1)

ing July 19. The summer program to bow in on this date has not been selected but NBC hopes to sell one of its package shows. Cantor's television show, going into the same time period, will premiere Oct. 4. The comedian's radio program is aired over NBC on Friday nights.

It's still to be determined whether Cantor's video show will be done live or on film. At present the odds are in favor of film recordings but it's not impossible that Eddie will switch to New York. It is not known how much of Cantor's radio format will be adapted for television although for the last several years he and his cast have experimented with the new medium. Agency for the Pabst account is Warwick & Legler.

### Toni Co. On CBS-TV

The Toni Co., for Home Permanent Kits, will present its first television series, "That Wonderful Man," a situation comedy, over the CBS Television Network beginning Thursday, June 2, 9:00-9:30 p.m.

### Packagers Setting Programs To Fill Hiatus Holes

As the industry approaches its first season of summer replacement headaches, the networks are being swamped by package producers hoping to land shows in the coveted evening hours. The estimated 75 packagers in New York are feverishly readying shows to pitch at the webs and everyone in the business with a program idea is eyeing the hiatus period as one of golden opportunity.

The nets, having rediscovered the value of house-built programs, also are racking their brains for suitable material to fill the gaping holes that soon will appear in nighttime schedules.

It is certain, however, that the major factor in deciding upon replacement shows will be cost. In radio, it was fairly simple to provide low-cost replacements, with dance bands and mysteries as staples. The higher program costs of tele added to the fact that sponsors of most shows taking hiatuses will not bankroll the replacements moves the price the webs are willing to pay for summer shows way down.

Largest number of shows going off for the summer is found on NBC. Six commercials are definitely slated to take a hiatus, with five others in the undecided category. Only replacement definitely set is the Olsen and Johnson Buick show for "Texaco Star Theater."

Six CBS stanzas will go off for the summer. They are Arthur Godfrey's two shows, "The Goldbergs," "Suspense," "Mary Kay and Johnny," and the Fred Waring show.

Of ABC's commercials, only "Action Autographs" will vacation, from July 3 to Aug. 28. DuMont loses only the Admiral stanza, with the webs' other commercials to stay on during the summer.

### WFIL-TV Sells Racing To Hornung Brewing Co.

Philadelphia — WFIL-TV will televise the daily feature race from Garden State Track, beginning May 3, it was announced by Roger W. Clipp, general manager of The Philadelphia Inquirer stations. Scheduling of the series under the sponsorship of the Jacob Hornung Brewing Company marks the first commercial pickup of races from the New Jersey track.

Contract covers both Spring and Fall meetings, from May 3 through May 30 and Oct. 3 through Oct. 26.

## AP Board Commends Air News Assistance

(Continued from Page 1)  
1948. An additional 120 stations are receiving AP news as subscribers through Press Association, Inc.

In 61 countries outside of the United States, the report added, representative newspaper and radio stations are receiving the service and "have embraced Associated Press principles. They are also giving their news. The value and benefits of this to all members of the Associated Press are immeasurable."

In expressing gratification for the extent to which radio stations are now contributing as members to the news coverage of the AP, the report cited as an example a single member station in New England which supplied 46 stories. A radio member gave the AP its first word of the sensational fire in President Truman's home town on his inauguration day. On Bill Odom's record flight from Honolulu to Teterboro, N. J., he used as a navigation guide the signal of station KGO, San Francisco, which kept the AP informed of the plane's progress over the Pacific. The first tip on the Marion, S. D. church explosion, the report pointed out, came from a member station. On the backstopping and cleanup, there was "co-operation of a high calibre" from one other radio and three other newspaper members.

## CBS Realignment Announced Yesterday

(Continued from Page 1)  
union contracts in the program field, and negotiations with advertising agencies on AM and TV package programs. He also will prepare and supervise the AM program department budget, the sale of AM and TV subsidiary rights, program typing and ediphone.

William W. Fineshriber, Jr., formerly general manager of the program department, becomes director of operations, with the following divisions of the program department reporting to him: traffic, purchasing, mail and file, copyright, network operations, sound effects, literary clearance, music library, record and script library and broadcast tickets.

Henry Grossman, formerly director of broadcast operations, becomes director of plant and construction. He will continue to supervise AM and TV technical and building operations and plant construction.

William J. Bratter and Merritt H. Coleman, assistants to the director of program operations, will act as general assistants to Mr. Becker.

### TIME BUYER

Young lady, exceptional experience radio - television time buying 4A agencies also movie film editing, desires job adv. agency or TV station.

Write Box 235, RADIO DAILY  
1501 Broadway, N. Y. C.

## Baseball-Via-Radio Grows; Big Leaguers on 183 Outlets

(Continued from Page 1)  
ions joined the supplemental baseball networks carrying major league games.

That baseball sponsorship is a solid business is underlined by the fact that there is only one change in the sponsor picture this year compared with last. Old Gold dropped its association with the Brooklyn Dodgers, although continuing with the Chicago Cubs and White Sox. Otherwise the sponsor line-up remains the same as 1948.

Evidently Chesterfield found its \$800,000 budget in New York and Washington (Giants and Senators) a good investment last year because it's doing a repeat this year. Chesterfield has both teams sewed up exclusively for both radio and television. Another newcomer last year—Supplee-Wills-Jones Milk Co.—also is back again in Philadelphia (and a supplemental network) after learning that baseball broadcasting provides a great media for selling dairy products.

When Old Gold announced during the winter that it would give up the Dodgers after seven years, the Brooklyn ball club had a half dozen sponsors waiting to sign up. The co-sponsorship (with General Foods) over WMGM, New York, went to F. & M. Schaefer Brewing Co.

One of the reasons for the increase in major league baseball stations this year is that the Cleveland Indians are being carried by a supplemental network of more than 20 stations. The hook-up which airs St. Louis Cardinal games, sponsored by Griesedieck Bros. Brewery Co. also has been expanded as far south as Tennessee.

As to types of sponsors associated with major league baseball, breweries continue to be far in the lead. Breakdown is as follows: breweries 7, drug company 1, cigarettes 2,

gasoline 1, dairy products 1, cigars 1. Some of these advertisers sponsor games in more than one major league city.

The following is a list of stations (and sponsors) which carry baseball in major league cities as compiled by the Sporting News:

American League: Chicago—WJJD, WFME, P. Lorillard Co., Walgreen Drug Co.; Boston—WHDH, Narragansett Brewing Co., Atlantic Refining Co.; Philadelphia—WIBG, Atlantic Refining Co., Supplee-Wills-Jones Milk Co.; Cleveland—WJW, Standard Brewing Co.; St. Louis—WEW (sponsor not set); Detroit—WJBK, Goebel Brewing Co.; Washington—WWDC, WPIK-FM, Chesterfield; New York—WINS, White Owl Cigars, P. Ballantine & Sons.

National League: Chicago—WIND, P. Lorillard Co., Walgreen Drug Co.; Boston—WHDH, Atlantic Refining Co., Narragansett Brewing Co.; Brooklyn—WMGM, F. & M. Schaefer Brewing Co., General Foods; New York—WMCA, Chesterfield; Cincinnati—WCPO, Burger Brewing Co.; Philadelphia—WIBG, Atlantic Refining Co., Supplee-Wills-Jones Milk Co.; Pittsburgh—WWSW, Atlantic Refining Co., Sealtest Ice

## Guard Info-Freedom, Miller Tells Editors

(Continued from Page 1)  
older ones to break them more easily when they stand alone."

The NAB president asserted that "it seems incongruous, not to say fantastic, that some representatives of the press are carrying on a last ditch, bitter battle against any form of government distribution of information, and, at the same time conceding—even arguing—the propriety of government control with respect to other media which are vital on the very process of news gathering and news distribution."

Some editors, Judge Miller said, continue to believe that "scarcity of frequencies" and the fact that broadcasting is licensed mean that the First Amendment does not apply to radio.

### Annual Meeting Today

The annual meeting of the Nebraska Broadcasters Association will be held today at the Hotel Cornhusker in Lincoln. President Les Hilliard of Scottsbluff, Nebraska, advises that in addition to the usual luncheon, the Association will entertain members of the Nebraska State Legislature and the press at a cocktail party-buffet Tuesday.

Cream; St. Louis—WIL, Griesedieck Bros. Brewery Co.

## SMALLER PRESSINGS + MORE PROGRAM = LOWER COST!

Record Your Programs  
By The Sensational New

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PROGRAMS OF  
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3 RESPONSIVE AUDIENCES  
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THE NEW YORK  
METROPOLITAN AREA  
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HENRY GREENFIELD, Mg. Director N.Y. 19



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 47, NO. 19

NEW YORK, WEDNESDAY, APRIL 27, 1949

TEN CENTS

## RADIO EARNINGS OF ARTISTS REVEALED

### BOOK of the YEAR

THE INDUSTRY'S No. 1 reference volume—The 1949 RADIO ANNUAL and YEAR BOOK OF TELEVISION—came off the presses today.

THIS INFORMATION-PACKED volume of facts, figures and statistics of radio and television is a five-star tribute to the unprecedented progress of the aural and video media.

THERE ARE MORE than 1,200 pages in this year's enlarged edition. Section after section tells the detailed story of expansion in the network, agency, AM, FM and television broadcasting fields. By word, pictures, maps and charts, the volume dramatizes the expanding accomplishments in the communications field.

JUST HOW MUCH you participated in compiling of this new reference volume can be gained from a few statistical references. There are 2,127 AM licensed stations listed; complete information on 57 TV stations and more than 300 television CPs can also be found, and the pages carry the story of the development of 760 FM stations.

INCLUDED with the station information are sections devoted to networks, their personnel, the agency field, engineering, music and organizations. The volume even includes the important telephone numbers in key cities and an up-to-the-minute calendar of the important day-to-day historical events and holidays.

THE 1949 edition of RADIO ANNUAL and YEAR BOOK OF TELEVISION is dedicated to you—the men and women of radio and television—whose contributions made this noteworthy reference volume possible. It is your permanent record of accomplishment and your planning for tomorrow.

JACK ALICOATE, Publisher

### Officers Re-elected

The board of directors of the American Broadcasting Company met in New York yesterday and re-elected all present officers of the corporation. Those re-elected included Edward J. Noble, chairman of the board; Mark Woods, president, and Robert E. Kintner, executive vice-president.

### Groucho Marx Shifts To CBS Web Next Fall

West Coast Bureau, RADIO DAILY  
Hollywood—Producer John Guedel has made definite arrangements to switch the Groucho Marx show from ABC to CBS next fall, it was learned yesterday. The comedy quiz program will be slotted ahead of Bing Crosby which means that it will go in on Wednesday night.

Marx currently is sponsored by Elgin American on ABC every Wednesday at 9:30 p.m., EDT. He may keep the same time slot on CBS. There are no final decisions on Col.

(Continued on Page 2)

### "Ozzie And Harriet" Seeking New Sponsor

West Coast Bureau of RADIO DAILY  
Hollywood—Ozzie Nelson is ending a four year association with International Silver Co. as the sponsor of his CBS program, "Ozzie and Harriet," and the show will be shopping for a new sponsor next season. Nelson wanted a long term deal but International refused more than the usual one-year offer.

It's been learned that Nelson will

(Continued on Page 4)

### Survey Of U.S. Dept. Of Labor Covers 15 Cities Released Yesterday; Artists' Earnings Vary

### Gross Billings Up For ABC 1st Quarter

A new all-time high in gross billings from regional and network radio operations, totalling \$12,133,005 during the first quarter of this year compared to the previous peak of \$11,857,464 for the same period of last year, has been announced by ABC.

The total non-cancellable sales on the ABC-TV network for the first three months and first week of

(Continued on Page 8)

### Maulsby Gets New Post As CBS Mgr. Of Broadcasts

Gerald F. Maulsby has been named manager of broadcasts of the CBS web, it was announced yesterday by Davidson Taylor, CBS vice-president and director of public affairs, and Hubbell Robinson, Jr., vice-president and director of pro-

(Continued on Page 2)

### Staff Changes Announced By WWJ, In Detroit

Detroit—Willard Walbridge has been named general sales manager of WWJ, WWJ-FM and WWJ-TV and Wendell Parmelee has been appointed sales manager of WWJ and

(Continued on Page 2)

One-fourth of the radio actors in fifteen American cities, excluding those persons for whom radio work was only a minor source of pay, had radio earnings of less than \$900 in 1947, it was indicated in the second of three current surveys conducted by the Bureau of Labor Statistics, U. S.

(Continued on Page 5)

### Publishers Tune In To Transition Period

Opening session of the annual meeting for the American Newspaper Publishers Association in New York yesterday found publishers viewing the broadcasting industry as being at the crossroads. Frederick C. Schiplin, president of KFAM, St. Cloud, Minn., and publisher of the St. Cloud Daily Times, suggested that any newspaper owners thinking of going into radio should wait

(Continued on Page 5)

### WHCU-FM Is Key Outlet Of Rural Radio FM Web

Another step in the merger plan between Cornell University's station WHCU-FM and the Rural Radio FM Network was effected Monday when WHCU-FM became the key station of the state-wide FM network, replacing WVFC, Newfield, which left

(Continued on Page 8)

## Will Honor Co-Founders Of Ohio Radio Institute

Columbus—Award of life membership to two co-founders of the Institute for Education by Radio will be a feature of the Institute's dinner program on May 8. This program will conclude the 19th Radio Institute opening on May 5, here.

Life memberships will go to Dr. Wallace Werrett Charters, director of the Institute from its founding until five years ago, and to Congresswoman Frances Payne Bolton,

of Cleveland, whose initial endowment through the Payne Fund helped to make possible the annual conference. The first life membership in the Institute was presented last year to Clifford J. Durr, formerly of the FCC, now practicing law and teaching at Princeton.

Dr. I. Keith Tyler, Institute director, reported approximately 100 advance registrations, which was

(Continued on Page 5)

### Globe Trotter

With a global itinerary of 35,000 miles, and scheduled stops in 23 different countries, CBS news analyst and reporter Ned Calmer, leaves New York today for a round-the-world "refresher" trip, with China the first stop. Calmer, heard regularly on the network's daily 8 a.m. news program, will confer with CBS correspondents around the globe.

### More Defections

Washington—Adding to the list of FM defections this year, the FCC yesterday reported that it has called in six more permits because of lack of vigorous prosecution by the applicants. Recalled were permits for: KVOM, Madera, Cal.; WANQ and WYON, Yonkers N. Y.; WKRZ, Pittsburgh; WVPR, San Juan, P. R. and KFMU, Seattle.

**RADIO DAILY**



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**JOHN W. ALICOATE** : : Publisher

**FRANK BURKE** : : : : Editor

**MARVIN KIRSCH** : Business Manager

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**WEST COAST OFFICES**

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6425 Hollywood Blvd. Phone: Gladstone 8436  
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Andrew H. Older, Chief, 6417 Dahlgren Rd.  
Phone: Wisconsin 3271  
**CHICAGO BUREAU**  
Nat Green  
Suite 905 139 N. Clark St.  
Phone: State 2-2332

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

**FINANCIAL**

(April 26)

**NEW YORK STOCK EXCHANGE**

	High	Low	Close	Net Chg.
ABC	7 1/2	7 1/8	7 1/2	+ 1/8
Admiral Corp.	18 3/8	17 3/4	18 3/4	.....
Am. Tel. & Tel.	145	144 3/4	145	.....
CBS A	18 1/4	18 1/4	18 1/4	+ 1/4
CBS B	18	18	18	.....
Farnsworth T. & R.	1 1/4	1 1/8	1 1/4	.....
Gen. Electric	37 3/8	36 3/4	37 3/8	+ 1/4
Philco	28 5/8	27 3/4	28 1/2	+ 7/8
RCA Common	12 1/4	12	12 1/8	+ 1/8
RCA 1st pfd.	69 1/2	69 1/2	69 1/2	- 1/4
Stewart-Warner	12 3/8	12 1/4	12 1/4	- 1/4
Westinghouse	22 5/8	22 3/8	22 3/8	+ 1/8
Westinghouse pfd.	93 5/8	93 1/8	93 5/8	+ 1/8
Zenith Radio	27 3/4	27	27 3/4	+ 3/4

**NEW YORK CURB EXCHANGE**

Hazeltine Corp.	13 1/2	13 1/4	13 1/4	.....
Nat. Union Radio	3 1/8	3 1/8	3 1/8	- 1/8

**OVER THE COUNTER**

	Bid	Asked
DuMont Lab.	13	14
Stromberg-Carlson	12 1/2	13 3/4
U. S. Television	1/2	3/4
WCAO (Baltimore)	20	.....
WJR (Detroit)	7 1/2	8

**To Carry Acheson Speech**

MBS and ABC will broadcast the address of Secretary of State Dean Acheson at the annual ANPA banquet, Waldorf-Astoria Hotel, tomorrow, 10:30-11 p.m., EDT.

**INS has served**

**WLOF**  
ORLANDO, FLA.

**FOR 8 YEARS**

★ **COMING AND GOING** ★

**JAMES SEWARD**, vice-president of CBS in charge of operations, today will arrive in Hollywood for conferences with West Coast officials of the network. He is accompanied by **MRS. SEWARD**.

**H. QUENTON COX**, manager of KGW, Portland, Ore., a visitor yesterday at the Radio City offices of NBC, with which the station is affiliated.

**KENNETH H. BERKELEY**, vice-president and general manager of WMAL, and **BEN B. BAYLOR, JR.**, assistant general manager and sales director of the ABC Washington outlet, are here for consultations with video executives of the web.

**DREW PEARSON**, American network commentator, on Saturday will be in Montgomery, Ala., to address the Blue and Gray Cradle Assn. The next day he'll be in Atlanta, where he'll present Mayor William B. Hartsfield a scroll citing the city for having the nation's lowest rate of juvenile delinquency.

**CY HOWARD**, creator of the Columbia network features, "My Friend Irma" and "Life With Luigi," is returning to Hollywood this week-end following ten days in the East for conferences on release and promotion schedules for the "Irma" film which will be produced by Hal Wallis.

**ARNO G. HUTH**, radio writer and lecturer at the New School, is leaving for Washington, D. C., where he'll attend the opening of the Fourth Inter-American Radio Conference as UNESCO representative.

**HAROLD C. BURKE**, general manager of WBAL, Baltimore affiliate of NBC, is in town on station and network business.

**WERNER MICHEL**, chief of documentary unit at CBS, will spend the latter part of this week in Louisville, Lexington and Frankfort, Ky., gathering material for the forthcoming production of "Committee for Kentucky Movement."

**LON CLARK**, heard as "Nick Carter" on Mutual as well as in other roles, off to Bermuda for a week of leisure.

**LUCILLE BALL**, actress heard over CBS on "My Favorite Husband," is sojourning at Palm Springs.

**RAY HENLE**, editor-in-chief of "Sunoco 3-Star Extra," has arrived from Washington to attend the ANPA meetings. **NED BROOKS**, editor of the NBC feature, is in Chicago.

**HUBBELL ROBINSON, JR.**, vice-president of CBS in charge of programs, is back from a business trip to the West Coast.

**ADDY RICHTON** and **LYNN STONE**, writers of "Hilltop House" on CBS, are sojourning in New Orleans.

**GENE AUTRY** is back in Hollywood following a series of one-night stands in key cities of Texas.

**H. F. CHEVRIER**, of CBS, Toronto, is in New York on business for his network and for the Dominion's BBM.

**Groucho Marx Shifts To CBS Next Fall**

(Continued from Page 1)

umbia's entire Wednesday night lineup for next fall but it's possible that Marx will be slotted in between "Burns and Allen" and Crosby.

The Marx program premiered on ABC in the fall of 1947. Last week it was given a Peabody Award for the outstanding comedy show of the year.

**Wedding Bells**

Gracey Teresa Scimemi, secretary to Hamilton Hoge, president of United States Television Mfg. Corp., will be married to Raymond Carter on Saturday, April 30. The wedding reception will be held at the Mayflower Hotel in Manhattan. The couple will honeymoon in Miami.

**10 YEARS AGO TODAY**

From the Files of Radio Daily

Blackett-Sample-Hummert has purchased a block of ten evening hours weekly on WMCA, in a move to intensify its clients' coverage of the New York market. . . . Billings on the NBC Blue network have increased 175 per cent for the first three and one-half months of 1939 as compared with the corresponding period last year, as a result of the inauguration of new sales policies last November. . . . The entrance of John Hay Whitney into the field of television was learned, when it was disclosed that Pioneer Pictures, Inc., controlled by the Whitney family, acquired \$50,000 worth of 10-year convertible notes of the DuMont labs.

**Staff Changes Announced By WWJ, In Detroit**

(Continued from Page 1)

WWJ-FM, Harry Bannister, general manager of the Detroit News radio and TV stations announced.

Walbridge succeeds Harry Betteridge whose resignation becomes effective May 15. Betteridge is resigning to become a partner in the advertising firm of Denman & Betteridge, Inc.

Other staff changes include the appointment of Stanley Swales to the post of night manager of WWJ, WWJ-FM and WWJ-TV. Don De Groot, former manager of WTAC, Flint, Mich., has been named program manager of WWJ and WWJ-FM.

**Maulsby Gets New Post As CBS Mgr. Of Broadcasts**

(Continued from Page 1)

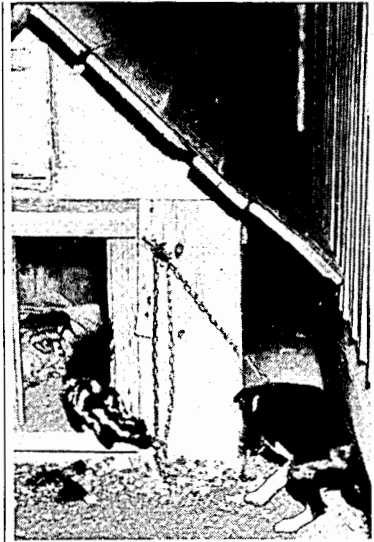
grams. Maulsby, for the past year assistant director of public affairs, assumes the principal duties formerly performed by William H. Finestriber, Jr., who has been named director of operations.

**EDITORIAL MAN**

with top experience in publicity, writing, editing and production on national and local news and radio publications.

Seeks position with future in radio and/or advertising field. Willing to locate anywhere. Degrees: A.B., B.A.

Box 230, RADIO DAILY  
1501 Broadway, New York 18, N. Y.



**Who's in the doghouse?**

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

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

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

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

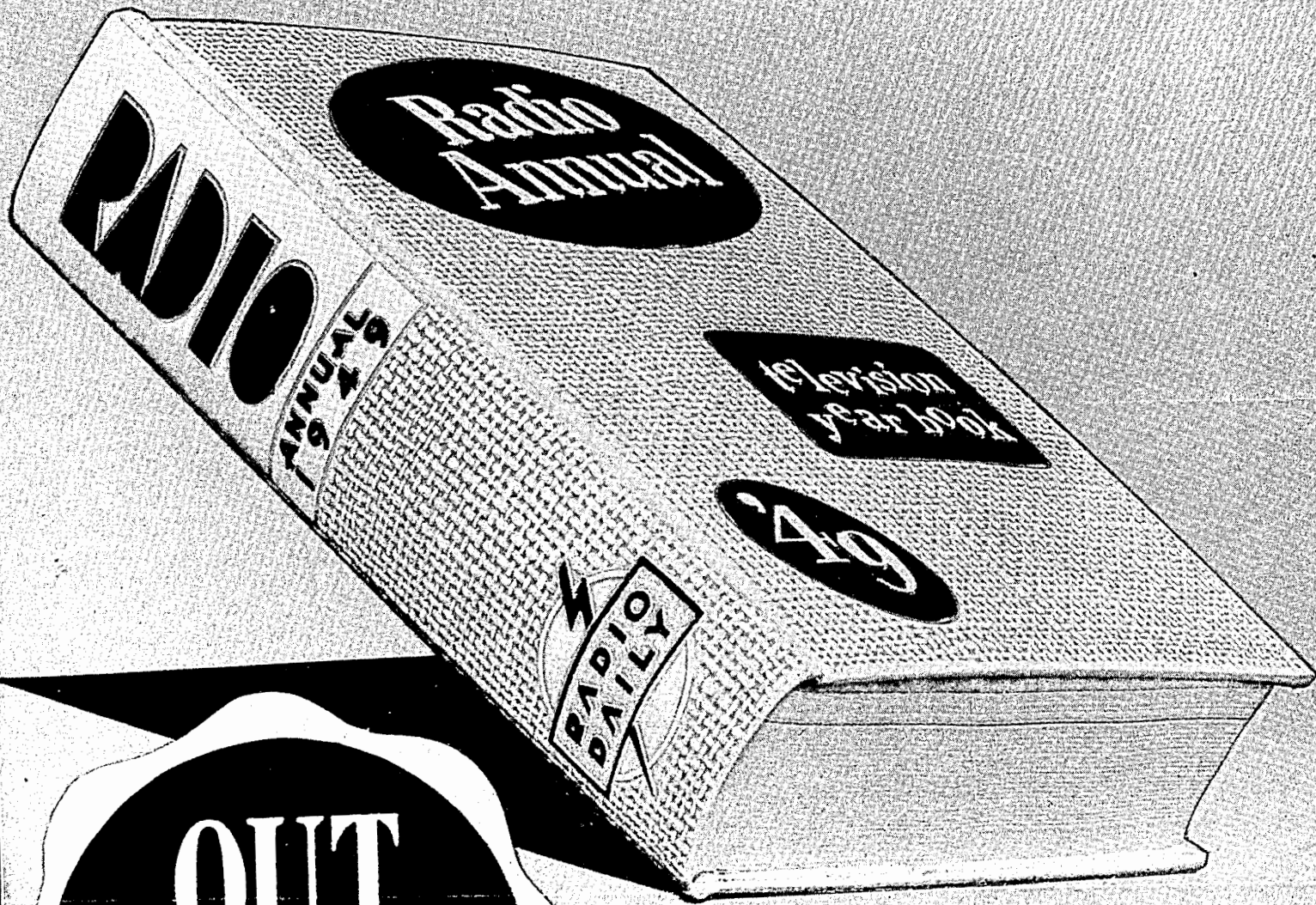
AM  FM

**W-I-T-H**

**Baltimore 3, Maryland**

**TOM TINSLEY, President**  
Represented by Headley-Reed

# The Treasury of Information



**OUT  
TODAY**

## SAN FRANCISCO

By NOEL CORBETT

**C**ELEBRITY session in the studios of KROW, Oakland-San Francisco, recently brought to the microphones four outstanding Hollywood personalities in a special interview with Nick Nicholson, KROW announcer. Jane Wyatt, J. Carroll Naish, Victor Jory, and Nancy Olson, all featured in the new film production "Canadian Pacific" appeared with Nicholson on his "Nick's Notion Counter" show, 1:30 to 2:00 p.m. The quartet of stars visited Oakland in connection with the premiere of "Canadian Pacific."

From across the Bay and down the Peninsular . . . Ed Barker of KLOK, San Jose in town . . . ditto, William R. Crocker of KDFC, from Sausalito. . . And, Wilt Gundersen of KROW, from Oakland. . .

Clint Sherwood is a young man who believes in a name for each occasion. On KCBS' "Treasure Tune" Friday nights he's emcee Dale Farmer. Week nights at 5 he's Uncle Clint on KSAN. The rest of the time he's just Clint Sherwood, program manager of KSAN.

New faces at KINBC who'll do vacation relief are Howard Holschuk in the news room, a Stanford grad who took John Thompson's radio course while there, and announcer Phil Walker, up from KSNR, San Bernardino.

KFRC salesman Jim Richards sold the "Count of Monte Cristo" to Golden State Milk. Show starts May 10 and weekly from Hollywood for a Don Lee California net. Agency is BBD&O.

Mel Venter is negotiating for a KFRC pickup of the Children's Pets Exhibition climaxing "Be Kind to Animals Week" from Portsmouth Plaza, with the veteran Ernie Smith as emcee.

## "Ozzie And Harriet" Seeking New Sponsor

(Continued from Page 1)

not discuss a deal with any prospective sponsors until after his contract with the William Morris Agency expires May 31. This indicates that Nelson may break his connection with Morris or either write a new contract on the basis of a long term deal with another sponsor.

International Silver has sponsored the "Ozzie and Harriet" program since it went on the air in 1945. Show is aired by CBS on Sunday at 6:30 p.m., EDT.

Office Space for Rent  
**RADIO CITY VICINITY**  
Desirable 1- and 2-room offices with telephone switchboard service on 4th floor  
**ABBEEY HOTEL**  
151 W. 51st St. New York City  
Phone: Circle 6-9400



## Mainly About Manhattan. . . !

● ● ● After doing that hectic bit on the Berle show, Basil Rathbone walked into his radio studio and actually kissed the mike. Sez he wouldn't do another TV show for all the rice in Carolina. . . Andre Baruch won out over some 60 auditioners for the "Hit Parade" series which goes simultaneous radio and TV June 4th. . . Viola Essen being talked about to replace the Champions on the Admiral Revue. . . When Arturo Godfrey tangles with the John Crosbys of this biz, it's simply a case of Arthur Meets The Critics. . . Martin Goodman now handling "I'd Like To See," one of the few proven TV stanzas. . . Art Linkletter to tour his shows next month. . . Gregg Sherwood tells it. Someone asked Bennett Cerf if he read anything interesting lately. "Nothing worth writing about," was the retort.

★ ★ ★ ★

● ● ● Ad agencies starting to speculate on the advisability of installing television setups (including cameras) in their offices. Reason is simple. Black isn't always black so far as the TV camera is concerned and what meets the eye in an agency office does not always record the same camerawise. Another problem facing the agencies are those tremendous TV productions. They'd much prefer going in for the simple stanzas—or at least until the nets prove that facilities are really there to put on the extravaganzas.

★ ★ ★ ★

● ● ● **WINDOW SHOPPING:** Publicists Mal Braveman and Kay Norton have 10 per cent of a gold mine. In other words, that's the hunk they've got of Leo De Lyon—in our book, the most sensational new comic to come up since Martin & Lewis. . . Ben Gross and Nick Kenny will be on hand to personally introduce their candidates for Ted Steele's "New Faces" revue Tuesday night on DuMont. Nick's discovery is 19-year-old singer, Jerry Vale, and Ben will present Catherine Mastice, rising young opera singer. . . Harlan Ross readying a TV series called "The Bridal Theater of the Air," relating stories of American presidents including their courtship and marriage. . . Stan Freeman set to do some longhair conducting this summer. . . How Swank Can You Get Dep't: A gold-plated lawnmower (valued at \$3000) is one of the prizes on CBS' "Hit the Jackpot." . . CBS dropping the Wednesday night edition of "Beat the Clock" after May 4th but continues the five-a-week series. . . Irving Hoffman heard this one on a quiz program: Question: What is the smallest volume in the world? Answer: Who's Who in Russia. . . Herb Shriner wires: Just got through furnishing my new living room. Completed now, it's got a television set, 12 camp stools and an usher's uniform.

★ ★ ★ ★

● ● ● **THE MORNING MAIL:** "Dear Sid," writes Dick Shepard. "Last time I wrote you was from the midst of New Guinea. However, after spotting a wee item in your column re Paul Gibson and his 100,000 hours, just couldn't resist the following. Me being a flyer, please believe me when I say it just ain't possible. You see, in order to fly 100,000 hours, he'd have to fly 24 hours a day for 11 years and 5 months—OR 12 hours a day for 22 years and 10 months—OR 6 hours a day for 45 years and 8 months—OR 3 hours a day for 91 years and 8 months. But that isn't really what bothers me. When the devil does he have time to philosophize!"

★ ★ ★ ★

● ● ● **MAIN STREET SEEN-ery:** Tallulah Bankhead outside the Stork Club hurling mental daggers at a character whistling the radio commercial about which she's so upset. . . Arturo Toscanini ogling the jitterbugs at the Savoy.

## CHICAGO

By NAT GREEN

**W**BKB will telecast 32 of the home games of Admiral Music Maids of the National Professional Girls Softball League. Station also will televise the Chicago Cubs home games, half of them being sponsored by Philco Distributing Corp. and half by Pabst.

WMAQ's "Its Your Life" will be the subject of a five-page picture story in the "Parade" Sunday supplement on May 15.

Robert Guilbert, NBC continuity acceptance chief, will take part in a radio writing symposium at the Central States Speech Association meeting in Omaha on April 29.

Elsie Dick, Mutual's director of educational and religious activities, was a visitor to the midwest offices.

"Bon Voyage," new audience participation world quiz, made its debut Sunday over the ABC television network, WENR-TV.

Arthur Hull Hayes, vice-president of CBS and general sales manager of KCBS; Jules Dundes, director of sales and promotion at KCBS, and Wilbur S. Edwards, assistant general manager of WEEI, Boston, were visitors at Radio Sales in Chicago.

Three assistant AM production-directors have been added to the NBC central division program staff for duties in connection with the network's daylight savings time operation. They are John Brookman, transferred from the accounting department, and two newcomers—Hugh Mebry Mix, formerly with the University of Illinois station WILL, Champaign, and Wallace R. Jackson, NBC-Northwestern University Summer Radio Institute graduate.

Ell Henry, publicity director for ABC, is spending a couple of weeks in Tennessee, the Virginias and Carolinas, where he will try to sell television to the natives and at the same time uphold the prestige of AM.

Hal Halpern of the Bureau of Allied Arts, TV package firm, has completed a tour of midwestern TV stations, conning their film needs while also handling promotion on "Portrait of Jenny" for Selznick.

George Herro, Mutual midwest publicity director, is soaking up Florida sunshine.

1906 1919

*Henri*  
CONFISEUR

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

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



## Publishers Tune In To Transition Period

(Continued from Page 1)

while and see what the future brings.

Yesterday's session was devoted to newspapers up to 50,000 circulation. During one forum exactly half of 28 publishers who said they own radio stations revealed that their stations went in the red last year. There was no breakdown to show how many of these 14 outlets in the red were FM stations but some of them were.

The publishers got into a discussion of what effect radio news highlights have on newspapers and they agreed almost unanimously that such broadcasts sharpen the public interest for additional details on the news.

### Not Worried About TV

None of the publishers would admit any apprehension over the rapid growth of television. For quotation they offer the opinion that TV will eat radio revenue first and then magazines. E. M. Antrim, general manager of the Chicago Tribune and director of MBS, said, "We consider television a good thing, as it is opening up a new industry in advertising for us."

The Banshees luncheon, staged annually for the publishers by King Features, turned out to be one of the most outstanding in many years. Show was helped to no small extent by Jimmy Durante who came in from Hollywood especially for the Banshees appearance. Other performers included Lisa Kirk, Yvonne Fair and other singers and dancers from "Lend An Ear," Irving Fisher and the Rockettes from Radio City Music Hall.

### Bostic Has New Series

Amsterdam News columnist Joe Bostic has started a Monday-through-Saturday series, 11-11:55 m., "Harlem Music Shop," over WINS. The new disc-jockey show originates from the Savoy Ballroom.

## Artists' Earnings Revealed In Dept. Of Labor Survey

(Continued from Page 1)

Dept. of Labor, in cooperation with the American Federation of Radio Artists.

The survey, designed to aid in the vocational guidance of thousands of aspiring young radio performers, showed that of the 3,742 radio announcers, actors, singers and sound effects artists returning questionnaires, a small number of them at the top of their professions made \$20,000 or more in 1947 but that a much larger number of free-lance actors and singers had radio earnings of less than \$1,000.

### Announcers Best Paid

The breakdown of the survey, released today, indicated that the best paid of all groups of artists were the small proportion of announcers employed on a free-lance basis. Their median earnings were \$9,800. Three-fourths of them earned more than \$4,400.

The poll showed the greatest divergence in earnings in the category of actors. Although one-fourth of them earned less than \$900, an equal proportion made over \$9,100. The middle earnings' figure for actors was \$3,100. Low yearly incomes for large numbers of free-lance actors were attributed for the most part to the many weeks of total or partial unemployment.

### Singers Earnings Vary

Earnings of singers also varied widely. One-fourth of the singers for whom radio performing was the sole or main source of pay had gross earnings of over \$6,900 but half of them earned under \$3,800 and one-fourth under \$1,900.

Staff announcers had a much narrower spread of earnings than actors and singers. Half of them made between \$3,300 and \$6,400 from their radio performances in 1947. Their median earnings were \$4,400. Sound effects artists had a still narrower pay range, half of them making between \$3,800 and \$6,200. The highest-

paid staff announcers and sound effects men made less than the corresponding groups of actors and singers, but those at the bottom of the earnings scale fared much better than the lowest-paid actors and singers, mainly because they had regular year-round positions with stations and networks.

### Cities Differ On Scales

Wide variations of pay between cities were also noted in the poll. Artists in New York, Los Angeles earned generally much more than those in the 12 small centers reporting. Actors' earnings were slightly higher in New York and Chicago than in Los Angeles. The pay in the west coast city averaged \$3,500 compared to \$3,900 in New York and Chicago.

In like manner, announcers, both staff and free-lance, reaped earnings in New York of \$7,100 compared to the median of \$6,500 in Chicago and \$4,900 in Los Angeles. In contrast, however, singers fared best in Los Angeles in 1947 with average earnings of \$4,700 from radio performances compared with \$4,100 in Chicago and \$3,900 in New York.

The Bureau of Labor Statistics pointed out in its report that the figures of earnings represent gross

## OSU Radio Institute Honor Co-Founders

(Continued from Page 1)

slightly ahead of a year ago. On this basis he estimated that attendance at the '49 Institute would again total approximately 1,200. This figure will be made up of approximately 800 leaders in the field of educational radio and some 400 representing commercial and technical aspects of the industry.

Industrywise, the greatest interest in the '49 Institute centers upon the possibility that the annual series of meetings may bring forth some new thinking about television. One of the four general sessions will be devoted entirely to television and the new medium will be discussed at most of the smaller group meetings.

pay, before deductions of any expenses. It was emphasized that expenses such as agents' commissions, telephone service, and necessary clothing and entertainment are heavier among free-lance artists than among many other professions.

### Metropolitan Areas Listed

The metropolitan areas included in the second poll were: New York; Los Angeles; Chicago; San Francisco; Boston; Detroit; Seattle; Cincinnati; Pittsburgh; St. Louis; Portland, Ore.; Cleveland; Kansas City; Minneapolis, and Washington, D. C.

## For Profitable Selling—Investigate

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**WEST**

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STATIONS

Clair R. McCollough, Managing Director

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**ROBERT MEEKER ASSOCIATES**

Chicago San Francisco New York Los Angeles

## MORE 8 O'CLOCKERS EVERY DAY ARE SWITCHING TO LANNY & GINGER GREY!

on their "START THE DAY WITH A SMILE" SHOW

WMGM—Mondays thru Saturdays—8:00-8:30 A.M.

— Songs, Chatter, Time, Weather —

Sponsors: Cuticura, Pepsi Cola, Little Grey Gift Shop  
Buddy Lee Clothes, Empire Gold Buying

A FEW AVAILABILITIES LEFT

ASK HOW TO GET A "LANNY & GINGER JINGLE" FREE!

"JINGLES THAT DON'T JANGLE"

Marlin Blades, Surf (Lever Bros.),  
Buddy Lee Clothes, etc. We also sing  
ADAM HATS AND SUCHARD.

TELEVISION

WJZ-TV Wednesdays, 7:30-7:45 P.M.

Sponsors: L'ORLE LODORANTE AND  
CARRIER AIR-CONDITIONING

**LANNY & GINGER GREY**

Radio-Video Productions and Singing Commercials

1350 Madison Avenue, New York 28, N. Y. ATwater 9-4020

## AGENCIES

**L**ESTER G. BARROW has joined the New York office of Maxon, Inc., national advertising agency, as an executive on the General Electric Electronics department account. He will assist General Electric distributors and dealers in the planning and preparation of their radio and television advertising and promotion material.

**THE J. R. PERSHALL CO.**, Chicago advertising agency, announces the merging of the Jim Duffy Advertising Co., and the appointment of James A. Duffy, former president of that firm, to a vice-presidency of the Pershall Co. Merger becomes effective May 1. Certain key personnel of the Duffy Company, including Harrison Howard, copy chief and account executive, and Rubye Kesler, media director, will join the staff of the Pershall Company. The accounts heretofore handled by the Duffy organization will be taken over by the Pershall Company under the executive administration of Duffy.

**TIDY-HOUSE PAPER PRODUCTS, Inc.**, Brooklyn, N. Y., manufacturers and national distributors of Tidy-House sandwich bags, garbage disposal bags and other packaged household bags and paper products, has appointed the New York office of W. P. Doner & Company to handle its advertising and promotion.

### Freydberg Gets Post As WNEW Adv. Dept. Head

Appointment of Niek Freyberg as director of promotion and advertising for WNEW has been announced by Miss Bernice Judis, general manager of the station.

Freydberg was formerly account executive with Donahue & Coe, assistant to the publisher of Newsweek magazine, advertising manager of the New York Daily Mirror, research head for the New York Herald Tribune and promotion chief of the Tribune's European edition.

### Stork News

Jay Kaye and Mrs. Kaye are the parents of an eight-pound baby girl, Rory, born April 18 at the Flower Fifth Avenue Hospital. Mother is Joann Dolan, radio, television and stage actress who earlier this season had female lead in Marc Connelly's "A Story For Strangers." Father is daily radio columnist (Newark Evening News) and radio-TV correspondent for Movie Stars Parade. The baby is their first.

### YOUNG WOMAN SEEKS TV SITUATION NEW YORK

Office manager, bookkeeper, secretary, college graduate, twenty years experience radio, music publishing, short subject production, personable, efficient, responsible. Write Box 236, RADIO DAILY 1501 Broadway New York 18, N. Y.

## 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 G. Peatman, Director.

Survey Week of April 15-21, 1949

TITLE	PUBLISHER
A Wonderful Guy	Chappell
"A"—You're Adorable	Laurel
Again	Robbins
Always True To You In My Fashion	T. B. Harms
Bali Ha'i	Chappell
Candy Kisses	Hill & Range
Ca-less Hands	Melrose
Comme Ci Comme Ca	Leeds
Cruising Down The River	Henry Spitzer
Far Away Places	Laurel
Forever And Ever	Robbins
Galway Bay	Leeds
I Get Up Ev'ry Morning	Leeds
If I Could Be With You	Remick
I'm Beginning To Miss You	Berlin
I've Got My Love To Keep Me Warm	Berlin
Johnny Get Your Girl	Bourne
Kiss Me Sweet	Advanced
Look Up	Patmar
Love Me, Love Me, Love Me (Or Leave Me Alone)	Miller
My Dreams Is Yours	Witmark
Powder Your Face With Sunshine	Lombardo
Red Roses For A Blue Lady	Mills
So In Love	T. B. Harms
Some Enchanted Evening	Chappell
Someone Like You	Harms
Streets Of Laredo	Famous
Sunflower	Famous
Underneath The Linden Tree	La Salle
While The Angelus Was Ringing	Chas. K. Harris
You Was	Crystal

## Second Group

TITLE	PUBLISHER
A Chapter In My Life Called Mary	Shapiro-Bernstein
Ballin' The Jack	E. B. Marks
Brush Those Tears From Your Eyes	Leeds
Buttons And Bows	Famous
Cabaret	Duchess
Don't Cry Cry Baby	Santly-Joy
Dreamer With A Penny	George Simon
Everywhere You Go	Lombardo
Five Foot Two, Eyes Of Blue	Feist
I Couldn't Stay Away From You	Johnstone-Monte
I Don't See Me In Your Eyes Anymore	Laurel
I Wanna Marry Mary	Cameron Music
It's A Big Wide Wonderful World	Broadcast Music
Need You	Choice Music
No Orchids For My Lady	Leeds
Once And For Always	Burke & Van Heusen
Once In Love With Amy	E. H. Morris
So Tired	Glenmore
Someone To Love	Warren Publications
You You You Are The One	Campbell
You're Mine	Porgie

(Copyright, 1949 by Office of Research, Inc.)

## NEW BUSINESS

**KTSA, San Antonio:** The Four Army Recruiting Service, through Thomas F. Conroy, Inc., will sponsor a two-hour description of the Battle of Flowers Parade in San Antonio's annual Fiesta San Jacinto. Other new business include Mission Provision Co., through Thomas F. Conroy, Inc., "Plantation Party," Monday, Wednesday and Friday, 15-minute ET program renewed for 52 weeks. Texas Advertisers, Seguin, through Thomas Conroy, Inc., five announcements per week, 52 weeks. The Board Co., through Thomas F. Conroy, Inc., 10 announcements per week. Black Poultry Co., through Columbia Advertising Agency, Columbia, South Carolina, renewal of 6: a.m. newscast, Monday through Saturday. Circle R Ranch, Bandera, through Pitluk Advertising Agency, nine announcements per week. Lever Bros. Co., through Day, Du & Tarleton, New York, introductory campaign for surf, through April 20. Hudson Motor Car Co. through Brooke, Smith, French Dorrance, spot campaign on price adjustments. Norge Division, Borg Warner Corp., through Campe Ewald Co., four-week campaign new refrigerator model.

**WMAQ, Chicago:** Keeley Broadcasting Co., through Schwimmer Scott, two station breaks weekly for 26 weeks from April 6; Unit Fruit Co., through BBD&O, one-minute announcements, one week for 12 weeks from April 17; Hudson Motor Car Co., through Brooke, Smith, French & Dorrance, Inc., five station breaks weekly, two weeks from April 17; Life Products, through Schwimmer Scott, ordered an additional weekly station break to their spot schedule, for 52 weeks from April 17; Bond Stores, through Neff Roge, eight one-minute announcements to be aired between April 30 and May 3; participations in the "Fol Magician" on April 28 and 29 and May 2, 3 and 4, and purchase of 15-minute news program at 11 a.m. on May 1 only.

**WCBS, New York:** The Olson Co., Inc., for roofing and weather stripping, has renewed its sponsorship of George Bryan's news reports, Saturdays, 11-11:10 p.m., for 13 weeks, effective April 23. Agency is Moor Hamm, Inc.

The Toni Co., Chicago, has signed another 52-week contract for CBS daytime drama, "This Is Ned Drake," Mondays through Friday, 2:30-2:45 p.m., EDT. Foote, Cone & Belding, Chicago, handled the contract for Toni.

For an exciting TV-AM personality see and hear

**RICHARD DYER-BENNET**

guesting TODAY on VANITY FAIR

**WCBS-TV 12:30-1:00 P. M.**

Further info: Lane Blackwell MU 6-0051

# TELEVISION DAILY

tion of RADIO DAILY, Wednesday, April 27, 1949 — TELEVISION DAILY is fully protected by register and copyright

## TRAINED TV PERSONNEL NEEDED

### TELE TOPICS

**HOW A GOOD PERFORMER** can be misplaced and misused is best exemplified by Jimmy Savo on "Through Crystal Ball," the new Ford dealers show on CBS. Savo is a delightful pantomimist. Why, then, was he placed on the show as an emcee and story-teller? . . . Behind the program—presentation of stories and legends through dance music—is a laudable one, but it just doesn't seem to come off as it should. . . . For this week was "Cinderella," with choreography by George Balanchine. Some of the dancing was excellent as were the sets by Lawrence Goldwasser and costumes by George Bockman. Recorded music was ill-selected and skillfully used, but as a whole the production didn't click. A major fault was the use of Savo, wearing finer clothes and carrying a feather duster, as the fairy godmother. This broke up completely, especially when he admonished Cinderella to be home by midnight or else her coach would "toin into junkin'." . . . Substitution of dancers in Cinderella's ragged clothes turned into a splendid gown was a good gimmick, but production was marred by that old taboo, appearance of stagehands and floor manager. . . . Agency is J. Walter Thompson, and show is produced and directed by Paul Belanger. Script is by Ed E. Animated cartoon commercials were it on the annoying side.

**THREE SHOWS**—Ford Theater, Who Said That? and Fireside Theater—were up on the top ten Hoopers for the first time this month. (See listing this week.) The 43.8 rating scored by Philco Playhouse is an indication of what the show could have done all season had it been slotted opposite Toast of the Town, while Who Said That's 48.6 exceeds that Saturday night myth completely. All that was needed was a good show. . . . Ford Dealers of Detroit have done with WXYZ-TV for a cross-the-board seg titled "Baseball Scoreboard," with Don Wattrick. . . . Marty Glickman and Bill Stern will share announcing chores of the NBC pickups of the Penn Relays in Franklin Field on Friday and Saturday. . . . CBS will scan the "Miss Page" competition of the N. Y. Newspaper Guild tomorrow night, 9:30 p.m.

**WJZ-TV** boosts its Class Rate to \$1,500 an hour on June 1, making its station's rate equal to the other web shops in New York. . . . Chevrolet is changing time periods for "Winner Take All" and "Chevrolet On Broadway." Formerly to Saturday, 8-8:30 p.m. and latterly 8-8:30 Monday. Jackie Gleason will be in "Broadway's" old time for a one next week. . . . Philip Morris is introducing a new package with magazine tie-in replacement for "Preview."

### GE To Expand Output Of New Picture Tubes

Syracuse, N. Y.—General Electric will expand its electronics production facilities at Electronics Park here to include the manufacture of television picture tubes to meet the increasing demand, it was announced yesterday by Dr. W. R. G. Baker, GE vice-president and general manager of the company's electronics department.

#### Big Expenditure Planned

The company will spend over a million dollars to provide for picture tube manufacturing and engineering facilities here, he said, which will be in addition to similar production operations at its Buffalo, N. Y., tube plant.

Television receiver and broadcast station equipment are currently concentrated here, and the plant also produces such equipment as two-way radio systems, radar for ships, and FM and AM radio receivers.

Production is expected to start in August. The first tubes to be made will be the new GE 8½-inch metal cone tube, which it is said, gives 50 per cent more picture area than seven-inch tubes now being used in low-priced receivers and costs no more to build. Other size picture tubes (10-, 12½- and 16-inch) will be produced later.

#### Employment Jumps Expected

Although the extent to which employment at the Park will be increased has not yet been determined, it is expected that picture tube production will call for several hundred people. The plant currently employs about 7,000 people.

### Hooper's Top Ten

(N.Y.C.—April)

Texaco Theater	WNBT	80.0
Talent Scouts	WCBS-TV	59.3
Toast Town	WCBS-TV	55.9
Ford Theater	WCBS-TV	55.6
B'way Revue	WABD-WNBT	50.1
Who Said That?	WNBT	48.6
Philco Playhouse	WNBT	43.8
Suspense	WCBS-TV	41.1
Godfrey Friends	WCBS-TV	38.0
Fireside Theater	WNBT	35.2

### Variety Shows Carry Most N. Y. Air Time

Total of 231 regularly-scheduled programs were being aired weekly by five New York stations at the beginning of the month, according to the Ross Reports On Television Programming, with musical variety shows heading the breakdown with 42 scheduled titles. Of the total 980 quarter-hours, 112 were devoted to the variety stanzas.

Following are children's shows with 26 on the air comprising 144 quarter-hours, while interview-exposition stanzas also number 26, occupying a total of 61 quarter-hours.

Approximately 80 per cent of the programs and 60 per cent of the scheduled hours are live studio shows, in sharp contrast to the films and sports remotes that were the backbone of programming a year ago.

Report, which was compiled by Wallace A. Ross, shows WNBT leading in quantity of live production—53 of a total of 59 scheduled shows are live—with 26 quarter-hours weekly non-studio time.

### Press-Time Paragraphs

#### Closed Circuit Preview For "Crusade"

Execs of ABC and Time and Life will be the subjects of a mass press conference to be carried on a closed circuit as part of advance promotion for "Crusade In Europe," which bows over the web May 5. Newsmen will submit questions about the series through Jerry Walker, of Editor & Publisher, who will query the execs, from 3:30 to 4:30 on May 3.

#### CBS Sells "Lucky Pup" On Network

First network sponsor has been landed by CBS for "Lucky Pup." Joe Lowe Corp. will bankroll the show Monday nights beginning May 2, on behalf of Popsicle, in 28 cities. Agency is Blaine-Thompson. Program is sponsored in New York by U. S. Rubber on Fridays and Bristol-Myers on Tuesdays and Thursdays.

#### 42.5% Sponsor Boost On WLW-T

Cincinnati—Number of sponsors on WLW-T increased 42.5 per cent in March over preceding month, sales manager M. F. Allison announced. March total was 57 compared with 40 in February, 35 in January and 28 in December.

### Labor Dept. Study Shows Prospects Good For Tele

Washington Bureau of RADIO DAILY

Washington—"Hundreds of specially trained television men are likely to be needed within the next year or two," a new occupational outlook handbook prepared for the Veterans Administration by the Bureau of Labor Statistics reported today. The 454-page book, which covers 288 occupation groups—reports that the prospects are especially good for TV servicemen.

"Servicemen with television training will have a greater advantage over those with knowledge of AM and FM only, both in competing for jobs and in trying to make a go of their own repair business," the handbook said.

The outlook for jobs in the radio field—excluding television—ranges from poor to fair, it was reported. For radio operators (broadcasting) the report was: "Expanding field of employment, but more licensed personnel seeking work than there are jobs in many urban areas. Best chances for jobs are in small communities."

For radio announcers: "A good many openings for announcers in the near future, but competition for openings likely to be keen, particularly in large cities. . . . in small communities, where most announcers get their first jobs, competition for openings is likely to be much less keen than in big cities."

For radio servicemen: "Some openings for highly skilled AM-FM men, but occupation overcrowded with less skilled men in most areas. . . . because there are already more than enough repair shops in most areas, favorable opportunities to start new shops are rare."

Electric technicians (commercial and industrial servicing): "Technician jobs in industrial servicing generally filled by promotion of electricians. Commercial servicing is small but expanding field with more job seekers than openings for the present."

#### WTMJ Sells Baseball Seg

Two sponsors have signed contracts for the "Dugout Doings" programs before broadcasts of the Milwaukee Brewers home baseball games on WTMJ-TV. Dutchland Dairy Stores and Ennis Motor Company will alternate in presenting the programs on 65 playing dates. Mark, Mautner & Berman, Inc., of Milwaukee is the agency which is handling the Dutchland account. There is no agency for Ennis Motors, which will advertise used cars.

## COAST-TO-COAST

**'Fountain of Facts' For KYW**  
Philadelphia, Pa.—A new type quiz show entitled "Fountain of Facts" is currently being heard over KYW every Tuesday evening. The format is an "Information Please" in reverse which pits expert Alfred Moray against a panel of three. The panel asks questions of Moray, who, without rehearsal, gives answers about science, art, music, religion and current events. John Stilli prepared and produced the program.

**Travelers Aid Program On WBBM**  
Chicago, Ill.—A special program to explain the Travelers Aid service is being prepared by Charles Romine, writer, to be presented over WBBM on April 23rd. The story will concern the benefits provided by the Travelers Aid to displaced persons coming to this country for the first time.

**WHEC Faster Than the Ambulance**  
Rochester, N. Y.—A jaywalker was injured in an auto accident recently near WHEC's studios. Bill Adams, program manager, got the details, wrote a bulletin and had the story on the air while the victim was lying in the street waiting for an ambulance. Twelve minutes after the news bulletin was broadcast the ambulance arrived.

**Krupp With WBAY**  
Coral Gable, Fla.—Former network announcer, Roger Krupp, has joined the staff of WBAY. Krupp, whose background includes ABC, NBC and CBS and programs such as Al Jolson Show, Meredith Willson, Kraft Music Hall, Lum 'n' Abner, Lowell Thomas, Vox Pop, Milton Berle and a host of others, will specialize in news and a midnight to two disc shows.

### Wedding Bells

Buffalo, N. Y.—John L. Hutchinson, WBEN-TV producer, was married in Buffalo, April 18, to Jean Ashley Kimball. They are honeymooning in Bermuda. Hutchinson, a former Navy officer, is a native of Connecticut and joined WBEN-TV when the station began tests in January, 1948.

### Stork News

A five-pound daughter was born to Mr. and Mrs. Jack Brickhouse April 19 at Michael Reese Hospital, Chicago. Brickhouse is sports service manager for WGN-TV and long-time radio announcer.

**KGW and KGW-FM**  
PORTLAND, OREGON

COMPLETE SCHEDULE  
SIMULTANEOUS SERVICE

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

## Gross Billings Up For ABC 1st Quarter

(Continued from Page 1)  
April, not included in the gross radio billings, amounted to \$214,283 above the new non-cancellable radio network business for the first quarter. The booklet sent to clients and agencies by ABC v-p Fred Throver, reported also that new non-cancellable radio network business for the period totalled \$570,402. Non-cancellable television sales on the ABC-TV network amounted to \$784,685.

In a separate new business report, ABC announced that P. Lorillard has signed a 52-week renewal contract for the final 15-minute segment of the Sunday night "Stop the Music" program, thus maintaining the cigaret company's sponsorship of the show at one-half hour. Old Gold also sponsors the first quarter-hour segment of the program.

P. Lorillard, described as one of the largest users of ABC facilities, also sponsors "Old Gold Party Time" over WJZ, New York, Mondays through Fridays, 1-1:15 p.m., EDT. The program is carried by 19 stations of ABC's Pacific Coast network, Mondays, Wednesdays and Fridays, at 4 p.m., PST.

## AP Names Six Directors In Annual Election

Five members of the board of directors of Associated Press were re-elected and one new member added at the annual election which was announced late Monday night.

Those re-elected were Arthur Hays Sulzberger, New York Times and chairman WQXR board; James E. Chappell, The Birmingham (Ala.) Age-Herald; Paul Bellamy, The Cleveland Plain Dealer; J. R. Knowland, president of KLLX, Oakland, Calif.; The Oakland Tribune and O. S. Warden, the Great Falls (Mont.) Tribune.

The new director elected was Benjamin M. McKelway of the Washington Sunday Star. McKelway succeeds E. K. Gaylord of the Oklahoma City Oklahoman, who was re-nominated but withdrew.

## F. C. C. LICENSE COURSE

**Accelerated Training**  
You are prepared for  
1ST CLASS PHONE (FCC)  
LICENSE in 4 to 6 weeks.

**Practical Instruction**  
Classes and training conducted directly in New York City radio stations.

ARRANGEMENTS FOR QUARTERS  
Write or Phone

**CAMBRIDGE**  
School of Radio Broadcasting  
220 W. 42nd St., New York, N. Y.  
Phone WI. 7-0038

## WHCU-FM Is Key Outlet Of Rural Radio FM Web

(Continued from Page 1)  
the air. Move, according to managing director, Michael R. Hanna, is being made under a temporary permissive grant of the FCC pending submission of the final merger plan by Cornell University and the Rural Radio Foundation, owners of the respective FM broadcasting media.

WHCU-FM now feeds the Rural Radio FM Network stations and carries the complete RRN program schedule from 6:30 a.m. sign on until the RRN 7:30 p.m. sign off. The other evening hours of WHCU-FM carry CBS programs until 12:05 sign off.

## Waring Workshop Set

The Fred Waring Music Workshop, operated by the NBC maestro, will open its third season at Shawnee on Delaware, Pa., July 10, with registration limited to 50 persons at each of the six one-week sessions on rehearsals, choral analysis, program building and various piano techniques.

Waring and his "Pennsylvanians" again will teach the courses under the direction of Ennis Davis. Three of this summer's sessions will be set aside for those who have attended previous workshops.

A special piano workshop to be taught by Ed McGinley will be added this season with the first two sessions at Waring's studios in New York City, beginning June 27.

## BEHIND THE MIKE

**CHARLIE HOLMES** has joined the Bob Monroe organization. Stan Freeman set to do some long hair conducting this summer.

Catherine Mastice (who's not exactly being ignored in the press due for a publicity windfall in week or so.

Tele-Minit Productions doing great job filming one-minute commercials.

Alice Frost planning a European trip this summer.

Herb Sheldon dubs the office which his comedy show is created Grinner Sanctum.

Mary Martin will be the "Fairy Girl" at the first Knickerbocker Luncheon for the Sister Kenr Foundation at the Hotel Plaza Grand Ballroom May 20th.

Fran Warren auditioning her own 15-minute radio series.

WHOM's Fortune Pope appointed Chairman of Foreign Language Station Section of Greater N. Y. Fur Campaign.

Big video deal brewing for soprano Catherine Mastice.

Bob Monroe, co-producer of Mutual's "Take a Number," has written a new meller titled "John Steel Adventurer," which prems on the 26th over Mutual. Don Douglas will have the title role.

# Amsberry

To catch Pacific Northwest listeners at an early hour, let Bob Amsberry tell your story on KEX's popular "Early Bird Program" . . . 6:00 to 6:45 AM Mondays thru Saturdays.

To catch Pacific Northwest listeners at an early age, hire Bob and his "Squirrel Cage" at 4:30 PM weekdays . . . the sensational juvenile show of the year. Heavy mail-pull proves that kids and their parents consider this show tops! Whatever type of listeners you want, count on KEX for a program that really reaches them. Check Eldon Campbell at KEX, or Free & Peters.

**50,000 WATTS**  
**ABC AFFILIATE**  
**PORTLAND, ORE.**

**KEX**

**WESTINGHOUSE RADIO STATIONS Inc**  
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for WBZ-TV, NBC Spot Sales



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 47, NO. 20

NEW YORK, THURSDAY, APRIL 28, 1949

TEN CENTS

## \$25,000,000 TV TIME SALES FORECAST

### Johnson Comments On Criticism Of FCC

Washington Bureau of RADIO DAILY  
Washington—Senator Edwin C. Johnson, Interstate Commerce Committee chairman, said yesterday he has no plan for hearings or for introducing additional legislation bearing upon the broadcasting or TV situation. His speech attacking the FCC last week was not the forerunner of a new legislative move, he said: "I just wanted them to know how I feel about things over here."

Johnson said that although he has no immediate plans, "It wouldn't take long to call a hearing if the  
(Continued on Page 2)

### Lyon Named Chairman Of Philip Morris Board

Alfred E. Lyon, president of Philip Morris & Co. since 1945, has been elected chairman of the board and chief executive officer, it was announced yesterday.

O. Parker McComas, who has been executive vice-president since 1947, was elected to the presidency. In his new position, Mr. McComas will also serve as the company's chief administrative officer.

### Storadio Executives Resign In N. Y. And Chi.

Des Moines, Ia.—Storadio Advertising Co., engaged in store radio advertising and music programs piped into super markets, has closed its New York and Chicago offices.

Milton S. Wolken and Ernest P. Baldwin, resident manager of the Chicago and New York offices respectively, resigned from their posts  
(Continued on Page 3)

### Educational

A dramatic narrative on the education of a freshman Congressman titled "The People's Choice" will be produced by the CBS Documentary unit for broadcast on the network on Sunday, May 22, from 10:00 to 11:00 p.m., EDT. Script, written by Peter Lyon, portrays how a Congressman is elected and what his problems are in Washington.

### Renewal

General Mills, Inc. has renewed sponsorship for 52 weeks of a 15-minute segment of Don McNeill's Breakfast Club over the ABC network. The renewal order, placed through Tatham-Laird Co., will become effective on May 30. General Mills has sponsored the first segment of the show since August, 1948.

### 260 Stations Sign For Chrysler Show

Chrysler-Plymouth dealers will sponsor the transcribed quarter-hour "Sammy Kaye Showroom" three times a week over 260 stations starting May 16. New series actually is an expansion of a campaign started last year by 915 dealers who have been sponsoring five 5-minute programs a week titled "The Animal World" and "The American Way." The Kaye program will replace the first series.

John H. Caron, director of advertising  
(Continued on Page 2)

### WOR "Appliance" Drive Extended Into Mid-May

WOR will extend its April campaign to promote the sale of household appliances into the month of May in order to include the gas appliances and the large amount of editorial material submitted by various manufacturers and associations and because of the interest reportedly shown by distributors in the station's listening area, R. C. Maddux,  
(Continued on Page 8)

### Theater Television Circuit Planned By Fox Subsidiary

West Coast Bureau of RADIO DAILY  
Hollywood—First major theater circuit to inaugurate regular theater television in its chain of movie houses will be National Theaters Corp., subsidiary of Twentieth-Fox, it was learned yesterday. The chain envisions the setting up of five to ten television theaters in the Los Angeles area within the next year. At present, work on establishment of the operation is centered on a

### NBC President Reports To Publishers On Expanding 1949 Tele Industry At ANPA Convention

### Radio Will Survive Blitz Says Gittinger

William C. Gittinger, CBS veepee in charge of network sales, told the American Newspaper Publishers Association yesterday that "radio may be blitzed temporarily in a market like New York but radio will soon come back and find its proper place, just as phonograph records did." Setting a new precedent, the publishers convention called in Gittinger and Niles Trammell  
(Continued on Page 3)

### House Committee Votes On Voice Of America Bill

Washington Bureau of RADIO DAILY  
Washington—The House Foreign Affairs Committee yesterday voted out a bill to turn over government-owned transmission equipment in Ohio and California to the State Department for the use of the "Voice Of America"  
(Continued on Page 2)

### UP's AM, FM Clients Now More Than 1,200

A net gain of 211 radio, television and newspaper clients of the United Press since March, 1948, to a present total of 3,219, of which more than 1,200 represent radio stations, was  
(Continued on Page 8)

Forecasting that total television time sales for 1949 will amount to about \$25,000,000, Niles Trammell, president of the National Broadcasting Company, in a speech before the Bureau of Advertising of the American Newspaper Publishers Association yesterday declared, "I believe television  
(Continued on Page 7)

### Sixty More Stations Added To U. N. List

Sixty additional independent stations have volunteered to avail themselves of the United Nations radio service as a sequel to the appeal made by Benjamin Cohen, assistant secretary general of U.N. at the NAB convention, it was announced at Lake Success yesterday.

The additional 60 stations brings the total of stations carrying daily or weekly U. N. programs to 500;  
(Continued on Page 3)

### Ask Church Broadcasters For Pro, Not Anti, Views

The board of consultants of CBS' "Church of the Air" series has endorsed unanimously the network's practice of allocating air time to separate denominations, who make positive statements of faith without attacking the beliefs of others, on the  
(Continued on Page 3)

### Secretary's Serenade

The SoundScriber Corporation of New Haven and Columbia Records are collaborating on the production of records for use on the regular SoundScriber transcribing equipment. Album titled "Secretary's Serenade" will comprise hit tunes recorded on the new 7-inch microgroove records. Series is designed as luncheon hour entertainment for secretaries.



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JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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WEST COAST OFFICES

Al Steen, Manager 6425 Hollywood Blvd. Phone: Gladstone 8436

WASHINGTON BUREAU Andrew H. Oider, Chief 6417 Dahlonga Rd. Phone: Wisconsin 3271

CHICAGO BUREAU Nat Green Suite 905 139 No. Clark St. Phone: State 2-2332

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

FINANCIAL

(April 27)

NEW YORK STOCK EXCHANGE

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

OVER THE COUNTER

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

Seeks Case Histories

Information office of the New York City Board of Higher Education is seeking to contact all persons now in radio who have studied radio or television at any of the city's colleges or universities. The board plans to compile a series of case histories. Telephone Miss Leah Rosenbaum at TRafalgar 9-0100.

INS has served

Advertisement for WLOF Orlando, Fla. featuring a calendar and the text 'FOR 8 YEARS'.

Johnson Comments On Criticism Of FCC

(Continued from Page 1)

need arose." His reference obviously was to the television muddle. He repeated his hope that the freeze will not be lifted by the FCC until the Commission is ready to clarify its intentions with respect to the UHF.

Chicago Agency Exec. Heads Headline Club

Chicago—The Chicago Headline Club, a chapter of Sigma Delta Chi, professional journalistic fraternity, has elected George Gallati of Needham, Louis & Brorby, Inc., as president; Kenneth Clayton of the Chicago Tribune as first v-p; Leo Fischer of the Chicago Herald-American as second v-p; Walter Curtis of the Illinois State Chamber of Commerce as secretary, and Manly Mumford of the Borden Co. as treasurer.

Network Men Named

Cornelius F. O'Dea of ABC, Jack Ryan of NBC and George Herro of MBS were elected as new directors of the club.

Other new directors are: Richard G. Hackenberg, Chicago Sun-Times; Maurice Fischer, Chicago Daily News; Claude A. Walker, Forest Park, Ill. Review; Robert Innes, Chicago Journal of Commerce; Larry Mulay, City News Bureau; Marvin Tonkin, Associated Press; Robert Loughran, United Press; John Canning, Standard Oil Company of Indiana; Dean Kenneth E. Olson, Northwestern University Medill School of Journalism; John Storm, Hospitals magazine; Erle Ross, Magazine Steel; Lawrence C. Salter, Lawrence C. Salter & Associates, and William F. Canfield, Inland Daily Press Assn.

10 YEARS AGO TODAY

From the Files of Radio Daily

Radio receiving sets in operation in Canada last year amounted to 1,200,000, and shows an increase in 5 years of 70 per cent. . . . Donald Duck may shortly commence a television career if a deal understood to be currently under discussion between Disney interests and NBC representatives is closed. . . . Independent stations of the city decided to call a meeting in the offices of WHN for the purpose of discussing action to be taken in regard to broadcast pickups at the N.Y. World's Fair.

I May Be The One You're Looking For

Lyricist seeks someone to write music for his lyrics, ballads mostly. Professional or non professional. Write stating particulars to: ROBERT BIALOS 131 Sutter Ave. Brooklyn, N. Y.

House Committee Votes On Voice Of America Bill

(Continued from Page 1)

of America." Purpose of the bill, the committee said, "is simply to eliminate four unnecessary transactions relating to the operation of three broadcasting stations by the Voice of America."

Sites for the stations were acquired in 1943 and the stations erected in 1944, with CBS operating them at an annual rental of \$125,000—which rental has been passed on by CBS to the State Department as part of the contract between the two. Thus Congress has had to appropriate \$125,000 annually for the State Department to pay to CBS, which in turn pays it to the RFC.

Renew WHAM Program

Rochester, N. Y.—"You Can Be A Star" which ran for twenty six weeks as a broadcast over WHAM from the stage of the Paramount Theater, has been renewed, without interruption, for an additional twenty six week program by the same sponsor (Union Outfitting Company). The only change is that coming into the spring and summer months they have moved the show out here to the beautiful Rochester Radio City auditorium. The show is also booked for a long series of personal appearances in the surrounding area.

260 Stations Sign For Chrysler Show

(Continued from Page 1)

tising for the Chrysler Division of Chrysler Corp., said the contract is initially for 26 weeks. Agency is McCann-Erickson. Series will be aired in all major cities of the U. S. plus several hundred smaller towns.

Kaye's orchestra will be backed up by several performers, including vocalists Laura Leslie, Don Cornell, Tony Alamo and the Kayettes, a male trio. Ernie (Cecil) Rudisil and Chubby Silvers will provide novelty numbers.

Announcer Jay Jackson will handle the commercials. "Showroom" is produced in the Detroit and New York offices of McCann-Erickson.

CWV Cite Betty Clark

Betty Clark, 12 year-old blind network radio singer, will be the recipient of a citation from the Catholic War Veterans of New Jersey when she sings at their State Convention in Atlantic City on April 30. The star of ABC's Sunday afternoon "Betty Clark Sings" program will be cited by State Commander Maurice A. Walsh "for her courage in pursuing a career which has served as an inspiration to the handicapped and as a model for the entire American public."

The battle's on!



This picture was snapped just before these two tough polar bears tangled in what was the battle of the century in the Seattle Zoo.

There's another battle going on these days in the tough competitive markets of America — like Baltimore. It's a battle for profitable, low-cost sales.

And that's where W-I-T-H comes in for smart advertisers. For this BIG independent delivers its BIG audience at the lowest cost-per-listener of any station in town. That's why you can get BIG results for a LITTLE money on W-I-T-H.

W-I-T-H covers 92.3% of all the radio homes in the Baltimore trading area. For more facts about this big bargain buy call in your Headley-Reed man and get the W-I-T-H story.



Tom Tinsley, President • Represented by Headley-Reed

## Radio Will Survive Blitz Says Gittinger

(Continued from Page 1)

sell this year to give them the low down on radio and television. Gittinger, an exec with 30 years advertising on all sides of the industry, steers a steady middle course in viewing the future of radio and television. "I believe," the CBS veepee told the publishers, that radio and television will develop together as complementary media, just as complementary as magazines and newspapers are." Radio and television advertising so will be complementary for some products, Gittinger commented, for some advertisers naturally will use both. He added, "But television will bring new advertisers into the field." Looking to the future, Gittinger said "there is plenty of room for both radio and television and all around advertising media." Voluntarily pinning himself down on the question of how long it will be before television replaces radio, Gittinger recalled that the Society of Automotive Engineers after five days of vigorous debate agreed that auto engines should be moved from front to back "if it could be done gradually." Gittinger expressed the opinion: "If radio is to give way and the engine is to be moved to the back, I promise you it will be done gradually."

## Ask Church Broadcasters For Pro, Not Anti, Views

(Continued from Page 1)

basis of the sects' numerical strength and geographical distribution. At a meeting held earlier this week by representatives of various religious groups, Miss Elinor Inman, CBS director of religious broadcasts, read a report outlining the net's policies on religious broadcasts. CBS television staff studies on adapting television techniques to the subject of religion rather than simply broadcasting church sermons on video were reported.

## Storadio Executives Resign In N. Y. And Chi.

(Continued from Page 1)

last week. The main office of the firm in this city will handle all point-of-purchase broadcasting accounts hereafter.

## To Dedicate Radio Center

Plans for the opening of the new \$400,000 Radio Center in Bismarck, N. D., were announced yesterday by F. E. Fitzsimonds, manager of KFYZ, Bismarck. The three-day celebration is slated for April 28, 29 and 30th with Judge James Norris of the North Dakota Supreme Court heading the list of dignitaries who will participate in the ribbon cutting ceremonies. KFYZ is an affiliate of NBC.

## All-Day Effort On WBAL To Climax Cancer Drive

Baltimore, Md.—As the closing gun of the \$230,000 cancer campaign of the American Cancer Society, Maryland division, a mammoth all-day radio and television auction will be held over WBAL and WBAL-TV Saturday. Thousands of dollars worth of merchandise, including four 1949 automobiles, will go on sale to the highest bidder, the entire proceeds, without reserve or subtraction, going to the cancer fund. Articles to be sold will be shown on television and described on the radio. WBAL-TV will devote its entire day to the auction, which will conclude shortly before midnight Saturday.

The sale will start as soon as WBAL opens its broadcast early Saturday morning. Special operators will be on hand to receive bids and donations. Staff and radio personnel as well as public figures and leading citizens will act as auctioneers.

The facilities of WBAL and WBAL-TV are being donated for the auction.

## Wedding Bells

Montgomery, Ala.—Charley Zeanah, WSFA sports director, and Sara Martin, daughter of a local radio executive, have announced their engagement to be married. Zeanah, in addition to his regular sports-casting activities on WSFA, is the quiz master of a board of experts on "Sports Forum" Tuesdays.

## Sixty More Stations Added To U. N. List

(Continued from Page 1)

the services offered by U. N. include the United Nations Story, 15-minute transcribed program; a new ET series to be produced by Norman Corwin; U.N. news summary, "Little Songs About U.N." and the Women Broadcasters Bulletin.

Growing interest among radio stations in the United Nations programs was indicated yesterday. It is expected that before year's end around 1,500 stations will be carrying some time of United Nations programming.

## Fire Prevention Program

"The Firebug," a special half-hour drama highlighting the losses from forest fires in the U. S. each year caused by careless vacationers, will be presented by the CBS network as a contribution to the Advertising Council's annual campaign against timberland devastation. The drama, written by Alvin Boretz, will be aired Wednesday, May 4, 9:30-10:00 p.m., EDT.

## RCA Host To NBC

Some 200 NBC employees journeyed to RCA Laboratories in Princeton, N. J., last night where they were guests at an RCA dinner. NBCers caught up on the latest RCA experiments and developments including color tele and ultrafax.

# WOR

*—the station that sells more at less cost  
than any station of equal power  
anywhere*

# IVORY TOWER LAMENT

By BRUCE EELLS

WHEN I was Sales Manager of KHJ, I worshipped at the new MBS shrine, and later as Business Manager of Young & Rubicam's West Coast radio I reverently annointed the feet of



the wizards who jockeyed for scarce network availabilities. Just at first did I try to tell 'em how we used to do it in Sioux City. I soon learned that unless a man were

a network or agency executive ensconced in Los Angeles, San Francisco, Chicago or New York (later we forgot Chicago and San Francisco) he simply couldn't have his finger on the pulse of the people in Cedar Rapids. When I remembered that "Bubbles" Dean had managed KSCJ from scratch into a station where an advertiser could make \$25.00 per week return \$2,000 in sales, I decided he didn't really know what the listeners wanted; he was just lucky—consistently. I had to learn that I was now on the "national level."

After 10 years of this I was bright as a new dollar. Closest I got to Sioux City were the times I flew over it on the way to New York to find out what we planned there for the entertain-

ment and sales edification of people—in Sioux City—for the coming year. In 10 years I successfully avoided asking people like Howard Roberson what went on in Amarillo. It was less distracting that way. Besides, how could Howard know how to please the people he lived with, without having gone to New York to find out what they wanted—in Amarillo.

Finally, a cousin of mine in Sioux City came out to California to see me. He'd built a several million dollar wholesale grocery business in Sioux City—using local radio time the networks didn't preempt. He said he didn't have an advertising agency but that the local station manager "was as smart as a whip." I didn't want to embarrass him so I didn't tell him about how you couldn't really be that smart unless you lived in an ivory tower in Los Angeles, Chicago or New York. During his visit I introduced him to Jack Benny, Burns and Allen, Eddie Cantor and Red Skelton. I would have introduced him to some more—but it was too embarrassing. Why? The ratings of the programs he sponsored were higher than theirs—in Sioux City.

Seems Jimmy was using transcribed shows he and some other advertisers around Iowa had pooled their resources to produce on a cooperative "cost-plus" basis. The character of



**PIONEER SUBSCRIBER.** Leadoff subscriber Howard Roberson of KFDA, Amarillo, Texas, says, "I urged co-operative production ten years ago. BPS has justified my faith in its feasibility."



**NEWEST MEMBER,** Gene Trace, WBBW, Youngstown, Ohio: "Would've joined earlier, but didn't understand I would get 'the whole works' for the one fixed fee. The shows are worth a fortune."



**ENTHUSIASTIC MANAGER,** S. U. Oppenhuizen, WFUR, Grand Rapids, Michigan: "We should have little difficulty securing 500 stations. Success for one means success for all."



**NBC AFFILIATE OPERATOR** Karl Wyler, KTSM, El Paso, Texas waited until Syndicate had proved itself; came in with flags flying. Pleased with programs.



**EARLY SUBSCRIBER** "Red" Moss, WLTR, Bloomsburg, Pa.: "The Pat O'Brien series alone is worth more than our fee. *Frontier Town* and *Adventures of Frank Race* will bring revenue for years."



**HARD-HITTING** Earl Smith, WLCS, Baton Rouge, La.: "I joined the plan while Eells was field-testing it. The Syndicate's program output more than justifies my early faith in the idea."



**ILLINOIS LEADER,** W. Kenneth Patterson, WSIV, Pekin, Ill.: "We are using three of the shows. Everyone at the station agrees that the quality and production is the best of any transcribed shows we have heard."



# Local Dollars vs. Network Pennies

the programs was based upon the judgement and opinion of station managers "on the local level." Seems that, ignorant as they were about how those things were figured out "scientifically" in Los Angeles, Chicago and New York for network advertisers, those managers somehow staggered along on what they knew about people in their own bailiwicks.

I began to entertain the reasonable thought that "Bubbles" Dean of KSCJ might make a pretty good network executive. In a moment of weakness, I even thought of several network and ad agency executives who might find some small merit in spending a few days loitering around the drugstore where George Volger's announcers hang out in Muscatine. Fortunately, I pulled myself together, perished these errant thoughts, re-read the office copy of "The Huckster," and returned to my deliberations as to the best means for inducing one of our national advertisers to include all the basic "required" stations of a certain network notwithstanding he had no distribution in the areas covered by 38 of them.

One day I got a letter from Jimmy so intelligently written it might have been prepared by one of our ivory tower group. It stated in essence that they were short of good talent, whereas Hollywood was loaded with

the best; that most transcribed programs were too expensive to come out on; that local advertisers represented a purchasing power far in excess of all national advertisers put together; that if good—really good—transcribed shows were made available at a reasonable cost, local advertisers would spend more in radio and less in newspapers, and that national advertisers would divert millions of dollars per year from network and put it into spot radio at full national rates—buying only the markets they wanted; that stations individually would cooperate in every possible way in any effort that succeeded in bringing them 100% of their time, card—instead of 35%. He urged that I get into the business of producing top-quality, top-talent shows via transcription for local advertisers and for national advertisers on a spot basis.

Jimmy Moore had passed away by the time I got to Sioux City. I'm sorry he didn't live to learn that I did leave Young & Rubicam and that my organization now produces top-grade network-calibre transcribed shows for NBC, CBS, MBS, and ABC affiliates and independent stations in 40 states and 8 Canadian provinces—on his "cost-plus" basis; that I drove a station-wagon over 12,000 miles last summer to get the advice of over a hundred of the smartest operators in the radio industry—the local station managers; that the advice and help they gave me has set a cooperative pattern that national advertisers applaud and networks are studying with interest.

Of tremendous interest to Jimmy would be the revelation that—together—our stations can finance and produce more and bigger radio shows than can be financed and produced by networks whose substance is being drained off by television; that there are many hundreds of AM and FM stations in markets that will not be covered by television for five years, that represent investments that must be protected, and that working together under their own cooperative production plan, the Broadcasters Program Syndicate—they'll make local radio pay off more heavily than ever before. They'll take over the national advertiser's dollar on a local basis and when they're ready, they'll take over television on the same basis.

The ivory tower days are over. "Local level" operators are taking over.

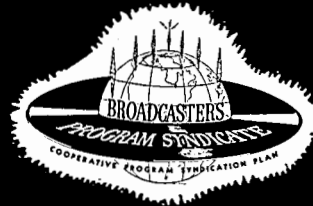


**ASTUTE OWNER, A. J. Mosby, KGVO, Missoula, Montana:** "BPS programs afford our local advertisers the same weight and quality we carry for network advertisers."



**UNIQUE PRINCIPLE** of no sales staff overhead is explained by Eells to John D. Keating, KPOA, Honolulu, and Paul Oliphant, WLAC, Nashville, Tenn., as Broadcasters Program Syndicate convention mascot Miss Alyce Cougis beams approval.

# BROADCASTERS PROGRAM SYNDICATE Success Story...



Since its organization less than a year ago, the Broadcasters Program Syndicate has built a success story unparalleled in the history of radio.

Operating on a subscription basis exclusively, the Broadcasters Program Syndicate is essentially of, by, and for station subscriber-members.

A single weekly fee\* equal to the subscribing station's national one-time class A quarter-hour rate entitles the station to the Syndicate's entire output of network-calibre programs. All current programs—plus every additional series produced by the Syndicate in the future.

To Syndicate member-stations, the PAT O'BRIEN—FROM HOLLYWOOD, FRONTIER TOWN, and ADVENTURES OF FRANK RACE series substantiate long-held convictions that—working together—millions of dollars in program values could pour into the coffers of each.

<b>ALABAMA</b> WKAX, Birmingham WBJ, Brewton WABB, Mobile WAPX, Montgomery	<b>LOUISIANA</b> WLCS, Baton Rouge KSIQ, Crowley WDSU, New Orleans KSYL, Alexandria	<b>TEXAS</b> KBKI, Alice KFDA, Amarillo WRR, Dallas KTSM, El Paso KFJZ, Fort Worth KXYZ, Houston KOLE, Port Arthur KABC, San Antonio
<b>ARIZONA</b> KAWT, Douglas KTAR, Phoenix KYOA, Prescott KGLU, Safford KUC, Tucson KYUM, Yuma	<b>MICHIGAN</b> WFDF, Flint WFUR, Grand Rapids WKNX, Saginaw	<b>UTAH</b> KUTA, Salt Lake City
<b>ARKANSAS</b> KVLG, Little Rock	<b>MINNESOTA</b> KRCC, Rochester WFCB, Duluth WMFG, Hibbing WHLB, Virginia	<b>VERMONT</b> WSKI, Montpelier
<b>CALIFORNIA</b> KERN, Bakersfield KDON, Monterey KXOA, Sacramento KUSN, San Diego KCBS, San Francisco KXOB, Stockton KVVC, Ventura	<b>MONTANA</b> KANA, Anaconda KBYN, Billings KOPR, Butte KXGN, Glendive KJIM, Havre KXLO, Lewiston KPRK, Livingston KRJF, Miles City KGVV, Missoula	<b>VIRGINIA</b> WCVB, Bristol WGH, Newport News WRNL, Richmond WLSL, Roanoke
<b>COLORADO</b> KFJX, Grand Junction KGHF, Pueblo	<b>NEBRASKA</b> KOLT, Scotts Bluff KOL, Omaha	<b>WASHINGTON</b> KJR, Seattle KXLY, Spokane KIMA, Yakima
<b>CONNECTICUT</b> WTOR, Torrington	<b>NEVADA</b> KOH, Reno	<b>WEST VIRGINIA</b> WOAY, Oak Hill WLOH, Princeton
<b>FLORIDA</b> WEUS, Eustis WMBR, Jacksonville WGNH, Quincy	<b>NEW YORK</b> WCSS, Amsterdam WINS, New York City	<b>WISCONSIN</b> WHBL, Sheboygan
<b>GEORGIA</b> WGPD, Albany WRPC, Athens WCON, Atlanta WBBQ, Augusta WRBL, Columbus	<b>NORTH CAROLINA</b> WLOS, Asheville WSPS, Tarboro	<b>WYOMING</b> KVOG, Casper KFBC, Cheyenne KODI, Cody KPOW, Powell KMYO, Sheridan
<b>IDAHO</b> KRPL, Moscow KLIX, Twin Falls	<b>OHIO</b> WSAI, Cincinnati WJW, Cleveland WVST, Wooster	<b>BERMUDA</b> ZBM, Hamilton Bermuda
<b>ILLINOIS</b> WSIV, Pekin	<b>OREGON</b> KNW, Ashland KODS, Coos Bay KOIN, Portland	<b>CANADA</b> <b>ALBERTA</b> CFRN, Calgary CFRN, Edmonton
<b>INDIANA</b> WRIBU, Anderson WEOA, Evansville WFBN, Indianapolis	<b>PENNSYLVANIA</b> WLTR, Bloomsburg WCPA, Clearfield WOPR, Scranton WIP, Philadelphia	<b>BRIT. COLUMBIA</b> CJOC, Dawson Creek CKOW, Kelowna CKNW, New Westminster
<b>IOWA</b> KFJB, Marshalltown KWPC, Muscatine	<b>SOUTH CAROLINA</b> WMRA, Myrtle Beach	<b>MANITOBA</b> CJOB, Winnipeg
<b>KENTUCKY</b> WLKY, Lexington WINN, Louisville	<b>SOUTH DAKOTA</b> KDSJ, Deadwood KOTA, Rapid City	<b>ONTARIO</b> CJOB, Hamilton CFPA, Port Arthur CHUM, Toronto
	<b>TENNESSEE</b> WTJS, Jackson WROL, Knoxville	<b>QUEBEC</b> CFQF, Montreal
		<b>SASKATCHEWAN</b> CFQC, Saskatoon CJCB, Yorkton CKCK, Regina

\*If your quarter-hour rate, for example, is \$25.00, you as a member of the Broadcasters Program Syndicate would receive the Syndicate's ENTIRE OUTPUT of programs plus all future programs—for \$25.00 per week.

JOIN OUR FAMILY of prestige stations, and share in this fast-growing programming jack-pot. Auditions available.

## BROADCASTERS PROGRAM SYNDICATE

Under Direction Of

**BRUCE EELLS & ASSOCIATES**

2717 Maravilla Dr. • Hollywood 28, Calif. • HO 9-5869

## SOUTHWEST

**ELEANOR COOPER**, new to radio, has joined the continuity staff of KTSA, San Antonio. Miss Cooper has attended the University of Texas and is a recent graduate of Draughn's Business College here.

Dr. J. T. Carlyon, Southern Methodist University professor last Wednesday chalked up his 1,000th broadcast over WFAA-820 Dallas. Dr. Carlyon is heard daily in a five-minute sermonette. His anniversary broadcast appropriately was titled "The Millennium."

John Loder, currently co-starring with Sylvia Sidney in "O Mistress Mine" playing various key Interstate Theaters throughout the southwest, was interviewed by Edythe Chan in a broadcast over KXIL, Dallas.

A new series of programs which has made its debut for the Spanish speaking listeners of KCOR, San Antonio, is "Radio Calender." Highlights are given each day of famous personalities, events which have occurred and famous persons born or who may have died on that date.

Jimmy McClain, Episcopal clergyman and former Dr. I. Q. who is now heard as announcer on the "Mrs. Tucker's Smile Program" has written an original poem titled "My Mother's Love" which he will read on a future program and then will be offered on Mother's Day Cards free of charge to be mailed by listeners desiring them.

Two of the staff members from out of town of WOAI, San Antonio, bear the names of Texas cities, according to Imogene Stanley, public relations director for the outlet. Dallas Wyant heads sales promotion and comes from Boston, Mass., and Austin Williams, newscaster comes from Cincinnati, Ohio.

The Ellis County Broadcasting Co., at Waxahachie has been granted a license for a standard broadcast outlet to be built at a cost of \$14,250. It will operate daytime hours with 500 watts on 1390 kilocycles. Among the principals are C. C. Woodson who has 25 per cent interest; The Enterprise Publishing Co., of Waxahachie has 25 per cent; United Publishing Co., of Ennis, Tex., has 25 per cent with five others having the remainder of the holdings.

## LIBEL and SLANDER

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### Windy City Wordage . . . !

• • • Two and a half hours were added to the broadcasts of the WLS "National Barn Dance" last Saturday night in celebration of its silver jubilee. The program was on from 7:30 p.m. to 2:30 a.m. . . .

Three programs are being entered in the Chicago Federated Advertising Club annual program competition by WENR and WENR-TV—"Super Circus" and "Music in Velvet" for television and Paul Harvey for AM. . . . Nine instrumental and vocal groups from the Chicago area made recordings in the NBC studios last week to be submitted for use in the international music project of the American Red Cross. Best of the records made by high school groups of seven cities will be selected for a special album of six platters, 1000 copies of which will be distributed abroad by the Red Cross for use in European schools. . . . Trudy Weincek of the WBBM continuity department and John Cannon, local radio announcer, will be married June 11.

• • • First water show created and designed specifically for television was seen on NBC's WNBQ Sunday. Entitled "Waterludes," the show originates from the Town Club of the Sheraton Hotel and features exhibition diver Bobby Stone, comedy divers Eddie Jones and Phil Reeve, and a water ballet with Polly Wesner. Reinald Werrenrath, Jr., produces and Marvin Davis writes the show.

• • • Greg Garrison, who produces WENR-TV's "Stand By For Crime," is back at work following hospitalization for removal of a foreign substance from his eyes. Appropriately enough, Greg was in a "private eye" hospital. . . . The Johnsons, heard daily over WBBM on "Listen to Cliff," leave May 5 for a week's visit with Cliff Johnson's parents in Sioux Falls, S. D., and Cliff has quite a project arranging to pack two adults and four young daughters off to the northlands. . . . Morris F. Swamey agency announces that the Carson Pirie Scott & Co. "Wishing Well" program will take a 13-week vacation starting May 1 and will resume August 1 when the program starts celebrating its 10th year on the air for Carson's. . . . Carthage College, Carthage, Ill., will confer an honorary degree of Doctor of Letters on Everett Mitchell, veteran NBC farm commentator, on June 6.

• • • Sigmund Romberg is due in Chicago for a television and radio appearance after he performs with his orchestra at New York City's Carnegie Hall on May 1. . . . Jean Hersholt ("Dr. Christian") threw a cocktail party for the press Monday afternoon. For the "Dr. Christian" broadcast of April 27 a special play, "Poor Henry," written by radio and Broadway writer Joe Bates Smith, was presented. . . . WMAQ disc jockey Dave Garro-way is emcee of a new weekly variety show presented over the NBC television network from WNBQ on Saturdays. Originally presented as a "live audition" on April 8, the program then was shown on the network on April 16 and was so well liked it was incorporated into the Saturday night sked of WNBQ.

### KTBS Gets Power Increase

KTBS, NBC affiliate at Shreveport, La., has increased its power to 10 kilowatts daytime and 5 kilowatts nighttime on the 710 kilocycle channel, Easton C. Wooley, director of the NBC stations department, announced Friday. Station previously operated on 1 kilowatt day and night on the 1430 kilocycle channel.

### Florsheim Promoted

Stanley Florsheim has been named Eastern sales manager of the Frederic W. Ziv Co., and will headquarter at the Ziv New York office. Florsheim joined the Ziv organization as special sales representative in November, 1948. Prior to that he was director of advertising and sales promotion for Adam Hats.

## AGENCIES

**ROY S. DURSTINE, INC.** has been appointed advertising agency for Paillard Products, Inc., American factory branch for Paillard, Ltd. of Switzerland, manufacturers of Bollex Motion Picture Cameras, Kern-Paillard Lenses and Hermes Type-writers.

**LA PRIMADORA CIGAR CORPORATION** has appointed Pedlar & Ryan, Inc. as its advertising agency. The largest advertising campaign in La Primadora's history will start immediately on La Primadora's new all Havana cigar "Rialto" featuring an entirely new wrapping process of quality Havana tobacco. The campaign will be based principally on newspapers and a sports radio program.

**HENRY SCHACHTE**, national advertising manager, Borden Company, was the guest speaker at the monthly chapter meeting, conducted Tuesday, April 26th (12:15 p.m.) in the West Ballroom of the Hotel Commodore by the American Marketing Association. His subject was: Merchandising A National Advertising Campaign.

### Stork News

Thomas McMahon, associated with all sports broadcasts handled through N. W. Ayer & Son, is the father of a girl born to Mrs. McMahon in Nazareth Hospital, Philadelphia, on April 22. It's the sixth child for the McMahons—four girls and two boys.

Rock Island, Ill.—Les Johnson general manager of WHBF and WHBF-FM, Rock Island, is now a grandfather. His first grandchild is Steven Gardner Ray, born April 24. St. Luke's Hospital, Chicago, to Mr. and Mrs. Roger Ray. Mrs. Ray is the former Marilyn Johnson.

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# TELEVISION DAILY

Section of RADIO DAILY, Thursday, April 28, 1949 — TELEVISION DAILY is fully protected by register and copyright

## \$25,000,000 FOR TIME SALES IN '49

### TELE TOPICS

#### WHAT'S NEW IN THE NEWS," the

Ted Corday package showcased on Fireside Theater" this week, exposed its audience to the worst comedy script this reviewer has had the misfortune to see. Titled as "A Satire On Today's Happenings in the Press," the program was neither satiric in its concept nor funny in execution. . . . Format had Happy Felton as a newsboy reading a story from a paper or magazine, with cameras then fading to simple skits supposedly satirizing the event. Without exception, these sketches were painfully bad. Also present were the Long Spinners, Joan Deiner and Phil Davis and his band. . . . Script was by Leslie A. Kramer; music by Vi Bradley and lyrics by Kramer, Corbett and Winter. Larry Schwab, Jr., directed for NBC. Agency for Procter & Gamble, Compton, would do well to change a few of the film commercials, some of which have out-worn their welcome. Most unpleasant are the washour-orchids-with-ivory plug and the films showing fat-faced males stuffing themselves with Crisco cakes.

**SUSPENSE** came up with a top-notch thriller Tuesday nite in Lord Dunsany's "A-Night At An Inn," adapted by Valsted Welles. Program had plenty of action and suspense and an almost terrifying atmosphere. Latter was beautifully established by excellent original music by Frank Sylvester and Al Ostrander's fine set. Boris Karloff in the lead and Jack Manning, Barry Macollum, Anthony Ross and Joan Stanley in supporting roles were all outstanding. . . . It is a pleasant duty to report that Electric Auto-Lite has dropped its marching storage batteries commercial in favor of what seems to be more effective selling methods. Program is Newell Emmett. Program is produced and directed by Robert Stevens; Rex Marshall is announcer.

**CBS HAS A FLOCK** of new shows ready to go on the air to take advantage of added cable time to the mid-west. . . . What watch company is sending bright young men with stopwatches to the networks to clock its time signals? Seems that one of the firm's brass clocked a ten-second spot at only nine. . . . "Bon Voyage," still another panel-type quiz, bows on ABC Sunday, 9:30 p.m. Program is written and produced by Alan Fishburn, with Greg Garrison directing. . . . Stromberg-Carlson's WHTM is building a microwave relay link from Rochester to Buffalo that it may pick up network shows. . . . WKY-TV, Oklahoma City, tested its 68-foot tower and antenna last week, and of reception reports from Denning, Ark., 18 airline miles away and from Fort Worth, a distance of 180 miles. . . . Garry Moore will emcee the opening show for GO-TV, San Francisco, on the 5th.

### Trammell Tells Publishers Convention In N. Y. That Growth Of Video Will Help Stimulate Other Ad Media By Increasing Public Demand

(Continued from Page 1)

will eventually stimulate other media of advertising rather than curtail them."

The NBC president used slides and charts during his address at the Waldorf Astoria to dramatize the impact of TV and to illustrate the potentialities of the new media. He emphasized that he did not think that TV would replace any advertising medium "that is doing a good job" and he reminded the publishers of the history of radio, which was once feared for its possible effect on other media.



TRAMMELL

#### Will Stimulate Other Media

Declaring that TV will eventually stimulate other media and will be a dynamic influence in increasing the advertising dollar, Trammell said: "By offering the advertiser sight, sound and motion, plus the priceless opportunity to demonstrate his products and dramatize his services in the customer's own living room, television cannot help but create new desires and needs, thus increasing the demand for goods."

Trammell pointed out that newspapers constitute television's largest single block of owners, with 30 per cent of the stations operating and proposed, owned by newspaper publishers.

Asserting that the competition of

television for the advertising dollar "cannot be lightly dismissed," Trammell declared that radio, too, must adjust itself to this "revolutionary development." He continued: "it may seriously affect marginal techniques. But no one medium can encompass the whole advertising job for American industry."

#### Gives Statistics

Giving the publishers some statistics on the development of television, Trammell said there are 61 TV stations operating in 34 major cities at this time. He estimated that 122 stations will be on the air at the beginning of 1950 and 202 by 1951.

As of January 1, 1949, 41.9 per cent of all families in America were living in areas serviced by TV stations, the NBC president said. By 1950, this figure will jump to 56.2 per cent and by 1951 to 59.8 per cent. He added that today 60,000,000 people are living within service range of TV stations.

#### Reports On Audience

Turning to figures on receiver installations, Trammell said that as of April 1 there were over 1,400,000 sets actually installed throughout the country. Breaking the installations down by cities he estimated that New York had over 500,000 receivers; Philadelphia, 130,000; Los Angeles, 102,000, and Chicago more than 100,000.

The NBC president predicted that the industry would produce over 2,000,000 receivers this year. He added that the production schedules by 1953 should hit an annual rate of around 5,000,000 receivers.

## Theater Television Circuit Planned By Fox Subsidiary

(Continued from Page 1)

years but Skouras, it's reported, argues that there's only one way to determine whether the idea will work out successfully—that is, set up a practical operation and see what happens. It's understood that Skouras believes the key lies in the cost of operation. And that's just what NTC is now in the stages of finding out.

Twentieth Century-Fox for some time has been engaged with RCA in developing large screen video for theaters. Recently the parent film company has been demonstrating

RCA equipment for interested theater operators in its Fox Movietone studios in New York. RCA has indicated that it is now prepared to make equipment available for general exhibitor use.

It is not known to what extent National Theaters has explored programming. NBC has made it plain for some time, however, that it will be prepared to furnish exclusive programs for television theaters. Twentieth Century-Fox, via Fox Movietone, also has explored production for TV.

### Fifteen Stations Set For TV Film Showing

Fifteen stations in 15 cities throughout the country are scheduled to televise the five-minute film shows, "Rollfast Thrillers on Wheels," just released by D. P. Harris Hdw. & Mfg. Co., Inc.

The series of Rollfast Bicycle and Roller Skate TV programs on films include commercials and high spots from the Roller Derby; the Fredarris, a three-man team of trick bicycle riders, and Betty Lytell, roller skating artist.

The TV stations lined up to televise the shows are: WNBC, New York; WBKB, Chicago; KTSL, Los Angeles; WAGA-TV, Atlanta; WMAR-TV, Baltimore; WNAC-TV, Boston; WBEN-TV, Buffalo; WNBK, Cleveland; WJBK-TV, Detroit; WFIL-TV, Philadelphia; WTVR, Richmond, Va.; KSD-TV, St. Louis; KDYL-TV, Salt Lake City; WRGB, Schenectady; and WNBW, Washington, D. C.

The programs were filmed by American Television Productions with supervision by C. C. Hoins, v-p and advertising manager of the D. P. Harris Co. The television department of Kiesewetter, Wetterau & Baker Advertising Agency helped create and direct the entire project.

### Detroit Station Sells Newhouse Sports Show

Detroit—Hal Newhouse, star pitcher with the Detroit Tigers, has been signed for a weekly sports show on WJBK-TV. Sponsored by The Vernor Ginger Ale Company, the quarter-hour program will be aired by WJBK-TV each week throughout the 1949 baseball season.

Dave Abodaher will share emcee duties with Newhouse as he presents a recap of the week's baseball highlights. Other features of the "Hal Newhouse TV Show" include: pitching demonstrations and instructions, and interviews with top players from both the Tiger and other American League teams.

Production is being handled by A & N Associates with Lanny Pike directing.

### Plan Anniversary Show

WBEN-TV, Buffalo, is planning a special variety program in conjunction with its first anniversary on Saturday, May 14. The station is now carrying more than 20 live studio programs weekly, in addition to telecasting shows from NBC, CBS, ABC and DuMont.

## UP's AM, FM Clients Now More Than 1,200

(Continued from Page 1)

reported at the wire service's annual four-day business meeting, closing today.

Radio sales manager, Alfred F. Harrison, reported that United Press now serves more than 1,200 radio stations world-wide, exclusive of TV clients or FM stations operated in conjunction with AM station clients.

Jack Bischo, vice-president and general business manager, revealed that during the period from March 20 of last year to March 19 of this year the U. P. showed a net gain of 211 newspaper, radio and television clients. The increase, he said, was reflected in each department of operation. This expansion represented actual installations and does not include a large number of contracts signed to become effective at a future date. United Press now serves 3,219 newspaper and radio clients world-wide.

### Newspapers Own Many

"United Press is serving many television stations, a good proportion of them newspaper-owned," it was disclosed by Leroy Keller, general sales manager. "In addition, United Press has become the leasing agent for the Multiscope, a device which projects simultaneously on television screens the time, the weather and temperature, news reports and sponsors' messages. In cooperation with Trans-Lux, we also have developed special equipment for presenting page news on the television screen."

Regional service on United Press' domestic radio wires has been expanded to the point where virtually every state now has its own wire for some five and a half hours each day, Phil Newsom, radio news manager, reported. The wire carries 22 regular daily and weekly features, aside from special scripts of particular timeliness. The number of types of sponsors of the regular features again increased in 1948, Newsom said. A survey in 1946 showed 77 different types of sponsors; in 1947 there were 115; in 1948 there were 178.

### Attendance Good

Those attending the meetings included:

Hugh Baillie, president; Earl J. Johnson, v-p and general news manager; Jack Bischo, v-p and general business manager; Joseph L. Jones, v-p and general foreign manager;

# NEW BUSINESS

**WENR-TV, Chicago:** U. S. Rubber Co., through Fletcher D. Richards, three one-minute slide-on-film announcements weekly for 26 weeks; Hunding Dairies, through Guenther Bradford & Co., one one-minute film-with-live announcement for 13 weeks; Handmacher-Vogel, through Zan Diamond Co., three one-minute announcements weekly for nine weeks; Rival Dog Food, through Charles Silver & Co., five spot announcements weekly for 26 weeks plus a total of 74 weather breaks; Illinois Baking Co., through W. E. Doner & Co., one one-minute slide-on-film announcement weekly for 13 weeks; Berghoff Brewing Co., through Fletcher D. Richards, Inc., two one-minute spot announcements weekly for 13 weeks; The Simmons Co., through Young & Rubicam, Inc., two one-minute slide-on-film announcements weekly for 13 weeks; G. Ruhnke Industrial Blowers System, through Guenther Bradford, one one-minute announcement weekly for 13 weeks and one day; Exchange National Bank, through Lawrence Advertising, one one-minute slide-on-film announcement weekly for 13 weeks; Dutch Dairy Food Lockers, Inc., through Guenther Bradford, one one-minute announcement weekly for four weeks; American Cigar & Cigarette Co., through Sullivan, Stauffer, Colwell & Bayles, one one-minute slide-on-film announcement weekly for 13 weeks and one day; Kraml Dairy Co., through Herbert S. Kaufman & Associates, one one-minute spot announcement weekly for 13 weeks; Goldenrod Ice Cream through N. W. Ayer, two one-minute slide-on-film announcements weekly for 10 weeks. Also renewed two one-minute spot announcements weekly for 13 weeks; Dean Milk Co., through Morris F. Swaney, Inc., three 20-second slide-on-film announcements weekly for 11 weeks; Empire Water Cooler System, through Olian Advertising, one one-minute announcement weekly for three weeks.

LeRoy R. Keller, general sales manager; Harry Ferguson, assistant general news manager; Phil Newsom, radio news manager; A. F. Harrison, radio sales manager; Harry R. Flory, foreign news editor and director of communications; Lyle C. Wilson, Washington bureau manager, and Mims Thomason, manager of the central division.

Also Ross Downing, manager of the eastern states division; Stanley Whitaker, manager of the southern division; Fred McCabe, manager of the southwest division; Bert Master-son, business representative, central division; Sam Pew, business representative, New England; Richard A. Litfin, business representative, Pacific Coast division; and Carl B. Molander, commercial manager, and L. B. Mickel, superintendent of bureaus.

**WNBT, New York:** The Jacob Ruppert Company has signed a 14-week contract for sponsorship of a five-minute film show, "On The Sports Page," for Knickerbocker Ale. The program will be seen on Wednesdays at 4:00-4:05 p.m., and on Saturdays at 4:30-4:35 p.m. The contract was placed through the Biow agency with Robert Button representing NBC Spot Sales. The American Cigarette and Cigar Company, Inc., has purchased minute spots on Tuesdays and Fridays in the "Easy Does It" program for 13 weeks. The agency is Sullivan, Stauffer, Colwell and Bayles; John Dodge is the WNBT salesman. The 11:30 a.m. station break on Sundays has been bought by Cameo Curtains, Inc., for the period from April 24th through July 17th. The account was placed through the William Lawrence Sloan agency with John Dodge representing NBC Spot Sales. The Pabst Sales Company, for their Blue Ribbon Beer, has signed a contract running through July 30th for station breaks on Saturdays at 3:30 p.m., Wednesdays at 3:00 p.m., and Mondays at 3:30 p.m. Warwick & Legler, Inc., is the agency. A 52-week contract for station breaks on Sundays, Tuesdays, and Wednesdays has been signed by the Bulova Watch Company. The Biow Company is the agency for the account.

**WGN-TV, Chicago:** Tele-Tronics, Inc., through Jones-Frankel Co., sponsoring the "Al Morgan Show," Wednesdays, for 13 weeks from April 20; BVD Corporation, through Grey Adv. Agency, renewed two weekly weather reports with a film announcement for 52 weeks from April 24; Goodyear Tire & Rubber Co., through Young & Rubicam, a weekly one-minute film announcement for 26 weeks from April 29; Allen B. DuMont Labs, "The Morey Amsterdam Show" DuMont network, Thursdays, for 13 weeks from April 21, and the "Ted Steele Show," Tuesdays, for 13 weeks from April 19; Peter Paul, Inc., through Platt-Forbes, renewed a weekly one-minute film announcement for 26 weeks from April 27; The Ford Dealers of America, "Through the Crystal Ball" (from CBS-TV), Mondays, for 12 weeks from April 18; American Cigarette & Cigar Co., through Sullivan, Stauffer, Colwell & Bayles, Inc., two weekly film announcements for 13 weeks from April 15.

### Wallace On ABC

Henry Wallace will be heard over ABC tonight, Thursday, at 11:15 p.m., EDT, in a discussion of the North Atlantic Pact and the international situation. He'll speak from Chicago. At 11:15 p.m., EDT, tomorrow, Friday, Sen. Elbert D. Thomas will talk on the same subject over ABC. His broadcast will originate in Washington.

## WOR Appliance Drive Is Extended Into May

(Continued from Page 1)

v-p in charge of sales, and Robert C. Mayo, sales manager, told RADIO DAILY in a combined interview yesterday.

In describing what was held to be a "very definite result of the promotion campaign," Mayo revealed that negotiations are now under way with distributors of four manufacturers for sponsorship of ¼-hour and ½-hour programs. "They have felt the effects of the promotion on some of our programs," he explained, adding that interest was indicated in full sponsorships rather than only participations.

The over-all purpose of the drive as pointed out by Maddux, was to increase the sales of household appliances in general by eliminating such obstacles as public misapprehension on the availability of new home equipment. By increasing sales, WOR will be able to prove to prospective sponsors the existence of a substantial market for such products.

"We expect the over-all total of appliance sales to increase in the WOR area during April and May," the station's v-p declared. "We expect to start getting figures to substantiate our beliefs by the second week in May."

"The main reason for the extension of our campaign into May is that the appliance industry has supplied us with so much more editorial material. We have literally reams of editorial copy, not commercial, come into us since we started the campaign."

At the opening of the drive in the first week of April, WOR sent telegrams to appliance associations, manufacturers, distributors and dealers describing the campaign's purposes and plans to go "all out" with broadcasts, newspapers and publicity.



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# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 47, NO. 21

NEW YORK, FRIDAY, APRIL 29, 1949

TEN CENTS

## SHARP PICKUP IN WEB SALES NOTED

### NAB Committees Announced By Miller

Appointment of standing committees of NAB for the new year were announced in Washington yesterday by Justin Miller, president. The NAB president also announced appointment of board members to serve as liaison members of various standing committees of the association.

The board committees named are: *By-laws:* Hugh B. Terry, KLZ, Denver, Colo., chairman; G. Richard Shafto, WIS, Columbia, S. C.; and Allen M. Woodall, WDAK, Columbus, Ga. *Convention Sites and Policy:* (Continued on Page 5)

### New Children's Series Being Produced On Coast

Hollywood—Formation of George Ellsworth Mellon Productions, Inc. to create for radio a new series of programs for children, was announced yesterday by Mr. Mellon, president. "The Castle Land of the Sky," first of three serials based on original "wunder" stories by Mellon, will be recorded and submitted for sponsorship late in May. Mellon, an investment banker, has (Continued on Page 5)

### Public Service Stressed In Advertising Survey

Special civic activities or public service committees of more than two-thirds of the local advertising clubs of the Advertising Federation of America officially handled more than 50 different local and national projects during the past year, an FA survey has indicated. Members of the remainder of the (Continued on Page 5)

### Presentation

Outgoing MBS proxy Edgar Kobak will be feted by the net's employes this afternoon at 4 o'clock with the presentation of a gold desk set, a combined perpetual calendar, clock, thermometer and barometer. After 12:01 a.m., May 2, when Kobak becomes a MBS consultant, he can be reached at the Ambassador Hotel, until he finds office space.

### Radio Families

A table covering the U.S. Radio Families for 1948 is carried in today's issue of RADIO DAILY on Page 5. The table lists the population and radio families state by state. Total population is estimated at 146,114,000; total families at 39,950,100 and total radio families at 37,623,000.

### Radio-TV Expansion Highlights INS Report

The addition of 49 radio stations, 29 television stations, 157 newspapers and 15 special service accounts to the domestic and foreign client lists of International News Service since Jan. 1, 1948, and the completion of the last link in a round-the-world radioprinter news network were announced yesterday at the wire service's annual business meeting. In summarizing the annual progress report, INS v-p and general manager Seymour Berkson said: "In the television field itself, our growth (Continued on Page 3)

### P&G Signs Vocalists For Long Term Radio

Procter & Gamble, radio's number one time buyer (over \$18-million last year), has signed vocalists Jack Smith and Dinah Shore to new long term contracts, thus assuring their appearance on P&G's Jack Smith Show over CBS, Monday through Friday, 7:15 p.m., EDT. Smith has been on the show since (Continued on Page 4)

### U.S. Beats USSR Jamming; Sends 'Voice' 24 Hrs. Daily

The "Voice of America" began a continuous, around-the-clock broadcast to the Soviet Union yesterday after intensive jamming had completely blocked out the regular daily one - and - one - half-hour transmissions to the Moscow area. Charles W. Thayer, chief of the State Department's international broadcasting division, disclosed that transcriptions of the regular programs would be repeated on a 24-

### SEC Reports Sales Increase By Nets During Last Period; Gains Also Reported For Set Mfrs.

### Re-elect Ahlert Pres. Of ASCAP For 1949

Fred E. Ahlert was re-elected president of the American Society of Composers, Authors and Publishers at the annual meeting of the ASCAP's board of directors held yesterday at their headquarters in the RCA building in New York. Other officers elected were: Saul H. Bourne, head of the music publishing house bearing his name, vice-president; Otto A. Harbach, (Continued on Page 2)

### Schwimmer is Optimistic About Business Outlook

Walter Schwimmer, president of Radio Features, Inc., Chicago, in New York to open a branch office, reports business good in the ET package field and points to "Tello-Test" and the Deems Taylor musical program as samples of the type of (Continued on Page 2)

### 22 Stations To Air Appeal By Cardinal

A one-minute transcribed appeal by Francis Cardinal Spellman on behalf of the \$500,000 campaign of the New York Catholic Bishops' Fund for Victims of War has been (Continued on Page 4)

Washington Bureau of RADIO DAILY

Washington—A sharp pickup in network sales for ABC and CBS was reported by SEC yesterday for the fourth quarter of last year. An upturn for NBC also seemed likely, although the NBC figures were not separated from those for RCA, and it was not possible to tell just what represented (Continued on Page 3)

### New ET's Offered For Public Service

A new series of transcribed public service programs titled, "Americans, Speak Up!" produced by America's Future, Inc., a non-partisan, non-profit organization dedicated to preserving the American way of life, are being offered to one station in each community at a nominal cost, it was announced yesterday by Willard I. Emerson, secretary, and Lawrence Hammond, producer of the series. The transcribed series featuring (Continued on Page 5)

### AP Membership Given To 33 Additional Stations

Thirty-three additional stations have been elected to membership in the Associated Press, Oliver Gramling of the AP, announced yesterday. (Continued on Page 2)

### Social

Hollywood—Committee members and officials of the 1949 and 1950 Pasadena Tournament of Roses Association were guests of CBS executives at a California Club dinner last night. The dinner, hosted by CBS and D. W. Thornburgh, CBS vice-president in charge of Western Division, featured entertainment by Bob Crosby and Evelyn Knight.

**RADIO DAILY**



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**JOHN W. ALICOATE** : : Publisher

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

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Nat Green  
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**FINANCIAL**

(April 28)

**NEW YORK STOCK EXCHANGE**

	High	Low	Close	Net Chg.
ABC	7 1/4	7 1/8	7 1/8	- 3/8
Admiral Corp.	18 1/2	18 1/8	18 1/8	- 3/8
Am. Tel. & Tel.	145	144 1/2	145	-
CBS A	18	17 5/8	17 7/8	- 1/8
CBS B	17 3/4	17 5/8	17 5/8	- 1/4
Farnsworth T. & R.	1 1/4	1 1/8	1 1/4	-
Gen. Electric	37 3/8	36 7/8	36 7/8	- 3/8
Philco	28 1/2	27 1/2	27 1/2	- 3/4
Philco pfd.	83 3/4	83 1/2	83 3/4	- 1 1/4
RCA Common	12 1/8	11 7/8	11 7/8	- 1/4
RCA 1st pfd.	70	70	70	+ 1/4
Stewart-Warner	12 1/4	12 1/8	12 1/8	- 1/8
Westinghouse	22 3/4	22 3/8	22 3/8	- 3/8
Westinghouse pfd.	93 7/8	93 3/8	93 3/8	+ 1/8
Zenith Radio	27 1/2	27 1/2	27 1/2	- 5/8

**NEW YORK CURB EXCHANGE**

Hazeltine Corp.	13 1/2	13 1/2	13 1/2	-
Nat. Union Radio	3 1/8	3 1/8	3 1/8	- 1/8

**OVER THE COUNTER**

	Bid	Asked
DuMont Lab.	13 1/4	14 1/4
Stromberg-Carlson	12	13 1/2
U. S. Television	1/2	3/4
WCAO (Baltimore)	20	
WJR (Detroit)	7 1/2	8

**Chotzinoff Takes New Post With RCA Victor Records**

Samuel Chotzinoff has been named musical director of RCA Victor Red Seal records, it was announced yesterday by Paul K. Barkmeier, general manager of the record department of the RCA Victor division of RCA. In addition to assuming his new duties, Chotzinoff will continue as general musical director for NBC.

Chotzinoff sailed yesterday for an eight-week tour and musical survey of Italy, Switzerland, France and England.

Constance Hope has been named assistant to Chotzinoff in the RCA recording organization and will continue as manager of the Red Seal artists relations. Richard A. Mohr will continue as supervisor of Red Seal recording.

**★ COMING AND GOING ★**

**ROBERT FRASER**, of the NBC engineering department, off to Los Angeles to work on the Kinescope recording installation in the web's Hollywood branch.

**GEORGE P. HOLLINGBERY**, president of the station-rop. organization bearing his name, is back at his Chicago headquarters after having conferred with executives in the New York offices.

**CAROLYN PRATT**, assistant to Helen Siusat, director of talks for CBS, is back at her desk following a short visit to Winston-Salem, N. C.

**JOHN PAWLEK**, of NBC's engineering division in Hollywood, is spending some time in New York on business.

**HERB SHELTON**, daytime ABC comic, has arrived by plane from Boston, where he was looking for a barn theater which he's thinking of running in addition to his radio chores.

**BOB KELLER** will be in Fitchburg, Mass., Monday. He'll make a survey of WEIM and its market. The station has been represented, promotionally, by Keller since the first of the year.

**VAUGHN MONROE** and the members of his band are in York, Pa. Their Columbia network program tomorrow will originate at the Valencia Ballroom.

**CHARLES UNDERHILL**, director of programs for CBS-TV, has left for Washington, D. C., on business.

**GEORGE B. STORER**, president of Fort Industry Company; **LEE B. WAILES**, vice-president in charge of operations, and **JOHN POOLE**, secretary, are in New York for huddles with web officials, station reps and with Tom Harker, Fort's national sales manager.

**DENNIS JAMES** leaves today for Spring Lake, N. J., where he'll attend the opening of the Homestead Golf and Country Club, returning Sunday for his chore on the Old Gold "Original Amateur Hour."

**DAN EHRENHEICH**, program operations manager at WOR, is back in town following a brief vacation in the Shenandoah Valley of Virginia.

**GORDON GRAY**, vice-president of WIP, Philadelphia, who spent two days in New York this week, has returned to the station.

**DIONE LUCAS**, star of the CBS-TV "Cooking Show," returned yesterday from England, where she visited with her son.

**PETER DONALD**, star of "Talk Your Way Out of It" on ABC, has returned from Washington, D. C., where he discussed a deal for production of a film featurette based on his radio program.



**Free Ride**

The baby squirrels are all set for a free ride on the back of the friendly shepherd dog. It's great fun and doesn't cost them a penny.

Of course, advertisers on W-I-T-H don't quite get a free ride. But they do get the nearest thing to it in Baltimore radio. For every buy of time on W-I-T-H is a real, honest-to-goodness BARGAIN!

W-I-T-H, you know, delivers more listeners-per-dollar than any other station in town. And that means that just a LITTLE bit of money does BIG things on W-I-T-H.

So if you want plenty of low-cost results from radio in Baltimore, use W-I-T-H, the BIG independent with the BIG audience. Get the whole story from your Headley-Reed man today.

**Re-elect Ahlert Pres. Of ASCAP For 1949**

(Continued from Page 1)

librettist and song writer, vice-president; George W. Meyer, composer, secretary; Louis Bernstein, music publisher, head of Shapiro-Bernstein, Inc., Treasurer; Donald Gray, head of Donald Gray Music Co., assistant-secretary and Frank H. Connor, head of Carl Fischer, Inc., assistant treasurer.

**Member Since 1920**

President Ahlert has been a member of the society since 1920. Before election to the Presidency of ASCAP, he had served continuously from 1933 upon many of its committees.

At the annual meeting of the society last month, Ahlert reported that the writer membership had reached a total of 2,041 and the publisher membership 361.

**Band Mishap**

Vaughn Monroe and members of his band escaped injury yesterday when their bus caught fire and exploded near Clarksburg, W. Va. The troupe lost all of its clothing, however, and most of the band instruments. Monroe and his band, now doing one night stands, were en route from Richmond, Va., to Morgantown, W. Va. They were scheduled to do a show last night in Morgantown.

**Council Director On ABC**

Mildred Wiesenfeld, founder and executive director of the National Council to Combat Blindness, will be a guest on the ABC "Betty Clark Songs" program Sunday, May 1, at 3:15 p.m. Miss Wiesenfeld will be present to help launch "Betty Clark Month" during which time the sponsors of that program (P. J. Ritter Co.) will donate their profits to the Council.

**AP Membership Given To 33 Additional Stations**

(Continued from Page 1)

day. This brings the total AP radio membership up to 1,010.

Newly elected members are:

WSPC, Anniston, Ala.; KXJK, Forrest, Ark.; KROG, Sonora, Calif.; KDZA, Pueblo, Colo.; WONN, Lakeland, Fla.; WKXY, Sarasota, Fla.; WAGA, Atlanta, Ga.; WDUN, Gainesville, Ga.; WROK, Rockford, Ill.; WSAL, Logansport, Ind.; WJCD, Seymour, Ind.; WKAM, Warsaw, Ind.; WBOW, Terre Haute, Ind.; KBIZ, Ottumwa, Ia.; KJFJ, Webster City, Ia.; WFMW, Madisonville, Ky.; WARE, Ware, Mass.; KNUJ, New Ulm, Minn.; KAAA, Red Wing, Minn.; WSKB, McComb, Miss.; KWK, St. Louis, Mo.; KWBE, Beatrice, Nebr.; KOE, Albuquerque, N. M.; WFLE, Fayetteville, N. C.; WOXF, Oxford, N. C.; KMCM, McMinnville, Ore.; WBUT, Butler, Pa.; KWBC, Ft. Worth, Tex.; KBOR, Brownsville, Tex.; KLVT, Levelland, Tex.; WNOR, Norfolk, Va.; KBKW, Aberdeen, Wash.; KWIE, Kennebec, Wash.

**Schwimmer is Optimistic About Business Outlook**

(Continued from Page 1)

programming that finds ready sale. "Business is good with us and with the broadcasters who are hustling for sales," Schwimmer said. "Many markets report an upturn in locally sponsored shows and believe that the national spot business this fall will be as good or better than last year."

Schwimmer yesterday named William McVey eastern sales manager of the Radio Features organization with headquarters in New York. Lowell Jackson is sales director of the home office force in Chicago.

AM  FM

**W-I-T-H**

**Baltimore 3, Maryland**

TOM TINSLEY, President  
Represented by Headley-Reed

## Radio-TV Expansion Highlights INS Report

(Continued from Page 1)

since Jan. 1, 1948, has been phenomenal. We now serve 45 of the 60 existing television stations with one or more of our news elements. Our television news material reaches 30 out of 36 television market areas.

"These television news packages," he explained, "consist of daily and weekly newsreels produced in collaboration with Telenews Productions, Inc., daily news photo packages produced by our picture affiliate, International News Photos, and newstape and page printer news bulletin service produced by our news staff. We are the only news agency to date to provide such comprehensive news coverage for television stations. We have pioneered in this field since early in 1946."

### New Speed Service

INS inaugurated the last link in its high-speed, round-the-world radio-printer network for the transmission of news dispatches to foreign countries on April 1 with the establishment of regular service over leased wireless transmitters in San Francisco to Japan and Korea. The teleprinter-to-teleprinter service, it was announced, is functioning "perfectly" by shortwave radio at the same speed of 60 words a minute with which the news services transmit their regular news reports to domestic clients in the U. S. A. over leased telephone lines.

"Electronic developments during and since World War II," Berkson declared, "have made it possible to do the same news transmission job by radio at a fraction of the former cost when dispatches had to be transmitted abroad by undersea cables or commercial wireless. Actually, we use the same type of teleprinters we use in domestic service except they are linked by radio beams instead of telephone lines."

## Optical Firm Resumes Radio Adv. On WNEW

Community Opticians, retailer of eye-glasses, has returned to radio after an absence of more than eight years with an exclusive 52-week contract for three segments totalling 35 minutes per week in WNEW's "Anything Goes Show" of Rayburn and Finch.

The deal with the retail chain was handled through Commonwealth Advtg. Agency by Ira Herbert, WNEW v-p in charge of sales. The contract calls for ten-minute segments Tuesdays and Thursdays, 7:35-7:45 a.m., and Saturdays, 9-9:15 a.m.

## U.S. Beats USSR Jamming; Sends 'Voice' 24 Hrs. Daily

(Continued from Page 1)

cated that the jamming originated in the Minsk and Khabarovsk areas of the Soviet Union and that at least 50 transmitters were being used for the jamming operation—more than the total number of transmitters the "Voice of America" uses in all its operations from Munich to Manila. "Voice of America" engineers said better antennas and more powerful transmitters apparently had been put into jamming service including powerful jammers of a type not previously used against the "Voice" transmissions. The Russian language broadcasts had been jammed to some degree for more than a year but up until this week the programs had succeeded in getting through on one or more channels.

Reports from European monitors that the broadcasts were being totally jammed prompted the "Voice of America" to step up its broadcast schedule starting at 3 p.m., EDT, yesterday. The broadcast carried the following announcement:

"In the last few days the 'Voice of America' broadcasts in the Russian language have been systematically jammed in certain areas of the Soviet Union.

"If you do not hear our broadcasts on the usual wavelengths, switch your radio receiver to other wavelengths on the shortwave scale, not only in the usual hours of our broadcasts, but also in other hours of the day and night.

"Somebody obviously considers it dangerous to permit the Soviet people to listen to truthful information from a free radio.

"The 'Voice of America' has no intention of stopping its broadcasts in the Russian language, the aim of which is to provide the Soviet people with the truthful information

## "Goodwill Week" Shows Planned By ABC Web

During "Goodwill Week," set by proclamation of Mayor O'Dwyer as the week beginning May 2, ABC in cooperation with the Goodwill Industries, will present a semi-documentary dramatic program over WJZ.

Directed by Martin Andrews, and scripted by Lillian Schoen, the WJZ broadcast, Goodwill Industries, Tuesday, May 3, at 9:45 p.m., EDT, will explain the purposes and problems of the Goodwill organization.

Goodwill Industries operates for the purpose of rehabilitating the handicapped.

## Family Week Feature

A new six-week 15-minute dramatic series, "All Good Things Begin at Home," produced by the Protestant Council of the City of New York and directed by Carlton E. Morse, will be aired Sundays by WMCA at 7:30 p.m., beginning May 1.

## Sharp Increase Noted In Web Radio Sales

(Continued from Page 1)

sented network earnings. Third-quarter sales for ABC and CBS were \$7,376,000 and \$15,772,000 respectively, while in the fourth-quarter they rose to \$10,410,000 and \$19,230,000. RCA reported \$80,733,000 and \$100,535,000. For the fourth-quarter of 1947, CBS had reported \$19,596,000 and RCA \$88,754,000.

Included in these totals are the time-sales of stations owned by the nets.


### Set Sales Increase

SEC reported also that the net sales of radio and TV manufacturers went to \$318,703,000 in the final quarter of last year—compared with \$247,300,000 in the previous three-month period and \$278,370,000 in the final quarter of 1947. Sharp increases in sales were reported by Admiral, Magnavox, Motorola and Sentinel especially with all companies reporting having bettered their third-quarter totals.

## Will Broadcast Relays

Philadelphia—A portion of the 55th annual Penn Relays, including the one-mile inter-collegiate championship, will be broadcast on WFIL and the ABC network, tomorrow, 5:20-6 p.m., EDT.

faces • facts • figures • wins •



**COST**  
**\$1.52\***

**MARTIN STARR**

For the cost of one movie admission, Martin Starr delivers an audience of more than 3,000 moviegoers.

The low cost of "Movie Starr Dust" (7:00-7:15 P.M. Mon., Wed., and Fri.) is secondary to the top draw movie reporting which draws never-ending praise from leaders in every phase of the film industry.

Recently in MOTION PICTURE HERALD, Walter Brooks, director, said this of Martin Starr—"But Martin Starr always has the best interests of motion picture theatres at heart, so we rise to bow in recognition . . . and we wish that there were a Martin Starr in every town."

Call WINS, New York, BR 9-6000 or contact the nearest WINS-Crosley Sales Office for availabilities.

\*Cost per 1000 radio homes based on April Pulse, Metropolitan District Radio Homes BMB, and 52 week rate for ¼ hour time costs.

**WINS**  
50KW NEW YORK

PUBLIC BROADCASTING CORPORATION

## NO SLIDE RULE USED

AM-TV buyers, 8 years' experience 4A agencies, all types of accounts, plus film editing and promotion background, wants hard working job agency or TV station.

Write RADIO DAILY, Box 235, 1501 Broadway, N. Y. C.

## NEW BUSINESS

WWBZ, Vineland, N. J.: Sears, Roebuck purchased participating spots through Keystone Advertising Agency. New Jersey Bell Telephone Company is using two spots per day, placed through Charles Dall as Reach Co. Beegy's Department Store has purchased "Who's Talking?" for a 13-week period. Kent and Sussex Racing Association of Harrington, Del., using participating spots on "All Sports Parade." Frank Cavanaugh, Vineland Packard dealer, renewed for 13 weeks, and George Pernazza, farm implement dealer of Vineland, has purchased "Farm and Poultry Gazette." Harry Doerr, Vineland Ford dealer has signed for "Baseball Briefs" for the entire baseball season, through Gresh and Kramer Advertising Agency of Philadelphia.

WCBS, New York: Lorillard & Company, for Embassy Cigarettes, has purchased three participations per week, Tuesday, Thursday and Friday, in WCBS' Margaret Arlen program, for a 33-week period effective Tuesday, May 17. Program is aired daily, 8:30-9:00 a.m. Agency is Geyer, Newell & Ganger.

## P&G Signs Vocalists For Long Term Radio

(Continued from Page 1)  
it premiered four years ago. Miss Shore joined the program on a three-times-a-week basis (Tuesday, Wednesday, Thursday) last January. At present, Martha Tilton is heard on the broadcast on Monday and Friday each week and the policy of featuring another female vocalist in addition to Miss Shore will continue.

Music on the Jack Smith Show is directed by Frank De Vol. Agency for the P&G account is Dancer-Fitzgerald-Sample. The program will take a summer hiatus from July 4 to August 19.

## Joins WOR Announcers

The appointment of Ron Dunn, former show biz vocalist and impersonator and broadcaster over WFAA, Dallas, Tex., as a regular staff announcer has been announced by WOR. Dunn has been free lancing in New York recently.

## ARTHUR EDDY

Public Relations — Publicity

812 Taft Building  
Hollywood

GLadstone 5305 — GLadstone 9082



## Mainly About Manhattan. . . !

● ● ● Milton Berle bankrolling a new musical, "Alive and Kicking." . . . Jack Benny's summer replacement may be the "All Time Hit Parade," with a mid-week time slot (prob'ly Tuesday). . . Is Sealtest dropping out of network radio? . . . That story of the dice players credited to Lou Holtz in Leonard Lyons' column the other day was one of Damon Runyon's most famous short stories. How fast can you forget? . . . Sheet music sales the worst since '34. . . Henny Youngman is going to the eye-doctors. Swears he saw a Western on his TV set that was only released last year. . . "Charade Quiz" switches back to its old Thursday night slot on DuMont and also returns to its original format with a panel of experts sparked by the scintillating MinaBess Lewis. . . Everybody in the sports world heading for Tools Shor this noontime for the Lou Gehrig Memorial Fund luncheon. . . Insiders think TV was the topic of those recent huddles between Bette Davis and MCA-Warner biggies. . . Page 39 of the current Cosmopolitan carries a startling picture of Bing Crosby. Bing is wearing a black tie and no toupee. . . Town still gabbing about the radio and TV campaign Kirk Douglas did to exploit the opening of "Champion." It really paid off as the flicker is doing heads-up biz at the Globe.

★ ★ ★ ★

● ● ● Leon Bloom, well-known conductor and teacher, has a unique sideline. Whenever a script calls for a non-piano-playing performer to give out with a tune on the stage, Leon is called in to give him his quick, painless treatment of 10 easy lessons. (Margaret Phillips, in "Late George Apley," Don DeLeo in "Common Ground" and Virginia Gilmore in "Endearing Young Charms" were a few of his 10-lesson pupils with the audience none the wiser). Leon's wife, Jessie, incidentally, is one of the foremost vocal coaches in the biz, tutoring such names as Ann Blythe, Vanessa Brown and Monica Lewis, to mention a few.

★ ★ ★ ★

● ● ● AROUND TOWN: Will those huddles between Biggie Levin and Willard Alexander cause a minor explosion in the agency field? (They're plotting something very big). . . May 1st marks Kate Smith's 40th birthday and her 18th ann'y in radio. . . MCA opening a Paris office soon. . . Leo De Lyon, who leaped from radio's Godfrey-for-all to stardom, has movie bids from Zanuck and Paramount. . . Maggi McNellis being groomed for another TV series tagged "Maggi's Kitchen" due to preem next month. . . Marilyn Maxwell into the Capitol May 19th. . . Aside to Joe Franklin: Thanx for those waxings, pappy. . . Bob Bories, general manager of American Institute of Food Products, leaves for Chicago next week to survey the radio picture in the mid-west. He'll headquarter at the Sherman. . . Irving Heller, the 46th St. producer-tailor, is looking for a good band for the Hotel Waldemere in Livingston Manor, N. Y. . . Spot Check, Inc., the new motion picture and TV survey firm which employs only veterans, has opened branch offices in Boston, Cleveland and L.A. . . It's a girl for the Herb (TeleVision Guide) Rickles. . . Two webs interested in Lisa Kirk's TV series, "A Letter From Lisa," written by the singer and her publicity man, Sid Ascher. . .

★ ★ ★ ★

● ● ● MAIN STREET TREATS: Guy Lombardo's Decca platter of the French hit, "Mademoiselle Hortensia." . . . Gene McCarthy & Tommy Farrell's hilarious disc jockey satire at the Roxy. . . Sammy Solo's singing via WMGM. . . Guy Lebow's "Sport of Call" stanza preceding the Giant games. Guy's displaying plenty of that old TV personality. . . The atomic comedy on Herb Sheldon's mid-day-bee-see show. . . Kermit Schafer's greatly improved WPIX Rube Goldberg show. . . Alfred Drake's Victor platter, "In the Spring of the Year."

## EQUIPMENT

### New Projection Lens

A new oscillographic projection lens, Type 2542, is now available from Allen B. DuMont Laboratories, Inc., Clifton, N. J. The Type 2542 Projection Lens is a two-element, symmetrical, objective lens having a relative aperture of f/3.3 and a focal of 7.7 inches. The lens projects an oscillographic pattern of an area up to 3-inches square to distances from 8 feet to 30 feet from the screen of the cathode-ray tube, resulting in a picture size that may be as large as 12-feet square. The axial light transmission of this lens system is approximately 85 per cent.

One of the main advantages of the DuMont Type 2542 Projection Lens is the extreme simplicity with which it may be mounted on a 5-inch cathode-ray oscillograph. The only requirement is that the oscillograph have a bezel similar to that supplied with DuMont oscillographs.

## 22 Stations To Air Appeal By Cardinal

(Continued from Page 1)

broadcast throughout the week by 22 New York stations.

The New York City stations plugging the week-long drive are: WOR, WMCA, WMGM, WNEW, WQXR, WNYC, WOV, WEVD, WHOM, WLIB, WBNX, and FM stations, WGHF, WGYN and WFUV.

The stations outside metropolitan New York City airing the appeal are: WLNA, Peekskill; WVOS, Liberty; WKYN, Kingston; WKIP, Poughkeepsie; WGYN, Newburgh; WGNR (FM), New Rochelle; WFAS, White Plains, and WALL, Middletown.

A special five-minute transcribed appeal by the Cardinal in connection with the campaign will be broadcast by WMCA, tomorrow, 1:30 p.m.

## F. C. C. LICENSE COURSE

### Accelerated Training

You are prepared for  
1ST CLASS PHONE (FCC)  
LICENSE in 4 to 6 weeks.

### Practical Instruction

Classes and training conducted directly in New York City radio stations.

ARRANGEMENTS FOR QUARTERS  
Write or Phone

## CAMBRIDGE

School of Radio Broadcasting  
220 W. 42nd St., New York, N.Y.  
Phone WI. 7-0038



# NAB Committees Announced By Miller

(Continued from Page 1)

Edward Lane, WJJD, Chicago, chairman; James D. Shouse, WLW, Cincinnati, O.; and Charles C. Caley, WMBD, Peoria, Ill.

**Finance:** John F. Meagher, KYSM, Mankato, Minn., chairman; Clyde W. Rembert, KRLD, Dallas, Tex.; William B. Quarton, WMT, Cedar Rapids, Ia.; Harold E. Fellows, WEEI, Boston, Mass.; and Harry R. Pence, KXRO, Aberdeen, Wash.

**Membership:** Gilmore N. Nunn, WLAP, Lexington, Ky., chairman; C. W. Slavick, WMC, Memphis, Tenn.; and Merrill Lindsay, WSOY, Decatur, Ill.

Association directors named as board liaison members of the NAB's standing committees were:

**Employee - Employer Relations:** Calvin J. Smith, KFAC, Los Angeles, Calif.; and Harry Bannister, WJW, Detroit, Mich.

**Engineering Executive:** G. Richard Shafto, WIS, Columbia, S. C.; and Merrill Lindsay, WSOY, Decatur, Ill.

**FM Executive:** Everett L. Dillard, WOZY, Kansas City, Mo.; and Frank I. Fletcher, WARL-FM, Arlington, Va.

**Legislative:** Clair R. McCollough, WGAL, Lancaster, Pa.; and Gilmore N. Nunn, WLAP, Lexington, Ky.

**Music Advisory:** Campbell Arnix, WTAR, Norfolk, Va.; and H. W. Slavick, WMC, Memphis, Tenn.

**Program Executive:** Harold E. Fellows, WEEI, Boston, Mass.; and George D. Coleman, WGBI, Scranton, Pa.

**Public Relations Executive:** William B. Quarton, WMT, Cedar Rapids, Ia.; and Kenyon Brown, KWFT, Wichita Falls, Tex.

**Research:** Charles C. Caley, WMBD, Peoria, Ill.; and Michael R. Anna, WHCU, Ithaca, N. Y.

**Sales Managers and Small Market Stations:** John F. Meagher, KYSM, Mankato, Minn.; and Robert D. Koch, KTOK, Oklahoma City, Okla.

**Unaffiliated Stations:** Frank I. Fletcher, WARL-FM, Arlington, Va.; and Glen Shaw, KLX, Oakland, Calif.

President Miller also announced the appointment of John J. Gillin, WOV, Omaha, Nebr., as chairman of the NAB Sales Managers Executive Committee. The appointment makes Mr. Gillin automatically a member of the recently created Broadcast Advertising Bureau Executive Committee, along with four board members, Directors Enoch (chairman), Shafto, Lane and Fletcher.

## Takes WFIL Sales Post

Harry Atkinson, business manager of WFIL, Philadelphia, has joined the station's sales department as account executive. In announcing the appointment of Atkinson to the sales staff, Roger W. Clipp, general manager of the Philadelphia Inquirer stations, stated that the move was in line with the increased emphasis upon this phase of operations.

# U. S. RADIO FAMILIES 1948

	Estimated Population July, 1948	Per Cent Increase 1940-1948	Total Families 1948	Radio Families 1948
Alabama	2,848,000	+ 0.5	699,100	578,300
Arizona	664,000	+32.9	172,800	161,700
Arkansas	1,925,000	- 1.3	512,500	430,600
California	10,031,000	+45.2	2,983,000	2,929,200
Colorado	1,165,000	+ 3.7	315,700	305,300
Connecticut	2,011,000	+17.7	590,800	582,500
Delaware	297,000	+11.5	80,900	77,100
Dist. of Columbia	898,000	+35.5	219,700	212,700
Florida	2,356,000	+24.2	682,500	592,900
Georgia	3,128,000	+ 0.1	811,700	676,500
Idaho	530,000	+ 1.0	129,900	126,400
Illinois	8,670,000	+ 9.8	2,357,400	2,297,800
Indiana	3,909,000	+14.1	1,139,700	1,099,800
Iowa	2,625,000	+ 3.4	765,000	742,500
Kansas	1,968,000	+ 9.3	571,800	543,800
Kentucky	2,819,000	- 0.9	715,600	635,200
Louisiana	2,576,000	+ 9.0	671,100	564,900
Maine	900,000	+ 6.2	273,900	260,500
Maryland	2,148,000	+17.9	585,200	560,200
Massachusetts	4,718,000	+ 9.3	1,316,200	1,301,500
Michigan	6,195,000	+17.9	1,741,900	1,707,700
Minnesota	2,940,000	+ 5.3	799,300	780,200
Mississippi	2,121,000	- 2.9	533,600	426,300
Missouri	3,947,000	+ 4.3	1,137,400	1,072,800
Montana	511,000	- 8.6	138,800	134,900
Nebraska	1,301,000	- 1.1	375,300	359,100
Nevada	142,000	+28.4	41,600	40,100
New Hampshire	548,000	+11.6	168,100	162,400
New Jersey	4,729,000	+13.7	1,247,100	1,203,800
New Mexico	571,000	+ 7.4	132,100	119,700
New York	14,386,000	+ 6.7	4,135,800	4,001,700
North Carolina	3,715,000	+ 4.0	860,200	749,300
North Dakota	560,000	-12.8	136,600	132,300
Ohio	7,799,000	+12.9	2,239,300	2,180,600
Oklahoma	2,362,000	+ 1.1	644,700	576,700
Oregon	1,626,000	+49.2	477,900	465,300
Pennsylvania	10,689,000	+ 8.0	2,879,900	2,746,700
Rhode Island	748,000	+ 4.8	210,600	208,100
South Carolina	1,991,000	+ 4.8	455,400	379,000
South Dakota	623,000	- 3.2	150,900	144,600
Tennessee	3,149,000	+ 8.0	793,200	689,500
Texas	7,230,000	+12.7	1,952,500	1,722,900
Utah	655,000	+19.0	157,700	155,100
Vermont	374,000	+ 4.1	108,500	103,800
Virginia	3,029,000	+13.1	728,000	646,900
Washington	2,487,000	+43.3	673,000	658,000
West Virginia	1,915,000	+ 0.7	453,100	416,000
Wisconsin	3,309,000	+ 5.5	910,400	888,800
Wyoming	275,000	+ 9.6	73,500	71,300
<b>Total U. S. ....</b>	<b>146,114,000</b>	<b>+11.0</b>	<b>39,950,100</b>	<b>37,623,000</b>

Sources: Estimated Population by States; Per Cent Increase and Decrease from Current Population Reports, Bureau of the Census, July, 1948; Total Families: Radio Families, from Radio Families U. S. A., 1948, BMB Report.

## Public Service Stressed In Advertising Survey

(Continued from Page 1)

clubs contributed their time and money as individuals in the promotion of community and public service projects, George S. McMillan, AFA chairman, said in announcing the results of the survey. Community chest drives and the American Red Cross headed the list of club promotions.

The survey has shown, according to McMillan, a growing emphasis on the Federation's creed for advertising: "Good advertising recognizes both its economic responsibility to help reduce distribution costs and its social responsibility in serving the public interest."

## Commission Withdraws Seven More FM Permits

Washington—A second batch of FM deletions announced by the FCC this week include permits issued to the following: WTNB, Birmingham, Ala.; KWEM-FM, West Memphis, Ark.; WBTC, Bridgeport, Conn.; WDFM, Detroit; KVAI-FM, Amarillo, Tex.; KEMP, Red Wing, Minn., and WHKR, Marion, Ill.

## Now WOR Relief Announcer

Albert F. Schneider, head instructor at the Cambridge School of Broadcasting in N. Y. C. and former NBC staffer, has joined WOR as a summer relief announcer. He started his career at WHKC, Mutual station in Columbus, O.

# New ET's Offered For Public Service

(Continued from Page 1)

the voices of leading Americans being interviewed are being offered as a 13-week series of 15-minute programs to one broadcaster in each community for \$5 per platter. The arrangement stipulates they may be used as either a sustaining feature or for commercial sponsorship.

First announcement of the public service platter series went out to broadcasters yesterday. The first response indicates that an insurance company in Boston, a bank in Baltimore, and an oil company in the southwest, seeks sponsorship of the series.

Thirty-five leading American personalities will be heard in the series. Among them are Harry F. Byrd, Gene Tunney, Eddie Rickenbacker, Clarence Birdseye, Robert Montgomery, Ginger Rogers, Major Benjamin H. Namm, Samuel B. Pettengill, Charles Sawyer, Emil Schram and the Rev. Robert I. Gannon. Bill Slater is master of ceremonies and music is provided by an organist and banjo player. Larry Hammond is the producer.

## Contest Feature Offered

An audience building feature with weekly prizes of \$200 in U. S. Bonds is included in the program format. Listeners are invited to express their thoughts on what they think is best for America. In addition 1,000 copies of Thomas James Norton's book, "The Constitution of the United States—Its Source and Application," will be given away each week to the first 1,000 persons submitting letters.

Six of the series have already been transcribed and the programs will be ready for release to broadcasters throughout the country on June 1.

## New Children's Series Being Produced On Coast

(Continued from Page 1)

spent 21 years telling his imaginative stories to children. In recent years, using them as his sounding board, he has carried on extensive research to develop these stories for radio. Adaptations are being written by Virginia Cooke, well-known for her Gallant Heart series on NBC for two years and for her scripting of other network shows originating in Hollywood. Production is under supervision of O. J. Neuwerth, who has directed in Chicago and Hollywood some of the foremost network serials including Masquerade, Woman in White and Romance of Helen Trent.

Format of the series is temped to exciting adventure, avoiding crime and other sordid themes. Written with broad strokes of fantasy, "The Castle Land of the Sky" combines folklore and fable of legendary figures with present day scientific advances that border on the fantastic.

Mr. Mellon also plans to adapt the series for television.

PLUG TUNES

On Records and Transcriptions  
**TELL ME WHY**

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

A TIMELY REVIVAL  
**"AM I WASTING MY TIME ON YOU"**

on Records and Transcriptions  
**STASNY MUSIC CORP.**  
1619 BROADWAY NEW YORK 19, N. Y.

THE NEW WEDDING SONG  
**JUST MARRIED**

The perfect Girl-Boy Duet  
with special versions for all anniversaries  
Watch for Record Releases  
**FOREMOST MELODIES, Inc.**  
1674 Broadway New York 19, N. Y.

On Records and Transcriptions  
**"HEY! MAMA"**  
(He's Tryin' To Kiss Me)

**ROYAL MUSIC CORP.**  
1587 Broadway New York, N. Y.

**CABARET**

**DUCHESS MUSIC CORPORATION**

IT'S A HIT IT'S A HIT IT'S A HIT  
LOVE ME! LOVE ME! LOVE ME!  
IT'S A HIT IT'S A HIT IT'S A HIT  
LOVE ME! LOVE ME! LOVE ME!  
IT'S A HIT IT'S A HIT IT'S A HIT  
LOVE ME! LOVE ME! LOVE ME!  
IT'S A HIT IT'S A HIT IT'S A HIT  
LOVE ME! LOVE ME! LOVE ME!  
IT'S A HIT IT'S A HIT IT'S A HIT  
LOVE ME! LOVE ME! LOVE ME!  
IT'S A HIT IT'S A HIT IT'S A HIT  
LOVE ME! LOVE ME! LOVE ME!

**LOVE ME!  
LOVE ME!  
LOVE ME!**  
(Or Leave Me Alone)

Columbia M-G-M  
Capitol Mercury  
Mercury RCA Victor  
London Decca

BUDDY CLARK  
JACK FINA  
JAN GAMER  
VIVIANE GREENE  
EDDY HOWARD  
SAMMY KAYE  
BENNY LEE - NAT TEMPLE  
LAWRENCE WELK

**MILLER MUSIC CORPORATION**

**WORDS AND MUSIC**

By PINKY HERMAN

**The Royal Touch. . . !**

• • • While visiting Paris in 1936, NBC veepee John F. Royal was charmed by a song . . . he brought a recording of the number to America and played it for Rudy Vallee whose enthusiasm equalled Royal's . . . Rudy recorded the ditty and introduced it on his "Fleischmann Hour" . . . thus, "Vieni Vieni" became the season's outstanding hit . . . two years ago, Royal again found himself in Paris and once more was smitten by a song . . . later in Rio, John requested the orchestra leader at a leading hotel to play the number but the leader didn't have an orchestration . . . the manager of the hotel, anxious to be of service to his distinguished guest, told Senor Royal that a new singer had just arrived from Paris and perhaps knew the song he requested . . . sure enough, the chanteuse Yvette Giroux, not only knew it but intended to feature it in her act . . . Thrilled by her charming presentation of the number, the NBChieftain wired Victor and suggested that they have Yvette Giroux record the song . . . as a result, the composition, "Mademoiselle Hortensia," became the biggest hit in France . . . while in Europe last winter, Deanna Bartlett of Rytvoc Music, acquired the American rights to the number which, according to John Royal, may duplicate the success of "Vieni, Vieni." . . .

☆ ☆ ☆ ☆

• • • **TIN PAN ALLEY OOPS:**—With "Again" and "Forever And Ever" already up among the nation's top sellers and "The Right Girl For Me" climbing rapidly, Robbins Music is ready for an all-out national exploitation campaign on "My Heart Beats Faster," clefied by Frank Loesser for the forthcoming MGM Musical "Neptune's Daughter." . . . • Porgie Music is starting to go places with "You're Mine," with words and music by Glen Moore. . . • Tin Pan Alley was represented at the ultra-swank wedding and reception last Sunday of Countess Gladys Vanderbilt Szechenyi's daughter Sylvia and Count Anthony Szapary, by the Michael Fieldings (he's the violin soloist and composer of the popular "I Was Waiting For A Dream"). . . • Naylor Publishers, a new firm, teeing off with a commercial ballad, "Gone," written by Charles J. Messina. . .

☆ ☆ ☆ ☆

• • • Harry Hoch has been named professional manager for Fortune Music . . . firm is currently working on "I See Stars," written by Richard Maxwell and Charles Reade. . . • Busiest emcee in town is Johnny Olsen, who besides doing six TV programs and twelve radio shows weekly, has just recorded his third platter for Victor, "Bar Room Polka." . . • Earl Wrightson ABCommences a new Mon.-Wed.-Fri. series Monday at 10:45 a.m. . . • Larks Jeff Clark and Betty Harris start Sunday on the "Henry Morgan Show" on NBC. . . • Young Fred Ahlert, Jr., contactman at Miller Music rates a low bow . . . he was the first to recognize the importance of disk jockey plugs, sold the idea to his superiors and at the moment numbers among his personal friends most of the deejays in and around Greater New York. . . • Stubby Pastor's Sextet is really "sending" the cash customers at Kavacas' Nitory down in the Nation's Capital . . . June Christy, also in the show, not only is a sighful eyeful but a cheerful earful. . .

☆ ☆ ☆ ☆

• • • **ON AND OFF THE RECORD:**—MGM plattery has a cinch for top honors in Judy Valentine's sensational rendition of "Kiss Me Sweet" . . . flipped with another novelty, "Kitchy Kitchy Koo," this waxing is a deejay and juke box delight. . . • British Recording star Philip Green sailed this week for London . . . the Maestro is well known here via his MGM Magic platters. . . • Art WINScanlon, deejay and announcer broke into radio on Graham McNamee's program back in 1928. . . • Pete Johnson's ivory tickling of two originals, "Central Avenue Drag" and "Hollywood Boogie," on Apollo can't help but enhance his rep as one of the best jazz pianists in the country. . . • Howard Malcolm's "Morning Watch" aired via Beantown's WCOP is the talk of the town.

PLUG TUNES

*Climbing Fast!*  
**I DON'T SEE ME IN YOUR EYES ANYMORE**

**Laurel Music Co.**  
1619 Broadway New York City

*Frank Sinatra Says:*  
**COMME CI, COMME CA**  
(Come See, Come Sah)

**LEEDS MUSIC CORPORATION**

*"A HIT Since . . ."*  
**THE ONE I LOVE**  
(Belongs To Somebody Else)

**FORSTER MUSIC PUB., INC.**  
1619 Broadway, New York 19, N. Y.  
216 S. Wabash Avenue, Chicago 4, Ill.

**A Great Ballad!**  
**THEN I TURNED AND WALKED SLOWLY AWAY!**

**ADAMS, VEE & ABBOTT, Inc.**  
216 S. Wabash Avenue, Chicago 4, Ill.

**"JANIE and ME"**

by Thomas G. Meehan  
**JAMES MUSIC, Inc.**  
1650 Broadway Room 709 N. Y. C.  
Sally Cohn, Mgr.

Open your program with  
**IT'S SUMMER AGAIN!**  
Be in spirit with the season  
**JESTER MUSIC CO.**  
Room 606  
1674 Broadway New York 19, N. Y.

On Records and Transcriptions:  
*The Lively and Sparkling*  
**"MADEMOISELLE HORTENSIA"**

**RYTVOC, Inc., 1585 Broadway, N. Y.**

# TELEVISION DAILY

Section of RADIO DAILY, Friday, April 29, 1949 — TELEVISION DAILY is fully protected by register and copyright

## TV INSTALLATION MADE AT UN

### TELE TOPICS

**WITHIN ITS LIMITED FIELD, "Fashion On Parade,"** which bowed on WJZ-TV for Lord & Taylor this week, is a fine program. It has no appeal for men, nor for that matter, any member of a household except clothes-conscious women. For this unfortunately large group must be 30 minutes of sheer delight, as model after model comes on camera to display varied forms of feminine appeal. . . . Whatever continuity the show had this week was provided through the use of a "bride and groom," who after their wedding, stay around while what seemed like every dress in Lord & Taylor's was shown. To give the models time to change their costume, the newlyweds—played by June Forrest and Robert Douglas—sang several standard love-type songs in unexciting fashion. The show ended with production in which everyone wore formal clothes and two couples danced. Fashion narration was ably handled by Adelaide Hawley. . . . Production-wise, the show was as sleek and as rich-looking as any clothes it presented. William Warren is the agency. Program is a TOP Productions package, produced by Leon Roth and Charles Caplin. Script is by Elinor Lenz and Babette Henry directs.

**FIFTY-FOURTH STREET LITTLE SHOW,"** a new hour-long variety tanzan bows in over CBS Thursday night, 8 p.m. A house-built package, show will feature Jack Sterling as emcee, singers Russell Arms and Marilyn Day, and comedian Carl Reiner, plus a dance group led by choreographer John Butler. Music will be by Al Selden and Bill Scudder, with script by Bob Fine and John Whedon. Producer is Barry Wood, and Ralph Levy will direct. Dione Lucas, now on in the Thursday 8-8:30 slot, moves to 9:30 next week. . . . Time and Newsweek both prepping covers on Milton Berle. . . . WPIX will carry 14 major league baseball games in 3 days, beginning May 3, with no double-headers. In addition to the game-a-day ked of the Giants, whose contests are aired regularly by the News outlet, the station will take a Dodgers nite game armed out by WCBS-TV because of previous commercial commitments.

**AUTHORS LEAGUE's** Television Writers Guild will sponsor a series of five raft meetings on video to acquaint League members with the problems of writing for the new medium. First will be held May 5 at the Johnny Victor theater. Meetings were arranged by a group headed by Philco Higley and including Ruth K. Friedlich, Martin Gosch, Worthington Miner and Oliver Nicoll. . . . Appointment of Chester Roberts, formerly with William Lawrence loan agency, as co-director of sales promotion for N. Nirenberg Sons, Inc., makers of Lion of Troy sportswear, cues a possible tele and radio drive by the firm.

### Ban Warners Music On Net Kine Shows

Effective May 1, the four networks will ban from all kinescope recorded shows music published by five subsidiaries of Warner Brothers Pictures.

The ban is the webs' answer to a Warner demand for special music fees on the filmed programs.

The publishing houses are: Harms, Inc., M. Witmark & Sons, Remick Music Corp., New World Music Corp. and Advanced Music Corp.

Under the terms of the present contract with the industry, there is no additional charge for the use of ASCAP music in kinescope recordings for delayed broadcast, so long as they are used within 30 days of the original airing and only once on any particular station.

While the networks maintain that the ban will be in effect pending further negotiations of the Warner demands, trade circles believe that the webs will not agree to the special fees lest they set a precedent that might be taken up by other publishers and applied to all delayed broadcasts, both AM and TV.

### L. A. Buick Dealers Sign KTSL Wrestling Pickup

Hollywood — Five Los Angeles Buick dealers will sponsor a weekly pickup of the wrestling matches on Monday nights at the Hollywood Legion Stadium starting May 16 over Don Lee's KTSL. In announcing the deal, Bob Hoag, general sales manager of the station, said

## Coy Urges College Publicists To Make Better Use Of TV

Washington Bureau of RADIO DAILY  
Washington—A challenge to American educators to use television for their purposes with the same imagination and skill advertisers are demonstrating was hurled yesterday by FCC Chairman Wayne Coy. His address before the American College Public Relations Association was read by his assistant, Earl Minderman. The impact of TV, Coy said, can be felt in every classroom and every university department.  
TV, said Coy, "can go a long way to correct one of the major weaknesses of our educational methods—the failure to relate education to life. . . . Responsibility of the broad-

### TV Seen Increasing Music, Disc Sales

West Coast Bureau, RADIO DAILY  
Hollywood—Television will double the life expectancy of song hits and top tunes of the future will be born in one-third the time of present melodies, Nat Winecoff, head of the Fairbanks Music Publishing Company, predicted yesterday.

Hit songs that now live from three to four months will be headliners for as long as eight months before many years, Winecoff believes. The increased popularity period will result in a jump of sheet music and records sales as much as 50 per cent, Winecoff said.

Top tunes will climb faster with video because the vocal-visual presentation has a much greater impact on audiences and because of the undivided attention factor of tele viewers, the publisher pointed out. While interest of radio listeners often is diverted by reading and household duties, the song plugged on video receives the same attention it would in motion pictures and Broadway musicals, he said.

Winecoff's prediction is based on the reaction of viewers to tunes introduced for the first time in producer Jerry Fairbanks' "Paradise Island" film series. Although only two releases of the 26-week series have been aired by 22 outlets to date, sheet music requests referred to the publishing company by stations now are being received in increasing numbers, he said.

that it was the biggest in the Los Angeles area, excluding Pabst sponsorship of baseball games.

### Permanent Cover Is Provided By NBC, CBS

Permanent facilities for TV coverage of United Nations activities at Lake Success and Flushing Meadows, N. Y., will be available to NBC and CBS beginning Monday, it was announced yesterday. Lake Success is the home of the Security Council, the Political Committee and most of the UN secretariat, while the General Assembly convenes at Flushing.

Under the arrangement, cameras will be permanently installed in both locations for instantaneous feeds to the webs when newscasts occur. In addition to this live coverage, the UN will make kinescope recordings of important events and ship the films to points over the world.

During the next three weeks, CBS will carry about 55 program hours from the UN. Pickups will be made daily from 10:30 a.m. to noon. On days when WCBS-TV carries a baseball game, the UN will be carried from the end of the game to 5:30 p.m. When no game is picked up, the UN will be on from 3 to 5:30.

There will be a constant feed of proceedings from the UN sessions to web headquarters, and the nets will be able to cut in at any time.

"This is an important step in the recognition of television as a news gathering agency," William F. Brooks, NBC news veepee said. "It means that at a moment's notice millions of persons throughout the country will be able to 'sit in' on the vital decisions currently affecting the world."

Arrangements for the installations were made by CBS, NBC and UN radio officials. All cameras and equipment will be supplied by RCA Victor, which also is installing receivers throughout the Security Council and General Assembly buildings for use of delegates, alternates, members of the secretariat and newsmen.

### Record TV Time Buy

Baltimore—Signing of National Brewing Co. as bankroller of WMAR-TV's "National Sports Parade," brings the sponsor's total air time on the station to a minimum of eight-and-a-half hours weekly, believed to be the largest single market buy in the country.

The Sports Parade is aired six days a week from 3:30 to 6 p.m. with National sponsoring the 4-5 p.m. seg Monday through Friday and the 4-6 p.m. seg on Saturdays. Other portions of the show are sold on a participating basis.

# ★ ★ ★ COAST - T O - COAST ★ ★ ★

## New Staffers At WWJ

Detroit, Mich.—The following appointments were recently announced: Stanley Swales as night manager of WWJ, FM and TV and Don DeGroot as program manager for WWJ and FM. Willard Wilbridge was appointed general sales manager and Wendell Parmelee, sales manager of WWJ and FM.

## WLDY Engages National Reps

Ladysmith, Wisc.—During the recent NAB convention held in Chicago, WLDY appointed the Thomas F. Clark Co., Inc., of Chicago, New York and San Francisco as national representatives. Contract was signed by the station's manager, A. T. Shields, with C. J. Anderson, Chicago representative of Clark.

## Morris Assistant Mgr. At KLZ

Denver, Colo.—R. Main Morris has been promoted to the position of assistant manager of KLZ. In addition to his new duties, he will continue to serve as the station's commercial manager. Morris joined the KLZ sales staff in 1942 following work in advertising and sales in the midwest and was named commercial manager in 1947.

## Named WBT Assistant Mgr.

Charlotte, N. C.—WBT program director, Larry Walker, has been named assistant manager of that station. He has an extensive background in radio preceded by 11 years' experience in the theater. He is secretary-treasurer of the Jefferson Standard Broadcasting Co. and recently was made a member of the board of directors of that organization.

## TELEVISION FM • RADIO • ELECTRONICS ENGINEERS AVAILABLE

We have a number of exceptionally well trained and qualified graduates who having completed advanced training in F.M. and Television and hold first class radio-telephone licenses are available for immediate employment. For information, write, wire or call Employment Director.

"operated by leaders of the radio and television industry"

Visit the School or write for free catalog  
**RADIO-ELECTRONICS SCHOOL  
OF NEW YORK**  
52 CROADWAY, NEW YORK 4, N. Y.  
DOWling Green 9-1120

## "More Guts Than Horse-Sense"

Oklahoma City, Okla.—Sandy Saunders, farm director of WKY, participated in a Rattlesnake Roundup, an unusual sporting event, and as a result received a citation for bravery, which certifies, "with his bare hands, fearlessly succeeded in catching alive a most vicious, man-killing rattlesnake—thereby proving to the world that he has more guts than horse-sense." The hunt is held annually by the Okeene, Oklahoma Jr. Chamber of Commerce.

## Columnist Is News Commentator

Lawrence, Mass.—George A. Cagan, managing editor of the Lowell Sunday Telegram and author of the column "The Observer" in that newspaper, will debut on May 2 as news reporter and commentator over WLAW. The new daily program "Top O' The Morning" will present Cagan in a 15-minute newscast and commentary.

## 'What's New?' Bows On WSB

Atlanta, Ga.—A Monday, Wednesday and Friday recorded program made its debut on WSB this week called "What's New?". The gimmick is the spotlighting of a specific artist or orchestra featuring their latest record releases. Bob Van Camp is emcee.

## Send Birthday Greetings To—

April 29

Duke Ellington Dick Leibert  
Harry N. Dittman Jan Martin  
Robert Eastman Mary Chase  
John Maxwell

April 30

Frank Abbott Bea Wain  
Ed Krug

May 1

Howard Barlow Ina George  
Jackie Heller Jack Parr  
Kate Smith

Helen Sutton Newman

May 2

Bing Crosby Doris Fisher  
Dorothy Dunn H. L. Blatterman  
Morton Gottlieb Phillip Thompson

May 3

Don Ameche Mary Astor  
Nick Dawson Curt Massey  
Fort Pearson Mary Small  
Irving Fogel Peter Irving

May 4

Gray Gordon Jane King  
Walter Vaughn

May 5

Dick Ballou Alice Faye  
Freeman Gosden Tyrone Power  
Walter Kaner Helen Thomas  
Warren Jennings

## Handwriting Analysis On WTAG

Worcester, Mass.—As the result of the one-shot visit of Betsy Arnold, handwriting analyst, on WTAG and FM's "Julie 'n' Johnny" program, a popular new feature has been developed called "You Are How You Write." At the request of listeners, Miss Arnold now appears monthly on the program to give impressions of their handwriting. Ten letters are selected at random by the graphologist to be analyzed during the program.

## Joins WIS Sales Staff

Columbus, S. C.—Tom Daisley has joined the sales staff of NBC affiliate WIS. He was formerly employed by WNOK. Herbert G. Eidson, Jr., the station's chief engineer, is recuperating from a major operation. Alan Newcomb, formerly associated with WNCA, now is on the announcing staff at WIS.

## WKRT Adds Staffers

Cortland, N. Y.—William J. Hal has been named as station manager of WKRT. Eight months ago he had been made assistant manager. He is also executive secretary of the Colonial Network. At the same station, Thomas L. Riley was recently promoted to commercial manager after many years of newspaper and radio experience before joining WKRT as an account executive in 1949.

## WNOC's "Norwich Day"

Norwich, Conn.—April 26th was designated as "Norwich Day" at the Connecticut legislative chambers in Hartford, with WNOC on the job all day bringing its listeners news of action taken on Norwich hills. A wire recorder was set up in the visitor's gallery by WNOC's general manager, John Deme, and Bob Silverberg, station program director.

Soon!

in June!

in the Detroit Area

50,000  
WATTS

middle of the dial... 800 kc.

A greater voice, and a greater buy than ever. Get this 50,000 watt coverage at the lowest rate of any major station in the Detroit market!

# CKLW

Guardian Bldg., Detroit 26 • J. E. Campeau, President  
Adam J. Young, Jr., Inc., National Rep.  
MUTUAL BROADCASTING SYSTEM



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



OL. 47, NO. 22

NEW YORK, MONDAY, MAY 2, 1949

TEN CENTS

## BMB'S PLIGHT STILL REGARDED SHAKY

### Each Member Of FCC May Employ Attorney

Washington Bureau of RADIO DAILY Washington—In a move speeded by the recent attack upon the Commission by Chairman Edwin C. Johnson of the Senate Interstate Commerce Committee, the FCC has just decided to authorize the employment of lawyers by Commission members apart from the law department. Of the seven Commissioners, only one has a lawyer assistant today—Miss Frieda Hennock, herself a lawyer.

Budget problems are now being (Continued on Page 6)

### McDermott Will Supervise Radio Activities At B&B

Tom McDermott, radio production supervisor at Benton & Bowles for the last year, has been named assistant to Walter Craig, vice president in charge of radio and television. McDermott will supervise all radio activities.

New appointment, effective immediately, follows the exit of Leslie Harris who left B&B as radio director to join NBC. McDermott came B&B in 1942 as a staff director for the agency's radio programs. A new (Continued on Page 2)

### New Spot Business Reported Past Week

A new wave of national spot business in many of the major markets has been noted the past week with many of the products advertised regarded as seasonal business.

General Foods Corp., through Young & Rubicam, Inc., have been making one-minute announcements (Continued on Page 2)

### In Tribute

In observance of Sir Thomas Beecham's 70th birthday, RCA-Victor has released six albums of music recorded by Sir Thomas and the Royal Philharmonic Orchestra of London. Included is a full length version of the opera, "Faust." On Friday, 110 stations throughout the country carried a 12-minute transcribed interview with the conductor.

### Summer Series

The CBS Symphony Orchestra under the baton of Bernard Herrmann opens its 1949 summer concert series over the CBS network next Sunday, 3:00-4:30 p.m., EDT. The series replaces the New York Philharmonic Symphony, which will return to the air in the fall.

### NBC Reports New High In Annual Revenue

NBC's total gross revenue in 1948 was the highest in the company's history, the NBC annual review said.

Although no revenue figures were disclosed, the review reported that commercially-sponsored programs occupied approximately 51 per cent of the total program hours on the nationwide radio network. The remaining 49 per cent were reported to have been broadcast at the net's own expense.

In pointing out the rapid growth of television, the review disclosed (Continued on Page 2)

### Tom Lane Named V.-P. Of McCann-Erickson, Inc.

Thomas H. Lane has been appointed by McCann-Erickson, Inc., as v-p with general executive duties and as a member of the agency's advisory committee on advertising plans, effective June 1.

Lane is v-p of Rexall Drug Co. in charge of sales promotion and advertising. He was formerly director (Continued on Page 2)

## Improved AM Programming Recommended By Researchers

Radio programming can be modified to increase its morning women's audience by one-third, according to a report from the Bureau of Applied Social Research of Columbia University. The research group, headed by Dr. Paul Lazarsfeld and Mrs. Helen Dinerman, said that radio in general is failing to reach more than a third of its potential a.m. listeners because certain psychological characteristics are not taken into account

## Campaign To Gather Cancellation Waivers Continues As Baker Sees Completion Of Second Study

### UN Day Planned For Thursday Luncheon

Radio Executives Club of New York has designated its luncheon next Thursday, May 5, as United Nations Day. Sir Herbert Evatt, president of the UN General Assembly will be the featured speaker while Trygve Lie, Secretary General of the United Nations, will be another guest of honor.

NBC is arranging to broadcast a part of the luncheon. Web will make (Continued on Page 3)

### Union Buys ABC Period For Special Broadcast

In commemoration of the tenth anniversary of the founding of the Textile Workers Union of America, CIO, the labor organization will sponsor a half-hour program titled, "From Where We Came" on the ABC network on Saturday, May 14. Union members throughout the (Continued on Page 2)

### Rating Drop Noted On Network Shows

Latest program ratings in Hooper's "First Fifteen" (week of April 15-21) took a considerable drop, attributable in part to the usual season- (Continued on Page 6)

With a total of 300 subscribers of Broadcast Measurement Bureau having signed waivers of the 90 days cancellation clause to date, Kenneth Baker, acting president, Friday expressed optimism that BMB would be able to complete their Second Study. Baker's optimism, however, did not cause (Continued on Page 3)

## Program-Popularity Stressed By Barnes

Basing the rating of radio program preferences on an analysis of surveys, Wade Barnes, manager of Thesaurus and Syndicated Sales of the NBC radio-recording division, Friday released a program popularity list. In releasing the list NBC capitalized on the fact that they had recorded programs available in all categories.

News ranks first in the ratings. Comedy programs are second and (Continued on Page 3)

### Receiver Tube Sales Show Good Increase

Washington Bureau of RADIO DAILY Washington—March radio receiving tube sales increased 1.8 million over sales in February but were 3.7 million under March, 1948, sales RMA said Friday. March total was (Continued on Page 3)

### Reminiscence

A special program for industry pioneers, including the founders of RMA 25 years ago, is slated for RMA "Silver Anniversary" meet in Chicago, May 16-19. Herbert H. Front, one of RMA's founders and its first president, will be present along with many former directors and officers who were prominent in the industry in its early years.



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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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WEST COAST OFFICES

AI Steen, Manager 6425 Hollywood Blvd. Phone: Gladstone 8436

WASHINGTON BUREAU

Andrew H. Oider, Chief 6417 Dahlonega Rd. Phone: Wisconsin 5271

CHICAGO BUREAU

Nat Green Suite 905 139 No. Clark St. Phone: State 2-2332

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FINANCIAL

(April 29)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURE EXCHANGE

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

Prudential Stays On

Prudential Insurance Company of America will continue a Sunday evening dramatic series of programs over CBS at 6 p.m., EDT, during the summer but the budget will be reduced considerably. The regular "Prudential Family Hour of Stars" will take its hiatus after May 29 but starting June 5 other dramatic talent will be used as a summer replacement. Agency is Benton & Bowles.

WEAV

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

★ COMING AND GOING ★

FRANCIS LEVY, Australian broadcaster currently in the States, left New York over the week-end for Washington, D. C. After a short stay in the Nation's Capital he'll go on to San Francisco, from which point he'll sail for Sydney.

CARL HAVERLIN, president of BMI, and ROBERT J. BURTON, vice-president in charge of publisher relations, are expected back today from the West Coast, which they visited after attending the convention of the NAB in Chicago.

BENEDICT GIMBEL, JR., president and general manager of WIP, Philadelphia, spent last Thursday and Friday in New York on company business.

JACK BANNER and ED GREIF, publicists, are back in town following a business trip to Baltimore.

FRED HAGUE, sales manager of George P. Hollingbery Co., national representatives, is expected back at his New York headquarters today following a business trip to Detroit.

SPIKE JONES and the members of his CBS program company are appearing today and tomorrow in Des Moines, Iowa.

ROBERT E. KINTNER, executive vice-president of the American network, and EARL MULLIN, the web's publicity head, left Friday for the West Coast, where they'll attend inaugural ceremonies of KGO-TV, San Francisco. ROBERT HINCKLEY, the ABC veepee in Washington, D. C., also will make the trip to the West Coast.

H. SIDNEY VAUGHN, farm director of WTAG, Worcester, Mass., is in Washington, D. C., for a three-day conference of Radio Farm Directors sponsored by the U. S. Department of Agriculture. Included will be a meeting with President Truman.

JOHN DERR, assistant director of sports at CBS, left yesterday for Lexington, Ky., where he'll make arrangements for the network's coverage of the running of the Derby next Saturday.

BILL ROSEN, advertising manager of the magazine Seventeen, off to the West Coast, where he'll visit for three weeks.

DREW PEARSON, American network commentator, on Saturday was in Montgomery, Ala., where he addressed the members of the Blue and Gray Association at a luncheon meeting.

New Spot Business Reported Past Week

(Continued from Page 1) for Swansdown Instant Cake Mix. The United Fruit Company, through BBD&O, are using a new series of singing commercials for the banana sales campaign.

Another newcomer is the Lite Soap Company who have been placing some business in key cities through the L. W. Ramsey Company.

The National Red Cherry Institute, through Western Advertising agency, are reported setting a four week campaign for May in metropolitan markets.

Union Buys ABC Period For Special Broadcast

(Continued from Page 1) country will gather at dinners to hear the program which will be heard at 8:30 p.m., EDT.

"From Where We Came" will be written by Morton Wishengrad and directed by Martin Andrews. Bernie Green and orchestra will furnish the music. Melvyn Douglas will act as narrator and guest speakers will include Eleanor Roosevelt, Gov. Chester Bowles of Connecticut, Senator Frank P. Graham, of North Carolina and Emil Rieve, president of the TWUA.

Tom Lane Named V.-P., Of McCann-Erickson, Inc.

(Continued from Page 1) of advertising, press and radio for the United States Treasury Department.

He began his career as a reporter for the New York Herald Tribune, after which he was associated with the WOR publicity department and with Young & Rubicam where he worked in publicity, radio production, copy-writing and as an account executive.

NBC Reports New High In Annual Revenue

(Continued from Page 1) that 33 per cent of the network's TV program hours were commercially sponsored in Jan., 1948, compared to 50.5 per cent of the time sponsored in Jan., 1949. Television operations, although not yet self-supporting, "showed a substantial increase in earnings from commercial program sponsorship," it was stated.

McDermott Will Supervise Radio Activities At B&B

(Continued from Page 1) addition to the staff of directors is Ralph S. Butler. Robert Buckley continues as business manager for radio and television and Herb Leder remains as television program director.

Renew Musical Program

The Benson & Hedges Company, makers of Parliament cigarettes, has signed a 52-week contract renewing its sponsorship of the "Serenade To America" series, a half-hour musical program heard over WNBC on Thursdays at 7:30-8:00 p.m. The account was placed through the Kudner Agency, Inc., with Charles H. Philips representing NBC Spot Sales.

ADVERTISING - PROMOTION EXECUTIVE. 10 years' experience in local station, network, agency and recording fields. Top level design, hard-selling copy, prolific ideas. Budget, campaign planning, administration. Present earnings \$12,000. IMMEDIATELY AVAILABLE. Write Box 229, RADIO DAILY 1501 Broadway, New York 18, N. Y.



Strange Bedfellows

You wouldn't expect a monkey to pick out a bunny rabbit for a bunk-mate. But there they are—both as comfortable as can be. There's a sure-fire way for time buyers to be comfortable, too about their clients' radio advertising in Baltimore. You just buy W-I-T-H, the BIG independent with the BIG audience.

W-I-T-H is the bargain buy in this rich market, sixth largest in the country. W-I-T-H delivers more listeners-per-dollar than any other station in town. That means you can get BIG results or W-I-T-H for just a LITTLE money.

So if you're in the market for low-cost results, get the whole W-I-T-H story from your Headley-Reed man today.

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

## See Future Of BMB As Not Yet Assured

(Continued from Page 1)

NAB to abandon plans to send a follow-up letter to the rest of the 40 paying subscribers asking that they return the signed waivers at once in order to insure the completion of the audience measurement survey.

Baker said that with the 300 signed waivers and assurances that three of the networks, NBC, ABC and CBS would come in, the Second Study would go forward toward completion. He added that some new subscribers to BMB have also strengthened the BMB picture considerably.

### Enthusiasm Not Shared

The enthusiasm of Baker was not shared by some of the BMB members. One member stated yesterday that it was his understanding that signed waivers from the 540 paying subscribers were needed. He added that impression was gained by those attending the NAB convention in Chicago.

Right now BMB is operating on a \$75,000 loan from the NAB board. Their total indebtedness is said to be around \$200,000 and it is estimated that nearly \$800,000 has already been spent for administrative and sampling in connection with the Second Study.

### NAB Finances Unsteady

The financial status of NAB is said to be such that an additional loan could not be given for completion of the Second Study. It was reported that the \$75,000 advanced was a part of the \$200,000 set aside for the establishment of the new Broadcast Advertising Bureau. This bureau is slated to begin functioning June 1.

The operational budget of NAB is being taxed at this time, according to reports, and Justin Miller, president, is giving consideration of trimming Harold Fair's program department in an effort to meet demands.

## Bow Wow Ballyhoo Series With Commercial Flavor

A new series of 13 one-quarter-hour transcribed programs designed to make a dog's life easier and to help dog owners get more pleasure out of their pets were completed this week by Tom Farley, writer on canine care, and will be available without charge for use as sustainers or local dog club or humane society sponsorship.

The series is also available for commercial sponsorship over regional networks or individual stations for a fee equal to 10 per cent of the time charge. It will not be available, however, for sponsorship by manufacturers of any type of commercial dog food.

The shows were produced by Dog Tales through a grant of funds from the Dog Food Division of the American Meat Institute to encourage the keeping of dogs as pets and to improve their care and training.

## Improved AM Programming Recommended By Researchers

(Continued from Page 1)

broadcasting industry as it is conducted today.

Dr. Lazarsfeld and his associates admit that radio cannot meet all the demands of the non-serial listeners, but their report adds: "Consideration of the psychological characteristics of the listeners indicates that many of these listeners could be attracted to morning listening or to additional morning listening by wholly feasible modifications of program policy."

### Classify Women Audience

Women who make up radio's potential morning audience, says the report, can be classified into three groups of almost equal size. Slightly less than one-third make up the "story audience" which listens to serials regularly; slightly more than one-third never listen in the morning; and almost exactly one-third tune in regularly but not to serial stories. This latter type is known as "other listeners."

The following is a list of conditions upon which program modifications by station managers and producers could be based in order to

increase the size of radio audience:

(1) There is need for programs which cheer, soothe, and in general divert the listener's attention from her own troubles.

(2) "Noise" greatly annoys many "other listeners". Morning programs should thus provide no extreme aural stimuli, whether in tone of voice, type of music, or any other aspect of the program.

(3) Suspense and tension are strongly disliked by "other listeners." The producer of morning programs would do well to employ some device other than suspense to insure day-to-day listening. An outstanding personality, a distinctive program idea, or some new device might serve this function.

(4) Personalization and human interest are extremely attractive to women morning listeners, even though they may dislike serials.

(5) Many "other listeners" expect the radio to serve an informational and educational function. While some of these women would like real discussions of public issues and cultural topics, the majority are hungry for useful and concrete information relevant to their immediate daily life and social needs. Carefully planned and cohesive quiz programs would be greatly liked and would fulfill a real intellectual need.

(6) Music is the type of program most desired by women who dislike serials. Carefully planned scheduling of additional musical programs would undoubtedly attract many "other listeners" to additional morning listening.

## Receiver Tube Sales Show Good Increase

(Continued from Page 1)

14,505,349 tubes, compared with 12,643,788 in February and 18,208,842 in March last year.

Tubes sold for new sets by RMA member-companies aggregated 9,847,090 and replacements numbered 3,420,843 in March. Another 1,143,855 tubes were exported and 93,561 were sold to government agencies during March.

Receiving tubes sold during the first quarter of 1949 totalled 40,658,043 compared with 51,311,230 in the first 1948 quarter. Of the first quarter total 29,227,024 tubes were sold this year for new sets, 8,378,900 for replacements, 2,817,851 for export and 234,268 to government agencies.

## Will Continue With U.N. As Educational Consultant

Lake Success, N. Y.—Olive McHugh, supervisor of radio of the Toledo, O., Public School System, will continue to serve as consultant on radio education for the U. N. Radio Division, it was announced by Dorothy Lewis, Coordinator of U. S. Station Relations.

Miss McHugh has returned to her post in Toledo after a six-month leave of absence in order to contribute her services in the preparation of the Radio-Education Kit used, to date, by some 256 schools, colleges and radio stations in this country. A second kit is being sent to Australia and to the English-speaking colonies of the British Empire. Spanish, Chinese and Tagalog translations will take the kits' message into Latin America, Asia and the Philippines.

## UN Day Planned For Thursday Luncheon

(Continued from Page 1)

a pickup from 1:45 to 2 p.m., EDT.

The luncheon is scheduled for the Grand Ballroom of the Hotel Roosevelt at 12:30 p.m. A capacity crowd is expected.

REC members will vote Thursday on the new slate of officers for the year 1949-50 as nominated by Bill Hedges' committee. While the by-laws call for a ballot vote, in past years a voice vote has been considered acceptable and this is the plan for May 5.

### Official Name a Factor

Another question which REC must put to a vote on May 19 (last luncheon of the season) is whether or not to change its name to Radio and Television Executives Club of New York. There are two schools of thought on the subject, those opposing arguing that the club already encompasses all phases of electronic communications.

## Program Popularity Stressed By Barnes

(Continued from Page 1)

quiz and audience participation shows rate third. Other programs were rated in the following order: 4—dance and pop music; 5—drama; 6—mystery; 7—talks and discussions; 8—semi-classical music; 9—sports; 10—daytime serials; 11—classical music; 12—religious programs and 13, hillbilly and western shows.

### New Singing Team

Singing team of Betty Harris and Jeff Clark has been added to Henry Morgan's Sunday night NBC program. The vocalists made their debut last night.

facilities and the problem of flexibility in studio space. Lighting is also discussed in non-technical terms.

## Fourth Chapter Published In NAB Television Study

Washington Bureau of RADIO DAILY

Washington—NAB on Friday published the fourth chapter of its television study, including information on the building of a TV plant.

Edited by Charles A. Batson, the new chapter contains a formula for calculation of space needed for any type or size station which may be elected.

Discussed in the new chapter are selection of sites for transmitters and studios, size and design of transmitter and programming plants, tower heights and locations, space for program nuclei, control, maintenance shops, mobile units, film

Among the Most Performed Songs!

# CABARET

8 RECORDINGS ON ALL MAJOR LABELS!

**DUCHESS MUSIC CORPORATION**  
A BMI AFFILIATE



California Commentary . . . !

Freddie Fralick, agent and coordinator of the new "Lone Ranger" television series, is scouting around for a new character to play the title role and an Indian for the role of Tonto. Video series is slated for early June production. . . The William Keighleys are back home in Hollywood after a winter sojourn in Palm Springs, broken only by week-end trips to Hollywood for the Monday CBS "Radio Theater" broadcasts. . . Knox Manning today takes over his new post as director in charge of the KNX Housewives Protective League. . . Dick Joy is a busy boy since returning here full time from managing Palm Springs' KCMJ. He's handling five radio and video shows. . . Rudy Vallee dicker with NBC for a combination radio-television package of the Dick Tracy comic strip. . . Spade Cooley plans to organize his own transcription company to service hillbilly and popular music packages. . . John Gudel and Art Linkletter are on the last leg of their Spring tour of "People Are Funny" and "G.E. House Party," leading off tomorrow in Houston. . . Dick Haymes has been signed for four appearances on the Conti "Yours For a Song" airshow over Mutual. . . It was wedding bells Saturday for Ted Pittenger of Young & Rubicam and Gerry Carson of MBS. . .



KCMJ, Palm Springs, has demanded a retraction from Leonard Lyons of his recent story about a film director with a Palm Springs hangover who, according to Lyons, bought time on KCMJ to apologize to anyone whom he might have offended. Station says it ain't so in the first place and that such time-buying would violate broadcast codes. . . Carnation Company started shooting its video spot commercial films at the Chaplin studio last week. The initial plunge into TV is being supervised by Erwin, Wasey & Co. . . Ken Darby and the King's Men tees off June 7 as the replacement for the Fibber and Molly show for the summer. . . James Seward, CBS vice-president in charge of operations, is here for parleys. Mrs. Seward is with him.



First week of daylight saving in various parts of the country had little effect on Coast listening. Programs were heard on scheduled times, with a little re-shuffling here and there. . . KF1-TV has launched a new family series titled "Donna Rose in Hollywood." It's being directed by Derwin Abrahams of the flickers and written by Mark Kearney. . . Stuart Hamblen of KFVB, who holds some sort of an endurance record for a long-run radio program with the same sponsor, will go national with his "Lucky Stars" broadcast by means of transcriptions. Charles Kennedy, head of Teleways, is East with the waxings for sponsor confabs. . . Bernie Smith, veteran announcer, has been signed by Jerry Fairbanks to narrate a new series of video film commercials for Camel cigarettes. . .

Gets Lions Club Award

Chicago—On the April 26 broadcast of ABC's "Breakfast Club" program, Don McNeill, emcee, was awarded a Lions' Club medal in recognition of his "consistently constructive and enjoyable program over the air, contributing greatly to the public enlightenment and wholesome entertainment." McNeill is the subject of a six-page, illustrated article titled "Don McNeill, King of Corn," in the May 10 issue of Look magazine.

Winchell's Hiatus

Weintraub agency is casting around for a summer replacement series for Walter Winchell who will take a two months vacation starting in mid-July. The Sunday night quarter-hour on ABC probably will be filled with music and comedy programs. Weintraub is holding discussions now with such stars as Bin Crosby, Jack Benny, Al Jolson, Bol Hope, Burns and Allen, Miltor Berle, Frank Sinatra and Ton Martin.

BROADCASTERS PROGRAM SYNDICATE  
Success Story...



Since its organization less than a year ago, the Broadcasters Program Syndicate has built a success story unparalleled in the history of radio.

Operating on a subscription basis exclusively, the Broadcasters Program Syndicate is essentially of, by, and for station subscriber-members.

A single weekly fee\* equal to the subscribing station's national one-time class A quarter-hour rate entitles the station to the Syndicate's entire output of network-calibre programs. All current programs—plus every additional series produced by the Syndicate in the future.

Currently, for a single weekly fee\* "PAT O'BRIEN FROM HOLLYWOOD," "FRONTIER TOWN," and "ADVENTURES OF FRANK RACE" all go to the following members of the Broadcasters Program Syndicate:

<b>ALABAMA</b> WKAX, Birmingham WEBJ, Brewton WABB, Mobile WAPX, Montgomery	<b>LOUISIANA</b> WLCS, Baton Rouge KSIO, Crowley WDSU, New Orleans KSLA, Alexandria	<b>TEXAS</b> KBKI, Alice KFDA, Amarillo WRR, Dallas KISM, El Paso KEIZ, Fort Worth KXYZ, Houston KOLE, San Antonio
<b>ARIZONA</b> KAWT, Douglas KTAR, Phoenix KYCA, Prescott KDLJ, Safford KTUC, Tucson KYUM, Yuma	<b>MICHIGAN</b> WDFD, Flint WFUR, Grand Rapids WKMX, Saginaw	<b>UTAH</b> KUTA, Salt Lake City
<b>ARKANSAS</b> KVLG, Little Rock	<b>MINNESOTA</b> KROD, Rochester WUCR, Duluth WMFG, Hibbing WHLB, Virginia	<b>VERMONT</b> WSKI, Montpelier
<b>CALIFORNIA</b> KERN, Bakersfield KDON, Monterey KXOA, Sacramento KUSN, San Diego KCBS, San Francisco KXOB, Stockton KVCV, Ventura	<b>MONTANA</b> KANA, Anaconda KBNV, Billings KOPR, Butte KXGN, Glendive KOJH, Havre KXLO, Lewiston KPRK, Livingston KRJF, Miles City KQVO, Missoula	<b>VIRGINIA</b> WCYB, Bristol WGLI, Newport News WRNL, Richmond WLSL, Roanoke
<b>COLORADO</b> KFJX, Grand Junction KGHF, Pueblo	<b>NEBRASKA</b> KOLT, Scotts Bluff KOIL, Omaha	<b>WASHINGTON</b> KJR, Seattle KXLY, Spokane KIMA, Yakima
<b>CONNECTICUT</b> WTOR, Torrington	<b>NEVADA</b> KDN, Reno	<b>WEST VIRGINIA</b> WOAY, Oak Hill WLOH, Princeton
<b>FLORIDA</b> WFLS, Eustis WMBR, Jacksonville WCHQ, Quincy	<b>NEW YORK</b> WCSS, Amsterdam WINS, New York City KOIL, Omaha	<b>WISCONSIN</b> WBRL, Sheboygan
<b>GEORGIA</b> WOPC, Albany WFPC, Athens WON, Atlanta WBSO, Augusta WRBL, Columbus	<b>NORTH CAROLINA</b> WLOS, Asheville WCPB, Tarboro	<b>WYOMING</b> KVOC, Casper KFBC, Cheyenne KODI, Cody KPOW, Powell KWYO, Sheridan
<b>IDAHO</b> KRPL, Moscow KLIX, Twin Falls	<b>OHIO</b> WSAI, Cincinnati WCLE, Cleveland WWST, Wooster	<b>BERMUDA</b> ZBM, Hamilton, Bermuda
<b>ILLINOIS</b> WSIV, Pekin	<b>OREGON</b> KWIN, Ashland KOOS, Coos Bay KOIN, Portland	<b>CANADA</b> <b>ALBERTA</b> CFCA, Calgary CFRN, Edmonton
<b>INDIANA</b> WHBU, Anderson WEDA, Evansville WFBM, Indianapolis	<b>PENNSYLVANIA</b> WLTB, Bloomsburg WCPA, Clearfield WSOR, Scranton	<b>BRIT. COLUMBIA</b> CJBC, Dawson Creek CKOW, Kelowna CKNW, New Westminster
<b>IOWA</b> KFJB, Marshalltown KWPC, Muscatine	<b>SOUTH CAROLINA</b> WMRA, Myrtle Beach	<b>MANITOBA</b> CJOB, Winnipeg
<b>KENTUCKY</b> WLEX, Lexington WINN, Louisville	<b>SOUTH DAKOTA</b> KDDJ, Deadwood KOTA, Rapid City	<b>ONTARIO</b> CKOK, Hamilton CFPA, Fort Arthur CHUM, Toronto
	<b>TENNESSEE</b> WTJS, Jackson WROL, Knoxville	<b>QUEBEC</b> CFBC, Montreal
		<b>SASKATCHEWAN</b> CFQC, Saskatoon CISX, Yorkton CKCK, Regina

\*If your quarter-hour rate, for example, is \$25.00, you as a member of the Broadcasters Program Syndicate would receive the Syndicate's ENTIRE OUTPUT of programs—plus all future programs—for \$25.00 per week.

JOIN OUR FAMILY of prestige stations, and share in this fast-growing programming jack-pot. Auditions available.

BROADCASTERS PROGRAM SYNDICATE

Under Direction Of

BRUCE ELLS & ASSOCIATES

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★ **THE WEEK IN RADIO** ★

25% Of Artists Earn Less Than \$900

By VAL ADAMS

ONE-FOURTH of the radio actors in 15 cities had radio earnings of less than \$900 in 1947, according to a survey by Bureau of Labor Statistics in co-operation with NAB. Of 3,742 announcers, actors, singers and sound effects artists returning questionnaires, a small percentage had earnings of \$20,000 or more for the year. Best paid of all groups were a small proportion of announcers employed on a freelance basis. Their median earnings were \$9,800.

Sharp pickup in network sales for ABC and CBS reported by the Securities Exchange Commission for fourth quarter of 1948. Upturn also seemed likely for NBC but figures were not separated from those of RCA. . . . Niles Trammell forecast total of \$25,000,000 in TV time sales in 1949. He told publishers convention that video eventually will stimulate all ad media rather than curbing them.

Groucho Marx show switching from ABC to CBS next fall. He'll be slotted just ahead of Bing Crosby. . . . Eddie Cantor going all the way in his television plunge next fall for Pabst on NBC. He will do a TV show every week on Tuesday night plus his radio program on Friday. . . . Bristol-Myers will use Major league baseball continues its ever-expanding business for radio. Total of 183 stations are broadcasting major league games this year, about 30 more than last year. . . . Chrysler-Plymouth dealers to sponsor "Sammy Kaye Showroom" in 260 stations beginning May 16. . . . A transcribed quarter-hour program on a three-a-week basis handled through McCann-Erickson. . . . William C. Gittinger, CBS network sales vice president, says "radio may be limited temporarily in a market like New York but radio will soon come back and find its proper place, just as phonograph records did."

National Theaters Corp., subsidiary of 20th Century-Fox, planning theater television in chain of movie houses. Outfit envisions five to 10 houses equipped within a year. . . . NBC's gross billings for first quarter of '49 hit new all-time high of 2,135,005.

Several personnel changes made by CBS. I. S. Becker expanding his activities to handle all talent deals and program package contracts with agencies. William W. Finckler, Jr., named director of operations. Gerald F. Maulsby appointed manager of broadcasts for CBS. Teenagers from 13 to 19 represent potential buying power of more than \$8,000,000, according to Gilbert South Research Survey released by NBC. Survey revealed about 64 percent of the boys and girls have idols of their own. . . . Procter & Gamble signed vocalists Jack Smith and Dinah Shore to new long term radio contracts. They're heard for the first time on CBS.

New series of ET public service programs being produced by Amer-

ica's Future, Inc., non-profit, non-partisan organization dedicated to preserving American way of life. Lawrence Hammond produces the 13-week quarter-hour series. Platters available at \$5 per copy and they can be aired sustaining or commercial. . . . Radio Features, Inc., Chicago, headed by Walter Schwimmer, opening branch office in New York.

NAB President Justin Miller told American Society of Newspaper Editors that "strong government boys" are responsible for precedents and techniques aimed at suppressing freedom of the press. He said such moves are being prepared and tested in the field of radio. . . . Duquesne University constructing non-commercial FM station for educational purposes. Call letters are WDUQ.

Canadian Broadcasting Corp. will have to reduce its services unless more money is provided from individual receiver license fees, said A. D. Dunton, CBC chairman.

John Meck Industries, Inc., Plymouth, Ind., announced portable unit to provide reproduction of records at all three speeds. Retail price starts at \$19.95.

Noran E. Kersta appointed vice president and director of radio and TV for William H. Weintraub agency. Harry Trenner named a member of the agency's plans board and executive council. . . . Charles A. Batson, NAB television specialist, transferred to NAB's new Broadcast Advertising Bureau where he'll concentrate on TV advertising problems. . . . George Ellsworth Mellon Productions, Inc., established in Hollywood to produce new series of programs for children.

Fred E. Ahlert re-elected president of ASCAP. . . . Intensive jamming blacked out Voice of America's one and a half hour regular daily transmission to Russia. Transcriptions were repeated on a 24-hour basis in an effort to get through.

**Schneider Gets Post With UNESCO Communications**

Paris—Douglas H. Schneider has been appointed director of the Mass Communications Dept. of UNESCO, it was announced at the organization's headquarters here.

He was formerly chief of the public affairs Overseas Program staff of the Dept. of State, from which he only recently resigned. He was associated with the World Wide Broadcasting Foundation in 1940, first as editor for European programs and later as news editor and program manager of WRUL, Boston. He joined the OWI after the United States entered the war. In 1943 and 44, he directed the "United Nations Radio" in the Mediterranean Theater. At the end of hostilities, he worked in the Division of Control of German Information after which he was transferred to the American Embassy in Paris.

**BROADCASTERS PROGRAM SYNDICATE  
Success Story...**

Each member station of the Broadcasters Program Syndicate pays *one small weekly fee*, receives the Syndicate's entire program output. Aggregate fees already furnish you these *network-calibre* programs . . .

SERIES No. 1

**"PAT O'BRIEN  
FROM HOLLYWOOD"**

Award-winning 5-quarter-hour variety strip, starring radio's beloved master story teller.



SERIES No. 2

**"FRONTIER TOWN"**

Radio's first authentic class-A half-hour Western dramatic series. The *Cimarron* and *Red River* of radio.



SERIES No. 3

**"The Adventures of  
FRANK RACE"**

Half-hour mystery adventure featuring Hollywood's most outstanding talent. On a par with the best network adventure thrillers.



Additional members mean additional funds to provide additional programs . . . without additional cost to you.

## NEW BUSINESS

**WIND, Chicago:** Chicago National League Ball Club, through Arthur Meyerhoff & Co., "Cub News," from April 4 to October 1; Atlas Brewing Co. through Olian Advertising Co., "Musical Scoreboard," for 25 weeks; Frohman Motors, through Malcolm Howard, "Dugout Interviews" April 18 to October 2; Fox Head Brewing Co., through Weiss & Geller, a heavy 7-day a week spot campaign, April 18 to October 2; Robert Hall Clothing, through Sawdon Adv. Agency, the Monday through Friday 4:05 to 4:15 p.m. spot, on a 1/2 basis; Ray Motors, Inc., through Kaufman & Associates, Inc., the 11:30-11:35 p.m. news spot for one year from April 5; F. W. Fitch Co., through Campbell Mithun, Inc., a spot announcement contract for Jiffy-Rub-Up, Monday through Friday from April 11 to May 6, and a five-a-week spot announcements for general Fitch products from April 19 to October 2; Chicago Furniture Mart, Inc., the 1:15-1:30 p.m. spot, Monday through Saturday, from April 18 to October 2; Chicago Stadium (circus), through Schwimmer & Scott, a heavy Monday through Sunday schedule from April 13 to May 21; Publix Shirt Corp., through McCann-Erickson, Inc., a heavy Saturday and Sunday schedule from April 19 to October 2; Chicago's Last Sport Shop, the "Rey Blanco Show," Monday through Friday, for one year from April 11.

**WJZ, New York:** The Vincent J. Murphy Campaign Committee has purchased two 15-minute periods, May 2 and 9, at 6:15 p.m. for political talks by Mayor Murphy of Newark, N. J. who is running for reelection. The Plaza Advertising Agency, Inc., handled the contract.

Recent participations in Herb Sheldon's comedy show on WJZ include a Monday-through-Friday buy by Colgate Ajax. The contract runs from April 4 to Dec. 30. Sherman & Marquette is the agency. Super Suds purchased a Tuesday-through-Thursday participation in the show through William Esty on a contract running from April 19 to Dec. 29. Others are Silver Dust, Monday Wednesday and Friday, April 4 to June 24, through Sullivan, Stauffer, Colwell & Bayles; Nes' Cafe, Monday through Friday, April 25-July 22, through Doherty, Clifford and Shenfield; Colgate Dental Cream, Friday only, April 8-Dec. 30, through Ted Bates agency; and MacLevy Health Club, Monday through Friday, April 25-May 6, through Wilbur Sheffield Co.

### TOP BUYER FOR TOP AM-TV ACCOUNTS WANTS NEW JOB

Young lady, for eight years buyer for largest national, regional and local accounts, 4A agencies. Experience editing film, promotion. Threw away slide rule and want tough, hard hitting challenging job with agency or TV station. Write Box 235, RADIO DAILY, 1501 Broadway, New York City.

## HOOPERADE OF STARS

(NOTE: Following is the third annual Hooperade of Stars released by C. E. Hooper, Inc., showing the first, second and third place winners in each of 17 program categories. Each rating on this list is the average of the show's "Program Hooperatings" from last November through April. Only categories in which there are three or more programs are listed.)

### NEWS COMMENTATOR

(1) Walter Winchell 25.7. (2) Louella Parsons 13.9. (3) Drew Pearson 10.8.

### PLAYS

(1) Radio Theater 25.1. (2) First Nighter 11.6. (2) Curtain Time 11.5.

### VARIETY

(1) Jack Benny 24.4. (2) Fibber McGee and Molly 23.1. (3) Bob Hope 20.4.

### EVENING DRAMATIC SKITS

(1) My Friend Irma 19.9. (2) Amos 'n' Andy 15.9. (3) Dennis Day 14.7.

### AUDIENCE PARTICIPATION

(1) Stop the Music 17.9. (2) People Are Funny 16.5. (3) Bob Hawk Show 13.8.

### MYSTERY

(1) Mr. District Attorney 16.8. (2) Crime Photographer 15.2. (3) Suspense 15.2.

### MALE SINGER

(1) Bing Crosby 14.3. (2) Music Hall (Al Jolson) 12.8. (3) Jack Smith 10.0.

### EVENING POPULAR MUSIC

(1) Your Hit Parade 13.4. (2) Vaughn Monroe 9.9. (3) American Album of Familiar Music 9.3.

### FEMALE SINGER

(1) Club 15 (Margaret Whiting—Tue., Thurs.) 10.1. (2) Supper Club

(Jo Stafford—Tue.) 9.7. (3) Club 15 (Andrews Sisters—MWF) 9.3.

### NEWS REPORTER

(1) Edward R. Murrow 8.5. (2) Monday Morning Headlines 8.2. (3) Lowell Thomas 8.0.

### CONCERT MUSIC

(1) Telephone Hour 7.2. (2) Voice of Firestone 6.8. (3) Harvest of Stars 5.1.

### CHILDREN'S PROGRAM

(1) Lone Ranger 10.8. (2) Roy Rogers Show 7.6. (3) Let's Pretend 5.5.

### WEEKDAY SERIAL

(1) Ma Perkins 8.5. (2) Our Gal, Sunday 7.6. (3) When A Girl Marries 7.5.

### DAYTIME DRAMATIC SKITS

(1) Grand Central Station 8.1. (2) Theater of Today 7.5. (3) One Man's Family 7.0.

### WEEKDAY VARIETY

(1) Arthur Godfrey 7.8. (2) Breakfast Club 5.2. (3) Herb Shriner 4.5.

### SPORTS

(1) Bill Stern 7.8. (2) Boxing Bouts 5.1.

### DAYTIME AUDIENCE PARTICIPATION

(1) Grand Slam 7.0. (2) Give and Take 6.6. (3) G.E. House Party 5.0.

## Each Member Of FCC May Employ Attorney

(Continued from Page 1)

studied, RADIO DAILY learned exclusively, with reasonable certainty that there are sufficient vacancies in the law department today to make the new appointments possible without asking for more funds from Congress.

The new lawyers would be in no way accountable to the law department, and probably would not be drawn from the department. There is apparently no flat ban, however, on taking lawyers from the law department where that seems desirable.

Senator Johnson charged on the Senate floor that Commissioners are prisoners of the law department, which has been able to run Commission business just about as it wished because it is both prosecutor and judge in proceedings before the Commission and because the Commissioners, individually and as a body, rarely have the time or legal knowledge to challenge the law department on strictly legal matters.

Assignment of lawyers to Commissioners, answerable only to them, would enable Commissioners to act with considerably more confidence resulting from legal advice within their own offices in cases where they might differ with law depart-

## Terry Accepts Invitation To UNESCO Conference

Hugh B. Terry, manager of KLZ, Denver, and a director of the NAB board, has accepted an invitation from UNESCO to meet with radio leaders from 17 other countries in a radio-program directors conference at Paris, May 3-6, it has been announced by the U. S. National Commission for UNESCO.

Terry is expected also to take part in another UNESCO radio conference in Paris next October at which the same major subject will be the UNESCO World Review, the weekly radio program now being distributed to U. S. stations in script form.

## Gets Safety Award

Chicago—FM station WOAK has been voted the National Safety Council's Public Interest Award for 1948 for exceptional service to safety. In presenting the award during a special safety program over WOAK, R. L. Forney, secretary of the National Safety Council, cited as some of the outstanding work that WOAK has done in the safety movement.

ment recommendations, it is believed.

A definite decision on the matter is due this month, but the move is already believed to be certain.

## AGENCIES

**MAX PAULI**, manager of McCann-Erickson branch office in Frankfurt a/M, Germany, flew back to Germany on April 27th following a five-week stay in this country. Pauli is optimistic about the immediate business future of Western Germany and reports a wide interest here on the part of leading American industrialists.

**ROBERT MEEKER ASSOCIATES, INC.** have been appointed exclusive national sales representatives for WGKV, Charleston, West Virginia, the NBC affiliate in that market. The appointment, announced by John S. Phillips, general manager, is effective immediately.

**JAMES R. CONNOR**, formerly sales manager of the Chicago mid-west division of Forjoe & Company, Inc., national station representatives has been appointed general manager.

## Rating Drop Noted On Network Shows

(Continued from Page 1)

al decline. The holiday Easter season, however, may have had a heavy impact in breaking up the regular listening routine. Walter Winchell fell off seven points while Jack Benny dropped 6.5 points below his previous rating.

Rated at the top of the late Hooper are Lux Radio Theater (21.9), Walter Winchell (19.8) and Fibber McGee and Molly (19.8). A side light on the sudden break in ratings is that Arthur Godfrey's Talent Scouts decreased 0.2 but actually improved its position from 8th to 5th place. "Truth or Consequences" moved up from 41st place to 14th position, the rating jumping 2.1 points. "Mystery Theater" increased its rating 3.4 points and hopped from 45th place to the 12th slot.

The other programs in Hooper's "First Fifteen" are as follows:

(4) My Friend Irma 19.4, (5) Arthur Godfrey's Talent Scouts 18.8, (6) Jack Benny 16.0, (7) Crime Photographer 15.6, (8) Bob Hope 15.2, (9) People Are Funny 14.0, (10) Suspense 14.0, (11) Stop the Music 13.9, (12) Mystery Theater 13.8, (13) Inner Sanctum 13.7, (14) Truth or Consequences 13.7, (15) Duffy's Tavern 13.7, (16) Mr. District Attorney 13.7.

## Midwest Motor Company Buys Heavy Sports Skee

Omaha—Sale of a sports package involving approximately \$59,000 in time, talent and production cost was announced Friday by KOA Omaha. The sponsor is Webber Motors, midwest automobile firm, at their sports broadcast schedule will include University of Nebraska football games, baseball games, midwest auto races, swim meets and fishing contests.

# TELEVISION DAILY

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

## WEBS STUDYING CABLE FUTURE

### TELE TOPICS

**THE WEEK'S WASH:** NAB's quest for a tele expert to head up the industry organization's new TV department so far has failed to uncover a man who measures up to the \$25,000 salary okayed by the board of directors. Most of the so-called experts, according to reports, lack practical experience in the field of operations. . . . Canada Dry, through J. M. Mathes agency, has extended its sponsorship on half of ABC's "Super Circus" to 52 weeks. An initial 13-week pact went into effect April 3. . . . Happy Felton is packager of "What's New In The News," not Ted Corday, as stated in this space last week. . . . J. C. Brown Distributing Co. and Philco will split the tab on all Atlanta Crackers games picked up by WSB-TV. . . . Emerson Drug, for Bromo Seltzer, has started a summer spot campaign before and after sports remotes on WABD, New York, and WMAR-TV, Baltimore. BBD&O is the agency.

**FIVE SHOWS** are on the top ten Pulse lists for New York, Philadelphia and Chicago. They are: Texaco Star Theater (on top in all three cities), Broadway Revue, The Goldbergs, Godfrey and His Friends and Kraft Theater. Among multi-weekly shows, Howdy Doody is first in New York and Philly, with Kukla, Fran and Ollie first in Chi. . . . Cast for the Players Club production of Macbeth on NBC last nite would have been one of the highest priced group of performers ever assembled—if they had been paid. Based on their current Broadway salaries, it would have cost a producer over \$25,000 to cast the show. Included were Walter Hampden, Joyce Redman, Bobby Clark, David Wayne, Ralph Bellamy, Walter Abel, Leo S. Carroll, Philip Truex and Sidney Blackner. . . . Dashiell Hammett's "The Glass Key" will be the first "Studio One" production under Westinghouse sponsorship, May 11.

**TWO NEW SHOWS** bow over CBS Sunday nite, back-to-back between 7 and 8. "Hold It Please," a charade stanza with telephone gimmick will be produced by Gil Fates for the first half hour. The 7:30-1 seg will be filled by "Wesley," a situation comedy by Sam Taylor. Frank and Mona Thomas will play the leads with Donald Devlin in the title role. Worthington Miner is producer and Frank Schaffner will direct. . . . Charlotte Stern and Job Leder have set up National Television Associates, a sales and releasing organization for package producers. Packagers already associated with the firm include Alexander & Beck, Steve Howard, Lampighter Productions and Dorothy Waring. . . . "Fashions In The Air," full-dress fashion seg, bows over WBZ-TV, Boston, onite. Sponsor is Coleman's. Stanza is Trudy Richmond production for the Arnold agency.

### ABC Makes Pitch For Thurs. Nite Audience

An all-out pitch for the Thursday night audience will be made by ABC this week, when the web debuts three new shows and couples them with its top dramatic series and a sports pickup.

Backbone of the schedule will be the hour-long "Stop the Music," from 8-9 p.m., followed by the "Crusade In Europe" film series. Former will be sponsored by Old Gold and Admiral and the latter by Time and Life.

At 7:30 p.m., the web will premiere "Blind Date," with Arlene Francis. The five-minute "Pal Headliners," will follow "Crusade" at 9:25, bankrolled by Pal Razor Blade Co. "Actors' Studio" will be moved to the 9:30 spot and will be followed at 10 by the Roller Derby pickup.

The entire schedule will be fed to the midwest.

### Bevis Named By NBC

Charles C. Bevis, manager of WNBK, Cleveland, has been named director of owned and operated stations for NBC-TV, it was announced Friday by Carleton D. Smith, director of TV operations for the web. Appointment is effective immediately.

Bevis has been manager of WNBK since July 8, 1948. Previously, he handled tele matters for the web's station relations department and had been executive assistant to veepee John Royal.

### TV Box Score

On the Air.....	61
CP's .....	58
Applications .....	321

### NBC Drops D. C. Plan For Color Transmitter

Washington Bureau of *RADIO DAILY* Washington—NBC has cancelled plans to move a color transmitter down here to send from the same tower now used by WNBW, its TV station here at the Wardman Park Hotel. Confirmation was not to be had here Friday, since vice-president Frank Russell and manager William McAndrew of WRC and WNBW were both in New York, but the information came from unimpeachable sources.

#### Similar to Last Year

It was planned that the color transmitter be brought down for simultaneous transmission with the black and white WNBW signal. NBC would probably have spotted receiving equipment in several homes and other spots within the area, probably in an operation similar to that of last year, when it broadcast its programs on UHF as well as its regular channel for several months. A number of converters for use with commercial TV sets were made available here for that period, it is recalled.

It is said that the new plan was dropped because of dissatisfaction with the results thus far obtained in color transmission.

### Coast Repeats And Costs Will Be Big Problem

Although the opening of a coaxial cable from Chicago to the West Coast is regarded in some quarters as the answer to all of TV's problems, calmer and more foresighted execs in the networks regard such a link—now expected by 1952 at the earliest—as merely another headache.

#### Cost Is Paramount

Prime reason for this is cost. If the present cable cost from New York to Chicago—\$35 per telephone mile per month for an eight-hour day—is continued, charges for a coast-to-coast link might well be prohibitive, especially in view of the fact that for the first few years after the hookup there probably will not be much of an audience in vast areas between the mid-west and the Pacific. In addition, certain sections that must be crossed by the cable never will have any television audience.

To further complicate matters, AT&T has asked for an increase in cable rates. These are scheduled to go into effect June 1, although the FCC may order new hearings on the question before that time.

Another problem that is certain to arise is the three-hour time differential between New York and the Coast. Even if problems of cost and line and station availability were eliminated, programs originating in New York before 9 p.m. local time would have to be repeated in some way.

#### Live Repeats 'Out'

Since live repeats are out of the question because of production costs, the method undoubtedly will be kinescope recording. There are two schools of thought on the procedure to be followed. One favors recording off the cable in Chicago or Hollywood and then airing the film at a later hour the same day.

The more prevalent feeling, however, is to record in New York or Chicago and fly the film to the coast for use on a delayed basis of one week. Quality and cost are the main reasons behind this thinking.

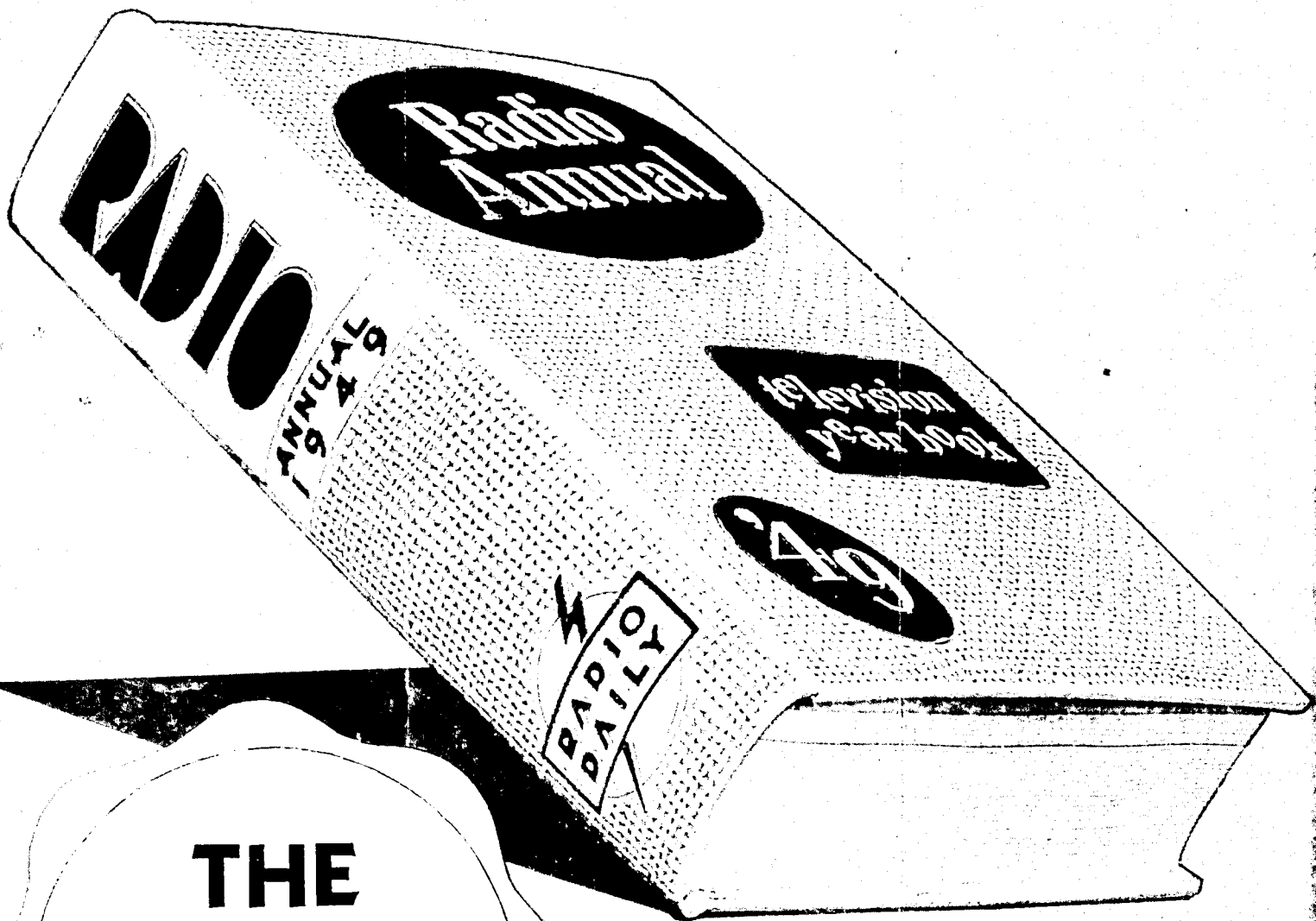
Those who favor the latter course do not maintain that the link will not be of any use, however. For major special events and sports, it would be invaluable, they say, and when not in use by the webs, the cable could carry telephone conversations. But for day-to-day commercial program use, it is said, the cable will not come into its own until there are enough channels and stations to carry the shows and sufficient audience to justify the high cost.

## The Week In Television

### \$25,000,000 For Time Sales In '49 Seen

Total TV time sales for 1949 will amount to about \$25,000,000, NBC president Niles Trammell predicted in a speech before the ANPA convention in New York. He said also that TV will stimulate rather than curtail other ad media. . . . As the nets planned shows as summer replacement for folding commercials they were swamped with program ideas from package houses. . . . CBS planning a revival of color tele experimentation, according to informed sources. . . . Bureau of Labor Statistics reported that hundreds of specially trained tele men will be needed within the next year or two. . . . Permanent facilities for coverage of United Nations sessions were installed at UN headquarters for use by NBC and CBS. . . . National Theaters Corp., subsidiary of 20th-Fox set plans for regular theater tele in five to ten theaters in the Los Angeles area within the next year. . . . Full affiliation between producers' organizations in N. Y. and Hollywood was completed. . . . Networks decided to ban all music for five Warners publishing subsidiaries from kinescope recorded shows because of firm's demand for special fees. . . . Pabst beer will sponsor a weekly half-hour over NBC this summer with time to be taken over in the fall by Eddie Cantor. . . . Formation of a new writing staff to create a number of original programs was announced by CBS.

# The Treasury of Information



**THE  
BOOK**  
of the  
**YEAR**



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 47, NO. 23

NEW YORK, TUESDAY, MAY 3, 1949

TEN CENTS

## NETWORKS NEGOTIATING WITH NABET

### FM Association Planned In Chicago

Chicago—FM stations of Chicago and vicinity took preliminary steps toward the formation of a Chicago-land FM association at a meeting at Toffenetti's restaurant. Five FM station officials were named to a steering committee to work out a program for the proposed association. They include Edward Wheeler, WEAW, Evanston; Bernard Jacobs, WOAK, Oak Park; Ted Lietzell, WEFM (the Zenith station); Walter Meyers, WFME, and Ralph J. Wood, Jr., WMOR. A report will be made

(Continued on Page 6)

### Pearson's News Prediction Suffers Slight Setback

Drew Pearson's news and predictions of things to come received a slight setback Sunday night when WJZ, New York, doing a repeat transcribed broadcast played the recording of a week ago, April 24, instead of the current news report. The recording remained on the air for around 11 minutes before the mistake was noticed. William Weintraub agency handles the Pearson program for Lee hats.

### Religious Radio Workshop Plans Are Completed

Chicago—The fourth annual Religious Radio Workshop designed to give religious leaders the opportunity to work in groups and individually to develop major policies and programs to make American broadcasting effective will be held again at the University of Chicago, August 1-26.

The workshop, sponsored jointly

(Continued on Page 6)

### Gift To School

Plainview, Texas—FM outlet KHL is to be on the air here at Wayland College in about three months. The broadcasting facilities designed for a limited area will be devoted principally to education and religious purposes. The outlet is a gift from Mrs. Iva M. Lambert of Dallas in memory of her son, H. B. Lambert, who was killed in World War II.

### TV Ban Continues

Plans to ban the televising of the circus when the show visits Boston, Washington and Philadelphia following the Madison Sq. Garden engagement, was announced by Ringling Brothers-Barnum & Bailey officials in New York yesterday. The circus, which last year allowed CBS to televise the whole show at the Garden, has restricted television this year to only studio visits of a few feature acts. Business at the Garden is running ahead of last season and circus officials are of the opinion that the ban on television may have helped the box office this year.

### White Takes Office As MBS President

Frank White, who succeeds Edgar Kobak as president of the Mutual Broadcasting System, took office at Mutual headquarters in New York yesterday.

President White was introduced to the home office executive staff and at an informal meeting stated that he did not contemplate any changes in personnel or policy.

White resigned as president of

(Continued on Page 2)



WHITE

### ABC And NBC Discuss New Contract With Engineers And Technicians; Union-WOR Also Negotiating

### F. Lewis Sponsors Reach 750 On MBS

The record number of 750 sponsors of the Fulton Lewis co-op program over 306 MBS stations has been reached with the signing of 32 additional contracts.

The Mutual stations to sell most recently the Washington commentator's show are: KXOA, Sacramento, Calif.; WTAL, Tallahassee, Fla.; WNAC, Boston; WIBC, Indianapolis; WKBR, Manchester, N. H.; KSET,

(Continued on Page 2)

### Named Program Director For FBS In No. America

Mrs. Marie Whiteside has been promoted to the position of program director for the French Broadcasting System in North America, replacing Edward Gruskin who resigned to accept the post of director of radio and cinema for the ECA in Europe. Mrs. Whiteside's former position

(Continued on Page 5)

### WIBW Staffers Killed In Kansas Plane Crash

Wichita, Kan. — T. V. "Gene" Shipley, 49, farm service director of WIBW, K. G. "Pug" Marquardt, 36, chief engineer and pilot for WIBW,

(Continued on Page 5)

Intensified contract negotiations by ABC and NBC with the National Association of Broadcast Engineers & Technicians got under way yesterday after last Saturday's pact expiration was extended for one week. The union also is negotiating with WOR (Mutual's flagship) and

(Continued on Page 7)

### Plan Three Awards For Syracuse R-Day

Syracuse, N. Y.—The awarding of three citations, a panel discussion, auditions and interviews will highlight the second annual Radio Day to be held at the Radio Center of Syracuse University, May 4.

The three awards for "meritorious achievements by graduates of the Radio Center" will go to Marty Glickman, WMGM sportscaster; Simon Goldman, v-p and manager of WJTN and WJTN-FM, Jamestown,

(Continued on Page 5)

### List Featured Speakers For Ga. Radio Conference

Athens, Ga.—ABC news commentator Elmer Davis and Charles H. Crutchfield, v-p of the Jefferson Standard Broadcasting Co., are among the featured speakers scheduled for the fourth annual Georgia

(Continued on Page 2)

## Broadcasters' Responsibility Stressed By FCC Chairman

Washington Bureau of RADIO DAILY  
Washington, D. C.—The primary responsibility for the American system of broadcasting rests with the licensees of the stations and not with the government, FCC chairman Wayne Coy told the audience of the New York Philharmonic Symphony Orchestra on CBS during the intermission period last Sunday.

In referring to 'indignant letters blaming the FCC for programs

which writers believe to be prejudicial to the American way of life," Coy declared that "it is to the stations rather than the federal regulation that listeners must look for the standard of American radio service. They hold in trust your interest in the radio frequencies. These men and women—the broadcasters of America—are of America itself. They know they must meet the

(Continued on Page 6)

### Without DiMaggio

Now that Madison Square Garden is no longer big enough to hold Mary Margaret McBride, WNBC has rented Yankee Stadium so MMM fans can help celebrate her 15th anniversary in radio on May 31. The Garden was used for her anniversary party five years ago but this time attendance is expected to triple. Admission is free.



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FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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WEST COAST OFFICES

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WASHINGTON BUREAU

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

CHICAGO BUREAU

Nat Green Suite 905 139 No. Clark St. Phone: State 2-2332

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FINANCIAL

(May 2)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

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

White Takes Office As MBS President

(Continued from Page 1)

Columbia Records, Inc., to take the Mutual post. It was reported that he has a three-year contract with a salary of \$75,000 a year.

First news of White's plans to become president of Mutual was carried in the RADIO DAILY edition of March 31.

Fulton Lewis Sponsors Now Reach 750 On MBS

(Continued from Page 1)

El Paso, Tex., and WWOD, Lynchburg, Va.

The program was the first co-op to be aired on a network basis and started over Mutual in 1937. It is currently broadcast Monday through Friday, 7-7:15 p.m., EDT.

Kobak Will Be Speaker At OSU Annual Dinner

Columbus, Ohio — Edgar Kobak, consultant and former president of Mutual, will be speaker at the annual dinner on Sunday, May 8, of the 18th Institute for Education by Radio which opens here May 5 under auspices of Ohio State University. His speech on "Education at the Crossroads" is expected to be a mixture of "Swan Song," since he resigned recently as Mutual's prexy; commencement, mirroring views with which he approaches his new job as consultant, and challenge to educational radio people.

Kobak has been an active participant and long-time favorite at the institute. Two years ago he served as toastmaster at the institute's annual dinner.

CAB Plans Meeting

The Canadian Association of Broadcasters' annual meeting will be held at The Algonquin Hotel, St. Andrews-by-the-Sea, N. B., Monday, June 13th through Thursday, June 16th, 1949.

List Featured Speakers For Ga. Radio Conference

(Continued from Page 1)

Radio Institute, sponsored by the Henry W. Grady School of Journalism, University of Georgia, May 12-14.

Irvin G. Abeloff, general manager of WLEE, Richmond, Va., will speak on the subject of "Radio Production and Writing." Gov. Herman Talmadge will deliver an address at a dinner to be sponsored by WGAU and WRFC, of this city, and Di Gamma Kappa, honorary radio fraternity.

Kaltenborn Honored

H. V. Kaltenborn yesterday completed ten years of sponsorship by the Pure Oil Company on NBC and in special observance presented, "Decade of Destiny," a review of the 10 most important events of the past 10 years. Commercials were suspended last night and Kaltenborn was honored by Francis Marling, advertising director of the sponsor, who paid tribute to the commentator's accomplishments.

"Herman" Switching Time

The "Little Herman" program switches its day and time from Saturdays at 9-9:30 p.m., EDT, over the ABC network, to Tuesday at 8 p.m., EDT, over the same network starting with the May 10 program.

COMING and GOING

EDWIN BUCKALEW, manager of the station relations department in the western division of CBS, today will leave Hollywood for San Diego, where he'll spend three days conferring with officials of KCBQ.

WILLIAM FAY, vice-president of Stromberg-Carlson and WHAM, Rochester, N. Y., a visitor yesterday at NBC, with which the station is affiliated.

KERMIT J. MOSS, account executive at WNEW, yesterday returned from a two-week vacation at White Sulphur Springs.

DAVID McKAY, owner of KOLO, Columbia network outlet in Reno, Nev., is back at the station following a week spent in Hollywood on business.

TEX BENEKE and the members of his band have returned from Athens, Ga., and will open an engagement today at the Meadowbrook in Cedar Grove, N. J.

HENRY GLADSTONE, morning newscaster on WOR, is vacationing in Bermuda. He'll be back May 15.

JOE PALMER, racing broadcaster for CBS, will leave today for Lexington, Ky., where on Saturday he'll handle the CBS-TV coverage of the running of the Kentucky Derby.

RAY C. SMUCKER, manager of WYUM, Yuma, Ariz., an affiliate of NBC, is spending a few days in Gotham on station and network business.

C. ROBERT THOMPSON, station director of WBEN, Buffalo outlet of NBC, has joined the executive contingent currently in town on business.

FRANCES HOLMGREN, promotion copy writer at WOR, is back at her desk following a week in Virginia.

He means business!



There's no mistaking that look on Leo's face. He's in no mood to monkey around—he means business!

W-I-T-H means business, too. A different kind of business. Economical, profitable business for advertisers who are looking for low-cost results.

Year after year, W-I-T-H proves to its advertisers that it's the big bargain buy in Baltimore's rich market. Here's why: W-I-T-H covers 92.3% of all the radio homes in the Baltimore trading area. W-I-T-H gives you more listeners for less money than any other station in town.

That's why you can do so much with so little on W-I-T-H. So don't monkey around. Remember that W-I-T-H means profitable business. Get the whole story from your Headley-Reed man.



Tom Tinsley, President • Represented by Headley-Reed

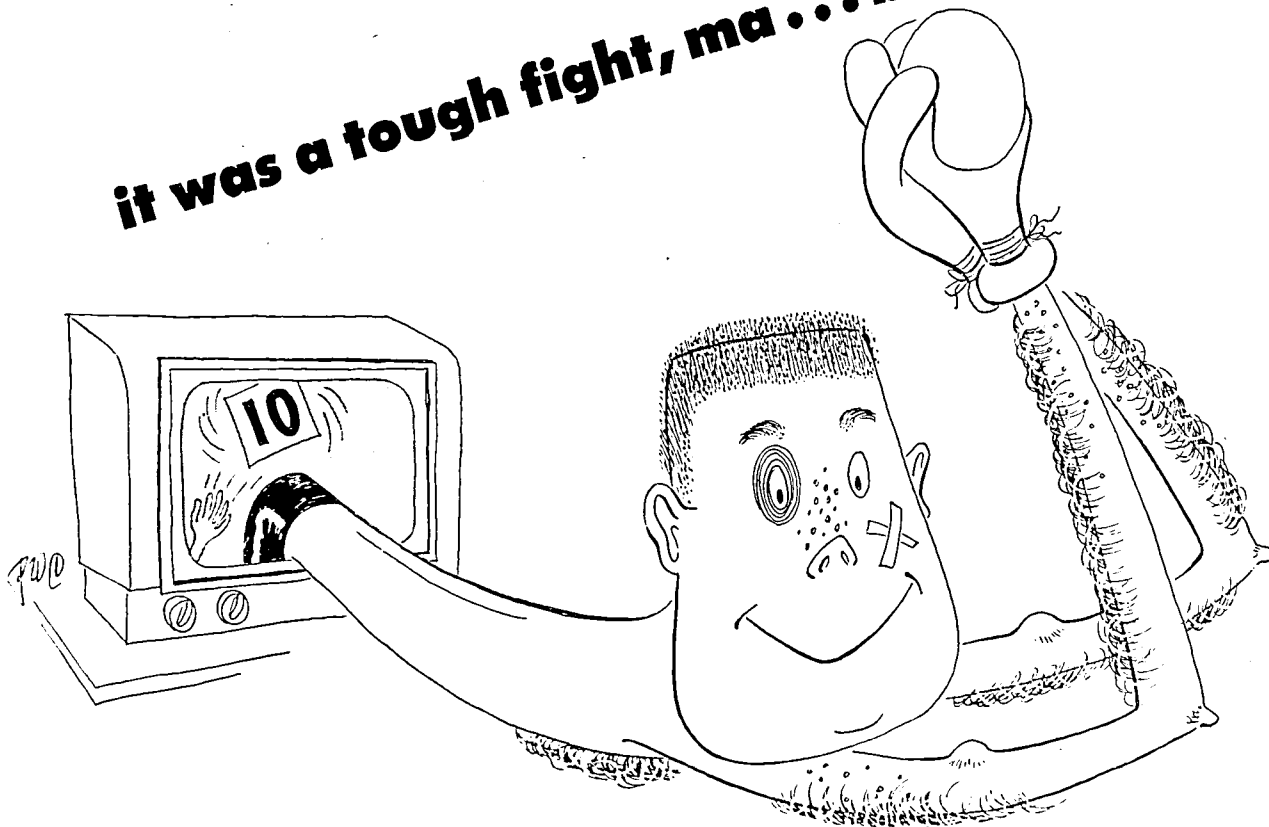
Among the Most Performed Songs!

CABARET

8 RECORDINGS ON ALL MAJOR LABELS!

DUCHESS MUSIC CORPORATION A BMI AFFILIATE

it was a tough fight, ma... but we won!



## pardon us for taking a bow on our 10<sup>th</sup> birthday

Ten years ago this week, Franklin D. Roosevelt made his first TV appearance at the opening ceremonies of the New York World's Fair, and, as W2XBS, we began regularly scheduled high-definition video programs.

That made us the first station in the country to get going.

And today, after lots of distinguished firsts in programming, we're a pretty husky ten-year-old. For example, you might see these firsts, too, on our birthday cake:

*In America's FIRST market—New York—WNBT is:*

**FIRST in size of audience**

—highest average evening program Hooperating.

**FIRST in loyalty of audience**

—57% of set owners report viewing WNBT the most... 3 times as many as the next station.

**FIRST in national advertisers**

—39% more than the next station.

**LAST in the cost column**

—lowest cost per thousand homes, based on average evening rating.

**WNBT**

Channel 4 New York

NBC Television

A SERVICE OF RADIO CORPORATION OF AMERICA

## SOUTHWEST

**PAUL W. MIFSUD**, sportscaster and announcer for KYFM, San Antonio, will be seen in the forthcoming San Antonio Little Theater production of "John Loves Mary" in a supporting role.

Bob Shelton, Texas Barn Dance emcee heard over WFAA, Dallas, will also emcee a new hillbilly record show to be heard each Saturday morning over WFAA and WFAA-FM, Dallas, titled the Saturday Morning Jamboree.

The first anniversary of the re-establishment of the Jewish State of Israel was observed with a special half-hour program last Sunday over K TSA, San Antonio. Rabbi Sidney Guthman conducted the program with music furnished by Cantor Emanuel Barkin and the Choir of the Agudas Achim Synagogue.

A series of 25 records of instrumental and choral music, from boogie to Bach is being made by seven Dallas and Highland Park high schools for shipment to Europe. WFAA, Dallas, is transcribing all the records which will be part of a section of 1,000 albums of recorded American school music being prepared for distribution to overseas schools.

In the spirit of the times, Charles Balthrope, manager and owner of KITE, San Antonio, has announced that two half-hours each week will be devoted to the "Square Dance." Airings feature Lillie Lee Baker, said to be one of the few, if not the only regular women square dance callers, with Henry Hudson on the violin and Jiggs Hibbler on the guitar.

Robert Lawrence, familiar to the Metropolitan Opera radio audience over the ABC network in the intermission interludes of the opera broadcasts, attended the recent Met Opera performances staged at the State Fair Park Auditorium in Dallas.

KBRZ, Bryan, has been granted a power increase by the FCC and will boost its power from its present 500 watts to 1,000 watts.

The first 24-hour outlet for San Antonio is KONO. Eugene J. Roth, owner and manager, has announced that the outlet will now air around the clock becoming the first outlet to render such a service.

### Linkletter To Tour East Next Month

Houston, Tex.—Art Linkletter's "G. E. House Party," broadcast Mondays through Fridays, 3:30 p.m., EDT, over ABC, has begun its next transcontinental road tour with a one-week stand here, May 2.

The audience participation show will move to New Orleans, La., on May 9 for another week's stand, followed by two days in Newark, N. J., May 16 and 17, and three days in New York City, ending May 20. The program will return to Hollywood for the May 23 broadcast.



### Mainly About Manhattan. . . !

• • • The 52 episodes now being prepared for the Lone Ranger's entry into TV will also be used as part of a feature length film. . . . Vaughn Monroe signed for the Staller's Cafe Rouge in Oct. . . . Hank Booraem giving up active interest in his air shows (Experience Speaks, etc.) to become exec producer with McCann-Erickson. . . . What's this talk of Ted Mack's "Original Amateur Hour" switching to ABC? . . . Selznick reportedly nixed a huge offer to join CBS top echelon. . . . Jerry Lester insists that television is wonderful in the house. You meet so many interesting repairmen. . . . Staffers of a local indie readying a strike. Part of the staff walked out Friday before strike notice. . . . Milton Berle and Ed Sullivan will receive the '49 Jewish War Veterans Awards at the JWV all-star show at Madison Sq. Garden May 18th as the entertainer and newspaperman who have done the most to aid hospitalized vets. . . . Expect several resignations from top personnel in the "Voice of America" organization. . . . "Winner Take All" to use big name performers when it switches to a new time slot Saturday. . . . Morton Downey with Axel Wenner-Gren, Swedish financier, promoting new match which can be used repeatedly. . . . Bill Bertolotti contends that the average actor is a seasoned performer—a ham who thinks he's worth his salt.



• • • Noro Morales, now the top-ranking rhumba band in the land, was telling WMCA's Joe Franklin about his early days pounding the ivories in a smoky night club, playing with tears in his eyes. "From the smoke?" queried Joe. "No," explained Noro, "from the salary."



• • • **AROUND TOWN:** Now that TV has made its dent in night time listening habits, many radio sponsors are scrambling for choice daytime segs figuring that video hasn't wormed its way into the affections of daytime listeners yet. . . . Alan Sands added to scripting staff of Hank Ladd's Arrow show. Also doing bits for the Lambs Gambol. . . . L. Wolfe Gilbert planing East to check on his new ASCAP duties. . . . Roger Brown, president of Earle Ferris Co., can take a bow for the great public relations radio and TV job he did for Chas. H. Percy, youthful Bell & Howell prexy. . . . Ma Holder, of the Youngs Gap resort, is looking for a smart young disc jockey. (Call the Art Franklin office). . . . His 15 years in radio top parts got James Van Dyk his current B'way assignment in "The Traitor." Now latter may get him his Big Break in H'wood. . . . Larry Lowenstein quitting as WINS publicity chief for agency post. . . . Jimmy Durante telling Gov. Dewey and publicist Walter Kaner, in former's Hotel Roosevelt suite, that he sails for that Palladium date in June. . . . Ezra Stone, radio's perennial Henry Aldrich, to be general director of the Olsen & Johnson weekly TV variety show which bows in on the 28th of June. . . . Billy Eckstine, the most terrific thing to hit the Paramount since Sinatra, is so hot on records that he's even leaving the disc jocks speechless. . . . Bill Todman and Mark Goodson coming out with a "Winner Take All" home quiz book. . . . Canadian born Alan Young got his final American citizenship papers.



• • • **TODAY'S QUOTE:** "I kissed my first woman and smoked my first cigarette on the same day. I have never had time for tobacco since."—Arturo Toscanini.



• • • **IMPressions:** Jack Benny: Incomedian. . . . Lisa Kirk: Kiss Me Kirk. . . . My Friend Irma: Love is Blonde. . . . Eddie Cantor: Ida chatter. . . . Peter Lorre: Televillain. . . . Frank & Anne Hummert: Soap Operators. . . . Norman Brokenshire: Spokenshire. . . . Morton Downey: Lark of the Irish.

## CHICAGO

By NAT GREEN

**GEORGIE GOBEL**, "rural cosmopolitan" of the night clubs and stage, will make his fourth appearance on WGN-TV's "Club Television" today, May 3.

Everett Mitchell, NBC farm commentator, was recently given a gold watch by the Funk Bros. Seed Co., sponsor of a series of transcribed programs featuring Mitchell, at a luncheon marking the start of the third year of broadcast.

A special documentary dramatic program starring film actor Melvin Douglas was broadcast over WGN Saturday, April 30. In the program, titled "The Story of Cancer Research," several widely known doctors spoke on cancer research direct from their laboratories in various parts of the country.

Bob Elson journeyed to St. Louis over the week-end to broadcast the Chicago White Sox-St. Louis Browns baseball games on Saturday and Sunday for WJJD.

Mrs. Margaret Haugen, the 76-year-old grandmother who won a nation-wide contest on ABC's "Ladies Be Seated" program, was a winner again on April 22 on the first week's "Granny Be-Bop of Television" contest on WENR-TV.

Lou Cowan's "R.F.D. America" was broadcast from Cullman, Alabama, on Saturday, April 30, with Ed Bottscher of Hanceville, Ala., former emcee of the program, handling the emcee duties for the day. Broadcast was to kick off the ninth annual Cullman County Strawberry Festival.

The Community Chest and Council of Bridgeport, Conn., liked the WBBM public service series "To Be Continued" so well they are planning a similar series for broadcast.

Paul McCluer, NBC Chicago network sales chief, back from a business trip to Kansas City and Des Moines.

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



## Win Three Awards For Syracuse R-Day

(Continued from Page 1)  
 Y., and John Warren, sales manager of WNBC and WNBT, New York City. The presentations will be made at the homecoming luncheon at the Drumlins Country Club. Charles H. Wolfe, director of radio and television research at the R.D. & O. agency, will lead a panel discussion in Maxwell auditorium on the subject of "Training of Broadcast Personnel." Goldman and Wickman will participate.

## Named Program Director For FBS In No. America

(Continued from Page 1)  
 assistant program director has been filled by Shelley Dobbins, formerly a senior writer at WNEW. In addition to his programming duties, Dobbins is in charge of public relations for the FBS.

## "Firebug" Program

The Advertising Council's annual campaign against timberland devastation gets an assist Wednesday, May 4, when CBS broadcasts a half-hour drama titled "The Firebug" at 8:30 p.m., EDT. Program will point out the big losses from forest fires caused by careless vacationers.

## WIBW Staffers Killed In Kansas Plane Crash

(Continued from Page 1)  
 and Parry C. Reed, a member of the Flying Farmers of Kansas, were killed here last Tuesday when the WIBW plane, "The Flying Rooster," crashed during a heavy storm fifteen miles north of Hutchinson.

ShIPLEY and Marquardt were joined by Reed in Topeka late last Tuesday afternoon and had flown with them to Windom where ShIPLEY addressed a 4-H club meeting. After the meeting the three took off and had planned to spend the night in Hutchinson.

Gene ShIPLEY had been a member of the WIBW staff since 1939. Marquardt joined the WIBW staff as chief engineer in 1943. Prior to coming to Topeka he was chief engineer of WDAF, Kansas City.

## WMGM Airs MBS Show

Now that WOR has dropped the "Air Force Hour" carried by MBS every week, the show will be heard in New York via independent WMGM starting Thursday, May 5, from 8-8:30 p.m., the same time it's aired live on Mutual. Until about a month ago WOR, Mutual's key station in New York, played back the program on Sunday morning. "Air Force Hour" originates from Bolling Air Force Base, Washington, D. C., and features a 70 piece orchestra.

## "History in the Making"

### See and Hear the Kingpins

At

# UNITED NATIONS DAY

- ★ Sir Herbert Evatt, President of the General Assembly, head of the Australian delegation.
- ★ Trygve Lie, Secretary General, U. N.
- ★ Others of International Importance.

RADIO EXECUTIVES CLUB OF NEW YORK

THURSDAY, MAY 5, ROOSEVELT HOTEL

GRAND BALLROOM

If you haven't reserved your ticket or table please phone Claude Barrere, MURRAY HILL 6-0238.

*And you can tell your grandchildren you were there.*

## Get More Recording For Your Money

BY THE SENSATIONAL NEW

# COLUMBIA

**Lp** MICROGROOVE METHOD

Savings Like This!

- ★ Substantially Lower Cost Per Record
- ★ More Program Time Per 12" Disc Than On Present 16" Record

12" Record Plays 20 Minutes, each side —  
 10" Plays 13 Minutes, each side.

Full Columbia Transcription Quality Maintained Throughout.

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## Responsibility Rests With Stations—Coy

(Continued from Page 1)

needs of America. They know that the needs of America are dynamic. And the support given American radio by the people is assurance by and large they have met those needs."

The FCC chairman cited the CBS broadcasts of the symphony orchestra during the past 19 years as an example of a "distinguished achievement" in American radio. The network, he said, "richly deserves our praise" for the part it has played in bringing good music into the lives of the American people.



COY

Coy also handed bouquets to the Standard Oil Co. of New Jersey, the sponsors of the 26 concerts of the now-ended season, for what he described as "the high standards it devised and adhered to so scrupulously in the format of its commercial announcements. 'I found the chats by Deems Taylor so informational, interesting and enjoyable, and so in keeping with the mood of the program, frankly, I never did get to think of them as advertising. I am sure,' Coy continued, 'we all hope this example will inspire other sponsors to show the same understanding of and respect for the sensibilities of their listeners.'"

"They Must Serve You"

"If radio stations are not the voice of America, the voice of their state, the voice of the community, they have not fulfilled their promise to serve the public interest," Coy said, adding, "They must serve you. They do. And they never serve you better than by broadcasting such programs as the Philharmonic concert series."

### Willard To Speak

Chicago—A. D. (Jess) Willard, executive vice-president of the NAB, will deliver an address before a joint luncheon of the Chicago Federated Advertising Council and the Chicago Radio Management Club on Wednesday, May 4. His address will be tape recorded and will be released over WGN Wednesday night. Title of the talk is "The Profession of Advertising—Sparkplug of Our American Economic System." The luncheon will be held in the Terrace Casino of the Morrison Hotel.

### TV Producer AVAILABLE

4 years' well-rounded experience, live and film; visualizer and director.  
I want to put it all to work for an agency or station. Write Box 237—RADIO DAILY, 1501 Broadway, N.Y.C.

## 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 G. Peatman, Director. Survey Week of April 22-28, 1949

TITLE	PUBLISHER
A Chapter In My Life Called Mary.....	Shapiro-Bernstein
A Wonderful Guy.....	Chappell
"A"—You're Adorable.....	Laurel
Again.....	Robbins
Always True To You In My Fashion.....	T. B. Harms
Careless Hands.....	Melrose
Cruising Down The River.....	Henry Spitzer
Don't Cry, Cry Baby.....	Samly-Joy
Dreamer With A Penny.....	George Simon
Everywhere You Go.....	Lombardo
Far Away Places.....	Laurel
Forever And Ever.....	Robbins
Great Guns.....	Feist
Hurry Hurry.....	Dreyer
I Get Up Ev'ry Morning.....	Leeds
I Wanna Marry Mary.....	Cameron Music
If I Could Be With You.....	Remick
I've Got My Love To Keep Me Warm.....	Berlin
Love Me, Love Me, Love Me (Or Leave Me Alone).....	Miller
My Dream Is Yours.....	Witmark
My One And Only Highland Fling.....	Harry Warren
Once And For Always.....	Burke & Van Heusen
Once In Love With Amy.....	E. H. Morris
Powder Your Face With Sunshine.....	Lombardo
Red Roses For A Blue Lady.....	Mills
So In Love.....	T. B. Harms
Some Enchanted Evening.....	Chappell
Someone Like You.....	Harms
Story Of My Life.....	Massey
Streets Of Laredo.....	Famous
Sunflower.....	Famous
Three Wishes.....	Herbert Music
Underneath The Linden Tree.....	La Salle
You Broke Your Promise.....	Pic Music

### Second Group

TITLE	PUBLISHER
Bali Ha'i.....	Chappell
Cabaret.....	Duchess
Candy Kisses.....	Hill & Range
Coca Roca.....	United
Comme Ci Comme Ca.....	Leeds
Don't Call Me Sweetheart Anymore.....	ABC
Galway Bay.....	Leeds
Have A Little Sympathy.....	Bregman-Vocco-Conn
Havin' A Wonderful Wish.....	Paramount
I Don't See Me In Your Eyes Anymore.....	Laurel
If You Stub Your Toe On The Moon.....	E. H. Morris
I'll String Along With You.....	Witmark
It's A Big Wide Wonderful World.....	Broadcast Music
Johnny Get Your Girl.....	Bourne
Little Old Church Near Leicester Square.....	Oxford
Look Up.....	Patmar
Portrait Of Jennie.....	Chappell
So Tired.....	Glenmore
Tulsa.....	Advanced
While The Angelus Was Ringing.....	Chas. K. Harris
Who Wouldn't Love You.....	Fremart
You You You Are The One.....	Campbell

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## EM Association Planned In Chicago

(Continued from Page 1)

to the body in two weeks, at which time formal incorporation is expected to take place.

The meeting was called by WEAW for the purpose of devising provisional plans to sell FM and FM to the Chicago area. A survey of listening habits also is contemplated by the group.

Station managers or their representatives from the following stations were present: WEAW, Evanston; WOAK, Oak Park; WRB Brookfield, and WEFM, WFMOR, WGNB, WXRT, WFJL, WMBI, Chicago.

## Religious Radio Workshop Plans Are Completed

(Continued from Page 1)

by the Federated Theological Faculty of the University of Chicago and Protestant Radio Commission, to be led by the following religious leaders:

Everett Parker, director of program and production, PRC; Hiller, director of radio, public schools, Pontiac, Mich.; Arnold Inquis, script writer and producer radio and television, Hollywood Calif.; Harold Quigley, radio chairman, and religious newscaster, Council of Churches, Troy, N. Ross Snyder, associate professor religious education, Federated Theological Faculty, University of Chicago; Clayton C. Griswold, director of radio, Presbyterian Church, U. Albert Crews, author of "Practical Radio Writing."

## Sharp Leaves BMB Post For Researchers

Ralph Sharp, analyst, last of old guard of Broadcast Measurement Bureau, resigned from organization last week-end. Sharp has accepted a position in the research department of the Crow Collier Publishing Company.

### Fred Schilplin

Frederick C. Schilplin, 80, president and general manager of KFST, St. Cloud, Minn., and publisher of the St. Cloud Daily Times, died suddenly in New York April 28 after suffering a heart attack. He attended the ANPA convention and in a taxicab bound for Pennsylvania Station when stricken. Schilplin survived by his wife, Mrs. M. Comfort Colgrove Schilplin, and son, Fred Schilplin, Jr.

### OFFICE SPACE FOR RENT

RADIO CITY VICINITY  
Desirable 1- and 2-room offices with telephone switchboard service on 4th floor  
ABBEY HOTEL  
151 W. 51st St. New York City  
Phone: Circle 6-9400

# TELEVISION DAILY

tion of RADIO DAILY, Tuesday, May 3, 1949 — TELEVISION DAILY is fully protected by register and copyright

## WEBS, NABET TALKING CONTRACT

### TELE TOPICS

WHEN A SPONSOR YANKS a program in favor of another, it is logical to assume that the replacement will be an improvement. This is not the case, however, with "The Benny Rubin Show," which Bonafide Mills premiered on NBC last week in the spot formerly occupied by "Stop Me If You've Heard This." The new show, as an entity, was so bad that it was almost painful, and it reached a professional entertainment level only in its few brief spots. Program basically is a talent showcase, although it is in Benny Rubin's office, with the comic as the star with gimmicks. Rubin has been a comic for a long time, but he deserves better material (he wrote the script, incidentally) and better surroundings. . . . The offender on the program was Vinnie Monte, an obnoxious nine-year-old with strong inclinations toward members of the opposite sex. He also sang, natch. Probably would have done better had he not tried to imitate Al Jolson. When he wasn't around there were acts by the new Twins, attractive blonde dancers, Lou and Lillian, a harmonica team, and an involving Rubin, Edith Fellows and the Coogan was terribly unfunny. . . . Sponsor has an effective living trade mark in Bonnie Maid, a very pretty young lass, who could do very well without those two off-offensive characters labeled Wear and Tear.

FROM THE RIDICULOUS to the near-sublime, we go to the Players Club production of Macbeth. This was an accounts an outstanding program. Especially noteworthy was the production, directed by Otis Riggs, lighting by Henry Schuch and the judicious selection of recorded music combined to make the atmosphere truly one of horror and impending doom. The large cast of top-name actors was excellent, although Walter Catton, in the title role, was at times a bit to the staggers and lurches more often seen on the stage of the Met. Joyce Kilmer was highly effective, though recorded, as Lady Macbeth, and Walter Catton was fine as Macduff. . . . Occasional use of film was an effective gimmick although one or two of the spots were notably poorer in quality than the live portions. Superimposition of the outline of a dagger for the "Is this a dagger I see before me?" soliloquy seemed unnecessary. Harold McGee produced for the Players Club Owen Davis, Jr., for NBC. Directors were Anthony Brown for the club and Garry Simpson for the web. Stage manager was Walter Wagner. . . . With both aired one hour after the CBS broadcast of Julius Caesar in modern dress, the play was a great nite for W. Shakespeare, and both webs should be commended for bringing his works to the screen.

### DuMont First Quarter Net Up 200% Over 1948

Net income for Allen B. DuMont Laboratories, Inc., for the first quarter of 1949 was nearly three times that earned in the corresponding period last year, Dr. Allen B. DuMont, president, reported yesterday at the firm's annual stockholders meeting. Sales were two and a half times greater than the 1948 period, he said.

Net income for the period from Jan. 3 to March 27, 1949, was \$1,481,000, equivalent after preferred dividend requirements, to 70 cents per share on 2,047,592 shares outstanding. This compares with \$553,000 or 27 cents a share on 2,031,040 shares for the corresponding 1948 period.

Sales for the quarter totaled \$11,092,000 against \$4,549,000 for the same period last year.

DuMont told stockholders that the accelerated rate of production of receivers and cathode ray tubes is due to the firm's new and enlarged plant facilities.

### Pimlico Racing Films Sponsored Over ABC

A series of 15-minute films highlighting the Pimlico Races, will be aired by ABC-TV for 10 successive evenings starting Friday, May 6, sponsored by A. Sagner's Son, Inc., on behalf of "Northcool" suits and "Englishtown" men's clothing. The agency is I. A. Goldman & Company of Baltimore, Md.

Films of the races will be seen over WJZ-TV, New York; WFIL-TV, Philadelphia; WMAL-TV, Washington; WNAC-TV, Boston; WEWS, Cleveland and WENR-TV, Chicago.

### Rehearsal Camera Invented As Aid To School TV Shows

Omaha—A TV rehearsal camera designed to encourage program development and experimentation by colleges, little theaters and other amateur groups has been invented by the Rev. R. C. Williams, S. J., of Creighton University here.

The school and radio outlet WOW have been carrying on teleproduction experiments on campus for more than two years with the station's electronic equipment. Father Williams realized that few universities could afford to purchase and maintain such equipment.

### Going Down

Several major manufacturers, including RCA and Sylvania, have issued a price reduction on cathode ray tubes. Price of ten-inch tubes to manufacturers has been cut from \$24.95 to \$22.50. Sylvania and National Union, among others have reduced the price of twelve-inch kinescopes from \$38.50 to \$34.95.

### Indianapolis Station To Scan Auto Classic

Indianapolis—The first station in Indianapolis, WFBM-TV, is scheduled to go on the air by May 30 when it will scan in its entirety the running of the 500-mile auto race classic here.

Transmitter and tower of WFBM-TV are located in the Merchants Bank Building. Station expects to put a test pattern on the air by May 15.

For the pickup of the race, cameras will be placed in the paddock stands and atop the grandstand on the southwest turn, and will be able to cover straightaway, turns and backstretch as well as pit action. Fred Mullen and Gene Starbecker, recently added to the outlet's staff as producer-directors, will direct the pickup.

### WNBT Sells "Guess Who"

Sheffield Farms Company has signed a 52-week contract to sponsor "Guess Who?" with Happy Felton, over WNBT starting Sunday, May 15th, 6:00-6:30 p.m., it was announced yesterday by John C. Warren, sales manager of the station.

### Discuss Pay Rates, Work-Hours Of TV Engineers

(Continued from Page 1)  
its Washington television station, WOIC, but these discussions are separate from ABC and NBC.

The chief demand by NABET, according to Clifford Gorsuch, national eastern representative of the union, is for a 15 per cent increase in wages. Gorsuch said an adjustment is sought because the contract which expired last Saturday midnight had been in effect two years. Another demand, the union official disclosed,

### CBS Negotiations

CBS, which has a contract with the International Brotherhood of Electrical Workers, is not a part of NABET discussions but its two-year agreement with Local 1212 of IBEW expires May 28. Negotiations are scheduled to start May 16. It's reported that IBEW's international headquarters in Washington already has proposed that CBS pay engineers an increase ranging as high as \$35 a week.

"is aimed at correcting television employment conditions." Gorsuch said some engineers in television work 14 hours a day and that some have not had a day off in a full month's period. They are paid for overtime, however.

Discussions with the two networks and WOR began April 3 but last Saturday, when the contracts expired, ABC and NBC were prepared to meet a walkout by the engineers. Late Saturday afternoon, however, it was agreed that contracts would be extended until next Saturday midnight (May 7) and negotiations resumed this week.

Although negotiations hit a snag last week, when the union suddenly broke off discussions with ABC and NBC, NABET did not make any direct threat of a strike. Gorsuch told RADIO DAILY that NABET has said nothing about "union strategy." He added, "We just let the situation speak for itself."

While demands by NABET on WOR are the same as the two networks, the discussions, at least technically, are on a slightly different level. The main reason is linked to the fact that a representative of the Federal Mediation and Conciliation Service, Bernard Forman, is on the WOR scene. For this reason NABET is not likely to invoke as much strategy against WOR as it does on ABC and NBC. Meetings involving the WOR case resume this morning, Tuesday, at 1440 Broadway.

## PROMOTION

### KYW Coverage Pattern

A new sales promotion gimmick of KYW, Philadelphia, currently being mailed out to prospective sponsors and agencies, is a take-off on the pattern envelopes of the McCall Corp. "McCall's New Pattern" is the description on the outside of the envelope, appended with the words, "Size. . . Substantially Larger." Two-thirds of the envelope-front is made up of a picture of a man holding a cut-out pattern of the station's coverage area. The take-off on the McCall Pattern is further emphasized by an enclosed "Memo from Harvey McCall, Jr., sales manager, KYW, Philadelphia." The enclosed pattern itself is an enlarged map of the broadcast area plus a separate design of the station's two new transmitter towers to explain KYW's stronger signal.

### "C-Day" at WSNY

Monday, April 25, was designated as "C-Day" (Cancer Control Day) at station WSNY, Schenectady, N. Y. The entire facilities of the station were turned over to the local cancer fund drive by WSNY's president and general manager, Winslow Leighton, from 7:15 p.m. until 1:00 a.m., when the station signed off. During this five-hour stretch, a total of \$1,270.00 was pledged to the cancer fund, in return for musical requests on the station's special disc jockey show. Well known Schenectady civic leaders were heard during the evening, airing appeals for funds.

### WNAX Trip Award

A Sioux City, Iowa, high school senior is looking forward to a 10-day trip to Washington, D. C. and New York as the all-expense-paid guest of WNAX (Yankton-Sioux City). He is Bill Kruse, who has been awarded first place in WNAX's third annual Spring Workshop, a forum competition in which approximately 80 high school students from Nebraska, Minnesota, Iowa and South Dakota took part. Kruse, who plans to visit Congress and the United Nations on the trip, will be accompanied by WNAX news director Art Smith.

### Opposes REC Change

Opposition to a proposal that the name of the Radio Executives Club of New York be changed to Radio and Television Executives Club, was voiced by Julian F. Skinnell of WLBR, Lebanon, Pa., in a letter to Carl Haverlin, president of the club. Skinnell wrote: "To attempt to superimpose television on radio, when television is already in radio and a part of it, is psychologically, economically, grammatically bad."

### Hogan To Speak

John Hogan, inventor of the Hogan facsimile system, will speak on "Recent Advances of Facsimile" at the New School for Social Research in New York on Wednesday at 8:20 p.m.

## COAST-TO-COAST

### Fellowship Forum On WHAT

Philadelphia, Pa.—The Philadelphia Fellowship Commission of Philadelphia sponsors an interesting program each Wednesday evening over WHAT entitled "Fellowship Forum." The format consists of discussions revolving around vital issues of the day with leading authorities discussing issues which affect human relations and rights. Max Franzen of the International Institute is moderator.

### WRNL Aids Family In Distress

Richmond, Va.—When a Virginia farmer with a family of seven was made homeless by fire, Polly Daffron, WRNL's women's commentator, and Mike Novello, emcee of the station's "Mailbag" program, heard of the family's plight and devoted their shows to telling listeners the story. As a result, on-the-spot broadcasts were aired and a "Parade of Pennies" started. Food, clothes, skilled labor, materials and tools were donated, and with volunteer workers the family was provided with a new start.

### Bill Drawn To Commend WKBN

Youngstown, Ohio—Baseball and its broadcasts are taken seriously by the people in Youngstown. It has worked its way into the legislative branch of the city government. During a recent city council meeting a councilman asked the city law director to draw up a resolution commending WKBN for carrying broadcast games of the Cleveland Indians and the Youngstown Athletics.

**Humbert, Jr., Is KYMA Manager**  
Magnolia, Ark.—Chester Alyn "Bill" Humbert, Jr. was elected to serve as general manager of KVMA. He succeeds Louis C. Byrne, who resigned. Humbert served several stations, including WOPI, WSAP, WMON, WSAZ and WCHS.

### Balfour Leaves WBBC

Flint, Mich.—Bob Balfour, manager station WBBC, moves to the Chicago and Mid-West regional offices of "Forjoe" radio reps. Eldon Garner, commercial mgr., WBBC, moves into the vacant managerial slot created by Bob Balfour's resignation. . . . WBBC adds six hours to its daily operation, now broadcasting 24 hours. Pfeiffer Brewing of Flint and Detroit purchased the entire six-hour segment across the board.

### Will Broadcast Baseball

Mobile, Ala.—WAAB will broadcast all out-of-town baseball games of the Mobile Bears this season. The play-by-play will be by Jack Bitterman, station's sports reporter, who will bring to the homefolks activities of the local nine in the Southern Association. First game with the New Orleans Pels was fed into the station over a direct wire from the Pel Stadium.

### Dean Program Head At WIBC

Indianapolis, Ind.—William L. "Bill" Dean has been appointed program director of WIBC. He has been associated with the radio industry for 19 years, starting his work with a Dakota network. He served as announcer, promotion-

## BEHIND THE MIKE

**ROGER BROWN**, president Earle Ferris Co., can take a bow for the great public relations and TV job he did for Chas. Percy, president of Bell & Howell. Frances Kish has exited the Wendy Barrie video show.

Geo. Schreier's youngster, Ron, copped 4th prize in a N. J. essay writing contest on "What Makes Democracy Work."

Vic Damone was crowned King of the Baritones in the grand ballroom of the Henry Hudson Hotel with 1,000 fans on hand to greet him. He was voted King in annual contest conducted by WINS disc jockey, Joe Davis.

Conrad Thibault's pinch-hitting for ailing Christopher Lynch on the Firestone program Monday night brought him a lucrative radio-TV offer.

Phil Hanna a tremendous success in England as star of "Brigadoon." He'll make two pictures while in England.

Credit some fine trouping by Patricia Wheel and John Raby, plus John Haggard's scripting, for D. Mont's decision to give its lone soap opera, "A Woman To Remember," a night time airing.

Dennis James is rapidly becoming the TV spokesman for Old Gold. Already doing the Amateur Hour, he'll also handle the commercial chores on OG's portion of "Stop Music" and is expected to resur his wrestling stunts for them.

publicity director and program director of WDAY, N. Dak. He is prospective member for radio's "2 Year Club."



## A WOV ADVERTISER REPORTS...

A 15 minute program on WOV, 5 days a week, pulled 15,090 replies on a \$4.00 unit sale—Two weeks, March 28 to April 9, 1949. This is added proof that on WOV. . . .

## RESULTS IS THE BUY-WORD

Originators of

*Audited Audiences*

RALPH N. WEIL, Gen. Mgr.

The Bolling Company,  
National Representatives

# WOV

NEW YORK

# SARNOFF SEES INDUSTRY ADVANCING

## USSR Extends 'Jam' To Europe's Signals

Washington Bureau of RADIO DAILY  
 Washington—Russian jamming activities are currently being extended to block out not only the Voice of America and BBC but also European signals, it was reported here yesterday in FCC and State Department circles.

The State Department has asked that the International Telecommunications Union, of which the USSR is a member, protest the jamming as in violation of existing international agreements.

It was said here that the Russians  
 (Continued on Page 8)

## Miller Fills Committees, Names AWB Web Aides

NAB President Justin Miller yesterday named seven active members, four network advisers and two ex-officio members of the executive committee of the Association of Women Broadcasters, with Katherine Fox of WLW, Cincinnati, as chairman.

Serving as committee members will be Marjorie Christopher, WQAM, Miami; Martha Gaston, KFOX, Lon Beach, Calif.; Anne  
 (Continued on Page 2)

## Seek Applications For WNYC Program Position

Job of assistant program director at WNYC, New York's municipally owned station, is now open to applicants through the Civil Service Commission. Applications will be received until May 18 for the \$4,450 a year position.

Another job open is that of radio operation assistant which pays \$2,100  
 (Continued on Page 2)

### Lincolnia

Actor Walter Hampdon will read excerpts from four different Lincoln speeches tomorrow at the Radio Executives Club luncheon in New York which is designated as United Nations Day. Excerpts were called by Roy Basler, Lincoln scholar, and are said to make perfect continuity particularly fitting for the occasion.

## Hollywood's TV Fear Bars Pic Promotion

Most of the major film companies are allowing their fear of television as a competitive medium to stand in the way of effective exploitation of their product by video means, in the opinion of Mal Boyd, Television Producers Association president.

Boyd, who has been in New York from the West Coast for several weeks, maintains that the major companies have boycotted television in the belief that the appearance of film personalities in the homes of  
 (Continued on Page 7)

## Say FCC Asks NARBA For Superpower In U. S.

Washington Bureau of RADIO DAILY  
 Washington—There was apprehension in Capitol Hill yesterday that the State Department has received from the FCC proposals to present at the forthcoming NARBA conference which would call for the granting of superpower to a small group of United States stations. Confirmation of the report was to be had  
 (Continued on Page 2)

## Scare Broadcast On WJXN Costs Disc Jockey His Job

Jackson, Miss. — Because "the moon is falling into the sun and the Mississippi River basin is an earthquake danger area," WJXN disc jockey Bob McKee has been dismissed from his job, it was announced by James T. Ownby, station manager.

McKee had reportedly made the terse three-and-one-half minute announcement on his 9 p.m. Sunday night program on his own initiative

## RCA Board Head Tells Stockholders Television Is Economic Safeguard Against Threat Of Recession

Declaring that television is one of the safeguards against a serious economic recession, Brig. Gen. David Sarnoff, chairman of the board of Radio Corporation of America, in a report to the stockholders yesterday revealed that RCA net profits for the first quarter of 1949 amount to \$5,932,083, compared with \$5,764,498 in 1948.

Six hundred stockholders who gathered in studio 8H of the RCA building yesterday, heard General Sarnoff report on the company's progress and answer questions on policy as they related to the radio, TV and recording industry. They expressed satisfaction over RCA's administration and displayed their confidence by re-electing four directors, John T. Cahill, Gano Dunn, Edward F. McGrady and Edward J. Nally to serve for new three year terms.

"Television is too powerful a force to be stopped by any misleading propaganda," General Sarnoff said. "No one can retard its advance any more than the carriage maker could stop the automobile, the cable the wireless, or the silent picture the talkies."

"The outlook for television in 1949  
 (Continued on Page 3)

## CBS Adopts Mass Football Coverage

Columbia's wholesale coverage of college football, which got an extensive try out last fall, will become standard procedure next season, it is announced by Davidson Taylor, CBS veepee and director of public affairs. Budget for "Football Round-up" each Saturday afternoon, which reports on upward of 30 games in a three-hour period, is said to be about \$5,000.

To assist in the pigskin coverage, Red Barber is adding Connie Desmond, Ernie Harwell and Warren Brown to his football staff. Brown  
 (Continued on Page 2)

## Webs, Stations Plan Religious Pickups

Three national networks, one regional network, one television station and eight Buffalo, N. Y., area radio outlets will cover the 161st General Assembly of the Presbyterian Church, USA, Buffalo, N. Y., May 18-25, it has been announced by Dr. Clayton Griswold, director of the department of radio.

The retiring moderator of the General Assembly, Dr. Jesse Hays  
 (Continued on Page 8)

### German Visitors

Columbus—Attending all sessions of the 18th annual Radio Institute opening Thursday in Columbus will be a group of German radio specialists. They will be special guests, sent to the Institute to study the workings of a phase of democratic life in the U.S., through co-operation of the U. S. Military Government for Germany.

### Reunion

The annual stockholders meeting of RCA took on the semblance of a reunion yesterday as Niles Trammell, the president of NBC, shook hands with Frank Folsom, president of RCA; Gen'l Sarnoff greeted Edward Nally, 90-year-old director, and Charles R. Denny was seen chatting with engineers from the Princeton laboratories.

# RADIO DAILY



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FRANK BURKE : : : : : Editor

MARVIN KIRSCH : Business Manager

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6425 Hollywood Blvd. Phone: Gladstone 8438

### WASHINGTON BUREAU

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Phone: Wisconsin 3271

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Nat Green  
Suite 905 139 No. Clark St.  
Phone: State 2-2332

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## FINANCIAL

(May 3)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	17 7/8	17 1/2	17 1/2	+ 1/8
Am. Tel. & Tel.	145	144 1/2	144 3/4	+ 1/8
CBS A	17 1/2	17 1/2	17 1/2	0
CBS B	17 1/8	17 1/8	17 1/8	+ 1/8
Farnsworth T. & R.	1 1/8	1	1	+ 1/8
Gen. Electric	37 1/2	37 1/4	37 1/4	+ 1/4
Philco	26 5/8	25 3/4	26 3/4	+ 1/8
Philco pfd.	83	81 3/8	83	+ 1/2
RCA Common	12	11 3/8	11 7/8	+ 1/4
RCA 1st pfd.	70 1/2	70 1/4	70 1/4	+ 1/4
Stewart-Warner	12 1/4	12 1/4	12 1/4	0
Westinghouse	22 7/8	22 1/2	22 1/2	+ 3/8
Westinghouse pfd.	93 1/4	93 3/8	93 3/8	+ 1/8
Zenith Radio	27 3/8	27 3/8	27 3/8	0

### NEW YORK CURB EXCHANGE

	Bid	Asked
Nat. Union Radio	3 1/4	3 3/8
OVER THE COUNTER		
U. S. Television	1/2	3/4
WCAO (Baltimore)	20	8
WJR (Detroit)	7 1/2	

## WJXN Scare Broadcast Costs Dee-Jay His Job

(Continued from Page 1)

eau, newspapers and radio stations in this area were deluged with telephone inquiries by frantic residents. Ownby ordered the program stopped as soon as he heard it and issued the formal regrets of the station for the incident. Corrective announcements were broadcast by WJXN during the remainder of the night.

## CBS Web Adopts Mass Coverage For Football

(Continued from Page 1)

is sports columnist for the Chicago Herald American. The trio will be assigned to three different games every week for on-the-spot pickups.

Columbia's football schedule was aired on a sustaining basis last year but already there is a possibility it may be commercial next season. CBS is making a pitch for the U. S. Army and Air Force account which has had a football budget for the last several years.

Mass coverage will be given every Saturday afternoon except when one game overshadows all others. It's expected that 80 per cent of Columbia's football reporting will be done via the multiple coverage idea.

## Boos, Crosley Veepee, Dies After Long Illness

Cincinnati—Elmer J. Boos, vice-president and treasurer of the Crosley Broadcasting Corporation, died yesterday at Bethesda Hospital after an illness of several months. He was 60. Born January 27, 1889, he was a native of Cincinnati and began his business career while still in his teens in the accounting department of the Cincinnati, Hamilton and Dayton Railroad. In 1917 he left to become auditor of the Cincinnati Street Railway Company, resigning shortly thereafter.

In 1941 Boos returned to the Cincinnati Street Railway Company as executive assistant to the president. In 1942 he resigned from the Street Railway Company to join the Crosley Broadcasting Corporation as comptroller. He was named a vice-president in 1946.

Boos is survived by his wife, the former Edna Hummel of Cincinnati, and two children, Katherine, born in 1929, and Julian, born in 1926.

## Mobile FM Service Inaugurated In Mass.

Boston—Transcast Radio has inaugurated FM radio broadcasting service to some 220,000 daily riders on 300 buses of the Salem, Lynn, Medford and Malden divisions of the Eastern Massachusetts Street Railway Co. with 7 a.m.-9 p.m. programming supplied by WLYN-FM, Lynn.

Mayor Stuart A. Tarr of Lynn and WLYN manager A. M. Morgan were the principal speakers at the dedication ceremonies last week.

## Shoer Joins Andrea Sales

Frank A. D. Andrea, president of the Andrea Radio Corp., manufacturers of Andrea "sharp-focus" television sets, announces the appointment of Harry Shoer to the sales staff of the Andrea Sales Corp. Shoer will be in charge of the Nassau and Queens County sales area for Andrea. Shoer has been associated with the sales end of radio and television for many years, and has been connected in the past with Bruno of N. Y. and Majestic Radio Corp.

## Miller Fills Committees, Names AWB Web Aides

(Continued from Page 1)

Hayes, KCMO, Kansas City, Mo.; Elinor Lee, WTOP, Washington, D. C.; Kaye Witmer, WKBO, Harrisburg, Pa., and Sally Work, WBEN, Buffalo.

The four network advisers are Doris Corwith, NBC; Elinor Inman, CBS; Dorothy Kemble, MBS, and Ruth Trexler, ABC.

Ex-officio members of the executive committee are Ruth Crane, WMAL, Washington, D. C., past president of the AWB, and Linnea Nelson, of J. Walter Thompson Co., New York, representing associate members of the AWB.

The function of the new committee, Miller pointed out in his letter of appointment, will be to "coordinate AWB plans and policies with those of the NAB."

## Seek Applications For WNYC Program Position

(Continued from Page 1)

annually. Duties involve the scheduling of programs and arranging for remote broadcasts. At the present time, both jobs are being filled by provisional appointment.

Applicants for the position of assistant program director will be graded on oral and written examinations plus their background in radio. Detailed information is available at the Civil Service Commission, 96 Duane Street.

## Say FCC Asks NARBA For Superpower In U. S.

(Continued from Page 1)

neither at the FCC nor the State Department, and it was difficult to tell what the source of the report was.

The State Department is to circulate the United States proposals for the new North American Regional Agreement to other participating nations some time this month, it is said.

## Summer Hiatus Planned For Hallmark Players

Original plans to continue "Hallmark Playhouse" throughout the summer months without "name" players have been abandoned in favor of a hiatus to begin after June 2nd program.

Narrator-host James Hilton, producer-director Dee Engelbach and music director Lyn Murray have scheduled some mountain climbing stunts during the interlude before returning with the show the first week in September.

## Bob Siegel To U. S. Tele

Bob Siegel, formerly program director of WGYN-FM in New York City, has transferred his activities to the United States Television Mfg. Corp., where he is currently engaged in advertising and sales promotion.



## "Hey, Mom, we're hungry!"

These new-born robins want just one thing — food. And they're doing all they know how to satisfy their hunger by letting their mama hear about it.

Lots of advertisers are getting a little hungry these days, too — hungry for profitable sales. And lots of them are doing the smartest thing they can in Baltimore by telling their story on W-I-T-H, the BIG independent with the BIG audience.

For W-I-T-H is the bargain buy in this rich market. It regularly delivers more listeners-per-dollar than any other station in town. And that means that a LITTLE money does a BIG job on W-I-T-H.

You ought to hear the whole W-I-T-H story. Call in your Headley-Reed man and let him tell it to you today.



# W-I-T-H

Baltimore 3, Maryland

TOM TINSLEY, President  
Represented by Headley-Reed

**KGW and KGW-FM**  
PORTLAND, OREGON

COMPLETE SCHEDULE  
SIMULTANEOUS SERVICE

REPRESENTED NATIONALLY BY EDWARD PERRY & CO.

## AGENCIES

**McCANN-ERICKSON** San Juan office, under the direction of Sherwin Helms, has taken the initiative in forming an advertising association in Puerto Rico entitled "Asociacion Publicitaria de Puerto Rico," to be made up of advertising agencies and representatives of the larger commercial firms on the Island. The object of the new association is to improve advertising in Puerto Rico and to work in closer harmony with the various advertising media by sharing mutually in various advertising studies and marketing surveys. Alberto Pillado, assistant manager of McCann's San Juan branch, was elected president of the new association at the initial meeting.

**NATIONAL BISCUIT COMPANY** is planning to spend more than \$250,000 during July and August to plug Ritz crackers and iced tea. Radio, magazines and posters will be used in the campaign which is being laid out jointly with the Tea Bureau.

**JAMCO COMPANY**, manufacturing chemists, will use radio, newspapers and direct mail in a drive for Dentammo, ammoniated tooth powder.

**FRED WOOD**, general manager of WWBZ, Vineland, N. J. announces the appointment of Continental Radio Sales as national sales representatives.

### Add Dance Band Leaders To Reviewing Stand Panel

Benny Goodman and Dick Jurgens, dance band leaders, have been added to the panel which will discuss "What Is Happening to Music in America?" on the Northwestern University's Reviewing Stand over the Mutual network next Sunday, from 10:30 to 11:00 a.m., CDST. Others who will participate will be Louis G. LaMair, president of the American Music Conference; Josephine Antoine, soprano, and Dr. Rudolf Ganz, conductor, pianist and music educator. Program is being staged as a feature of National Music Week.

### Public Utilities Firm Sponsors WHLI Program

Hempstead, N. Y.—The Long Island Lighting Co. and its two subsidiaries, the Queens Borough Gas & Electric Co. and the Nassau & Suffolk Lighting Co., have begun sponsorship of a daily quarter-hour musical and historical show, "This is Long Island," over WHLI.

The contract, which marks the first time that the utility company has sponsored a radio program, was handled by Joseph A. Lenn, v-p in charge of sales at WHLI, and Kenneth R. Walters, advertising manager of the power company.

# Electronic Progress Forecast By Sarnoff In Annual Report

(Continued from Page 1)

is bright," he continued. It is continually gaining in popularity with the public, and as a new industry, it is one of the safeguards against a serious economic recession for it promises to be a vital factor in the nation's economy.

#### Discounts 'Talent Raids'

Turning to the operation of National Broadcasting Company, the RCA chairman took cognizance of recent reports of "talent raids" on the networks. He said:

"Doubtless you have read of recent 'talent raids' on NBC. We could have matched the millions involved in such skyrocket bidding had we been indifferent to the interest of our stockholders, artists and clients.

"We believe that time will show there is no profit to the network, the sponsor or the artist in the purchase of over-priced talent packages. Commercial program costs must be measured by what radio is able to deliver to advertising sponsors. According to recent trade reports, some of the so-called 'assets' purchased in these talent raids already are dwindling.

"Leadership," Sarnoff said, "built over the years on a foundation of solid service cannot be snatched overnight by buying a few high-priced comedians. Leadership is not a laughing matter."

#### Defines NBC Policy

Defining the policy of NBC, General Sarnoff declared that "it has been and continues to be to provide the highest variety of entertainment and the best informational, cultural and educational programs. At the same time, we seek to maintain program costs at an economical level that will pay off to the advertiser, the affiliated station and the network. This means the constant production and addition of new, high quality, dynamic programs; the encouragement of new talent, new program ideas, and new personalities. In all these respects your company intends to lead, not to trail, competition."

#### Sees Keener Competition

While General Sarnoff does not view the 1949 business picture with alarm, he anticipates that competition will be keener this year. On this point, he said: "In the return to more normal business conditions where the law of supply and demand is in operation, to a buyer's market in which competition is keener—it is clear that 1949 will be a more difficult year than 1948."

Figures for the first quarter of 1949 released yesterday by General

Sarnoff showed a substantial increase in business over the same period last year. The consolidated gross income of RCA during that quarter—January, February and March of 1949—amounted to \$92,327,827, compared with \$88,053,297 for the same period last year.

During this quarter, profit before Federal income taxes amounted to \$9,804,083. After providing \$3,872,000 for taxes, the net profit for the quarter amounted to \$5,932,083, compared with \$5,764,498 for the same quarter last year.

After providing for preferred dividends, earnings per common share were 37.1 cents, compared with 35.8 cents per share for the same quarter in 1948.

#### Sees Radio Not Doomed

General Sarnoff doesn't see radio doomed by the advent of television. He said:

"The radio industry is particularly fortunate in being closely allied with science and invention. This alliance always holds the promise of new products and new services. Scientific research is as vital a function in the RCA manufacturing and broadcasting. Radio has been, and will continue to be, a broad field for new developments and expansion. Even in this day of television, we believe that we are only on the threshold, for radio is still a fertile field for invention, discovery and progress."

#### 'Displays' for Stockholders

The 30th annual stockholders meeting yesterday was a colorful one. Attractive displays of RCA merchandise lined the halls approaching the studio and live models were used when the latest types of RCA receivers were demonstrated in room-like settings. Demonstrations of NBC television transmission were also included and at one point large screen theater television was displayed.



SARNOFF

## COMING and GOING

OSCAR KATZ, Columbia network's director of research; ROBERT HUDSON, director of education and opinion broadcasts, and LEON LEVINE, director of discussion broadcasts, are en route to Columbus, Ohio, where they'll attend the 19th Institute for Education by Radio to be held at the Deshler-Wallick Hotel.

DON CAMERON, of CJAD, Montreal, disc jockey on the Canadian counterpart of WNEW's "Make Believe Ball Room," has arrived in New York for a short visit. He will return to Canada tomorrow.

MARY PHELAN, radio and stage vocalist, off to Chicago, where tomorrow she will open an engagement at the Empire Room of the Palmer House.

JAMES CLARK, account executive for CBS is visiting WRVA, Richmond, Va., on station and network business.

FRANCIS H. HOGE, JR., vice-president in charge of sales at United States Television Mfg. Corp., is in Atlantic City on a business trip. From there, he plans to go on to Baltimore.

ROBERT Q. LEWIS, comic heard on CBS, on Friday will go up to Syracuse to be guest at the annual Spring Festival of Syracuse University.

VAUGHN MONROE and the members of his CBS program company are preparing to leave for Troy, N. Y. They'll broadcast next Saturday's show from the campus of R. P. I.

### Stork News

Henry Cooke and Hugh Downs, Chicago NBC announcers, have been passing out cigars. On April 21 Mr. and Mrs. Cooke celebrated the birth of a daughter, Margaret Ann, at the Evanston, Ill., Hospital; and on April 26 Deirdre Lynn Downs was born to the wife of Hugh Downs at St. Elizabeth Hospital, Chicago.

### New BPS Members

Seven additional stations have signed with Broadcasters Program Syndicate, a cooperative group directed by Bruce Bells & Associates. New members include KSWO, Lawton, Okla.; WIP, Philadelphia; WBBW, Youngstown, Ohio; KSOO, Sioux Falls, S. D.; CJAV, Port Alberni, British Columbia; KXIT, Dalhart, Tex.; WPAY, Portsmouth, Ohio.

Among the Most Performed Songs!

# CABARET

8 RECORDINGS ON ALL MAJOR LABELS!

DUCHESS MUSIC CORPORATION  
A BMI AFFILIATE



**ARE YOU POURING IT ON  
IN THE RIGHT PLACES  
ON THE PACIFIC COAST?**

**I**N THE HOTTEST sales territory in the country (the Pacific Coast), be sure you're pouring it on in the right places. Be sure your network is Don Lee, the only network with enough stations to get your sales message across in 45 important markets.

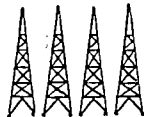
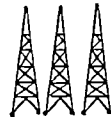


Mountains up to 15,000 feet high surround many Pacific Coast markets and make long-range broadcasting unreliable. Don Lee, with 45 stations, broadcasts *from within* the buying markets, where people listen to their own *local* network station rather than to out-of-town or distant ones.

Advertisers with complete market distribution use the network that gives them complete market penetration to match. One of these is Miles California Company, now in its 16th year on the Don Lee

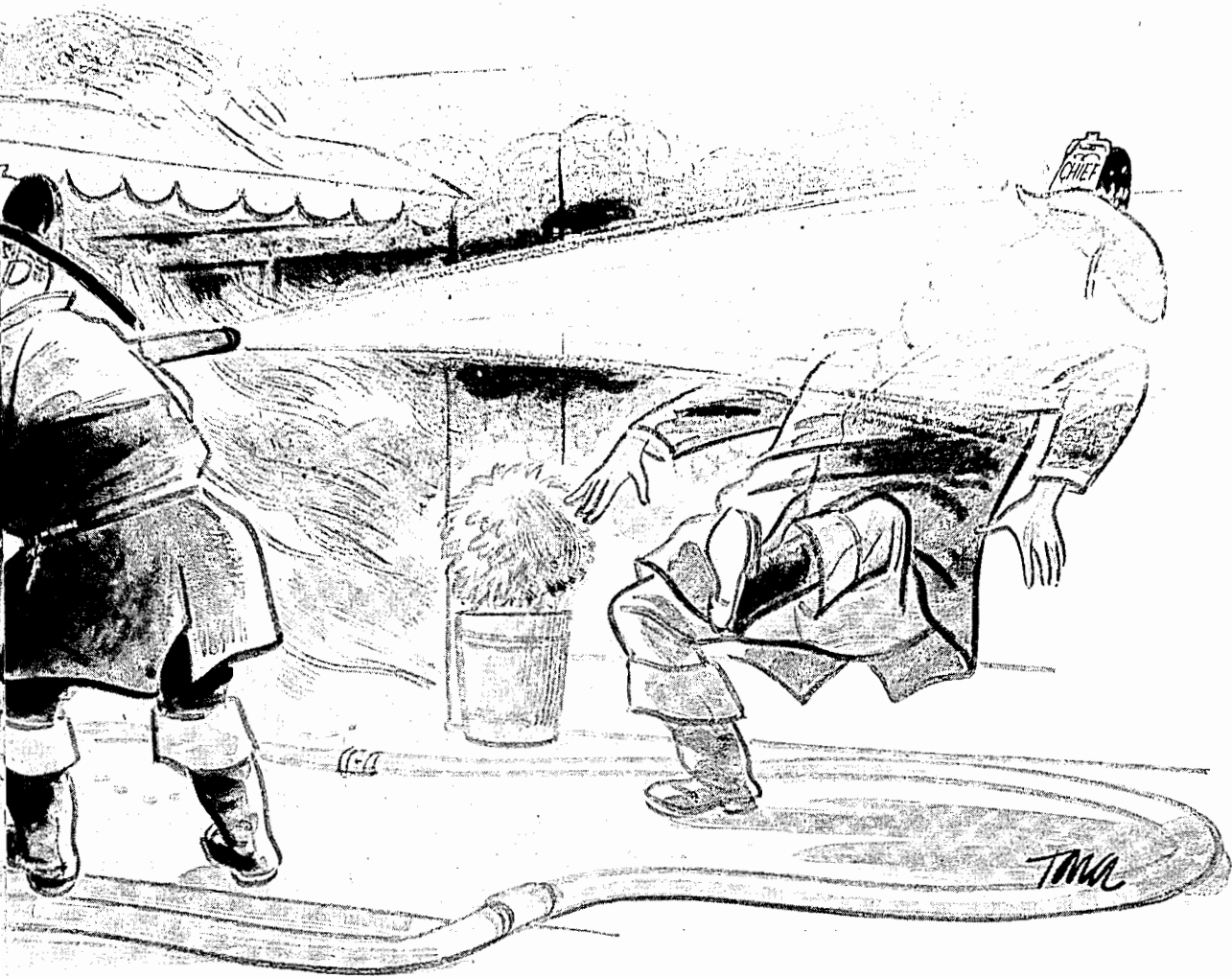
LEWIS ALLEN WEISS, *President* WILLET H. BROWN, *Exec. Vice-Pres.* • WARD D. INGRIM, *Director of Advertising*  
1313 NORTH VINE STREET, HOLLYWOOD 28, CALIFORNIA • *Represented Nationally by* JOHN BLAIR & COMPANY



**Of the 45 Major Pacific Coast Cities**

<p><b>ONLY 10</b> have stations of all 4 networks</p> 	<p><b>3</b> have Don Lee and 2 other network stations</p> 	<p><b>6</b> have Don Lee and 1 other network station</p> 	<p><b>26</b> have Don Lee and <b>NO</b> other network station</p> 
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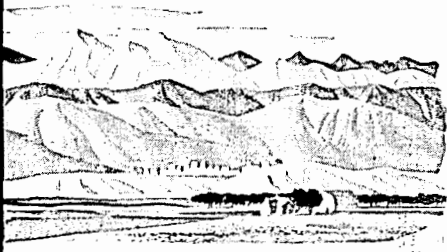
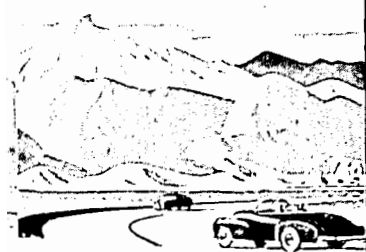


Network with the Alka-Seltzer Newspaper of the Air. Make your Pacific Coast advertising pay off with more sales by pouring it on in the right places: the 45 important markets delivered by Don Lee.

**Don Lee Stations On Parade: KORE—EUGENE, OREGON**

Eugene is the bustling trade center of Lane County, which, with retail sales in excess of \$87 million, is Oregon's largest market outside of Portland. The "First Station in Oregon's Second Market," KORE has been on the air continuously since 1927 and is the only station in the area serving both Eugene and Springfield with fulltime offices and studios. 45 network stations offer 45—and more!—opportunities for local dealer promotions when you buy Don Lee to cover the Pacific Coast.

*The Nation's Greatest Regional Network*



## SAN FRANCISCO

By NOEL CORBETT

**MILT SAMUEL**, Young & Rubicam press head has returned to Hollywood after beating a path through every news outlet in town (including some which the local pa's don't know about). Milt is an erstwhile KGO-KPO-NBC-Blue-ABC publicist who started talking up KGO twenty odd years ago when that station worked out of two rooms in the St. Francis Hotel.

Bill Shea, onetime NBC publicity man and Chronicle reporter, now represents Adolph Wendland's long list of give-away stuff in the Bay Area.

Now that Bill Baldwin has definitely decided to cast his lot Hollywood-way, speculation along Radio Row is just who will take his place as the town's leading disc jockey. Bill incidentally will commute to Pleasanton (a few miles from Frisco) for his Sunday Dude Ranch Show. After all, a commercial's a commercial.

The Wiere Bros. (They were with Hope and Crosby in "Road to Rio") helped Garry Moore pep up KGO-TV's initial telecast from the Golden Gate. Video can use more of their nonsensical patter.

ABC v-ps Robert E. Kintner, Robert Hincley and Frank Marx, with Frank Samuels, ABC coast head and publicity director Earl Mullin, along with Gayle V. Grubb, ABC's top man here, were introduced May 4 over KPIX in a special welcoming to KGO-TV program.

Robert E. Hansen has been appointed program director of KSFO, succeeding Keith Kerby who recently resigned.

Here 'n' There . . . Ken Langley, local AFRA actor commutes to Hollywood regularly for Lux and other film town emanations . . . Myron Elges, KCBS sales mgr. is in the market for a new car. He likes the Ford, but confides he might settle for a DeSoto . . . KPIX will carry CBS television programs. The first is "The Fred Waring Show" telecast Sunday nights . . . H. Rudy Gontha, rep of the Federal Radio Network of Indonesia, is here to study American Radio, and KFRC's Dink Templeton has him in tow . . . Dink, who coached track at Stanford for many a year spoke at a rally at that college last week.

### Wedding Bells

Jeanne Olsen, of the television department at Batten, Barton, Durstine & Osborn, was married Saturday, April 23, to Edward J. Remusat, of Decca Records.

### OFFICE SPACE FOR RENT RADIO CITY VICINITY

Desirable 1- and 2-room offices with telephone switchboard service on 4th floor  
**ABBEY HOTEL**  
151 W. 51st St. New York City  
Phone: Circle 6-9400



### Mainly About Manhattan . . . !

● ● ● Gen'l Sarnoff, asked at the stockholders' meeting yesterday what truth there was to the report about changes in NBC's exec staff, retorted that if there were any changes contemplated, he knows nothing about it. . . . Out-of-work actors in H'wood, who collect relief checks, refer to their status as being with Earl Warren Productions. . . . Toni hopes to come up with a big sex appeal guy via their new "That Wonderful Man" stanza they're preeming on CBS-TV next month. . . . Love Earl Wilson's crack about democracy being wonderful. Once every Italian wanted to be Mussolini—now he just wants to be Rossellini. . . . NBC still hasn't decided what to use for payoffs on its upcoming give-away—prizes or actual cash. . . . International Harvester to sink a wad of money in spot radio re their price cuts on refrigerators. . . . Ted Husing has turned his magic touch to songwriting. It's tagged "Swing Low, the Moon," with melody by Joel Herron. . . . Wonder what would happen if someone replied to Dunninger that he HAD met him before. . . . Ted Steele and his wife, Doris, are going the Mr. & Mrs. stanzas one better. Not only are they introducing their two young daughters on the program—but they're putting their respective mothers-in-law on as well. A regular Mr. and Mrs. and Mrs. and Mrs. program.

★ ★ ★ ★

● ● ● George Jessel wanted Milton Berle for the lead in his remake of "Having Wonderful Time," which he's titled "Moon Over the Catskills," but Berle won't leave his teleshow. Phil Silvers, who may get the nod instead, used to be a Catskill social director at Ma Holder's Youngs Gap where many other stars (Garson Kanin, Dore Schary, Henny Youngman, etc.) got their start.

★ ★ ★ ★

● ● ● AROUND TOWN: In order to combat the increasing inroads of TV, execs of the four major radio nets are banding together to prepare a huge promotion campaign on the advantages of AM and FM radio. . . . Al Bernie's "Let's Play Games" switching to Sat. p.m. on Mutual. . . . CBS' "Life with Luigi" close to a sponsor deal and if it's set will move into Wed. nights next fall following Bing Crosby. . . . Colgate-Palmolive-Peet readying new soap opera for 3:30 slot on CBS. . . . Judy Canova taping her shows through June so she can take off on personal appearance tour. . . . So many horror shows on the air, points out Winnie Garrett, they oughta be called 'chiller-cycles'. . . . Movie man Bill Gargan in town to tie up details for a new TV'er in which he'll star. . . . Lena Horne rating \$8500 per at the Blackstone in Chi when she opens on the 14th. . . . Takes more than two weeks for "Stop the Music" researchers to track down one mystery melody. They've already created a 2-year backlog. . . . Willie Bryant and Ray Carroll (the WHOMsome twosome) present a juke box to the Holmes P.A.L. Center tonight. These lads are knocking themselves out for this worthy outfit. . . . Bill Harrington, who was just signed to replace Sinatra on the "Hit Parade," was a staff singer for WLW with Doris Day just a few short years ago. Doris hasn't done badly either.

★ ★ ★ ★

● ● ● MAIN STREET SEEN-ery: Backstage at the Fulton, Madeleine Carroll autographing her picture for a disabled vet—the same photo she gave him in a French hospital where the medics didn't think he'd make it. . . . Kate Murtagh, the Glass Hat-traction, feeding sugar to a mountie's nag outside of Sardi's. . . . Dr. Gaylord Hauser, sans Garbo, dining at Le Chambord with Jessica Dragonette. . . . Ginger Rogers and Richard Conte a cozy twosome at Tony's Cafe Trouville.

★ ★ ★ ★

## The Mailbag

### Rehabilitation Series

The Federal Security Agency Office of Vocational Rehabilitation has just produced a transcript containing eight public service announcements. Bill Stern, J. Falkenburg and Tex McCrary, P. Whiteman, William L. Shirer, D. Pearson, Al Capp, Kate Smith, Lawrence Spivak of *Meet the People* make the announcements.

These people donated their time for the announcements, which are designed to tell employers and the public why it's good business to employ handicapped men and women who have been rehabilitated through State-Federal vocational rehabilitation services for disabled civilians.

The announcements are open to local tie-in with vocational rehabilitation agencies. Overall broadcast time is 60 to 75 seconds.

The transcription is available to all radio stations free of cost for State Divisions of Vocational Rehabilitation (usually located in State's capital city) or through the Office of Vocational Rehabilitation, Federal Security Agency, Washington, D. C. A second series of public service announcements is in production.

We will greatly appreciate *RADIO DAILY* carrying a notice of the above in the earliest possible issue.

Sincerely yours,  
W. Oliver Kincaannon  
Chief, Information Service  
Federal Security Agency  
Washington, D. C.

### WNEW Will Dramatize 1st Anniversary Of Israel

WNEW will mark the first anniversary of the State of Israel with a live dramatization, "Year of Dainty," starring Melvyn Douglas, including a specially-recorded message from Israeli president Chaim Weizmann, May 8, 5-5:30 p.m.

The story was written by S. Selden, WNEW script editor, with research done by Henry Morgenthau, III, assistant program director. Jack Grogan, the station's production manager, will direct the dramatization. Max Helfman, authority on Jewish music, has scored traditional themes for the show.

1906 **Henri** 1949  
CONFISEUR  
**FRENCH RESTAURANT**  
LUNCHEON from \$2.00  
DINNER from \$3.00  
COCKTAIL BAR  
*Famous French Candies*  
15 East 52nd St.  
AIR CONDITIONED

# TELEVISION DAILY

Continuation of RADIO DAILY, Wednesday, May 4, 1949 — TELEVISION DAILY is fully protected by register and copyright

## DU MONT PLANNING OPERA SERIES

### TELE TOPICS

IN THE PAST FEW MONTHS, "People's Platform," on CBS, has been attempting to utilize more fully the possibilities of the medium through the presentation of a brief documentary, at the beginning of the show outlining the background of the issue to be discussed. Mainly this has made the program more interesting to watch, but if it has not been completely successful, it is only because current affairs topics cannot be adequately covered in such a short time. It is amazing, however, how much information they manage to cram into less than 15 minutes. Another gimmick is the posing of questions to the participants by a well-known man-on-the-street. These are filmed in advance and smoothly worked with the live production. . . . Remainder of the show is occupied by discussion between two experts with not too divergent viewpoints on the subject. Seldom at the extremes of any subject covered is seldom does the discussion become heated. Latter is due mainly to time restrictions, as moderator Quincy Howe usually cuts off debate to throw an anchor question on film. . . . Program is produced by Robert Allison and directed by Fred Rickey.

**PLAN TO HELP** stimulate production of TV films in New York through financing of audition reels in a manner similar to the procedure followed in Hollywood by indie producers was unveiled yesterday by Les Hafner & Co., controllers of Grand Stages, Inc. Hafner said that his company is working in cooperation with indie producers would split the cost of production films and help market the finished program, in return for a 50 per cent interest in the show. Packages, Hafner said, would be subject to approval of script, cast and cast. . . . Dr. Sydney Hooper, head of The Pulse, will speak at the American Marketing Association luncheon tomorrow at the Shelburne, while Dr. Hooper will unveil his first network ratings on Friday at a special press conference.

**A VICTOR** has decided not to take the 8-9 p.m. Wednesday seg on NBC. Majority of the top agencies are expected to kinescope shows on the West Coast for network use because of the quality of the film, according to Dr. Boyd, who queried the agencies on behalf of Hollywood packagers. Most, however, said that if quality is improved there should be no objection to the planned budget and other vital matters being satisfactory. . . . Procter & Gamble has begun work on its second series of commercials, through Compton agency. Advertising is being done by Special Purposes Films, Inc. . . . Latest switch from NBC to CBS involves several TV directors.

### Color Video In UHF Still Far Off—Sarnoff

Predicting that it would be some years before electronic color television will be developed in the ultra high frequencies, Brig. General David Sarnoff of Radio Corporation of America told RCA stockholders yesterday that there was no indication that receivers of the 1949 design will be obsolete in the near future.

General Sarnoff's comments on color TV and set obsolescence came when stockholders sought answers to questions from the floor. Most of the questions, predicated on trade rumors, followed a showing of RCA television receivers and demonstration of transmission.

"Two years ago during the black and white-color controversy I predicted it would be five years before electronic color television would be developed," Gen Sarnoff said. "Now I believe it will be more than three years before color arrives."

The RCA board chairman said that the future of color rests in the experimentation to be conducted in the ultra high frequencies. He added that little is known about the upper spectrum now and until the UHF channels have been charted color television will not be practical.

#### Spikes Obsolescence Rumors

On the subject of receiver obsolescence, Gen. Sarnoff declared:

"In recent months you have probably read some of the dire predictions about quick obsolescence of television receivers. Many facts have been omitted. No one need hesitate to buy a present-day type of television receiver, for there is no indication that receivers of 1949 design will become obsolete in the future;

### Hollywood's TV Fear Bars Pic Promotion

(Continued from Page 1)  
video set owners would have a harmful effect upon the boxoffice. He disagrees with this attitude, pointing out several of the smaller companies and independent producers have utilized television with advantageous results.

Most of the major studios not only ban the appearance of screen personalities upon television but extend the barrier to non-players as well, Boyd said. Paramount recently denied permission to Edith Head, designer, and Jay Livingstone and Ray Evans, songsmiths, to appear on tele programs, and have not permitted appearances on their wholly-owned subsidiary K T L A, according to Boyd.

Sole exception among the majors in using tele as a promotion medium thus far is Universal. The studio has consistently made tailored material available for shows about Hollywood, but refuses to permit contract players to appear on live shows.

Boyd believes the ban will end eventually, but only after the studios are made aware of video's exploitation value for their players and product.

It is interesting to note that RCA Victor television receivers, first introduced to the public in 1939, are still in use and give satisfaction, although more than 10 years have passed.

Engineers of RCA present at the stockholders meeting said that electronic color experimentation is still progressing at the Princeton labs. They confirmed the Sarnoff statement that the future of color rests in the UHF band.

### Mozart To Menotti In Wide-Scope Group Of 57

DuMont's television network will offer soon a live series of 57 grand operas being specially tailored for 50-minute TV programs, it was announced yesterday by Mortimer W. Loewi, director of the network. Programs will be produced at DuMont's Adelphi Playhouse.

Web has bought full rights to the operas produced for video by the HRH Television Features Corp., New York production firm. Gustave Haenschen is president of the corporation.

Each opera will be telecast in English with authentic costumes and settings. No date has been set for the premiere performance.

#### Composers Listed

Artists scheduled to appear in the series come from the Metropolitan Opera Association, the New York City Opera Association, the Chicago Opera, and the Detroit Light Opera. Among the operas being readied for production are works of Mozart, Verdi, Donizetti, Offenbach, Bizet, and others. Modern composers include Menotti, Strauss, Gianinni, Britten, and Arthur Benjamin.

DuMont plans to telecast one opera each week and has rights to such programs to last for more than a year. According to HRH Television Features, careful cutting of the full operas will eliminate unimportant and sometimes tiresome parts of the score but all important music will be retained.

Haenschen and two other partners who are the principals in HRH Television Features have worked for two years to build a series of operatic programs for the masses via television. Since the beginning of radio, Haenschen has directed many of the most popular programs on the air.

Paul Rosen is general production director of HRH and believed to be one of the world's youngest opera producers. He is a former student at Columbia and Western Reserve and has produced operas in English throughout the midwest as well as jazz concerts at New York's Carnegie and Town Halls.

Delores Hayward is HRH's talent director.

### NBC Promotes Jenkins

Cleveland—Appointment of Joseph A. Jenkins as manager of WNBX was announced yesterday. Program director since February 14, Jenkins succeeds Charles C. Bevis, Jr., who has been named director of O. & O. stations for NBC-TV.

## Press-Time Paragraphs

### WCAU-TV Announces New Rate Card

Philadelphia—Rate increase to \$450 per class A hour was announced yesterday by WCAU-TV. New rate card, the station's third, is based on an increase in receivers of 130 per cent, from 65,000 when the previous card was issued Sept. 1, 1948 to the present total of 150,000. Commercial manager Alex Rosenman said present advertisers would be protected until Oct. 31.

### CBC Appoints Regional TV Coordinator

Montreal—Dr. Augustin Frigon, CBC general manager, announced appointment of Alphonse Ouimet, assistant chief engineer, of CBC, as TV coordinator for Newfoundland during "preliminary stages preceding actual television operations in Canada." William F. Galgay, former general manager of the Broadcasting Corp. of Newfoundland was named regional representative.

## USSR Extends 'Jam' To Europe's Signals

(Continued from Page 1)  
are using a quantity of German equipment developed during the Hitler regime for jamming foreign broadcasts.

The State Department protested that jamming has been going on within the USSR for more than a year, and that official protests to Moscow have brought no improve-

### Jamming Sample

*An actual recording, made at the American embassy at Moscow, demonstrating how the Russians are "jamming" the Voice of America broadcasts, was played on "Mutual News-reel," yesterday, 6:45 p.m. George V. Allen, Assistant Secretary of State, explained via tape recording the "interference" methods currently employed by Russia.*

ment. Last week, it continued, "a new wholesale and particularly intensive jamming campaign was undertaken again from the Soviet Union, which interferes not only with U.S. relay transmitters in Europe but also with originating transmitters operating within the United States."

The Voice of America has begun to pierce the Soviet jamming blockade which for the last 10 days has attempted to blot out American broadcasts beamed to Russian listeners. This was announced here yesterday by George V. Allen, Assistant Secretary of State for Public Affairs. Allen, in New York to consult with "Voice" officials about the intensive jamming campaign which began April 24, issued the following statement:

"The Voice of America has succeeded partially in overcoming the concerted effort of Soviet jamming transmitters to prevent the Russian people from hearing our Russian-language broadcasts. Despite jamming by an estimated 60 transmitters, our broadcasts to the Soviet Union, now on a 24-hour, round-the-clock basis, could be heard yesterday for two periods, one of two hours and the other of 30 minutes.

"The partial success in breaking through the jamming curtain was due in part to technical facilities developed by Voice of America engineers. The new devices serve to multiply the effective signal of the 'Voice,' with some small sacrifice in tonal quality. The Voice of America will continue its 24-hour Russian-language schedule and will utilize all other methods at its command in a determined effort to break through the jamming blockade."

### Davis To Be Honored

Elmer Davis, ABC commentator, will receive a special award from the University of Missouri on May 8 during the University's 40th annual Journalism Week celebration.

## COAST-TO-COAST

**Meston Editor Network Programs**  
Hollywood, Calif.—John Meston, CBS western division editor, has been appointed editor of network programs. His appointment becomes effective May 15, when he replaces John Dunkel who resigns at that time to finish a novel and play now in preparation.

### Mickel With MBS Outlet

Durham, N. C. — A. E. (Bill) Mickel arrived recently at WHHT to take over his new duties with the one-kilowatt MBS outlet. They had more than the welcome mat out for him. His way was blocked by miscellaneous office furniture until painters had finished giving the new general manager's office the new look. Mickel has been active in broadcasting since 1924 and has served with stations in the midwest, southwest and northeast.

### Farm Station's First Birthday

Wadena, Minn.—On May 1st, Minnesota's only full-time farm radio station, KWAD, celebrated its first year of broadcasting. Celebration was in the manner of a special program heard at 3:30 p.m. that day when the past year was reviewed and future plans disclosed to listeners.

### WIMA Has Open House

Lima, Ohio — Mutual affiliate WIMA held a week-long open house celebration and to start the festivities, Mutual's Dick "Two Ton" Baker originated his net show April 25th from WIMA's studios before a group of 30 station clients. Baker headlined the WIMA Radio Revue from South Auditorium during the same evening before an audience of 1,500, supported by station staff, talent and music majors from nearby Bluffton College. Studios were open to public from 2 to 5 and from 7 to 9.

### Richfield Oil Plans Co-op Radio Campaign

B. N. Pollak, sales promotion manager of Richfield Oil Corporation of New York, announced yesterday the inauguration of a co-operative advertising plan for independent Richfield Distributors.

Under the new plan, Richfield will reimburse its distributors for one-half of the cost of local newspaper and radio advertising in 1949. Distributors are free to select their own newspaper and radio programs and will make their own contracts locally, with the company supplying newspaper mats and commercials without charge.

The 1949 Richfield 50-50 Advertising Plan was explained privately to all Richfield Distributors at a series of closed meetings held in Boston, Philadelphia and Syracuse last week. The plan will be in effect throughout all Richfield Oil Corporation of New York's marketing territory.

### WNLK Installing Second Tower

Norwalk, Conn.—Work has commenced on WNLK's second tower installation, which is required for nighttime broadcasting. Completion on the installation is expected around July 1st. The purpose of the nighttime installation is to directionalize the station's powerful signal and keep it from interfering with other stations on same frequency, such as WORK in York, Pa.

### "Parent" Program On WHAT

Philadelphia—WHAT recently inaugurated the first in a series of programs for the planned parenthood association of Philadelphia. The program is entitled "Planned Parenthood on the Air" and will be heard each Friday presenting human interest stories and information for parents.

### "Labor Mediator" On WCKY

Cincinnati, Ohio—This is the story of a fair spring day and a desire to go fishing. During the "Are You Blue" portion of Bill Dawes "Make Believe Ballroom" heard on WCKY devoted to listeners who feel depressed, out of sorts, etc., call was received from one Robert Young, delicatessen employee who aired the complaint. Another listener, customer of Stang's delicatessen, where Young is employed told Mr. Stang—Result: Young got the afternoon off to go fishing!

### The Weitzels On WJBK

Detroit, Mich.—Detroit's only Mr. & Mrs. radio team, Tony and Dorothy Weitzel, returned to the airwaves on May 2nd via WJBK. The team was inaugurated in 1946 and will now be heard Monday, Wednesday and Friday from 10:05 to 10:30 a.m. in a streamlined version of their informal chatter, gossip and interviews.

### Operatic Series Planned For TV Presentation

Five famous operas streamlined for video in half-hour adaptations by Rene Maison, for ten years under contract to the Metropolitan Opera Company, will be auditioned this week for ad-agency and network executives by television's first repertory operatic stock company, according to Sherling Oliver, package-producer, who is offering this attraction for sponsorship.

#### All in English

Operas thus far readied in the series include "Faust," to be auditioned first, "Cavalleria Rusticana," "Romeo and Juliet," "Rigoletto," and "Don Giovanni." Each will be sung in English, and general policy will be to present the operas in costume with appropriate sets, except where they lend themselves to modern dress. Maison's adaptations provide complete story instead of excerpts, thus assuring essential musical value and plot structure.

## Webs, Stations Plan Religious Pickups

(Continued from Page 1)

Baird, will conduct the "Columbus Church of the Air" on May 22, 10 a.m., EDT, over CBS. Dr. Griswold will review the "Highlights" of assembly over NBC, May 25, 11 p.m., EDT. A panel discussion "What Can I Do About the War Situation?" will be carried coast coast by ABC, May 22, 11:15 p.m. EDT. All three network shows originate and be carried by their filiates, i.e., WGR (CBS), WF (NBC), and WKBW (ABC).

The Rural Radio Network (E) and its affiliate, WFNF, Wethersfield, N. Y., have scheduled a roundup of assembly activities May 21, 5:55 p.m. and a special program, "Religion on the College Campus," to be presented by the Westminster Foundations, May 21, 7 p.m.

WBEN-TV has been supplied the Presbyterian Church with a film drama, "Salt of the Earth," produced by the United Luthera Church. The religious film will be televised by the Buffalo station May 22, 4-4:45 p.m., in connection with the Presbyterian meetings.

Other stations scheduled to carry special programs in connection with the assembly meetings are: WE WXRA, WWOL, and WBNY. Approximately 40 different programs have been arranged to-date, with additional schedules still under consideration. The shows range from music and drama to individual panel discussions and services from various Buffalo churches.

## Newspapermen To Debate On Forum Of The A

Radio will be utilized for the first time by the Society of Silurians when Mutual's "Forum of the A" will originate from the 51st semi-annual session of the veteran newspapermen's organization, The New York Athletic Club, May 16, 10 p.m. EDT.

The Silurians, whose active members must have at least 25 years experience as New York "working" newspapermen, will participate in the from-the-floor, question-answer session on the broadcast. Debaters on the topic, "Can Don't Ant Air Power Give Us Security?" will be one of the Silurians, Col. Ernest Dupuy, former War Department public relations chief, and Mr. Alexander de Seversky.

### Decca Dividend

Consolidated net earnings of Decca Records, Inc. for the quarter ended March 31, 1949 amounted to \$2,098, after provision of \$171,673 for income taxes. This equals 36 cents per share on 776,650 shares of capital stock outstanding at the end of the quarter and compares with net earnings of \$388,399, or 50 cents per share, in the corresponding period of 1948.



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 47, NO. 25

NEW YORK, THURSDAY, MAY 5, 1949

TEN CENTS

## 1,000 TO REGISTER FOR OSU INSTITUTE

### Re-Appoint Webster As Member Of FCC

Washington Bureau of *RADIO DAILY*  
 Washington — President Truman yesterday sent to the Senate the name of Edward Mount Webster for re-appointment to the FCC, calling upon the Senate to confirm the 60-year-old former Coast Guard communications chief for a full seven-year term. Webster was named to the Commission March 7, 1947, to serve out the unexpired term of the former chairman, Paul A. Porter, which ends June 30 of this year. Webster, listed as an "independent," is not expected to have difficulty winning Senate confirmation.

A native of Washington, D. C.,  
 (Continued on Page 5)

### Plans European Tour For Program Background

Pauline Frederick, ABC commentator, will leave on a two weeks tour of Europe tomorrow, for the purpose of gaining background for her new series of news commentaries which will be launched on ABC, Monday through Friday, 8:50 to 9 a.m., starting June 6. Miss Frederick will travel on U. S. military aircraft and will leave from Westover Air Base in Massachusetts on Friday. Her first stop will be Frankfurt, Germany.

### AVCO-Rule Replacement Draws CBS Comment

CBS told the FCC yesterday it will be happy to see the AVCO rule pass into discard, but that the proposed new rules requiring advertising of all applications for substantial changes in existing licenses

(Continued on Page 8)

**Visitors**

Two hundred U.S. Senators and Representatives will be guests of the "Clubs Service Band of America" broadcast in the NBC studios tomorrow night at 8:00 p.m., EDT. Before the broadcast the visiting lawmakers will be guests at a buffet dinner which will be served in the Rainbow Room atop the RCA Building at Radio City.

### National FM Network Reported Organizing

Washington—Preliminary plans are being made by a group of FM broadcasters to establish a national FM network in the fall, according to reports. If the plans develop it is probable that the Continental FM network operating in the East will be first group of stations to join the proposed web.

### Radio-TV Gets Slice Of Crosley Budget

The current combined advertising budget of Avco Manufacturing Corp. and its distributors totals about \$9,500,000, of which between \$800,000 and \$1,000,000 may be channelled into the radio and television media, it was announced by William Bles, Avco v-p and general sales manager of the Crosley Division, at yesterday's press preview of five new Crosley television receivers at the Plaza Hotel.

Approximately \$3,500,000 of the  
 (Continued on Page 3)

### Video's "Superficiality" Criticized By Educator

Schenectady, N. Y.—"The curse of the visually superficial in picture-papers, movies and television" is one of the main threats to clear thinking by young people about international affairs, Dr. Harold A. Larrabee, head of the Social studies division at Union College, charged

(Continued on Page 3)

## Eight Major Reasons Given To Back AM In TV Turmoil

Syracuse, N. Y. — Eight major reasons why AM radio will continue indefinitely were revealed yesterday by Charles Hull Wolfe, radio and television research executive with BBD&O, who said "I cannot find facts or figures to support predictions that radio will be dead in three to five years."

Wolfe, author of the recently published "Modern Radio Advertising," was a featured speaker at the An-

## 18th Institute For Education By Radio Gets Underway Today At Ohio State University In Columbus

### Army Radio Budget Goes To Gardner Co.

Washington Bureau of *RADIO DAILY*  
 Washington—The Army and Air force announced yesterday that the Gardner Agency, St. Louis, has been retained for another year to handle recruiting advertising for the two services. Budget is expected to approximate two million dollars in the year beginning July 1, compared with estimated expenditure of \$3,500,000 in the fiscal year now coming to a close.

### JWV 'All Star Show' Plans Gets N. Y. Station Support

Transcribed one-minute jingle-announcement platters, publicizing the "All Star Show" of the Dept. of New York, Jewish War Veterans of the U.S.A., at Madison Square Garden, May 18, have been distributed to all New York stations, it has been announced by Walter

(Continued on Page 2)

### FCC Petitions Court To Drop WJBW Matter

Washington Bureau of *RADIO DAILY*  
 Washington—The FCC yesterday advised the Supreme Court that there is no reason for that body to accept jurisdiction in the appeal of

(Continued on Page 2)

(By Staff Correspondent, *RADIO DAILY*)  
 Columbus — Approximately 1,000 leaders in educational and commercial radio are expected to register for the 18th annual Institute for Education by Radio, sponsored by Ohio State University, which opens here today. It is anticipated that an additional 500 men and women from stations and

(Continued on Page 8)

### Godfrey's \$258,450 Tops CBS Pay Scale

Highest paid employe at CBS for the year 1948 was Arthur Godfrey, who received \$258,450 for his services as a radio artist, according to the network's annual report filed with the Securities Exchange Commission. In addition, Arthur Godfrey Productions received \$123,623 from CBS for program services and another \$58,440 for royalties earned from sales of records.

Second highest remuneration at  
 (Continued on Page 3)

### Defense Group Hits Adv.: NAB's Willard In Rebuttal

Chicago — NAB's vice-president, Jess Willard, told the Chicago Radio Management Club and the Chicago Federated Advertising Club yesterday at a luncheon meeting that the

(Continued on Page 5)

**Public Service**

Medford, Wis.—WIGM is sponsoring a tree planting project on vacant land adjacent to their studios in Medford. Two hundred fifty elm trees were purchased from nursery stock by the MBS station and an additional 500 white spruce seedlings were furnished by Trees for Tomorrow, an organization interested in reforestation in central Wisconsin.



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JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : Business Manager

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WEST COAST OFFICES  
At Steen, Manager

6425 Hollywood Blvd. Phone: Gladstone 8436

WASHINGTON BUREAU

Andrew H. Oler, Chief 6417 Dahlgren Rd.  
Phone: Wisconsin 3271

CHICAGO BUREAU

Nat Green  
Suite 905 139 No. Clark St.  
Phone: State 2-2332

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

FINANCIAL

(May 4)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	7 1/4	7	7 1/4	+ 3/8
Admiral Corp.	17 3/4	17 5/8	17 3/4	+ 1/8
Am. Tel. & Tel.	143 1/4	143	143 1/8	- 1/8
Farnsworth T. & R.	1 1/8	1	1	0
Gen. Electric	37 7/8	37 1/4	37 7/8	+ 5/8
Philco	27 1/4	26 3/8	27 1/4	+ 5/8
RCA Common	12 1/8	12	12 1/8	+ 1/4
Stewart-Warner	12 3/8	12 1/4	12 3/8	+ 1/8
Westinghouse	23	22 3/4	23	+ 1/8
Westinghouse pfd.	93 1/2	93	93 1/2	+ 1/2
Zenith Radio	27 1/2	27 1/4	27 1/2	+ 1/8

NEW YORK CURB EXCHANGE

	Bid	Asked
Hazeltine Corp.	13	13
OVER THE COUNTER		
DuMont Lab.	14	15
Stromberg-Carlson	11 1/2	13
U. S. Television	1/2	3/4
WCAO (Baltimore)	20	
WJR (Detroit)	7 1/2	8

Tincher Named President Of So. Dakota Broadcasters' s

Sioux Falls—Robert Tincher, vice president and manager of WNAX, Yankton, S. D., was elected president of the South Dakota Broadcasters Association at a meeting held here last week. He succeeds A. A. Fahy, former vice president and manager of KABR, Aberdeen. Other officers elected are Robert Dean, KOTC, Rapid City, vice president and Irving Merrill, KUSD, University of South Dakota, secretary-treasurer.

**OFFICE SPACE FOR RENT**  
RADIO CITY VICINITY  
Desirable 1- and 2-room offices with telephone switchboard service on 4th floor  
**ABBEY HOTEL**  
151 W. 51st St. New York City  
Phone: Circle 6-9400

★ COMING AND GOING ★

**GEORGE NIXON**, manager of engineering development in New York for NBC, and **E. DUDLEY GOODEAL**, of the engineering department, leave today for Lancaster, Pa., where they'll visit the RCA tube plant.

**RICHARD PACK**, director of publicity and special events at WNEW, leaving for Columbus, Ohio, to attend OSU's Institute for Education by Radio. On Saturday he'll participate in the session on "How Educators Can Use Radio Effectively."

**DENNIS JAMES**, video star, on Saturday will go up to Poughkeepsie to address the annual Sports Trophy Dinner for International Business Machines employees at the IBM Country Club. He'll also be in there swinging during the afternoon golf tournament.

**CHESTER RACKEY**, manager of audio-video engineering in New York for NBC, left yesterday on a business trip to Cleveland and Chicago. He'll inspect television operations in those cities.

**K. L. STEVENS**, co-starred on "Junior Miss" over CBS, has returned to the West Coast following six days in New York.

**ELSIE DICK**, director of education and children's programs for Mutual, and **DOROTHY KEMBLE**, director of continuity acceptance, leaving for Ohio to attend the meeting of the Institute for Education by Radio. Miss Dick will participate in several panels. Miss Kemble will address the Business and Professional Women's Club of Columbus.

**D. L. PROVOST**, program manager of WNBC, will leave over the week-end for a two-week holiday in Bermuda.

**WILLIAM ELWELL**, manager of program operations for WCBS, is vacationing with his parents in Freedonia, N. Y.

**ROBERT STONE** and **KOLIN HAGER**, of Sasc, left yesterday for Ohio State University in Columbus. They'll attend the annual Institute for Education by Radio.

New Sales Feature Added To TBS Plan

Ray Green, executive vice-president of the Transcription Broadcasting System, yesterday announced an additional feature of the sales program of the ET service which now includes 142 radio stations. TBS now guarantees, he stated, that if any member station has not sold one of its 8 3/4 hours of TBS programs after 120 days of membership, the network will send a salesman into the territory and keep him there until all of the shows are sold. This arrangement, he continued, is being written into all contracts being signed with new stations.

FCC Petitions Court To Drop WJBW Matter

(Continued from Page 1)  
**Charles C. Carlson** from an FCC order revoking his license to WJBW, New Orleans, and assigning his power and frequency to his ex-wife, Louise Carlson. The Commission earlier was upheld in this action by the U. S. Circuit Court of Appeals.

There is no new question of law involved, the Commission said. Carlson had been found by the Commission to be guilty of 118 separate violations of the Communications Act over a period of six years, it was pointed out, and Carlson conceded during the previous litigation that most of the charged violations occurred.

CBS Dividend

CBS board of directors declared a cash dividend of 35 cents per share on its Class A and Class B stock. Dividend is payable on June 3, 1949, to stockholders of record at the close of business on May 20, 1949.

Backfire

Network song favorites published in RADIO DAILY May 3 inadvertently omitted one song in the "Second Group." Title is "I Didn't Know the Gun Was Loaded." Lewis is the publisher.

JWV 'All Star Show' Gets Station Support

(Continued from Page 1)  
Kaner, publicity director for the veterans organization. Milton Berle and New York Daily News columnist Ed Sullivan will be presented with 1949 Jewish War Veterans Awards at the benefit performance. Berle will be honored as "the year's outstanding performer" for his humanitarian activities and Sullivan for "his untiring efforts in the field of journalism to aid hospitalized veterans and in terfaith programs."

Arrangements have been made for 1,200 hospitalized veterans to witness the performance of scores of Hollywood and Broadway stars. Some of these stars have already and others will, appear in local radio and TV shows with special plugs for the JWV show. Station-break announcements, which were sent out two weeks ago in mimeographed forms, are currently being used. WEVD will broadcast the 10 p.m. midnight portion of the show. The transcribed platters, delivered yesterday, consist of announcements by Arthur Godfrey, Kate Smith, Jinx Falkenburg and Martin Block and jingles rendered by the Song Spinners.

Bakery Co. Buys Time On Zeke Manners Program

Hollywood—Sale of five quarter-hours a week of "Music in the Zeke Manners" over the ABC Pacific coast network to the Langendorf United Bakeries, Inc., of San Francisco, was announced yesterday at ABC headquarters here. The purchase by Langendorf of the 7:30 to 7:45 a.m., period makes the Manners' show a sellout.

Secrets of Love



This pussycat is pretty lavish with her affections for her pal the puppy dog. And she looks for all the world as if she's whispering sweet secrets into his receptive ear.

Let us whisper a great big fact about Baltimore radio into your ear. The big bargain buy for low-cost sales is W-I-T-H. Yes, sir! W-I-T-H delivers a BIG audience to you at LOW cost!

W-I-T-H regularly provides more listeners-per-dollar than any other station in town. That's why you can do so MUCH on W-I-T-H for so LITTLE money.

So if you're in the market for low-cost results from radio in Baltimore, call in your Headley-Reed man today and get the full W-I-T-H story.

**W.I.T.H.**  
AM Baltimore, Md. FM  
Tom Tinsley, President • Represented by Headley-Reed

## Radio-TV Gets Slice Of Crosley Budget

(Continued from Page 1)

total budget will be borne by the distributors with the manufacturer bending the greater portion. It was pointed out that the greatest part of the advertising expenditure would go to newspapers on the grounds that Avco "believes in point-of-sale advertising."

Avco v-p John Craig pointed out, however, that the company has not set any plans for allotting specific portions of the advertising budget for radio or any other medium. "We keep our advertising flexible to meet changing market conditions," he added.

Officials for both Avco and its New York area distributor, the Crosley Distributing Corp., reported record sales, with business prospects for the remainder of the year excellent even though conditions would become "tougher" as the market returns to normal. Bert Cole, v-p and general manager of the Crosley Distributing Corp., announced that the combined sales volume of radio and television during the first four months of the 1949 fiscal year were up 400 per cent over the same period of last year. Even though sales of ranges and freezers have fallen off, he said, the total sales volume of his company was more than double than that of the same period last year.

"For the past five months, Crosley Distributing Corp. has delivered almost \$1,000,000 per month in television alone," Cole declared. "With the five new television models being shown here today, this record volume should be surpassed in June."

### New 16-Inch TV Model

The 16-inch "Master Showman" console, providing a total picture area of 142 square inches and featuring complete FM reception, is one of five new TV receivers at the three-day showing at the Hotel Plaza. The suggested price list is \$569.95 plus federal tax.

The other models shown for the first time included a new two-door console with 12½-inch direct-view picture tube, complete AM and FM radio reception and three-speed automatic phonograph; a table model with 12½-inch picture tube and independent FM tuning; and two new console receivers with 10-inch picture tubes and dual television-FM radio reception.

## Meston Named Editor

John Meston, CBS western division editor, has been named editor of network programs, Hollywood, effective May 15. He replaces John Dunkel who is resigning to complete work on a new novel and play.

## WWRL Skeds Fritzi Scheff

Fritzi Scheff, stage star in the original Victor Herbert operettas, will make one of her rare personal radio appearances on WWRL's "Viennese Music Preferred," May 9, 11:30 p.m.-midnight.

## Eight Major Reasons Given To Back AM In TV Turmoil

(Continued from Page 1)

the odds are in favor of radio because its economy advantage compared with television will be even more pronounced. He added: "Radio first became a major factor in advertising as a low-cost medium and will continue to win favor in the cost-conscious postwar period for economy reasons. It should prove superior to TV on a cost-per-listener basis even if not on a cost-per-sale basis."

### Cites Rise In Budgets

For AM broadcasters who are fearful of losing out to video, Wolfe had this to say: "Even though television will take advertising revenue from radio on a percentage basis this does not necessarily mean that radio will lose drastically in actual billing since total advertising expenditures in the U. S. continue to grow."

Wolfe said that from the viewpoint of AM broadcasters who want to stay in business despite TV's encroachments, the new medium is like a great flood. "First the television flood will fill the valleys, then it will cover higher and higher hills, until finally it reaches its maximum level." The BBD&O exec added: "Everything will be covered except for the tall mountains and the AM stations built on those mountains will survive."

To build on such a foundation and withstand the TV onslaught, Wolfe said AM stations must offer certain advantages to listeners and advertisers which video cannot provide;

## Video's "Superficiality" Criticized By Educator

(Continued from Page 1)

yesterday at the fifth annual foreign affairs conference sponsored by the Schenectady League of Women Voters and the Union College International Relations Club.

He told a meeting of high school students that "television seems likely to populate our society with people who have seen everything, but who have understood nothing. Students confuse 'seeing a picture of Tito' with achieving a real understanding of Balkan politics."

### Sees Lecture Important

Dr. Larrabee admitted that visual education is "a fine thing" when it supplements the understanding achieved by the study of books and discussions. But the "visually superficial and exciting has come to take the place of the hard work demanded by the lecture and the printed page.

"Pictorial essays, with a little fine print at the bottom of the page, are substituted for the tough meat of statistics. . . No subject is considered worth studying, even by looking at a few pictures, unless it brings in some unclad Hottentots or a gruesome brain operation in full color.

the AM outlet, he said, must provide greater physical coverage, greater advertising economy and a type of programming — including shows aimed directly at specific groups in the population—conceived to win audiences in the face of TV competition.

Here are some other points made by Wolfe in backing the future of AM radio:

(1) Sound alone is almost completely adequate for two basic types of radio programming—news and music. (2) There will always be some tradition minded radio advertisers who will prefer radio to TV simply because they have had successful experience in radio. (3) Radio by its very nature is an all-day and even all-night medium while TV is primarily an evening entertainment medium, secondarily an afternoon and morning device. (4) Television still must run a gruelling obstacle race before it is thoroughly established commercially. (5) Radio continues to improve—with better programs, more effective commercials, clearer reception (through FM) and the possibility of sight-plus-sound without television (through facsimile).

## Godfrey's \$258,450 Tops CBS Pay Scale

(Continued from Page 1)

CBS last year (for officers, directors and employees) went to Frank Stanton, president, who got a total of \$109,798. This included a bonus or share of profits amounting to \$39,702. Stanton was the only officer receiving a bonus in excess of \$30,000.

### John Rood King Third

The third highest income went to John Reed King who collected \$95,795 as a radio artist.

Remunerations exceeding \$20,000 during the year paid directly or indirectly to persons other than employees included the following:

For Program Services: Lowell Thomas \$420,300; Tom Howard \$213,751; Frank Cooper Associates \$165,275; William S. Todman and Mark Goodson \$82,040; Ed Sullivan \$53,550; Wolfe Associates, Inc. \$53,427; William Todman \$32,312; Mark Goodson \$31,862; Patricia Carrington Productions \$23,400; Martin Gosch Productions \$22,424; VIP Service, Inc. \$20,947.

### Paid Well For Surveys

For listener surveys CBS paid Broadcast Measurement Bureau \$44,013. C. E. Hooper collected \$51,206 and A. C. Nielsen received \$135,938. Paul Kesten got \$25,000 as a consultant.

## Up to 42% Savings on your Recording Costs!

By The Sensational New **COLUMBIA**

Ⓛp Microgroove Method

See How You Save!

- \*Substantially Lower Cost Per Record
- \*More Program Time Per 12" Disc Than On Present 16" Record
- 12" Record Plays 20 Minutes, each side
- 10" Plays 13 Minutes, each side.

Full Columbia Transcription Quality Maintained Throughout.

CALL, WRITE, WIRE FOR FULL DETAILS!

*Columbia Transcriptions*

A Division of Columbia Records, Inc. Ⓞ

Trade Marks "Columbia" and Ⓞ Reg. U. S. Pat. Off. Marcas Registradas Ⓞ Trade Mark

Los Angeles: 8723 Alden Drive Bradshaw 2-5411	New York: 799 Seventh Avenue Circle 5-7300	Chicago: Wrigley Building 410 North Michigan Ave. Whitehall 6000
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## LOS ANGELES

By AL STEEN

JACQUES GRINIEFF is dickering for the screen rights to the CBS program, "Life With Luigi," starring J. Carrol Naish, who also would play the top role in the picture. Production is slated for Summer, if deal is consummated.

Larry Finley is in Chicago to close deals on his "Smiths of Hollywood" and "Diary of Fate," 15-minute transcribed serials.

Two film studios are flirting with CBS' "Crime Photographer" as a motion picture property.

It now looks as though ABC won't launch its KECA-TV station until next Fall. A June start had been scheduled.

"Lum and Abner" may do one television show a month starting in the Fall, in addition to their CBS Sunday stint.

Pamela Herbert, daughter of F. Hugh Herbert, becomes the bride of Joseph Lawrence Kaufman on Sept. 10.

Reed Browning is the new announcer on "Breakfast in Hollywood," replacing Carl Pierce, who will devote his full attention to production.

Gordon Levoy has signed Teleplay Productions and Ace Pictures to produce the 26 video subjects which General Television Enterprises is to produce for Procter & Gamble.

Citizens National Trust and Savings Bank is sponsoring the 13-week series of filmed concerts by the Vienna Philharmonic Orchestra over KTTV. The series started Monday.

Judy Canova will tape her NBC programs scheduled for June in order to be free for personal appearances in the East.

KTTV starts General Eisenhower's "Crusade in Europe" on Sunday. In other areas, the video program will be on ABC.

John Meston becomes editor of network programs for CBS on May 15, replacing John Dunkel, who is resigning on that date.

Michael Watson, KMPC account executive, has been passing out cigars for the usual reason. It's a baby girl named April Gay.

Virginia Maley, former society editor of the Evansville, Ind., Courier and editor of "College," has joined the publicity and promotion department of KFI and KFI-TV. Allan Bruce has joined the art department of the same outlets.

Eddy Howard is whipping up a new half-hour audience participation musical show, "Sing and Be Happy" for Fall entry on a network.



## Windy City Wordage . . . !

• • • "Meet Your Match," new WGN-Mutual quiz show, makes its debut this week with Tom ("Ladies Be Seated") Moore as quizmaster. The program will originate from the WGN studios each Thursday from 8 to 8:30 p.m., CDST, will be fed to the Mutual

## Chicago

network and heard transcribed over WGN from 9:30 to 10 p.m. . . . Jack L. Cooper, disc jockey, emcee, actor, and former newspaper editor, moved into the emcee spot on WENR-TV's "Happy Pappy" show last week-end. Cooper is heard 40 hours a week over various Chicago stations. . . . Charlie Agnew, trumpet virtuoso who toured his own band for many years, has joined the music staff of WBBM. . . . Jim McGuinn, local publicist, back in Chicago after doing a publicity job in St. Augustine, Florida. . . . Bob Hansen, news editor of KTRI, Sioux City, Iowa, has been appointed program director to succeed Shel Singer, who resigned.

★ ★ ★ ★

• • • Several Chicagoland FM stations, notably WEAW of Evanston, Ill., have been doing a bangup job of programming that has won them a rapidly growing listening audience. The results are showing in the large number of commercial accounts they have garnered. The proposed association of 10 local FM stations is expected to result in improved programming and promotion for all.

★ ★ ★ ★

• • • General Mills, Inc., which has been sponsoring the first 15-minute segment of ABC's "Breakfast Club" since August 16, 1948, has renewed for 52 weeks, effective May 30, over 239 ABC stations. . . . "Professor Quiz," WBBM Saturday night show, begins a summer hiatus after the May 28 broadcast, and expects to be back in the fall. . . . Carl Greyson, recently associated with WSM, Nashville, has joined the WGN announcing staff. . . . Jim Ameche Productions placed their "Story Telling Time" series with WOW and WFTW, Fort Wayne, Ind., under sponsorship of a Fort Wayne firm. . . . First television press conference in history, according to John H. Norton, Jr., vice-president of ABC in charge of the midwest offices, was set for Tuesday of this week for a preview showing of ABC's "Crusade In Europe" television program, which debuts on the ABC video network today (May 5). . . . NBC Chicago producer Bob Wamboldt is in New York for a series of talent auditions.

★ ★ ★ ★

• • • Jim Hurlbut, NBC newsman, believes in getting first-hand experience for his human interest stories. At various times he has clowned in the circus ring, filled the role of dishwasher in a cafe kitchen, and done sundry other jobs to get the "feel" of them. Last week Jim got a job as a super in the opera "Rigoletto"—a non-speaking part in which he portrayed a medieval soldier—and got through it without splitting his tights, which hadn't been designed for a man of his heft.

★ ★ ★ ★

• • • Sherry Spring, secretary to Everett Holles, WBBM news editor, is directing a modern version of the comedy "A School for Scandal," to be presented in Oak Park May 12, 13 and 14 by the Posiades Playhouse. Assisting in production and design is Barbara Mastrud of the WBBM program department. . . . Two hundred five-foot Puncho clowns are to be awarded viewers of ABC-TV's "Super Circus" in a letter-writing contest.

★ ★ ★ ★

## PROMOTION

## WBAL Aids Campaign

More than \$20,000 was raised for the American Cancer Society's campaign in Maryland last Saturday when WBAL and WBAL-TV held an all-day radio and television auction. One hundred and nine items, including three 1949 automobiles were auctioned off during the day, with Nick Campofreda, WBAL star, acting as master of ceremonies.

Professional auctioneers, models, local entertainers and George P. Mahoney, chairman of the Cancer Drive, combined efforts with Campofreda in making the sale a success. Actual auctioneering started with the commencement of the day's television program at noon and continued until early Sunday morning.

Sixty-four items still remain to be sold and WBAL and WBAL-TV will devote another hour starting at 4:00 p.m., tomorrow in order to dispose of them. The \$20,000 raised for cancer Saturday was entirely separate from the \$50,000 WBAL-TV raised for the Cancer Fund in conjunction with the Milton Berle marathon show.

## New WPJB Program

Using jovial Ed Pearson's birthday, as the kick-off day, WPJB, the FM station of the Providence Journal Company, Providence, Rhode Island, inaugurated an "Uncle Eddie Club" program in the 5:15-5:30 p.m. slot Monday thru Saturday.

Rhode Island youngsters have become staunch supporters of Uncle Eddie Pearson in the months he has been reading the Journal-Bulletin funnies; and the Uncle Eddie Club is an outgrowth of the interest shown in this program.

Colorful buttons are appearing all over Rhode Island, witnessing membership in the "Uncle Eddie Club," and each member receives a membership card, entitling him to share in special events and other benefits.

## SELL OR EXCHANGE

Eight bedroom, four bath country home, all city conveniences and scenic acreage in Connecticut near Pawling for smaller shorefront property New Haven to Guilford. Or sell closest offer to \$30,000. Box 238, RADIO DAILY, 1501 Broadway, N. Y. C.

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



# BEHIND THE MIKE

**ISHEL PIASTRO**, conductor and violin virtuoso currently heard on CBS Sundays for Longines-Tennauer Watch Co. and weekday nights over WOR, has been signed an exclusive contract with Concert Management Division of Alpha Music Inc., (BMI affiliate). Piastro will make transcriptions and records as well as go on a nationwide concert tour under the Alpha aegis.

**Ferry Strong**, WENX disc jockey and singing star June Christy entertaining patients at Walter Reed Army Medical Center.

**Fortune Pope's WHOM** wrapping plenty of new business. A N. Y. Stock Exchange brokerage house recently bought time for a regular series in Italian. Now Modern Industrial Bank has just come in with Sunday night Jewish news series featuring Arnold Jaffe.

**Stan Freeman** guesting on NBC's "Fun at the Piano."

**Nat King Cole** and his trio into New York City this week.

**Frankie Laine** begins his one-nighter at theater tour next month which takes him throughout the east and mid-west.

**At Garrison's actress Meg Mundy** using a waiter to hum "Sunday, Mundy and Always."

**Television Row** talking about the great job Charlie Prince, Norman Jackburn's assistant, is doing at WC-TV.

**Georgia Gibbs** headlines the opening show of the season (Decoration week-end) at the Steel Pier in Atlantic City.

**Realtor Walter Shirley** readying intensive radio drive for his Mastic Acres Realty Development after several years absence.

**WWRW**, disc jockey, Fred Barr, gathering bios of platter stars for a tome to be called "This Waxy World."

**Tom Kennedy** representing Jack Brworh for television.

**The Dick Mooneys** have moved to Westport, Conn., the plutocrats.

## Howard Signed By CBS

**Cy Howard**, producer-creator of "My Friend Irma" and "Life With Luigi" on CBS, has been signed to a new long-term contract. Hubbell Robinson, Jr., vice-president in charge of programs at CBS, announced yesterday. Under terms of the contract, which contains exclusive rights in both radio and television, Howard will continue to produce his two current shows on the west coast and develop other CBS properties.

## Webster Re-Appointed Commission Member

(Continued from Page 1)

Webster is a graduate of the U. S. Coast Guard Academy. He retired from the Coast Guard in 1923, was recalled to active duty until 1934, and then recalled again during the last war. He joined the FCC's engineering staff in 1938 and served as assistant chief engineer for a time.

The appointment retains the Commission's political balance, with Chairman Coy and Commissioner's Hennock and Walker Democrats, and Commissioner's Hyde, Sterling and Jones, Republicans.

### Congress Favorable

Congressional reaction to the re-appointment was favorable, with Webster being praised by Chairman Edwin C. Johnson of the Senate Interstate Commerce Committee as "an excellent man."

For many years Webster has been active in co-ordinating communications activities within the Government and is one of the original members of the inter-department radio advisory committee. He has assisted the State Department in preparing for 16 international conferences dealing with all phases of communications, most of which he attended as a representative of the United States by designation of the President or by the Secretary of State.

### Wide Technical Knowledge

Because of his knowledge of maritime problems, Commissioner Webster was a member of a technical committee created by the Senate in 1935 to investigate the "Morro Castle" and "Mohawk" steamship disasters. As a result of that inquiry, he drafted legislation which placed in operation the radio provisions of the international convention for the safety of life at sea.

## "Mike" Huber Appointed New KTRI Manager

E. J. "Mike" Huber, commercial manager of KTRI, Sioux City, Iowa, has been appointed general manager to succeed Dietrich Dirks who has disposed of his interest in KTRI to operate a new station in that city. Mr. Huber, before going to Sioux City last December, was general manager of WGIL, Galesburg, Illinois. Previous to that a partner in Schoenfeld, Huber & Green, Chicago advertising agency; before that advertising and sales promotion manager of the American Broadcasting Company. Prior to going with ABC he was with BBD&O, and for many years assistant advertising manager of the Kellogg Company, Battle Creek, Michigan.

### Wedding Bells

Carol Cross of ABC's station relations department will be married to James T. Leftwich on Saturday, May 7, in St. Luke's Church Montclair, N. J. Her fiancee is with Marsh and McLennan of New York City. Following a honeymoon in Bermuda, they will set up residence in New York City.

## Defense Group Hits Advg.; NAB's Willard In Rebuttal

(Continued from Page 1)

Advertising Council is "a new weapon in the arsenal of democracy." He said it was strange that the military still need to be educated to the value of advertising — "The spark plug of our American economic system."

Willard said this misunderstanding was "shockingly spotlighted" in the recent proposed statement of the joint Army-Navy audit co-ordinating committee, which would have disallowed all advertising expense except employment ads and necessary public notice as a proper cost of doing business with the government in "cost-plus" contracts. He added that the military men sometimes "forget that such a principle enunciated by Government lends authenticity to the current Communist propaganda line that advertising is 'an economic waste'—added to the cost of the product—and 'a burden upon the purchaser and taxpayer alike'—a party line aimed directly at the destruction of the American economic system—the only real barrier to Marxist domination in all the world."

### Wedding Bells

Janet Wallum, daughter of Jack Wallum, manager of CBS Playhouse No. 3, will be married to Kenneth Kilar of Eastern Airlines, Saturday, May 7, at the Epiphany Church, Cliffside, N. J.

# AGENCIES

**HENDRIK BOORAEM** will join McCann-Erickson, Inc., as executive radio producer on Monday, May 9, it has been announced by Lloyd O. Coulter, vice-president in charge of radio and television.

**WALKER GRAHAM** has joined Geyer, Newell & Ganger, Inc., in Detroit as the Nash Motors account executive, H. W. Newell, executive vice-president, has announced. Graham was formerly associated with Grant Advertising, Inc., in Detroit, where he was copy chief and account executive on Plymouth and other accounts. During the last war, he served as a lieutenant in the U. S. Naval Reserve and saw active service in the Pacific.

**McCann-Erickson** Buenos Aires Office has been appointed by Georg Jensen, S.R.L., of that city to handle the advertising of Georg Jensen Danish silverware, porcelain, crystalware, etc.

**JACK C. GRIFFIN** will join the Chicago office of Sherman & Marquette May 15, as account executive for their newly-acquired client, Oscar Mayer & Co. For the last four years Griffin has been a sales and marketing executive with Booz, Allen & Hamilton, prominent firm of management consultants. He previously was with Wilson & Co.

# Amsberry

To catch Pacific Northwest listeners at an early hour, let Bob Amsberry tell your story on KEX's popular "Early Bird Program" . . . 6:00 to 6:45 AM Mondays thru Saturdays.

To catch Pacific Northwest listeners at an early age, hire Bob and his "Squirrel Cage" at 4:30 PM weekdays . . . the sensational juvenile show of the year. Heavy mail-pull proves that kids and their parents consider this show tops! Whatever type of listeners you want, count on KEX for a program that really reaches them. Check Eldon Campbell at KEX, or Free & Peters.

**50,000 WATTS  
ABC AFFILIATE  
PORTLAND, ORE.**

# KEX

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

**RCA INSTITUTES, INC.**

The oldest and recognized as one of the leading Radio Schools in America, offers its specially-trained Radio and Television technicians to the Broadcast Industry.

Our graduates have  
1st Class Telephone License.  
We solicit your inquiry.  
Address Placement Manager,  
RCA INSTITUTES, Inc.  
850 W. 4th Street, New York 14, N. Y.

PLUG TUNES

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

On Records  
 A SENSATIONAL BANG!  
**"I DIDN'T KNOW THE GUN WAS LOADED"**  
 LEWIS MUSIC PUB. CO., INC.  
 1600 Broadway 6406 Sunset Blvd.  
 New York City Hollywood, Cal.

On Records and Transcriptions  
**"HEY! MAMA"**  
 (He's Tryin' To Kiss Me)  
 ROYAL MUSIC CORP.  
 1587 Broadway New York, N. Y.

CABARET

DUCHESS MUSIC CORPORATION

IT'S A HIT IT'S A HIT IT'S A HIT  
 LOVE ME! LOVE ME! LOVE ME!  
 (Or Leave Me Alone)  
 COLUMBIA  
 M-G-M  
 CAPITOL  
 MERCURY  
 MERCURY  
 RCA VICTOR  
 LONDON  
 DECCA  
 MILLER MUSIC CORPORATION

WORDS AND MUSIC

By PINEY HERMAN

Musical Levy-athan...!

• • • The music dynasty, built by Lou Levy in the past decade, is proof indeed that a combination of hard work, vision, persistence and tenacity of purpose, applied with determined vigor and ingenuity, definitely pays . . . the Levy organization, consisting of Leeds Music Corp., Duchess Music Corp., Peter Maurice Ltd., Blossom Music, Am-Rus Editions and Pickwick Music, with a combined repertoire including operatic and classical selections, educational, folk, hillbilly, western, race and popular works, is today recognized all over the world as one of America's great music publishers . . . Levy is unique in that he doesn't worry about his own annual business turnover but rather, feels strongly that steps to improve the music industry as a whole would prove gainful to respective music firms and affiliated industries and that a united effort by music executives to find ways and means to develop music appreciation and national sympathies towards the Art of Music by the American people, would arrest the decrease in sales of music, records, etc. . . . Lou also feels that an organization such as ASCAP can render a great service to itself and the American songwriters by sponsoring about a dozen successful songwriting teams to entertain and conduct musical forums at Universities and Colleges. . . . Levy concluded his theorizing with the statement and we quote: "There is an enormous public relations job confronting the music industry if it is to thrive and the sooner concerned executives recognize and apply themselves to this task, the better." unquote. . . .

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• • • TIN PAN ALLEY OOPS:—Feist's smash hit of 1925, "Five Foot Two (Eyes of Blue), composed by Sam Lewis, Joe Young and Ray Henderson, is getting a revival by the Harry Link faction of the Big Three . . . with several major records already on the market, this ditty can't help but repeat. . . .  
 • Jester Music comes up with a timely and interesting number in "It's Summer Again," with words and music by Les Barry. . . .  
 • Sammy Fain and Bob Hilliard have been pacted to write the score for Walt Disney's forthcoming production, "Alice In Wonderland." . . .  
 • Aside to Eugene Thomas of WOIC: A talented young singer, currently in a Government job in Washington, is a great bet for TV . . . we told you first. . . .  
 • Harry Pearl, Mac Nieparent and Ben Ostrow, formerly with Ashley Music, have established their own music jobbing firm, Coronet Music Supply Co., and start operations next week with offices at 1585 B'way. . . .  
 • The New Mohawk Carpet series of NBTelecasts, starring Morton Downey and Roberta Quinlan respectively on alternate days, bowed in. . . . The Irish lark's tee-off Monday nite was a breezy and informal quarter-hour of songs and chatter with lovely Roberta Quinlan taking over Tuesday and maintaining the show's even pace, informal charm and listenable music. . . .  
 • Roy Harlow's BMI Newsletter to station program directors is chockful of helpful programming hints. . . .  
 • Lee Stewart is now Producer-Director of the three-hour Eddie Newman series aired daily over WPEN, Philadelphia. . . .

☆ ☆ ☆ ☆

• • • Parent-Teacher Associations, Safety Councils, P.A.L. units and Radio Stations throughout the country are doing a fine public-spirited service in promoting thoughts on safety for children . . . 9-year-old Richard Coleman, nephew of Maestro Emil Coleman, has an idea which can very well sound like music to millions of American Parents . . . Richard wants Mayors of large cities to approve the construction atop large apartment houses of playgrounds which would keep children off the streets . . . a brilliant suggestion which can and should be adopted. . . .

☆ ☆ ☆ ☆

• • • ON AND OFF THE RECORD:—Johnny Mercer, supported by the Starlighters and Paul Weston's Ork, turns out a mediocre platter of "Missouri Walking Preacher" backed with "Candy Kisses" . . . the latter side will get most of the deejay play.

PLUG TUNES

A H-I-T!  
**"A"—You're Adorable**  
 (The Alphabet Song)  
 LAUREL MUSIC CO.  
 1619 Broadway, New York 19, N. Y.

7  
 D  
 I  
 S  
 K  
 S  
 Tony Martin Says:  
**COMME CI, COMME CA**  
 (Come See, Come Sah)  
 LEEDS MUSIC CORPORATION

To You, You and You!  
**"MY BEST TO YOU"**  
 FORSTER MUSIC PUB., Inc.  
 1619 Broadway, New York 19, N. Y.  
 216 S. Wabash Avenue, Chicago 4, Ill.

A Great Ballad!  
**THEN I TURNED AND WALKED SLOWLY AWAY**  
 ADAMS, VEE & ABBOTT, Inc.  
 216 S. Wabash Avenue, Chicago 4, Ill.

**"JANIE and ME"**  
 by Thomas G. Meehan  
 JAMES MUSIC, Inc.  
 1650 Broadway Room 709 N. Y. C.  
 Solly Cohn, Mgr.

Open your program with  
**IT'S SUMMER AGAIN**  
 Be in spirit with the season  
 JESTER MUSIC CO.  
 Room 606  
 1674 Broadway New York 19, N. Y.

On Records and Transcriptions  
*The Lively and Sparkling*  
**"MADEMOISELLE HORTENSIA"**  
 RYTVOC, Inc., 1585 Broadway, N. Y.

# TELEVISION DAILY

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## THEATERS MAY GET NBC PROGRAMS

### TELE TOPICS

**AN UNUSAL FACULTY** is possessed by those who are able to captivate and entertain a large group of housewives by showing the women how to make fools of themselves. Strangely enough, the women present during such a demonstration enjoy themselves immensely and apparently so do those who can see the show at home. One of the foremost exponents of this strange art is Johnny Olsen, who conducts his "Rumpus Room" every morning on DuMont. From beginning to end of the half-hour stanza, Olsen has the 50 or 60 women who fill the studio each day in the palm of his hand. Aided by his wife, Penny, he conducts silly little contests and games, and offers orchids and household merchandise as prizes. He sings to them and sometimes has them sing, usually off key. All in all, everyone has a fine time. . . . An indication of the regard the women have for Olsen was seen on the program yesterday. Out of the blue, he asked the women for questions, any sort of questions, about anything. Some of the queries were: "Johnny, who dressed you this morning?"; "Are you and Penny married?"; "Who mends your socks?" In short, they love the guy. . . . Program is sponsored by Teldisco, Inc., through Elliott Nonas agency, and Olsen even had the gals help out with the commercials for DuM receivers. David Davis is director.

**AFTER A FUTILE SEARCH** for a replacement, Philip Morris has decided to string along with "Preview" for another 13 weeks. . . . Fred Coe is preparing a mystery series for NBC. He'll produce, but probably will turn directing chores over to Larry Schwab. . . . An error in credit listings here last week omitted Ray Nelson from the "Fashions on Parade" lineup. Nelson directs and stages the show. . . . Bill Lawrence opened at the Blue Angel last nite, joining another Talent Scouts winner, comic Will Jordan. Rose Murphy moves in next week. . . . Sunset Appliance, really enthused over Guy Lebow, has picked up the week-end tab for his "Sport of Call" stanza over WPIX. . . . Stromberg-Carlson's Rochester outlet has changed call letters from WHTM to WHAM-TV. Test pattern is on the air, commercial operation slated for June 11.

**TONY PROVOST**, program director of WNBC, says his Blue Cairn terrier drags a cushion into the playroom of the Provost home whenever the family gathers around the tele set. Seems the pooch doesn't like to sit on the linoleum floor. . . . General Baking has started time signals for Bond Bread on WNHC-TV, New Haven; WFIL-TV, Philadelphia, and WTTG, Washington. BDDGO is the agency. . . . 30th anniversary of Naval Aviation will be marked over ABC Sunday nite with a special film program on the history of the service.

### ABC's \$3,500,000 For H'wood TV Facilities

*West Coast Bureau, RADIO DAILY*  
Hollywood—ABC is spending \$3,500,000 on TV facilities here in Hollywood, executive vice-president Robert Kintner revealed at a press conference here. The old Vitagraph studios, recently acquired by the web, will be used as a film production center, and ABC's KIECA-TV, is slated to go on the air in August with a 50-hour weekly schedule, made up mainly of live shows.

#### May Sell to Prudential

The Vitagraph lot, Kintner said, probably will be sold by ABC to Prudential Insurance and leased by the net. Among the first shows to be filmed there will be "Bride and Groom," he added. The Hollywood installation is expected to be the web's largest, surpassing the New York setup, he said.

Kintner said also that flagship WJZ-TV will start daytime programming on May 17 and will be followed by WENR-TV, Chicago.

The web is in a good financial position, with billings up three per cent over last year, he said.

### Correction

New AT&T tariffs pending before the FCC do not call for a rate increase, as stated on this page Monday, but instead are intended "to clarify and amplify the provisions under which the company furnishes channels for television transmission," AT&T said.

## Change Entertainment Idea Of Video, Loewi Urges IER

Re-evaluation of the concept of tele so that the industry will emerge as "a motivating force, not merely an entertainment medium," was urged by Mortimer W. Loewi, director of the DuMont net, in an address today before the Institute For Education by Radio at Ohio State University.

"If we continue to think of television in the narrow confines of an entertainment medium, we do a grave injustice not only to



LOEWI

### Gordon To DuM

Max Gordon, well-known Broadway legit producer and writer, joins the DuMont web on May 9 as program consultant, it was revealed yesterday. Gordon, who has been associated with many outstanding plays including the current long-run hit "Born Yesterday," will continue his theater activities.

### L. A. Stations, Dealers Join In Set Sales Drive

Los Angeles—Local stations and the Southern California Radio and Electrical Appliance Association are cooperating in an industry-wide promotion to further the sale of TV receivers.

Theme of the campaign "Over 500,000 people are enjoying TV entertainment in Southern California. . . . Is your home a Television Home?" will be carried over the six operating stations in Los Angeles, and in other media during the month of May. Participating stations are KFI-TV, KLAC, KNBH, KTSL and KTTV.

The two objectives of the campaign are to point out that 112,000 families are already enjoying tele entertainment in order to boost sales of receivers in non-TV homes, and to indicate to advertisers that over 500,000 viewers offer an immediate market.

our industry, but to the viewers as well.

"Advertisers will soon learn the ever-increasing program costs for established Broadway-Hollywood names do not necessarily pay off in increased sales, and I believe we, the broadcasters, should guide the advertisers to a new appraisal of our great medium," he said.

Loewi said that there is present in TV "an apparent race among advertisers to see which can provide the most free entertainment for use in the home." This, he continued, "will lead to serious economic repercussions."

He added, "We are selling television short when entertainment is allowed to dominate the schedule to exclusion of a sales message."

### Denny Outlines Net Position In Note To TOA Chief

Three principal types of NBC-TV programs are potentially available for showing in theaters, it was revealed yesterday by Charles R. Denny, executive vice-president of the web, in an eight point letter to Gael Sullivan, executive director of Theater Owners of America, Inc.

Denny outlined the network's position, in answer to a letter from Sullivan, to assist the T.O.A. Television Committee in its planning for possible future theater televising of NBC programs.

The three types of programs mentioned by Denny were: 1) programs which NBC might build specially on order from the theaters for their primary use; 2) special event programs which form part of NBC's programming and are not normally sponsored, such as a Presidential inauguration or an important public address; and 3) NBC's regular programs which are sponsored or are carried on a sustaining basis.

Only the first category of programs, those which NBC might build on order from theaters, might be made available for exclusive theater use. In the other two categories, Denny explained, the broadcast use would be the primary use made of the material although where NBC controlled or could clear all rights, arrangements might be made in appropriate cases for simultaneous or subsequent showing in theaters.

### Burgin Named Prog. Mgr. For NBC-TV In Wash.

*Washington Bureau of RADIO DAILY*  
Washington — Appointment of Ralph L. Burgin, Jr., as program manager of NBC's Washington TV outlet, WNBW, was announced yesterday by NBC vice-president Frank M. Russell. Burgin, a former actor and announcer connected with WSJS, Winston-Salem, and WPTF, Raleigh, came to Washington in 1942 with NBC as a staff producer. He served as an Armed Forces station manager, then rejoined WRC in 1947.

He succeeds Charles Kelly, who resigned last month to become program director for the AM, FM and TV affiliates of ABC here.

### WNBT Sells Film Series

Macmillan Petroleum Corporation has signed a 13-week contract to sponsor WNBT's new "Roving Camera" series to debut Friday, May 6th, at 6:50-7:00 p.m. The agency for the program, a film series done in a pictorial magazine style, is Marketers Inc. of Hollywood.

## Ohio Radio Institute Gets Underway Today

(Continued from Page 1)  
universities will attend one or more of the panel meetings which will take place during the four-day conference session.

Television and its application to education will be one of the important subjects discussed during the conference, Dr. I. Keith Tyler, director, declared yesterday. He added that radio likewise will hold the interest of most of the educators with much emphasis being placed on programming.

An innovation this year, recommended by the National Advisory Committee, will be an Institute Discussion leader who will take part in each of the general sessions. He will be Prof. Kenneth Bartlett, Syracuse University, widely known in educational radio.

Bartlett's job will be to stimulate wider participation by the audiences, limit individual contributions to a "reasonable length," and try to hold the discussion to "relevant aspects" of the session topic. He will have the support of an official time-keeper.

### TV Interest Runs High

Discussion of various aspects of television promises to keep interest high in virtually all the meetings. The '49 Institute will attempt to bring in all media of mass communication for consideration at the general sessions.

The annual Institute dinner on Sunday also will be a little different than in former years. Toastmaster will be a distinguished new addition to the Ohio State University top administrative staff, Dr. Harlan H. Hatcher, now completing his first year as vice-president in charge of curriculum and administrative functions. Dr. Hatcher is the author of three novels and made a scholarly contribution in his study and writing on the work of Robert Browning.

Ohio State this academic year is celebrating its Diamond Jubilee and in that connection its alumni secretary, John B. Fullen, now in his 21st year, will speak briefly about the university. A past president of the American Alumni Council, Fullen is nationally-known as an interesting speaker.

Award of life memberships to the co-founders of the Institute, Congresswoman Frances Payne Bolton, and Dr. W. W. Charters, also will feature the annual dinner.

### Heads Canadian Group

Montreal—Allen B. Oxley has been elected chairman of the Canadian regional conference of the Institute of Radio Engineers, held at McGill University. The two-day convention brought together 120 radio engineers from many parts of Eastern Canada. Other officers are: Chester Soucy, vice-chairman, Henri Audet, secretary-treasurer. Retiring chairman was K. R. Patrick, O.B.E. The convention was arranged by a committee headed by Stanley Knights.

## Agenda Of Radio Institute

(FOUR GENERAL SESSIONS, MAY 5-8)

### — Today —

7:30 p.m.—THE FUTURE OF BROADCASTING: AM, FM, TV and FAX

Opening Address: Wayne Coy, FCC chairman  
Discussion—For AM, John W. Sinn, F. W. Ziv Co., New York; For TV, Commdr. Mortimer W. Loewi, Director DuMont Network; For FM and FAX, William E. Ware, President FM Assn.; also manager KFMX, Council Bluffs, Ia.

### — Tomorrow —

8:00 p.m.—WHAT WILL TELEVISION DO TO AMERICAN LIFE?

Presiding: James Lawrence Fly, former FCC chairman  
Summary of Research on Effects of TV: Oscar Katz, CBS director of research

Discussion—For TV, Martin Gosch, President Independent TV Producers, New York; For Motion Pictures, Julien Bryan, Inter. Film Foundation, New York; For Other Media and Recreation, Dallas W. Smythe, U. of Illinois; For Education, Edgar Dale, Ohio State U.

### — Saturday —

9:30 a.m.—CAN RADIO CONTRIBUTE TO WORLD PEACE?

Presiding: Forney Rankin, assistant to president in charge of international broadcasting, NAB

"Voice of America" and U.S. Foreign Policy, David Penn, Inter. Broadcasting Div., U.S. State Department, New York

What UNESCO Can Do, George Voscovec, Paris, Mass Communications Staff UNESCO

Discussion—Norman Luker, North American Director, BBC; Ira Dilworth, general supervisor, international service, CBC; Willard C. Wichers, midwest director, Netherlands Information Bureau, Holland, Mich.; Pierre Crenesse, director, North American Service, French Broadcasting System, New York

8:00 p.m.—HOW EDUCATORS CAN USE RADIO EFFECTIVELY

Presiding: Clifford J. Durr, attorney, former chairman, FCC

Findings of the VD Campaign Study of the U.S. Public Health Service—Erik Barnouw, Columbia U., and Earle O. Wright, Ohio State Department of Health

Implications for Broadcasters and Educators—Panel Discussion—Robert Saudek, ABC; Charles F. Church, KMBC and KFRM, Kansas City, Mo.; Morris S. Novik, public service radio consultant, New York; Woodrow Strickler, University of Louisville; Richard B. Hull, president, NAEB, also director, WOI, Iowa State College; James F. Macandrew, director of broadcasting, New York City Board of Education

### — Sunday —

1:00 p.m.—ANNUAL INSTITUTE DINNER

Toastmaster: Dr. Harlan H. Hatcher, Vice-President, Ohio State University

Music by Columbus Boychoir School, Herbert Huffman, directing

Ohio State's 75 Years of Education Service, John B. Fullen, secretary, Ohio State alumni association

Presentation of Life Memberships to Co-Founders of Radio Institute—Frances Payne Bolton, Congresswoman from Ohio, and Dr. W. W. Charters, honorary director of Institute

Scheduled around these (above) meetings will be 28 Clinics, Work-Study and Special Interest group sessions; also meetings of allied groups

### Finalists To Compete

The five finalists in the WOV High School Disc Jockey contest, two girls and three boys selected by listeners and station judges, will broadcast their own individual quarter-hour programs over the station tonight in an effort to win the grand prize of an eight-week contract for a personal disc jockey show on WOV.

### New Motorola Line Out

A new line of four portable radios has been announced by Motorola, Inc., Chicago, manufacturer of radio and TV equipment. These portable radios are supplemented by a radio-phonograph, designed to play 45 rpm records, and a portable television set with a seven-inch screen, which was announced earlier in the year.

## AVCO-Rule Substitution Draws CBS Opinion

(Continued from Page 1)  
or control seem to be "unduly cumbersome and unnecessary." The w pointed out that the Commission has suggested a waiting period of 90 days on transfers and other applications, whereas the present rule calls for only a 60-day waiting period applied only to transfers and assignments.

CBS supported the general principle of establishing a cut-off date for the consideration of mutually exclusive applications and those involving interference with pending applications, with the network counsel, Julius Brauner, writing that "if a workable formula can be devised, it would probably serve to expedite the progress of cases hearing."

Brauner wrote that "it is difficult to see any material benefit to the listening public from the proposed advertising procedure. With a few exceptions it seems unlikely that the general listening public would be interested in any materials which the proposed rules would require to be advertised. It also seems improbable that the legal notice type of advertisement would be effective in calling to the attention of the general public the matter advertised. Whenever that is general interest in the matter to be advertised, it seems probable that the local press would call attention to it in its news columns.

"The proposed advertising requirements would, obviously, be little or no benefit to persons in the broadcasting industry, or would contemplate entering the broadcasting field, as such persons now have ready access to full information concerning all applications filed with the Commission. Such information is available to these persons through the Commission's daily releases and the extensive listing of such applications in the trade press and trade association reports."

Brauner suggested a 30-day cut-off period commencing with the issuance of the FCC release listing the application.

CBS commented also upon the proposal which would forbid the filing by anyone who dismissed an application later than 30 days prior to an original designated hearing date from filing "a like application involving service of the same kind to the same area by the same applicant," until after 12 months.

"In view of the rapidly changing nature of the broadcasting industry" and the frequent delays in proceedings before the Commission, CBS said, it might be well to qualify the rule by applying it "only where good cause is not shown for the dismissal of the application."

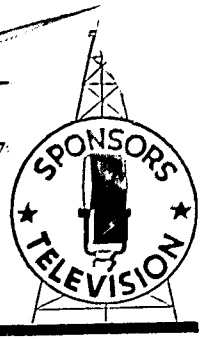
### YMCA Elects Kenway

Ivor Kenway, ABC vice-president in charge of advertising, promotion and research, has been elected president of the Greenwich, Conn. Y.M.C.A.



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 47, NO. 26

NEW YORK, FRIDAY, MAY 6, 1949

TEN CENTS

## 125 AWARDS ANNOUNCED AT COLUMBUS

### Radio & TV Necessity To UN Says President

The radio and television industry is a vital necessity to the United Nations in making its activities known to the people of the nation and the world, Dr. Herbert Evatt, President of the UN General Assembly, told broadcasters yesterday at the Radio Executives Club luncheon in New York. His speech was broadcast by NBC.

The next-to-the-last REC luncheon of the season was designated United Nations Day. Trygve Lie, Secretary General of UN, had to cancel his appearance at the last (Continued on Page 3)

### FCC Okays WINX Sale From "Post" To Banks

Washington Bureau of RADIO DAILY Washington—The FCC yesterday okayed the sale of WINX, Washington, by the Washington Post to William A. Banks for \$130,000. The station, which operates with 250 watts on the 1340 band full time, was bought originally by the Post in 1944 for \$500,000. Its FM affiliate was sold this year for \$160,000 to the new corporation, which now owns WTOP here. The Post is 55 per cent owner of WTOP, with CBS having retained 45 per cent.

### ABC To Dedicate Program To New State Of Israel

A dramatic program titled "Israel-Year 11"—will be presented on ABC on Sunday, May 15, at 4:30 p.m., EDT. The half-hour program, produced in cooperation with the 1949 United Jewish Appeal Campaign, will feature Quentin Reynolds as narrator. Program is being scripted by Arnold Perl.

**Bowling Champs**  
McCann-Erickson won the 1948-1949 championship of the Advertising Agencies Bowling League which has just been concluded with a record of 52½ points won and 22½ lost. The McCann team defeated Federal Advertising Agency, 3 to 2. In the roll-off necessitated by the split season, Federal was the first half-season winner.

### New Technique

Washington—A public relations man representing a national butter institute is reported using pressure tactics in an effort to get radio stations to play a recording on the butter versus oleo margarine fight. Technique is to call station managers and indicate that a prominent midwest Senator is personally interested in seeing that the record is played. Some stations, anxious to ingratiate themselves with the Senator, have fallen for the approach and agreed to carry the platter gratis. Others have tabled the request and may ask the attorney general's office to investigate the approach.

### NAB Program Clinic In Chicago June 27-29

Washington—NAB announced yesterday that plans are nearly completed for the first program directors clinic, to be held June 27-29 at the downtown Chicago campus of Northwestern University. Harold Fair, NAB program department head, said the agenda will provide for the appearance of industry leaders in such fields as programming (Continued on Page 3)

### AFL Radio Engineers Call Yankee Strike

Boston—Eighty radio engineers, affiliated with the American Federation of Labor, who went on strike against Yankee Network stations on Tuesday, yesterday were joined by (Continued on Page 2)

## Improved Programming, FM Urged By Coy At OSU Meet

Columbus, Ohio—Greater emphasis upon improved daytime programming and "a very considerable readjustment of nighttime programming within the next five years" to meet the competition of television was predicted here last night by FCC Chairman Wayne Coy. "Vigorous efforts" to improve AM and FM service are certain, Coy said, with an intensification of efforts to meet local community needs. The FCC

### 19th Institute for Education By Radio Selects Winning Programs From A Total Of 761 Entries

(By Staff Correspondent)  
Columbus—Reflecting improvement in the quality of programs heard in '48 on this continent, judges for the 13th annual American Exhibition of Educational Radio programs last night announced a list of 125 awards. This was the largest number of awards in history of the Exhibition, (Continued on Page 4)

### Honor Mothers With Special Programs

Special tributes to the mothers of America in the form of music, drama, interviews, sermons and station-break announcements have been scheduled by both networks and indies. Mutual's daily "Queen for a Day" broadcasts, 2-2:30 p.m., EDT, is devoting the entire month of May to mothers. One mother, whose name is submitted to the program by her own or her neighbors' children, is (Continued on Page 3)

### May Invoke FCC Rule In Hague Libel Action

Newark, N. J.—WAAT may stand upon the FCC ruling forbidding censorship of political broadcasts in the \$2,800,000 libel suit filed by Mayor Frank Hague of Jersey City against the station and his political opponent, James F. Murray, Sr., in the (Continued on Page 6)

### Prudential Renews Series Of Dramatic Shows

Prudential Insurance Co. of America, Newark, N. J., has renewed its sponsorship of the CBS dramatic series, "Prudential Family Hour of (Continued on Page 2)

### Appeals Court Critical Of FCC Procedures

Washington Bureau of RADIO DAILY Washington—In a sweeping indictment of sloppy procedures by the FCC, the Court of Appeals yesterday sent three cases back to the Commission with findings in favor of the appealing applicants. In each case the court did not find that the rejected application was more meritorious than that preferred by the (Continued on Page 8)

### Stockholders Authorize Sale Of Farnsworth

Fort Wayne, Ind.—The dissolution and sale of the Farnsworth Television and Radio Corp. to the International Telephone and Telegraph Co. and the transference of Farnsworth's properties, assets and (Continued on Page 2)

**Replacement**  
A mystery-detective thriller titled, "Call The Police" will be summer replacement for "Amos 'n' Andy" on CBS starting with the broadcast of Sunday, June 5, 7:30 to 8:00 p.m., EDT. "Amos 'n' Andy" will complete their current series on Sunday, May 29, and will return to the air on Columbia network, Sunday, October 2.



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JOHN W. ALICOATE : : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : Business Manager

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**CHICAGO BUREAU**  
 Nat Green  
 Suite 905 139 No. Clark St.  
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# FINANCIAL

(May 5)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	73 3/8	73 3/8	73 3/8	- 1/8
Admiral Corp.	185 3/4	181 1/4	181 1/4	- 3/4
Am. Tel. & Tel.	142 3/4	142 1/4	142 1/4	- 1/4
CBS A	18	17 3/4	17 3/4	- 1/4
CBS B	17 3/4	17 3/4	17 3/4	+ 1/4
Farnsworth T. & R.	1 1/8	1	1 1/8	+ 1/8
Gen. Electric	38 1/8	37 3/8	37 3/8	+ 1/4
Philco	28 1/2	27 1/2	27 1/2	- 3/8
RCA Common	12 3/8	12 1/4	12 1/4	- 1/8
RCA 1st pfd.	71	71	71	+ 3/4
Stewart-Warner	12 3/8	12 1/4	12 3/8	.....
Westinghouse	23 1/4	22 3/4	22 3/4	- 1/8
Westinghouse pfd.	92 5/8	91 1/4	91 1/4	- 1 3/8
Zenith Radio	29	28 5/8	28 3/4	+ 1/2

NEW YORK CURB EXCHANGE

	Bid	Asked
Hazeltine Corp.	13	13
Nat. Union Radio	3 3/8	3

OVER THE COUNTER

	Bid	Asked
DuMont Lab	14	15
Stromberg-Carlson	11 1/2	13

**New Sunoco Theme**  
 Washington—The interesting facts behind the rise of new political personalities on the national scene is now being brought Sunoco 3-Star Extra listeners by its national affairs editor, Ned Brooks, in a special one-a-week series broadcast.

In addition to his regular nightly broadcasts, on 3-Star Extra (WRC 6:45 p.m., EDT) Brooks each week makes a flying visit to a Governor who is making a name for himself in politics. After chatting with the State Executive, Brooks brings to the microphone a detailed analysis of what makes a political "comer" tick.

**SELL OR EXCHANGE**  
 Eight bedroom, four bath country home, all city conveniences and scenic acreage in Connecticut near Pawling for smaller shorefront property New Haven to Guilford. Or sell closest offer to \$30,000. Box 238, RADIO DAILY, 1501 Broadway, N. Y. C.

## ★ COMING AND GOING ★

**FRIEDA HENNOCK**, member of the FCC, has left Washington for Columbus, Ohio, and the Institute for Education by Radio.

**VIRGINIA THOMAS**, assistant to Clarence Worden, director of special events and public affairs for CBS, leaves Saturday for a vacation of two weeks in Florida.

**VIRGINIA NUTTING**, assistant to Bill Leonard, of "This Is New York" on WCBS, will return Monday from a two-week vacation in Macon, Ga.

**JOE WEEKS**, announcer on CBS, has returned from La Jolla, Cal., where he had spent three weeks.

**JEAN HERSHOLT** is in town, and plans to remain here for four weeks, during which time his "Dr. Christian" programs will be aired from the CBS studios.

**IZETTA JEWEL**, women's commentator on KCBQ, Columbia network affiliate in San Diego, Cal., is visiting in New York.

**JAMES LAWRENCE FLY**, radio attorney and counsel for the ITPA, is in Columbus, Ohio, to participate in one of the panels at the Institute for Education by Radio.

**HERMAN GARIN**, of the NBC development group, is in Summit, N. J., for a meeting of the New York Acoustical Society.

**MORRIS S. NOVIK**, public service radio consultant, is in Columbus for the sessions at Ohio State University.

**NATHAN M. RUDICH**, of Gainsborough Associates, is in Columbus.

**ANDY ANDERSON**, of the NBC engineering department, is in Baltimore on business.

### Stockholders Authorize Sale Of Farnsworth

(Continued from Page 1)  
 business to the newly-created Capehart-Farnsworth Corp. as a subsidiary of the I.T.&T. have been completed except for the final "tying of the knot."

The stockholders of the old company had voted earlier this week in favor of the sale on the basis of 12 Farnsworth shares for one I.T.&T. share. The formation of the F. A. R. Liquidating Corp. in place of the old firm was also approved. The stockholders are scheduled to meet again on May 25, according to Philo T. Farnsworth, v-p of the I.T.&T. subsidiary.

### Prudential Renews Series Of Dramatic Shows

(Continued from Page 1)  
 Stars," for another 52-weeks effective June 5, it was announced yesterday. Series is aired Sundays, 6:00-6:30 p.m., EDT, from Hollywood, with a regular repertoire of screen players including Bette Davis, Ray Milland, Gregory Peck, Ginger Rogers, Barbara Stanwyck and Robert Taylor. Benton & Bowles, Inc., is the agency for Prudential.

### 10 YEARS AGO TODAY

From the Files of Radio Daily  
**J. H. Ryan**, veepee of the Fort Industry Co., was elected as director of the seventh district NAB. . . NBC prexy, Lenox R. Lohr, expressed high hope that the new "rifle bullet" technique for transmitting television by micro-waves and the use of booster stations at intervals of 15 miles may solve the problem of how to achieve television networks. . . The principal decision handed down by the 10th Annual Ohio State University Institute for Education by Radio at its final session in Columbus, Ohio was that educational radio programs have at least "come of age."

### AFL Radio Engineers Call Yankee Strike

(Continued from Page 1)  
 radio newsmen and AFRA artists who declined to cross the picket lines. Engineers are striking against a proposed 20 per cent pay cut on stations outside the Boston area and management's proposal that Boston engineers realign their working schedules.

**Stations Listed**  
 The strike was called against WNAC-TV, the television outlet and WNAC, key station of the Yankee web in Boston; WAAB at Worcester; WEAN at Providence, R. I.; WMTW at Portland, Me.; WICC at Bridgeport, Conn., and WONS at Hartford, Conn. The stations are owned by the General Tire and Rubber Company of Akron, Ohio.

Despite the strike, normal radio service prevails on all stations. Key executives of the station and office personnel have taken on the chores of technicians and announcers and are maintaining the stations' program schedules.

Stations not affiliated with Yankee in the New England area are not affected by the strike.

### Public Service Groups Gain In New Allocations

The FCC's re-allocation of channels, affecting 200,000 mobile wireless telephone units and 50,000 authorized stations, has given more frequencies to public service organizations at the expense of specialized types of mobile wireless telephones. The new rules, which become effective July 1, are part of the general overhaul of the radio spectrum started in 1944. Holders of permits and licenses for experimental common-carrier service must apply for regular permits by Sept. 1. Newspapers were taken out of the industrial radio service category and received in return four frequencies in the 162-174 megacycle range for spot news coverage. These frequencies will be shared on occasion with motion pix companies on location. After July 1, newspapers may use larger equipment including units in the cars of reporters.



## Bring on the feed bag!

Those upturned noses will turn down fast when the food appears. For these two pups are all set for a big meal.

Are you all set for big, profitable sales in Baltimore? One thing is sure—if you're using W-I-T-H you are indeed! W-I-T-H is famous for producing low-cost results.

You see, this BIG independent with the BIG audience regularly delivers more listeners-per-dollar than any other station in town. And that means that a LITTLE money will do BIG things on W-I-T-H.

So get set for the tough, competitive days ahead. Get W-I-T-H on your schedule fast. Call in your Headley-Reed man and get the full story today.

AM **W.I.T.H.** FM

**Baltimore 3, Maryland**

TOM TINSLEY, President  
 Represented by Headley-Reed

## Radio & TV Necessity To UN Says President

(Continued from Page 1)

minute because of the sudden flurry of UN activity over lifting of the Berlin blockade.

Mrs. Eleanor Roosevelt, U.S. delegate to the UN, was another honored guest and she received a standing ovation when introduced. Later, in a short speech, she complimented broadcasters for the job they were doing in spreading UN information but said she didn't mean that the nation was thoroughly informed of UN proceedings.

It was observed that Carl Haverlin, REC president, got some motherly attention from Mrs. Roosevelt during the luncheon when she pushed his pie and coffee away so it wouldn't spot his attire. Another time when Haverlin frantically sought a certain paper, Mrs. Roosevelt dug it out from beneath a mass of copy.

Indefatigable Dorothy Lewis of the UN's radio division hustled around the Hotel Roosevelt's Grand Ballroom to fulfill her responsibilities.

Actor Walter Hampden came by to read specially prepared excerpts from four different Lincoln speeches which turned out to be amazingly appropriate for the UN. Once again dipping into his collection of treasures from the past, Haverlin presented Hampden with a first edition copy of the Lincoln-Douglas debates.

On the business side of the luncheon, REC members in a voice vote gave unanimous approval in the slate of officers nominated for the 1949-50 year. They are: President, John J. Karol, CBS; Vice-President, Gordon Mills, Kudner Agency; Secretary, Claude Barrere, program representative; Treasurer, Lewis H. Avery, Avery-Knodel, Inc.

Question of whether to change the name of REC to include the word "television" has been decided in the negative. Haverlin said that 95 per cent of the response was in favor of leaving the name as it is now.

Guests seated at the head table included Elliott M. Sanger, general manager, WQXR; Mrs. William B. Parsons, chairman, Women United for UN; Nathan Straus, president, WMCA; Peter Aylen, director of UN's radio division; Edward J. Noble, board chairman, ABC; Benjamin Cohen, Ass't Secretary General, Dept. Public Information, UN; Andrew Cordier, executive ass't to Secretary General, UN; William S. Paley, board chairman, CBS; Ben Cohen, U. S. delegate to UN; Theodore C. Streibert, board chairman, MBS; William S. Hedges, NBC vicepres; Clark Eichelberger, director, American Association for UN.

### Wedding Bells

Lona Puschett of the WMGM recording department and Albert H. Tannenbaum of the Newark Star-Ledger editorial department were married May 4.

## Mothers' Day To Be Saluted By Webs And Independents

(Continued from Page 1)

chosen daily as the "Mother of the Day." The daily winners will be eligible for the final selection as the "Mother of the Month" on May 31.

Guesting on "Hi Jinks"

"The American Mother of the Year" chosen by the National Mother's Day Committee of the Golden Rule Foundation, Mrs. E. A. Gillis of Fort Worth, Texas, will appear as guest on WNBC's "Hi Jinx" program, May 8, 12-12:30 p.m. Her son, Don Gillis, an NBC producer, will be a guest also of Tex and Jinx McCrary.

Special ABC Tribute

ABC's reporter and commentator Ted Malone will emcee a special Mother's Day program, "Calling All Mothers," today, 11:30 a.m., EDT, coast to coast, in connection with ceremonies planned nationally by the Fraternal Order of Eagles. Each of the 1,500,000 members of the organization have pledged to call at least five mothers to urge them to listen to the broadcast. Bouquets will be presented to Gold Star Mothers. After the broadcast, motorcades and luncheons have been planned by many communities as part of the organization's celebration.

Family Theater Broadcast

The "World's Greatest Mother," a special Mother's Day dramatization of the story of "Our Lady of Fatima," has been scheduled by the Mutual network, May 8, 8:30-9 p.m., EDT. Loretta Young will portray Sister Lucia, a Portuguese nun. Charles Boyer will be the host and narrator. Rev. Timothy Mulvey, who assists in the net's "Family Theater" productions, wrote the story for the broadcast. The specially composed background music will be conducted by Max Terr with Ann Jamison as soloist. Mutual's New York affiliate, WOR, will broadcast the program at a later time, Sunday: 11:30 p.m.-midnight.

The "Mother of the Year," designated unofficially by army and air force personnel throughout the world, Mrs. J. L. Regan of Dallas, Texas, was the featured guest "copilot" on Mutual's "Air Force Hour" program, yesterday, 8-8:30 p.m., EDT. The program was fed to and broadcast by WMGM, a New York indie not affiliated with the network. MBS affiliate, WOR, did not carry the program. Mrs. Regan, who won

### Interest In KIOX Sold

Dallas, Tex.—Okay is granted T. C. Dodd to sell his 1/3 interest and Harry L. Reading his 1/6 interest in KIOX, Bay City, to their third partner, John George Long. Dodd receives \$9,753.47 for his holdings while Reading receives \$7,125 for his interest. Long is also principal owner for KVIC, Victoria and KSAM, Huntsville. KIOX operates full time with 1,000 watts on 1290 kilocycles. Long stated his partner was selling due to the fact the station has been losing money since it has opened.

the honor on the basis of a letter written by her son, Pfc. Harold Regan, was given an all-expense-paid week-end in Wyoming, plus special celebrations.

Local Programs Planned

Special station-break announcements for use on Sunday have been planned by WOR. The announcement to be broadcast throughout the day will say: "From WOR, New York, to mothers everywhere — a very happy day."

"When Mothers are Invincible" will be the topic of a special Mother's Day sermon by Dr. William Ward Ayer in a broadcast to originate from the Calvary Baptist Church, over WMGM, May 8, 11:30 a.m. The sermon, to be transcribed at the morning church service, will be re-broadcast by WMGM at 8 p.m., the same day.

WNEW will salute the mothers of America with appropriate music on the "Vaudeville Isn't Dead" program, May 8, 12:15-12:30 p.m. Recordings of "I Want a Girl Just Like the Girl that Married Dear Old Dad" by Jolson, "Baby Your Mother" by Belle Baker, and "My Mother's Eyes" by George Jessel will be included in the musical tribute.

## NAB Program Clinic In Chicago June 27-29

(Continued from Page 1)

for sales (with a full day devoted to this subject), news, use of music, copyright matters, public interest features, program promotion, research as a program tool, farm service programming, special events, sports, planning for television, experimental programming, engineering tools and how to use them and disc jockey program structures.

Justin Miller, NAB president, will be heard.

Arrangements have been made to accommodate several hundred program directors at Northwestern's Abbott Hall. Rates for sleeping accommodations average about 2-3 dollars daily, while meals may be obtained in Abbott Hall's cafeteria for a total of 2-3 dollars a day.

In addition, arrangements are being made to accommodate delegates who prefer to lodge at various rooms of the nearby hotels.

Registration fee for the entire clinic is \$15.

Interest in the clinic is so great that the original limitation of 400 delegates has been increased to take care of the program directors and station managers who desire to attend the three-day meeting, Fair said.

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**\$1.52\***

**MARTIN STARR**

For the cost of one movie admission, Martin Starr delivers an audience of more than 3,000 moviegoers.

The low cost of "Movie Starr Dust" (7:00-7:15 P.M. Mon., Wed., and Fri.) is secondary to the top draw movie reporting which draws never-ending praise from leaders in every phase of the film industry.

Recently in MOTION PICTURE HERALD, Walter Brooks, director, said this of Martin Starr—"But Martin Starr always has the best interests of motion picture theatres at heart, so we rise to bow in recognition . . . and we wish that there were a Martin Starr in every town."

Call WINS, New York, BR 9-6000 or contact the nearest WINS-Crosley Sales Office for availabilities.

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50KW NEW YORK

CROSLY BROADCASTING CORPORATION

## OSU 'Institute' Opens; TV In Leading Role

Columbus, Ohio — Television extended its already considerable domain by commanding center of the stage at the opening of the general session of the 19th annual institute for education by radio here Thursday. Some 500 persons attended the opening meetings at which Dr. I. Keith Tyler, IER director, presided.

Theme was: "The Future of Broadcasting—AM, FM, TV and Fax." But after Wayne Coy, FCC chairman, had made his basic presentation, forecasting that in five years TV will be "the dominant medium of broadcasting," other talks and discussions centered more and more on the new medium.

Leonard Marks, FM Association general counsel, predicted that TV "will not replace aural broadcasting" because millions of listeners always will want to listen to radio. He said future of FM was bright and glowing brighter.

### Urges School-Television

Speaking before work-study group on school broadcasts, Ruth Weir Miller, WCAU-TV educational director, Philadelphia, predicted that "television, wisely used, will usher in a new era in education." She based remarks upon experiences during last two months in bringing TV programs to 31 schools. Said she:

"The experiment has proved that TV has undreamed of potentialities as the teachers ally. Television is an intimate medium, it is a marvelous demonstration and teaching tool."

Discussion of television was included in virtually every one of 16 special interest and work-study group meetings scheduled for this morning and afternoon.

At the Institute's second general session tonight TV will have not only top billing but lone billing. The topic will be "What Will Television Do to American Life?"

James Lawrence Fly, former FCC chairman, will preside and the basic presentation will be made by Oscar Katz, CBS director of research.

Three principal speakers are scheduled: Martin Gosch, for TV; Julien Bryan, for motion pictures; Dallas W. Smythe for other media and recreation, and Edgar Earle for education.

## WGUY Joining CBS

Station WGUY, Bangor, Maine, becomes the basic supplementary affiliate of the CBS network effective August 1. It replaces WABI as the Columbia affiliate in that city. S. G. Henderson is general manager of WGUY.

## Joins WHLI Staff

Mrs. Dorothy C. Rieger, formerly associated with the news and sales promotion departments of WCBS and WCBS-TV, has joined the staff of WHLI and WHLI-FM, Hempstead, L. I., as assistant to Arthur E. Paterson, Jr., director of public affairs.



## Mainly About Manhattan. . . !

● ● ● Martin-Lewis show on NBC having production trouble, with a new producer already taking over. One entire tape recorded show was thrown out last week and another cut the day before the broadcast. . . . Life mag. cooking up a plan to televise full page ads on local TV stations throughout the country, with time to be purchased by local merchants handling the product. . . . Big soap companies are carefully studying those daytime radio schedules—especially since that Fertune survey on listening habits at homes having both radio and TV. . . . Don't be surprised if the Strand suspends stage shows by the fall. The Capitol may follow suit. . . . Mutual building a show for Joan Edwards presenting her as a singing emcee. (Also have a co-op strip in mind for her). . . . Bill Slater will be the man who strikes back next week on WNBT's "Leave It To The Girls." . . . Jimmy Savo leaving the Crystal Ball airtel for a European tour, to be replaced by guest story-tellers. . . . WOR auditioned a Herb Polesie package, "The Nudnick," with ol' Herb playing the title role. Mendy Brown directed. . . . Metro is hoping to wrap up "Detective Story" for films. If deal goes through, Spencer Tracy will handle the Ralph Bellamy role. . . . Bert Wheeler may get the Phil Silvers role in "High Button Shoes" when latter bows out. . . . Rex Marshall doing a series of ET's for Coast Guard recruiting via Newell-Emmett. . . . Wonder whatever happened to my pyramid club.

★ ★ ★ ★

● ● ● Paul Denis, one of the ablest radio columnists this town ever developed, switches to the Broadway beat on Ted Thackrey's new daily tabloid, "The Compass," due to hit the morning breeze May 16th. Ironically enough, it was Thackrey himself, then head of the N.Y. Post, who dumped Paul's radio pillar on that sheet and who now has personally annexed his services for the new paper. An interesting situation now arises. Paul's radio column was dropped by the Post when Thackrey hired I. F. Stone and Albert Deutsch from the defunct P.M. With both Stone and Deutsch resigning from the Post now to rejoin Thackrey, we wonder if the Post will try and grab Denis back.

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● ● ● AROUND TOWN: Ansonia Shoe Chain may ink Fred Astaire to a TV contract if Metro officials okay the deal. . . . Martin Goodman has added Carl Ravazza to the group of stars he's now handling. . . . When Jimmy Durante goes to the Palladium in London, he'll revive the famous act of Clayton, Jackson & Durante, which may be a prelude to trio's entry into TV here. . . . "Ma and Pa Kettle," a film series, will be adapted as a five-times-weekly 15-minute stanza with the original stars, Marjorie Main and Percy Kilbride. . . . Starting date for Rudy Vallee's CBS airtel, "Dear Doctor," is July 6th. He'll move into the Radio Theater's vacated slot. . . . April pulse shows that the Ziv produced Guy Lombardo show has come up with a rating of 6—highest rated 7:30 p.m. period during the week. . . . Next spot in town negotiating for an all-night disc jockey is the King Edward Hotel who're trying to lure Jackie Cooper for the job. . . . The Theater Guild is trying to convince Joe E. Brown to replace Jose Ferrer in "The Silver Whistle," when latter leaves for the coast to do a picture. . . . They were discussing an advertising agency exec who's been gold-bricking on the job for years. He walked into the boss' office the other p.m. and handed in his resignation. "This business is through," he confessed. "I guess I've outlived my usefulness."

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## 125 Station-Awards Made At Columbus

(Continued from Page 1)

held in connection with the 19th annual Institute for Education by Radio which opened its four-day conference Thursday. Last year a total of 87 awards were announced.

Judges in this year's Exhibition gave a total of 57 First Awards, as compared with 50 a year ago; 59 Honorable Mention awards, compared with 32 last year; and cited nine programs for special honors as against three at the '48 Institute.

For the first time in history of the Exhibition, Television programs were judged, in the general classification of network presentations, and a total of five first awards were announced.

A total of 761 programs were evaluated in the Exhibition, following a new plan this year of breaking down the judging among committees in various metropolitan centers. Of the total number, 560 were submitted as regional, local and transcribed programs, while 201 national network programs were considered live by a New York judges' committee.

The awards in full follow:

### National Networks

#### RELIGIOUS PROGRAMS

First Award—"Greatest Story Ever Told," planned-produced by Radio Program Production Co.; from Station WJZ, over ABC.

First Award—"Way of the Spirit," planned-produced by CBC; from Station CBM, over Trans-Canada Network.

Honorable Mention—"Catholic Hour," planned-produced by NBC, from Station WNBC, over NBC.

Honorable Mention—"Eternal Light," planned-produced by Jewish Theological Seminary of America; from Station WNBC, over NBC.

#### AGRICULTURAL PROGRAMS

First Award—"Columbia's Country Journal," planned-produced by CBS, from Station WTOP, over CBS.

Special Award—"Garden Gate," planned-produced by CBS, from Station WLAC, over CBS. Citation—" . . . particular appeal to the expressed needs of urban and suburban listeners . . ."

CULTURAL—LITERATURE AND ARTS  
First Award—"Stage 48-49," planned-produced by CBC, from Station CBL over Trans-Canada Network.

First Award—"NBC University Theater," planned-produced by public affairs and education department of NBC; from Station KNBC, over NBC.

Special Award—"CBC Wednesday Night," planned-produced by CBC; from Station CBL, over Trans-Canada Network.

Special Award—"You Are There," planned-produced by CBS; from Station WCBS, over CBS.

JUDGES COMMENT: We regret that discussion programs could not be included. Special note is taken of the contribution offered by "Invitation to Learning." This board of judges urges further exploration into this type of programming.

#### CULTURAL—MUSIC

First Award—"Boston Symphony Dress Rehearsal," planned-produced by NBC; from Station WBZ, over NBC.

Honorable Mention—"E. Power Biggs," planned-produced by CBS; from Station WEEL, over CBS.

Honorable Mention—"Your Ballad Man," planned-produced by Mutual Broadcasting System; talent, Alan Lomax and guest stars; over Mutual.

#### PUBLIC AFFAIRS—DRAMA

First Award—"Living 1949," planned-produced by NBC; Ben Grauer, narrator; over NBC.

First Award—"V. D.—The Conspiracy of Silence," planned-produced by public affairs department of ABC; director, Martin Andrews; producer, Robert Saudek; over ABC.

Honorable Mention—"Mind in the Shadow"

(Continued on Next Page)



# "Institute" Honors Stations From Coast To Coast

(Continued from Previous Page)

planned-produced by CBS; director-producer, Werner Michel; from Station CBS, over CBS.

Honorable Mention—"Doorway to Life," planned-produced by CBS; director, William Robinson; from Station KNX, over CBS.

### TALKS AND DISCUSSIONS

Special Award—"Child's World," planned-produced by public affairs department WABC; director, Helen Parkhurst; over station WJZ, on ABC.

Honorable Mention—"On Trial," planned-produced by ABC; from Station WJZ, on ABC.

Honorable Mention—"Cross-Section U. S. A.," planned-produced by CBS, producer, George D. Crothers; over CBS.

Honorable Mention—"Meet the Press," planned-produced by Martha Rountree Productions in cooperation with Mutual; for Mutual Broadcasting System.

Honorable Mention—"America United," planned-produced by NBC, AFM, CIO, U.S. Chamber of Commerce, Farm Bureau Federation, and National Grange; from Station WRC, over NBC.

### CHILDREN'S PROGRAMS

First Award—"Mind Your Manners," planned-produced by NBC; script, Allen Madden; director, Robert DuFour; from Station WTIC, over NBC.

Honorable Mention—"Tell It Again," planned-produced by CBS; director, Ralph Rose; from Station KNX, over CBS.

### ONE-TIME BROADCASTS

First Award—"V. D.—A Conspiracy of Silence," planned-produced by ABC; script, Erik Barnouw; director, Martin Andrews; producer, Robert Sandek; over ABC.

First Award—"Between the Dark and the Daylight," planned-produced by CBS; script, Allen Sloane; producer, Lee Bland; from Station WCBS, over CBS.

Special Award—"One Great Hour," planned-produced by Church World Service of H. B. Humphrey Co.; script, Erik Barnouw; director, Albert Ward; over ABC, CBS and Mutual.

### SCHOOL BROADCASTS

First Award—"We Build a Nation," planned-produced by CBC; director, Kay Stevenson; from Station CBL, over national network of CBC.

First Award—"Canadians at Work," planned-produced by CBC; direction and script, Frank Willis; from Station CBL, over national network of CBC.

### Regional and CO Stations

RELIGIOUS: First Award—"Treasury of Swiss Folklore," planned-produced by Station WNEW, over WNEW, New York; Honorable Mention—"World Over Playhouse," planned-produced by Jewish Education Committee; over Station WNBC, New York.

AGRICULTURAL: First Award—"Rural Reporter," planned-produced by WNBC; script, Tom Page and WNBC staff; over Station WNBC, New York; Honorable Mention—"McClatchy Farm Review," planned-produced by McClatchy Broadcasting Co.; director, Hamilton Hintz; producer, Emil Martin; over Stations KFBC, KWG, KML, KERN, KBEE, in Calif., and KOH, Nevada; Honorable Mention—"WOW Farmers' Trip to Europe," planned-produced by WOW; over several stations in Omaha, Neb.

WOMEN'S PROGRAMS: First Award—"Martha Deane Program," planned-produced and over Station WOR, New York; Honorable Mention—"Keep Up With the Times," planned-produced and over Station WQXR, New York; Honorable Mention—"Especially for Women," planned-produced and over Station KOAC, Corvallis, Ore.

LITERATURE AND THE ARTS: First Award—"Student Writers' Workshop," planned-produced and over Station WFLA, Madison, Wis.; First Award—"Concert on Corn," planned-produced and over Station KMOX, St. Louis, Mo.; Honorable Mention—"Stories for Marmaduke," planned-produced by Westinghouse Radio Stations, Inc.; over Station WOWO and WOWO-FM, Fort Wayne, Ind.; Honorable Mention—"Author Meets the Critics," planned-produced by Martin Stone; over Station WNBC, New York; Honorable Mention—"Knowledge in Action," planned-produced by University of Denver and Rocky Mountain Radio Council; over Station KVOD, Denver, Colo.; Honorable Mention—"Natural Treasure," planned-produced and over Station WNBC, New York.

PERSONAL AND SOCIAL PROBLEMS: First Award—"It's Your Life," planned-produced by Chicago Industrial Health

Assn.; over Station WMAQ, Chicago; First Award—"Destination Freedom," planned-produced and over Station WMAQ, Chicago; Honorable Mention—"Keeping Well," planned-produced by Baltimore City Health Dept., and U. of Maryland; over Station WPMR, Baltimore; Honorable Mention—"Knave of Hearts," planned-produced and over Station KJZ, Denver, Colo.; Honorable Mention—"Tiger Klicker, Public Defender," planned-produced and over Station WOR, New York; Honorable Mention—"New World A-Coming," planned-produced and over Station WMOA, New York; Honorable Mention—"Inside New York," planned-produced and over Station WMOA, New York; Honorable Mention—"Man and Medicine," planned-produced by Colorado State Medical, Rocky Mountain Radio Council, and Station KFEL; over Station KFEL, Denver; Special Award—"H Prossimo Tuo," planned-produced by Institute for Democratic Education; over Station WOV, New York.

PUBLIC ISSUES: First Award—"Generation on Trial," planned-produced and over Station WLW, Cincinnati; Honorable Mention—"State of the City," planned-produced and over Station WCAU, Philadelphia.

NEWS INTERPRETATION: First Award—"Reporter at Large," planned-produced and over Station WMAQ, Chicago; Honorable Mention—"This Week in History," planned-produced and over Station GJOI, Vancouver, B. C.

FURTHERING INTERNATIONAL UNDERSTANDING: First Award—"WOW Farmers' Trip to Europe," planned-produced and over WOW, Omaha, Neb.; First Award—"Destination Palestine," planned-produced and over Station CJOR, Vancouver, B. C.; Special Award—"Little Songs About U. S.," planned-produced and over Station WNEW, New York; director, Ted Cott. Citation—"For imaginative and astonishingly successful application of the techniques of commercial radio to the formidable problem of personalizing the United Nations and its agencies."

SPECIAL ONE-TIME BROADCASTS: First Award—"Malice Toward None," planned-produced and over Station WMAQ, Chicago; First Award—"Twenty-four Hours Under Communism," planned-produced by Detroit News; over Stations WWJ and WWJ-FM, Detroit, Mich.; First Award—"And Sudden Death," planned-produced by Don Lee Broadcasting Co.; over Station KHJ, Los Angeles, Calif.; Special Citation—"Thousands of Characters in Search of a University," planned-produced by McGill University; over Station CBM, Montreal.

CHILDREN'S—OUT OF SCHOOL: First Award—"Children's Bookshelf," planned-produced by Junior League of Pittsburgh; over Station WCAE, Pittsburgh; First Award—"Santa Claus Land," planned-produced and over Station WBNS, Columbus; Honorable Mention—"Children's Songbag," planned-produced and over Station WOPF and WOPF-FM, Boston.

TEEN-AGERS—OUT OF SCHOOL: First Award—"Record Rendezvous," planned-produced and over Station WPER, Albany, N. Y.; First Award—"The Youth Forums," planned-produced by New York Times and WQXR; over Station WQXR, New York; Honorable Mention—"Mind Your Manners," planned-produced and over Station WTIC, Hartford, Conn.; Honorable Mention—"Youth Looks at the News," planned-produced and over Station KDKA, Pittsburgh.

IN-SCHOOL USE, PRIMARY GRADES: First Award—"Music Time," planned-produced by Kansas City Public Schools in cooperation with Stations KMBC-KFRM; over Stations KMBC and KFRM, Kansas City, Mo.; Honorable Mention—"Radio Express," planned-produced and over Station WFLA, Philadelphia.

IN-SCHOOL USE, INTERMEDIATE GRADES: First Award—"Standard School Broadcast," planned-produced by Standard Oil Co., of Calif.; over Station KNBC, San Francisco; First Award—"Healthy Living in Travis County," planned-produced by Radio House, University of Texas; over Station KTBC, Austin, Tex.; First Award—"Going Places," planned-produced by Iowa State University over Station WSUI, Iowa City, Ia.; Honorable Mention—"Journey Through Musieland," planned-produced by Junior League of New Orleans; over Station WWL, New Orleans, La.; Honorable Mention—"Music in the Air," planned-produced and over Station WFLA, Philadelphia.

IN-SCHOOL USE, JUNIOR-SENIOR

HIGH: First Award—"Exploring the Bookshelf," planned-produced by British Columbia Department of Education, over Station CBR, Vancouver, B. C.; Honorable Mention—"Femitez!," planned-produced by British Columbia Department of Education, over Station CBR, Vancouver, B. C.

Local Organizations and Stations. RELIGIOUS: Honorable Mention—"Bible-gion Views the News," planned-produced by Troy, N. Y., Council of Churches; over Station WTRY, Troy; Honorable Mention—"Chapel Chimes," planned-produced by Syracuse University Radio Center; over Station WAER, Syracuse.

AGRICULTURAL: First Award—"Nontime Neighbors," planned-produced by Agricultural Extension Service, Floyd, Co., over Stations WRC and WBOX-FM, Louisville, Ky.

CULTURAL: First Award—"Behind the Scenes in Music," planned-produced by National Orchestral Assn.; over Station WNYC, New York; Honorable Mention—"Hands Across the Sea," planned-produced by New York Municipal Broadcasting System; over Station WNYC, New York; Honorable Mention—"Ray Zaner, The Poet Scout," planned-produced by Susquehanna Broadcasting Co.; over Station WSBA, York, Pa.

PERSONAL AND SOCIAL PROBLEMS: Honorable Mention—"City Rent Laws," planned-produced by New York Municipal Broadcasting System; over Stations WNYC and WNYC-FM, New York.

PRESENTING PUBLIC ISSUES: First Award—"The American Crisis," planned-produced by Radio Center of Syracuse University; over Station WFBL, Syracuse; Honorable Mention—"Crossroads of the Future," planned-produced by Lowell Institute Cooperative Broadcasting Council; over Station WEEL, Boston.

NEWS INTERPRETATION: Honorable Mention—"Views on the News," planned-produced and over Station KQVN, College of the Pacific, Stockton, Calif.

UN Awards Announced. FURTHERING INTERNATIONAL UNDERSTANDING: First Award—"U. N. Proceedings," planned-produced by New York Municipal Broadcasting System; over Stations WNYC and WNYC-FM, New York; Honorable Mention—"Your United Nations," planned-produced by Syracuse University Radio Center; over Station WAER, Syracuse.

ONE-TIME BROADCASTS: First Award—"Estrellita, the Little Star," planned-produced by Syracuse University Radio Center; over Station WAER, Syracuse; First Award—"Election Day, 1948," planned-produced by news department of Station WJZ; over Station WJZ, Tuscola, Ill.; Honorable Mention—"Snatch-Cat and Turnpenul," planned-produced and over Station KUSD, Vermillion, S. D.

CHILDREN'S—OUT OF SCHOOL: First Award—"Strange Adventures of Cuddles and Tuckie," planned-produced by Junior League of Kansas City; over Station WDAF, Kansas City, Mo.; Honorable Mention—"Saturday Morning Story Fair," planned-produced by New York Municipal Broadcasting System; over Station WNYC, New York; Honorable Mention—"Junior Journey," planned-produced by radio department, Northwestern University; over Station WEAW, Evanston, Ill.

TEEN-AGERS—OUT OF SCHOOL: Honorable Mention—"Junior Achievement Radio Workshop," planned-produced and over Station WICC, Bridgeport, Conn.

IN-SCHOOL—PRIMARY GRADES: First Award—"Tales from the Four Winds," planned-produced by New York City Board of Education; director, Dorothy Kloek; over station WNYE, New York; Honorable Mention—"The Poetry Parade," planned-produced by Cleveland Board of Education; over Station WBOE, Cleveland.

IN-SCHOOL—INTERMEDIATE GRADES: Honorable Mention—"Lady Make Believe," planned-produced by Radio Council, Chicago Public Schools; over Station WBEZ, Chicago.

IN-SCHOOL—JUNIOR-SENIOR HIGH: First Award—"Grand Jury," planned-produced by New York City Board of Education; director, Dorothy Kloek; over Stations WNYE and WNYC, Brooklyn; Honorable Mention—"America in Song and Story," planned-produced by New York City Board of Education; director, Marjorie Knudsen; over Stations WNYE, WNYC, and WNYC-FM, Brooklyn.

Transcribed Programs

RELIGIOUS: First Award—"All Aboard

for Adventure," planned-produced by Joint Religious Radio Committee; director, Frank Papp; producer, Everett C. Parker; over some 100 stations in U. S. and Canada; Honorable Mention—"The Ace Marble Hour," planned-produced by the American Frisco of the Atoms; director, Leonard Peterson; over Station WMOA, New York; also some 350 other stations; Honorable Mention—"Families Need Parents," planned-produced by Upper Room Radio Parish; script and director, Carlton S. Morse; over numerous stations.

CULTURAL: First Award—"The University Hour," planned-produced by University of North Carolina; director, Lane E. Gull; over 30 North Carolina stations; Honorable Mention—"Favorite Story," planned-produced by the Frederic W. Zeigler Co.; script and directors, Jerry Lawrence and Robert Lee; over numerous stations; Honorable Mention—"Songs of the People," planned-produced by Radio Workshop, University of Tennessee; over Station WBRB, Knoxville, Tenn.

PERSONAL AND SOCIAL PROBLEMS: First Award—"Pride of Service," planned-produced by Army Air Forces Troop Information Service, OCS; over numerous stations; First Award—"Fellowship," planned-produced by Army Air Forces Troop Information Service, OCS; over numerous stations; Honorable Mention—"Stories to Remember," planned-produced by Institute for Democratic Education; over numerous stations; Honorable Mention—"Marriage for Millions," planned-produced by Family Service Association of America; over numerous stations; Honorable Mention—"The Inquiring Parent," planned-produced by National Committee for Mental Hygiene; over numerous stations; Special Award—"U. S. D. Radio Project—Dramatic Series," planned-produced by Columbia University Radio Bureau; series supervisor, Erik Barnouw; director, Frank Papp; over numerous stations.

PRESENTING PUBLIC ISSUES: First Award—"Citizen's Committee on Displaced Persons Series," planned-produced by Citizen's Committee on Displaced Persons; script, Mitchell Grayson and Ted Hudes; director, Mitchell Grayson; over numerous stations.

FURTHERING INTERNATIONAL UNDERSTANDING: First Award—"Quaker World Service," planned-produced by American Friends Service Committee; director, Frank Papp; over numerous stations; Honorable Mention—"Operation U. S.," planned-produced by radio division of United Nations; director, Helen Dunlop; over numerous stations; Honorable Mention—"Stories of Today and Yesterday," planned-produced by CBC International Service; over Station CBM, Montreal, Canada.

ONE-TIME BROADCASTS: First Award—"Christmas in New York," planned-produced by State Radio Bureau, New York State Dept. of Commerce; over 46 stations in New York State.

## Forecasts Good Business In Manufacturing Field

Forecasting that business this year would probably increase over the 1948 level, Paul V. Galvin, president of Motorola, Inc., told an annual meeting of stockholders on Tuesday that the first quarter sales of television receivers for 1949 were three times larger than sales for the corresponding quarter last year. All officers of the company and the board of directors were reelected.

## Hart On 'Wonderful Man'

Walter Hart, CBS producer-director, has been named to handle the directorial chores on "That Wonderful Man," which starts on the CBS-TV network under sponsorship of Toni Company, Thursday, June 2, 9:00-9:30 p.m., EDT.

Series, a situation comedy, will be written by Russ Beggs and Charles Gussman.

## Better Programming And FM Urged By Coy

(Continued from Page 1)

on television applications will be in effect throughout the summer. He said that his original guess that the freeze imposed last September 30 would last only six months was made "in an excess of optimism" and that the time required to study present VHF data has been "surprisingly long."

Pointing out that post-war AM operation has been profitable in spite of the vast increase in stations on the air, Coy said he thinks the important future participant in aural broadcasting will be FM. Three out of four FM stations today are using full power, he said, which means "far better coverage than most regional AM's."

While criticized here last night for damaging indecision by the FCC on the whole question of FM, Coy said FM operators have themselves "not done nearly enough to realize the full potentialities of this splendid new system." While FMA Counsel Leonard Marks pointed out that FMA had in October, 1947, urged a hearing on the question of duplication of AM programming by FM stations, Coy said, "too many FM stations are operating only the minimum number of hours per day."

"To overcome the lag in the growth of FM, I have suggested to the Commission that we now consider requiring the AM operators of FM stations to operate their FM the same number of hours as their AM. I have also suggested that the Commission consider requiring them to duplicate their full program structures."

Coy declared that FM is needed to improve broadcast service in small cities and rural areas, saying that "the overwhelming majority of American AM radio stations, excluding the 56 clear channel stations, could serve larger areas . . . with better signals . . . more days and more hours out of the year with FM. Millions of people can be reached by an adequate signal only with FM."

### Texas Station Back On Air

Dallas—KRLD-FM, which has been off the air since its tower collapsed due to a cold wave last winter, has returned to the air following installation of a new antenna system.

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# P R O M O T I O N

### New TV Service

Kits which present to local and network clients of television station WNBQ (Chicago) a file of the entire promotional activities by the station on behalf of individual accounts will be mailed out for the first time this week, it was announced by Harold A. Smith, promotion manager. This first report will cover the period since the station has been on the air to March 31, but subsequent promotion kits will be prepared and presented to clients every two months. The new service for WNBQ clients is modeled after the promotion report service which has been rendered monthly to several hundred local and network clients of WMAQ, NBC's AM station in Chicago.

### Comic Book Tieup

The first issue of "Crime Photographer," new comic book based on the popular CBS dramatic series, is now on the newsstands. Published by Broadcast Features, Inc., New York, the book has a guaranteed minimum circulation of 500,000. "Crime Photographer," aired over

### Top Stars To Perform At One World Dinner

Jimmy Durante, Groucho Marx, Dinah Shore and Frank Sinatra are among the top stars who will participate in a show to be staged at the fifth annual One World Award dinner on May 11 at the Hotel Plaza, New York. George Jessel will emcee and Norman Corwin will produce the show.

Other stars scheduled to appear include Humphrey Bogart, John Garfield, Katherine Locke and John Huston. Huston, 1949 One World Flight Award winner, will outline his plan at the dinner for a full length feature film to be based on his trip around the world. Ira A. Hirschmann, president of WABF, New York, another One World Award winner, also will speak briefly.

Event will be broadcast over NBC's radio network and televised by CBS and DuMont.

### Sale Of Sports Programs Announced By WMCA

WMCA has sold two sports' results programs to three sponsors: A 52-week renewal of "Racing Results" by Armstrong Publications and the 24-week baseball season period of "Musical Scoreboard" by F. W. Fitch Co. and Bressner's Brooklyn Appliance Dealer, jointly. The "Racing Results" program, which is now in its fifth year of sponsorship by Armstrong, was sold through A. Lewis King agency and Mort Fleischi, WMCA account executive. The Fitch deal was handled by Free & Peters of Chi-

### Will Open Bottles, Wallets

With the summer picnic season approaching, a two-fold gadget is being given away to listeners of KITE, San Antonio. It is in the form of a hand with a pointing finger which can be used to open any type of bottled beverage. It is also a spinner to determine who pays for the morning's coffee. The legend tells the owner that "You never lose when you advertise on KITE-990 On Any Dial." It is handy pocket size made of a light metal.

### Bumper Strips

KTSA, San Antonio, has made arrangements to have three-color bumper strips placed on all route trucks here of the National Biscuit Co. The strips are promoting NBC Bread and the Red Ryder program, sponsored by NBC Bread on KTSA, Saturday's at 7:30 p.m. The strips give time, station call letters, program title and sponsorship identification.

CBS, Thursdays, 9:30-10:00 p.m., EDT, is sponsored by the Toni Company.

### May Invoke FCC Rule In Hague Libel Action

(Continued from Page 1)

race for one of the five seats on the Jersey City Commission.

The suit charges that Murray, of the Freedom Ticket, broadcast over the station on May 2 a call for the voters to "oust Mr. Hague and oust the Crown Prince, his nephew Frank Eggers, after a reign of thirty-five years of the protectors of racketeers and rackets in Jersey City."

Although the station had not been served with the papers by yesterday afternoon, it was understood that the plaintiff was suing Murray for \$2,000,000 and the station for \$800,000.

The FCC regulation upon which WAAT was expected to base its plea states: "No station licensee is required to permit the use of its facilities by any legally qualified candidate for public office but if any licensee shall permit any such candidate to use its facilities, it shall afford equal opportunities to all other candidates for that office to use such facilities, provided that such licensee shall have no power of censorship over the material broadcast by any such candidate."

### Martin Joins ET Firm

Frank Martin, formerly associated with the sales dept. of WOR and former general manager of WLCR, Torrington, Conn., has joined the sales staff of the Transcription Broadcasting System.

cago for the station and Campbell-Mithun, Inc. for the sponsor. Frank Best Co. represented Bressner's and Richard Brahm was the account executive for WMCA.

## Charge Against CBC Heard In Canada

Montreal—George Drew, Progressive Conservative leader, charged in the Canadian House of Commons that employees of the CBC take an oath of secrecy which "prevent them from saying what abuses there are in the system."

He said that Joel Aldred, 28-year old CBC announcer, had been dismissed for violating that oath of secrecy through an article on him in The Montreal Standard this week. Mr. Drew said that in the article Aldred had told of ways in which the CBC could be improved.

### Called "Fear Complex"

The oath was part of the "fear complex" that controlled the type of broadcasting produced by the CBC. Aldred, a native of Toronto, has been news and general announcer in Toronto for the last two years.

Drew made his statement while the House was discussing a resolution to a bill which would provide the Government with \$479,000,000 to cover administrative expenses until a new session can be called after the general election.

Mr. Drew said the Government had stated that a Committee on Radio Broadcasting would be established during this session.

### Cites "Severe Restraint"

The Radio Committee should have been established, said Mr. Drew. The CBC was an organization which has supervision and control over all radio matters. The Corporation was not only a supervisory body, it was also a competitor of private stations. It was an unfair competitor being free of taxes private stations paid.

Employees of the CBC were under severe restraint, he said. Their oath of secrecy prevented them from disclosing abuses.

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# TELEVISION DAILY

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

## ANNOUNCE FIRST OSU TV AWARDS

### TELE TOPICS

IT AIN'T SAFE for any male animal to be around when "Leave It To The Girls" gets started. The girls—all five of them—are ready and waiting with stilettoes in one hand and mace in the other, and they use these weapons equally, with no abandon, on any and all men. The object of this onslaught is one lone male who tries, often in vain, to throw a few punches in his own behalf and for others of his sex. On the show over NBC Wednesday night were "moderator" Maggi McNeill (guess where her sympathies were), "kiss" Artine Cassini, Ilka Chase, Dorothy Kilgallen and Faye Emerson. The brave and noble soul who upheld the honor of all men was Dr. Houston Peterson. This was a formidable array of beautiful, articulate and opinionated women—sorry, I mean girls—but Dr. Peterson, while he was hopelessly outdone in quantity, volume and velocity, displayed an incisive dry wit that cut as neatly and as deep as the surgeon's scalpel. . . . Main ingredient of the show is conversation. Most of it is entertaining, some of it approached brilliance. But it still is impossible to see conversation. Of course it's rather pleasant to look at the girls, but even Miss Emerson's extraordinary beauty cannot sustain a 30-minute show. A booming echo in the studio and poor camera work didn't help at all. Program is produced by Martha Mintree and directed by Dick Goode.

THE MORE THIS REVIEWER looks at television, the more convinced he becomes that the networks (three of which are supported by radio) are overlooking radio and its very obvious advantages in that it appears to be a mad rush to get anything before the cameras. Programs like "Leave It To The Girls" in which the visual element is unimportant, are the radio. They are not especially enhanced by the presence of the ikes nor do they utilize the potential of combined light-and-sound. Why not, therefore, present them as they should be done, on radio, and develop for TV programs which are better suited for that medium. Music, especially the classics, is another form that is best received only by the ear, and tele is great, but there is no reason why it should encompass all entertainment and education. There is a division of labor and duties between the two media. Both are equally important and both should be developed to their utmost.

KGO-TV, which went on the air in San Francisco yesterday, was saluted in a previous evening by a special program on competing outlet, KPX. On the show, KPX manager Philip Lasky played host to visiting AEC execs. Robert Kintner and Bert Hinckley and KGO manager Gayle Webb.

### New Firms Qualified For TV, Says Para.

Washington—Attorneys for Paramount Pictures, Inc., yesterday told the FCC that the two new Paramount companies resulting from the "consent decree" concluded two months ago by the present Paramount organization and the Government "will be qualified in every respect" to hold television licenses.

"If it be held by the Commission—a conclusion which Paramount believes unlawful and contrary to public interest—that some taint or blemish of character attaches to anti-trust infraction, that conclusion would not be applicable to the new companies," said the petition filed with the FCC.

The two companies, it was claimed, "will stand before the Commission in a status free from whatever inhibitions the Commission may have thought to exist by reason of prior anti-trust proceedings."

### FCC Moves To Kill CP's Of Three More Stations

Washington—The Commission yesterday cracked down on three TV permittees it has found guilty of "apparent lack of diligence" in processing their permits. The trio was notified that hearings may be called for within 20 days, but otherwise the permits will be withdrawn from the City of Jacksonville, Fla.; WPDQ-TV, Jacksonville and WEEK-TV, Peoria, Ill. Commissioners Sterling, Walker and Hennock voted for the grant of extension of the completion date sought by the City of Jacksonville.

At the same time the Commission

## Caution In Use Of Research About Tele Urged By Roslow

Extreme caution in the use of TV research findings was urged yesterday by Dr. Sydney Roslow, director of The Pulse, Inc., at a luncheon meeting of the American Marketing Association.

Referring to innumerable surveys purporting to show TV's effect on family life, Roslow said, "It is hard to accept a result which shows habits arduously built up over one's years change so quickly and so easily with the advent of a new device into the home. . . .

"Actually there should be no quar-

### "Through Summer"

Columbus, Ohio—The present freeze on television will be in effect through the Summer, Wayne Coy, chairman of the FCC, declared here yesterday at the Institute for Education by Radio, conducted by Ohio State University. His original guess that the freeze would last only six months, said Coy, was made in "an excess of optimism."

## FCC Grants 1st Permit For Experimental UHF

Washington Bureau of RADIO DAILY  
Washington—The FCC yesterday issued its first permit for experimental UHF operation, with a satellite of WNBTV, NBC's New York TV station, to be erected in the vicinity of Bridgeport, Conn. The new station will send the entire WNBTV program schedule for the benefit of a limited number of UHF receivers which will be spotted in the Bridgeport area to test home reception.

"In addition," the Commission said, "measurements will be made of the signal under varying conditions to obtain information concerning propagation in the UHF band."

NBC was asked to notify the FCC at once if it decides "to sell receivers in the Bridgeport area capable of receiving the UHF signal."

Commissioner Robert F. Jones, staunch advocate of an immediate commercial color TV service, dis-

sion granted an extension of completion date for the experimental TV permit of Don Lee in Hollywood.

rel about the research findings. The trouble has been in the use of these findings. . . . These findings should be interpreted on a descriptive level. These results obtain now. They should not be viewed predictively."

Pointing to various reports on tele's sales impact, Roslow said, "Soon we will all be chain smokers rotating around Camels, Old Gold, Chesterfields, Luckies, Philip Morris and others; or we may find it imperative to alternate our television viewing over Emerson, Philco, Admiral and RCA."

### Cite Kukla, Caesar, Marshall, Operas And Vets Show

Columbus—"Kukla, Fran and Ollie," "The Nature of Things," "Operation Success," "Julius Caesar" and several short operatic presentations are recipients of the first TV awards of the Institute For Education by Radio. Awards were announced here yesterday at the 18th annual meeting of the Institute, which is sponsored by Ohio State University.

Judging was limited to shows seen in New York and did not include those "in the general classification of variety programs."

In announcing the awards, the TV committee expressed hope "that forum programs presenting current issues in lively and enlightening debate will grow in television, and that the start toward this exemplified by 'The Court Of Current Issues,' DuMont; 'UN Casebook' CBS; 'Peoples Platform,' CBS, and 'Meet The Press,' NBC, will signal increasing excellence and frequency of such programs." Citations read as follows:

"To 'Kukla, Fran and Ollie,' charmingly whimsical yet so nicely balanced on the fine edge of fantasy by its creator, Burr Tillstrom, that it does not cloy, with broad appeal to children, livened with kindly humor to delight elders, gaining greatly by the presence of Fran Allison. Originating at WBBK in Chicago, seen on the NBC network."

"To 'The Nature Of Things,' Dr. Roy K. Marshall's program of infinitely varied exposition throughout the fields of science, presented with clarity, vigor and accuracy, avoiding the sententious, teaching as it pleases, availing itself of the full resources of sound and sight, presenting to advantage the compelling personality of Dr. Marshall. Originating at WPTZ in Philadelphia, seen on the NBC network."

"To 'Operation Success,' on which veterans who have disabilities but are by no means disabled for certain types of work show their skills and offer their services to employers while experts of the VA describe the points which will make them desirable workers. This program, originating at WABD in New York, seen on the DuMont network, has a record of placing in employment all the veterans who have appeared on it, and has stimulated the hiring of many more like them."

"To 'Julius Caesar,' as the Shakespeare tragedy was produced in modern dress on CBS-TV by 'Studio One,' an outstanding example of the potentiality of television drama, forceful, devoid of archaism, employing camera and microphone devices aptly, yet basically strong theatrical meat which would do credit to any medium of play presentation, full proof of the timelessness of great work."

"To the short operas 'The Medium' 'The Old Maid And The Thief' and 'The Last Act of La Boheme' as presented on the NBC network and 'The Medium' as presented on CBS, all high in quality of performance, sincere and stirring examples of a form which appears happily at home in television, certainly one of the best ways in which the home screen can present fine music in full."

The Institute's TV judging panel was made up of Dan Anderson, of the New York Sun; Fred Kugel, of Television Magazine, and Irwin Roslow, of RADIO DAILY.

## BEHIND THE MIKE

**M**OOTHER Barbour, of Carlton E. Morse's "One Man's Family," has been chosen 'Mother of the Year' by the Telegraphic Delivery Service Florists organization. Minetta Ellen, who has played the role of 'Mother Barbour' since the famous program went on the air in 1932, will receive the award this week.

Roosevelt Raceway makes its seasonal debut at Westbury, L. I. with more than 30,000 patrons expected.

Sir Laurence Olivier of England did some lend-leasing in reverse for the U. S. Army and Air force recruiting program, "Theater, USA," the other week. The famed British actor helped deliver a message on the ANTA-Army show that helped recruit badly-needed doctors and dentists. Olivier rushed through a transcribed bit from his Academy Award film, "Hamlet," and had two copies flown to N. Y. only a few hours before the show went on the ABC network.

Fred Fassler, violinist and singer, is appearing nightly in the Raleigh Room of the Hotel Warwick. Tony Farrell has been holding nightly confabs with a new song writing team since he posted the notice on "All For Love."

Elaine Malbin, 18-year-old lyric soprano, makes her opera debut as Musetta in "La Boheme" at the Center Theater May 15th.

Jackie Coogan slated for his own TV show this fall.

## Three Cases Back To FCC; Court Critical Of Procedure

(Continued on Page 2)

Commission, but that legally the Commission failed to justify its decision.

Unless rehearing is ordered and the favored applicants again given the nod by the Commission on firmer grounds, decisions might force the cancellation of existing permits for Lubbock, Texas, Allentown, Pa., and Birmingham, Alabama. All three decisions were written by Justice E. Barrett Prettyman.

In the Texas case the Commission had granted the application of Lubbock County Broadcasting Company for a new station, but specified that Lubbock must amend its application to call for five kilowatts daytime and one kilowatt night. The original application had been for only one kilowatt day and night on the 790 band, while competing with it was an application from the Plains Radio Broadcasting Company for a straight five kilowatt operation. The court found, as Plains charged, that in the hearing Lubbock had directed itself to evidence for one kilowatt operation and Plains for five kilowatt operation. Lubbock proposed to spend \$36,300 for its new station, while Plains proposed to enlarge KFYO, its present station, at a cost of \$144,400. KFYO is on the 1340 band with 250 watts.

### Commission Action Criticized

The court found the Commission in error in that it assigned a grant to KVLU on which evidence had not been taken. It also found fault with the Commission's preference for KVLU on program grounds, in that insufficient explanation of these grounds was given. It also found that the Commission had ignored the holdings of KVLU partners in several newspapers and radio stations through Texas when it took into consideration in turning down KFYO that its owners also own the only newspaper in Lubbock. The Commission cannot, the court said, "select and assert as material the pertinent characteristics of one applicant and ignore the related gestures of the others."

In the Birmingham case the appeal was by the Johnson Broadcasting Company, licensees of WJLD, Bessemer, against the Commission's grant of a frequency shift to the 850 band for WTNB, Birmingham. WJLD is now on the 1400 band with 250 watts, while WTNB shifts from 1490 kc with 250 watts.

It was found that the WTNB application had been improperly filed, in that the engineering portion was prepared after the other parts of the application, and not formally sworn to by the applicant. Instead, it was sworn to by the engineer only. Thus, the court held, the application is clearly improper. The Commission, wrote Justice Prettyman, should perhaps be empowered to waive this requirement on occasion, but the fact is that under the law it does not have such power. "Congress did not leave it to administrative discre-

tion." On the other hand, it was implied that the Commission could have granted leave to WTNB to amend its application—and perhaps that is the way which may yet be taken. Clearly the court stated that it had no argument with the Commission's findings that the WTNB application should be preferred over that of WJLD.

The final case was the appeal of the Easton Publishing Company against the grant of a license to WHOL, Allentown, Pa., for 250 watt operation on the 1230 band. Here the Commission was found to have been lacking in its findings that Allentown's need for additional service was demonstrably greater than that of Easton. Allentown is about three times the size of Easton, and had at the time of the grant one AM station with unlimited time and two daytime stations, while Easton has one full-time station and gets primary service during the day from a New York station. The court said "we cannot tell from the findings what caused the Commission to say that Allentown's need was greater."

The applicant's claim that the Commission must also consider in such comparative determination the number of FM stations in the two cities was turned down by the court

## AGENCIES

**H**IXON-O'DONNELL ADVERTISING, INC., of New York announced that on June 1 the agency's name will be changed to Morey, Humm & Johnstone, Inc. The agency's change in name, which follows the retirement of Robert Hixson and Julian O'Donnell of Los Angeles as directors of Hixson O'Donnell of New York, will not affect the agency's personnel, service or location in the Empire State Building. Sylvester M. Morey will continue as president and Llewellyn B. Van Doren will become executive vice-president. Albert Humm will continue as vice-president in charge of the Home Appliance and Utility Division and Muriel E. Johnstone as vice-president in charge of the agency's Rockefeller Center Office specializing in accounts in fashion and allied fields.

LLOYD W. BAILLIE, vice-president of J. Walter Thompson has switched to SSC&B in the same capacity. He will concentrate on products in the grocery store field.

on the ground that the Commission has not yet worked out any formula for such comparison. Until such pattern is worked out, it was held the Commission need not consider the question.

## Send Birthday Greetings To—

May 7

Morton Bowe Bill Wyatt  
Carlton Kelsey Georgie Stoll  
Edmund MacDonald

May 8

Ralph Bowman Red Nichols  
Tony Russell Ruth Gilbert  
James M. Gaines  
Sgt. Johnny Grant

May 9

Bill Adams Ray Clancy  
Beatrice Lillie Paul Page  
Carolyn R. Moser Della Orton  
Eddy Manson William Franckey  
Lou Strauss Lee Neal

May 10

Scotty Maclean Lee Reiser  
Betty Shaffer Jack Sheldon  
Ellen Fenwick John Clark  
Alma Sandra Munsell  
Maybelle Pringeville  
Hal Simms

May 11

Irving Berlin Tommy Thomas  
Robert Trendler Bob Purcell  
Johnny "Scat" Davis  
Vernon H. Pribble  
Joey Lee

May 12

John Barclay Jack Jenney  
Marie Keith Scrapy Lambert  
Elayne H. Fox Harry Smith  
Maurice Hershaff

## Big To-Do..

This week the "Home Forum Program" on Fort Wayne's WOWO is celebrating its 13th birthday. Big doin's.. but every week, happy advertisers celebrate the heady sales results of this ever-popular show! In 59 BMB counties, women listen regularly (1:00 to 1:30 Monday thru Friday) for Jane Weston's welcome household hints, and for her neighborly suggestions about advertisers' products. To boost the sales of your product in this rich tri-state area, get in on this participation program! Check with Paul Mills at WOWO, or with Free & Peters.

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# RADIO'S FUTURE AS MEDIA EMPHASIZED

## Ascap-NAB In Bog; May End TV Music

Possible discontinuance of the use of Ascap music on tele after May 30 was seen in the trade over the weekend after negotiations between the society and the NAB's TV music committee were broken off on Friday.

Break in negotiations was made by the industry after Ascap had offered to submit the entire situation to arbitration, with one member of a three-man board to be named by NAB, a second by Ascap and the third, a representative of the public, by Attorney General Tom Clark.

Basic issue between the two

(Continued on Page 7)

## Hays Named Vice-Pres. Of Washington Stations

John S. Hays, general manager of WTOP AM and FM, the Washington Post stations, has been named vice-president and a member of the board of directors of WTOP, Inc., Philip L. Graham, president of WTOP, Inc. announced Friday. He will continue as general manager of the two CBS outlets.

Hays came to WTOP in February, after 13-months as executive vice-president of WINX and WINX-FM, the former Washington Post stations.

## BBC, Musicians Union Settle On Remote Terms

London—Action on the suggestions of the Ministry of Labor's Independent Committee, the Musicians Union has agreed to resume playing relays of public performances on the basis of 25 shillings (\$5) per musician for relays and an additional twenty

(Continued on Page 2)

### New TBA President?

Wayne C. Coy, chairman of the FCC, may become a full-time paid president of the Television Broadcasters Association, succeeding Jack Poppele, WOR-Mutual executive, who is currently serving as president on a part-time basis. RADIO DAILY learned Friday. Chairman Coy, who is reported about ready to retire for a position in private business, is said to have been approached by manufacturer members of TBA and asked if he would accept the presidency.

## Commission Revokes License Of Station

Washington Bureau of RADIO DAILY Washington—Claiming many violations of Commission engineering rules, and complete non-attention to notices sent by the Commission, the FCC last week ordered the license and permit of WINZ, Hollywood, Florida, revoked. The station is on the 940 band with one kilowatt daytime, but has a permit for day and night operation and has applied for daytime power of 50 kilo-

(Continued on Page 8)

## Commercial Opposition Welcomed In So. Africa

Lourenco Marques Radio, a commercial shortwave station in Portuguese East Africa covering the Union of South Africa, will welcome the commercialization of the government-owned South African Broad-

(Continued on Page 8)

## Speakers At Ohio State Radio Confab Predict TV Will Not Replace AM And FM Radio

(By Staff Correspondent)

Columbus — Speakers at the closing sessions of the 19th annual Institute for Education by Radio belittled prophets of doom who were counting out radio and indicating their faith in radio's future despite the growth of television. Among the speakers who took up the cudgels

(Continued on Page 6)

## Radio Spokesmen Hit AVCO Rule Substitute

Washington Bureau of RADIO DAILY Washington—The FCC yesterday received a series of comments on the new rules it proposed this spring to replace the controversial AVCO procedure for station transfers, with almost universal agreement that the advertising regulations suggested by the Commission are burdensome and unnecessary;

(Continued on Page 6)

## Networks And NABET To Continue Discussions

Contract negotiations between A&E, NBC and NABET resume again today following a weekend recess agreed to by both sides. It's understood that considerable progress was made during discussions last week.

On Friday it was reported that the

(Continued on Page 2)

## Fairbanks' Organization Announces Staff Changes

West Coast Bureau, RADIO DAILY Hollywood — Rearrangement of branch managers of Jerry Fairbanks Productions was announced Friday as the producer put into work plans

(Continued on Page 3)

# Radio Given Five Years Before Tele Takes Lead

It will be five years before television becomes more important than radio, according to a survey released Friday by Batten, Barton, Durstine & Osborn, Inc., which included the opinions of 35 leaders in radio, television and allied fields.

Sixty per cent of the respondents see television forging ahead of radio by the end of 1954, while 77 per cent agree that it will be more important than radio by the end of 1957.

Television will not supplement radio, according to the leaders who are concerned with the future of both industries. Eighty-seven per cent said that radio will not die off as silent pictures did, while 10 per cent felt it will.

While most were of the opinion that radio will survive, almost all agreed "There'll be some changes made." Among the possibilities men-

(Continued on Page 3)

## 85% Of BMB Funds Raised For 2nd Study

BMB's financial requirements to complete and publish Study No. 2 are 85 per cent assured, according to Kenneth Baker, acting president of BMB. He said that this income is based on 90-day cancellation waivers from old subscribers plus additional business from new BMB subscribers.

Baker said that 345 BMB members have signed waivers to date

(Continued on Page 8)

## Ed Gardner Is Released From Bristol-Myers Pact

West Coast Bureau, RADIO DAILY Hollywood—Ed "Archie" Gardner (Duffy's Tavern) asked for, and was granted, a release from his contract with his current sponsor, Bristol-Myers, according to his attorney,

(Continued on Page 3)

### President To Talk

ABC and NBC will broadcast the full-hour program, featuring an address by President Truman and entertainment by radio and film personalities, in support of the U.S. Treasury bond drive. May 16, 10:30-11:30 p.m., EDT. MBS will carry the 10:45-11:30 p.m. portion of the show. The last half-hour will be aired by CBS.

### Berlin Bound

Mutual news commentator Henry La Cositt has been assigned to cover the lifting of the Berlin blockade, it has been announced by A. A. Schechter, MBS v-p in charge of news and special events. La Cositt's broadcasts, "The Editor's Diary," will originate from Berlin on May 11, 12 and 13. He left New York yesterday by plane.

# RADIO DAILY



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**FRANK BURKE** : : : : Editor

**MARVIN KIRSCH** : Business Manager

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## FINANCIAL

(May 6)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	73 3/8	71 3/8	71 3/8	1/4
Admiral Corp.	18 1/4	17 3/8	18 1/8	1/8
Am. Tel. & Tel.	142 1/4	141 3/8	141 3/8	3/8
CBS A	18	18	18	1/4
CBS B	18	18	18	1/4
Gen. Electric	37 3/4	37 1/4	37 1/2	3/8
Philco	27 3/4	27 1/2	27 1/2	3/8
RCA Common	12 1/2	11 3/4	11 3/4	3/8
RCA 1st pfd.	71 1/2	71 1/4	71 1/4	1/4
Stewart-Warner	12 1/2	12 1/4	12 3/4	1/2
Westinghouse	23 3/4	22 1/2	23 1/4	1/2
Westinghouse pfd.	92	92	92 1/4	3/4
Zenith Radio	28 3/4	28 1/2	28 1/2	1/4

### NEW YORK CURB EXCHANGE

Nat. Union Radio	3 1/8	3	3	
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### OVER THE COUNTER

	Bid	Asked
DuMont Lab.	14	15
Stromberg-Carlson	11 1/2	13
U. S. Television	1/2	3/4
WCAO (Baltimore)	20	
WJR (Detroit)	7 1/2	8

### Will Cover Election

Newark—WAAT in cooperation with the Jersey Journal will broadcast complete coverage of the Jersey City election Tuesday night. Broadcast schedule will be direct from the Jersey Journal offices.

### ATTENTION RADIO-TV STATIONS WITH SMALL ADV-PROMOTION BUDGETS!

Now you can have New York-Grade sales presentations, brochures, ads to fit your budgets. Send me the facts. I'll deliver your presentation (single copy) within 72 hours! C.O.D. of course. 14 years experience in radio adv-promotion are your guarantee of a top-notch job. Contact Box 239, RADIO DAILY, 1501 Broadway, New York 18, N. Y.

## ★ COMING AND GOING ★

**TED COTT**, vice-president of WNEW in charge of programming, is back at his desk following a three-week trip to Paris via Air France.

**EDWARD STASHEFF**, assistant program manager at WPIX, returning from Columbus, where he attended Ohio State's Institute for Education by Radio.

**MARTIN A. GOSCH**, president of the Independent Television Producers Assn., back from the OSU sessions at Columbus.

**SYLVAN LEVIN**, music director at WOR, leaves tomorrow by plane for Indianapolis, where on Wednesday he'll conduct the orchestra for Mutual's "Ayleshire Air Show."

**TOM ELLSWORTH**, promotion director of CBS Radio Sales; **ALICE SANTI**, of the clearance department, and **BEN MARGOLIS**, sales-service manager, are touring the Midwest for conferences with station sales department executives in Chicago, Minneapolis and St. Louis.

**ROBERT Q. LEWIS**, Columbia network comic, is broadcasting his program this week from the Traymore, Atlantic City.

**SPIKE JONES** and the members of his CBS program company are back in Hollywood following a coast-to-coast series of one-night stands.

**J. KELLY SMITH**, vice-president of CBS in charge of station administration, yesterday completed a vacation of six weeks on the Coronado Islands off the coast of California. Now he's in San Francisco on business.

**HELEN SIOUSSAT**, Columbia network's director of talks, was in Louisville Saturday for the running of the Derby.

**KURT JADASOHN**, general manager of SE-SAC, Inc., today is in Jacksonville, Fla., huddling with the radio boys of that town. He'll visit several other southern stations on his way back. He should be home in 10 days.

**BARNEY BOYLE**, traffic manager at WOR, is spending a one-week vacation touring New England with some of his relatives from Ireland.

**JOHN DERR**, assistant director of sports at CBS, and **JOE PALMER**, racing broadcaster on CBS-TV, are back from Louisville, where on Saturday they handled the web's telecasting of the Kentucky Derby.

**MARGARET WHITING** has arrived in New York from the West Coast.

**HENRY WHITE**, president of World Video, has returned from Columbus, where he attended the Institute for Education by Radio at Ohio State University.

### BBC, Musicians Union Settle On Remote Terms

(Continued from Page 1)  
shillings (\$4) per musician if special rehearsals are held. Settlement means that BBC can resume the broadcasts of public concerts by leading symphony orchestras, opera, music halls and other theater performances as well as remote dance orchestra music.

### Resumes Full Operation

Dallas—KRLD, CBS affiliate, has resumed full 50,000-watt operations. A storm on December 21 of last year damaged the KRLD antenna which resulted in curtailed evening operations on 10,000-watts power, non-directional.

### WGUY Joining CBS

WGUY, Bangor, Maine, becomes the basic supplementary affiliate of Columbia, effective August 1, replacing WABI as the CBS affiliate in that city.

### 10 YEARS AGO TODAY

From the Files of Radio Daily

The State Alcoholic Beverage control board held a hearing when Muzak attempted to secure state approval of its sponsored music and news programs which are used by cafes, restaurants, etc. . . . The new NBC 'Interval Plan' and CBS 'Summer Hiatus Policy' is expected to give the two networks increased billings for the seventh consecutive summer. . . . FCC announced that hearings on suggestion of Mayor LaGuardia to amend Commission rules which would permit rebroadcasts by regular stations of programs of international broadcast stations would be held on June 7th.

### Networks And NABET To Continue Discussions

(Continued from Page 1)  
engineering union and the two networks were concentrating on working conditions for TV engineers. However, an agreement has not been reached on pay scales. NABET originally asked for a 15 per cent increase.

The union's contract with ABC and NBC expired April 30. Just before the deadline, both sides agreed to a one week extension but apparently this extension is being continued indefinitely.

### Harrington Will Join "Hit Parade" June 4

American Tobacco Co. announced Friday that singer Bill Harrington will replace Frank Sinatra on "Your Hit Parade" over NBC starting June 4. On that date the show switches its origination point from Hollywood to New York.

A new mixed voice singing group, "The Hit Paraders," is being added on the same date. Eileen Wilson continues as female vocalist and Mark Warnow remains as musical director. Program is broadcast Saturday at 9 p.m., EDT.

### Will Appear At Dinner

The Andrews Sisters of CBS' "Club 15," sponsored by Campbell Soup Company, will make a personal appearance at the annual dinner of the Western Chain Grocers Association in Coronado, California, Wednesday, May 11.

### CBS Slots Marx

The Groucho Marx quiz show, "You Bet Your Life," is scheduled for its CBS debut on Wednesday, Sept. 28, from 9-9:30 p.m., EST. Elgin-American continues as sponsor through Weiss & Geller, Chicago.



## Mother's Little Helper

This pretty little fawn seems to have lost its mother. So the friendly dog helps out with the all-important bottle of milk.

Some advertising campaigns in tough competitive markets need a little help these days, too. In Baltimore the answer is easy. You just buy W-I-T-H, the BIG independent with the BIG audience.

This will really be a help to your sales effort. For W-I-T-H provides you with more listeners-per-dollar than any other station in town. That means you get BIG results from a LITTLE bit of money on W-I-T-H.

So don't put it off another day. If you're not already using W-I-T-H, call in your Headley-Reed man and get the whole story right away.



Baltimore 3, Maryland

TOM TINSLEY, President  
Represented by Headley-Reed

# Radio Given Five Years Before Tele Takes Lead

(Continued from Page 1)

There were fewer networks, greater use of regional and rural and local stations, and a definite future for radio as a daytime medium and one useful both to small advertisers and to those wishing to supplement their television coverage.

**TV Costs To Be Higher**  
It was the consensus of opinion that television time and facilities will cost more than radio. Programs on television will also cost more, industry leaders believe, with 63 per cent agreeing that they would be higher than radio shows. Some 20 per cent thought the costs would be "about the same" while 10 per cent said they didn't know. Most respondents indicated that television programs would cost about 50 per cent more.

On the subject of how often advertisers would use TV, 58 per cent voted for "once a week," with 11 per

cent favoring once a month and eight per cent voting for twice a month.

**Leaders Participating in Survey**  
Among those who participated in the survey were Niles Trammell, president of NBC; Frank Stanton, president of CBS; Mark Woods, president of ABC; Z. C. Barnes, vice-president of Mutual; Kenneth Baker, research director, NAB; Max F. Balcom, president of RMA; Frederick R. Gamble, president of AAAA; D. M. Stewart, advertising manager of Texas company; Ralph Austrian, television consultant; John Crosby, Herald-Tribune; George Rosen, Variety; Bruce Robertson, Broadcasting; Frank Burke, RADIO DAILY; Jerry Franken, Billboard; Jim Owens, Television, and Gardner Cowles, Look magazine. Key radio and television executives of BBD&O, also figured in the survey.

## Ed Gardner Is Released From Bristol-Myers Pact

(Continued from Page 1)

Ed Gardner has been negotiating for his release for several weeks so that he could become a free agent, which would enable him to make a long term deal with one of the networks as well as a new sponsor. He has been bankrolled by same outfit since 1942. Show is currently broadcast every Wednesday over NBC.

**Up Among Leaders**  
For past few years "Duffy's Tavern" has been among top 15 in coo-per ratings. Gardner's deal with Bristol-Myers expires June 29.

It is a known fact that Gardner has had several offers from other networks and sponsors but could not act until he obtained his release from B-M. He is vacationing in Honolulu, having taped two shows prior to his leaving. When he returns to Hollywood May 15 he will consider offers for the Fall.

Gardner has also set independent production of his picture "Pigsfeet in Paris" to go before the cameras in Paris this summer.

## Summer Replacements Set For 2 NBC Shows

"Behind the 8-Ball," George Hanlon-produced comedy show starring Lewis & Howe, will be heard Tuesdays on NBC from 8:30 p.m., as summer replacement for the Alan Young Show. The substitute will be on the air from July 12 to October.

A second replacement announced Friday by the network is "A Life in Our Hands," Earle Stanley Gardner production, which will be aired from June 7 to Sept. 13, substituting for "People Are Funny," sponsored by Brown & Williamson. This Tuesday show is heard from 10-11 p.m.

## Fairbanks' Organization Announces Staff Changes

(Continued from Page 1)

for a greater concentration of company activities in the television and commercial film fields.

B. N. Darling, head of Fairbanks' Chicago offices for more than three years, now will be in charge of the New York staff as well, dividing his time between the two cities. Robert Coffeen will be Darling's assistant in Chicago, while Robert Lawrence will be his sales assistant in New York in addition to handling the producer's Manhattan production staff.

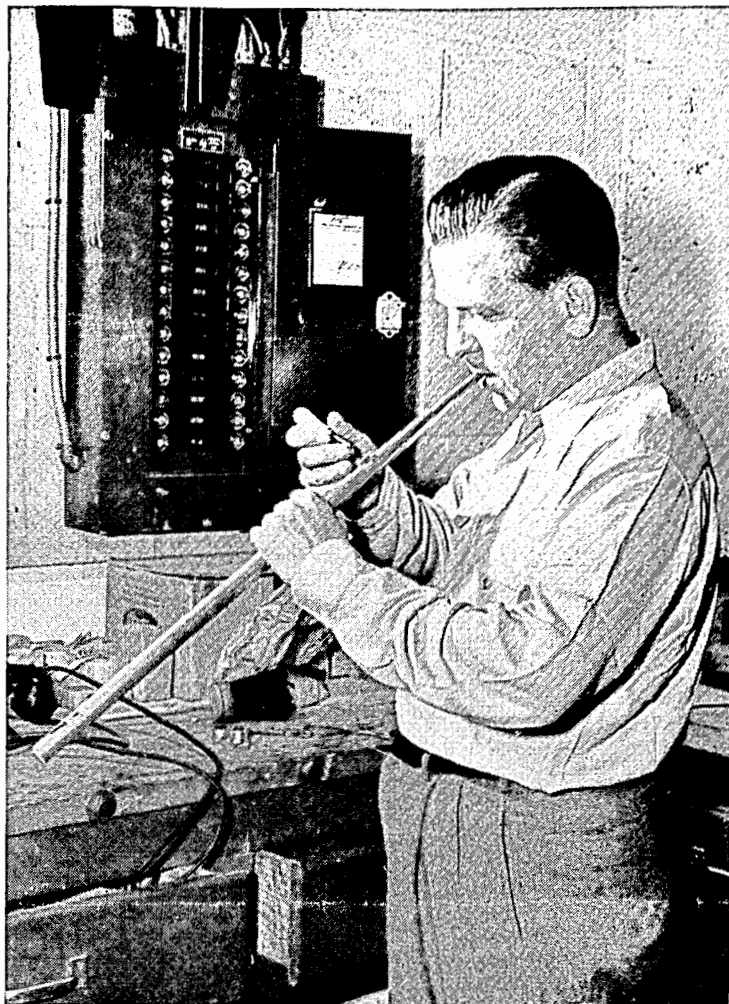
### Pegler Now With Zoomar

Jack Pegler, who was in charge of the New York branch, now will be sales chief of the Zoomar corporation, a firm organized by Fairbanks recently for the manufacture and sale of Zoomar video and camera lenses. Increasing number of stations going on the air and expected jump in outlet applications when the current freeze is lifted necessitated the setting up of a separate organization, Fairbanks said.

No changes in the producer's other branch offices are expected at present, he said.

## Sponsors Election Returns

Newark—The Howard Savings Institution of Newark has purchased the three hours from 9:00 p.m. to midnight on WNJR, Newark, on May 10th for the broadcast of election bulletins and results on the Newark city election. Broadcast will be made from the WNJR studios and the City Room of the Newark News where the results will be tabulated. Arrangements have been made to put successful candidates on the air if the returns by midnight are complete enough to indicate the results. The James Wapshare Agency of Newark is handling the account.



## It's an Ill Wind that Somebody Blows Good

Repairing ill pipe organs or making new ones, sounding B flat or the knell of a "gibble-gobble phony", this newscaster is talented, fluent . . . and critical. His inventive versatility enabled him to construct a pipe organ for his church, just as a hobby. His vigorous nightly scanning of "the top of the news as it looks from here" has made him one of Washington's most influential commentators.

Critical of any interference with free enterprise or economical government, Fulton Lewis, Jr., rarely inspires indifference among his listeners. They describe him either as a great patriot . . . or a shocking reactionary. However described, he's heard—by 14,000,000 weekly, according to a recent estimate in *Harper's Magazine*.

The Fulton Lewis, Jr., program is currently sponsored on more than 300 stations. It affords local advertisers network prestige at local time cost, with pro-rated talent cost.

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

**SOUTHWEST**

**S**ALUTING national YWCA week, Julie Benell selected the topic, "The YWCA—Your Window to the World" as she interviewed Mrs. H. C. Perry, vice-president of the Dallas YWCA board and LaVerne Houston, president of the business girls' Inter Club Council. Program was heard over WFAA, Dallas.

*I wouldn't trade jobs with anybody!*



My job is making people happy. I greet them with a smile, get acquainted with them, see that they're comfortable. When meal-time comes around, I bring them the most delicious food served on any airline.

Being a Mainliner stewardess is fun because the nicest people just naturally seem to choose United. Perhaps it's the little extra things we do to help them enjoy their trips. Perhaps it's because United takes them where they want to go and gets them there on time. Anyhow, I like them, and I'm sorry to say good-by.

I'm proud of my smart uniform, not just because it's becoming, but because it's a symbol. It means I'm a member of the team that serves the public over the Main Line Airway.

*Mary Mainliner*

P. S. I'm looking forward to welcoming you aboard some day soon! M. M.



© 1949 United Air Lines



**California Commentary . . . !!**

• • • Andy Wilson, formerly of KOY and KOOL, Phoenix, has joined the KMPC program staff as assistant to Jesse Butcher and John Baird. . . . With the addition of Langendorf Bread, the Zeke Manners early morning show on ABC here is now completely sponsored. . . . Bill Elliott's western transcriptions for Quality Bakers of America are expected to be on 200 stations by December. . . . Harry Ackerman, CBS vice-president and director of network programs here, returned Thursday from a month's vacation in Palm Springs. . . . ABC's new television center at the old Vitagraph studio will employ in the neighborhood of 500 persons. Most of the network's big tele shows will originate in Hollywood, according to Vice-President Robert Kintner. . . . KFWB has had to tack another half-hour on Bill Anson's disc spinning to satisfy increased sponsorship. He's now heard from one to four o'clock six days a week. . . . A 25-minute television show is being prepared for broadcast from the stage of Bill Gray's Band Box. . . . The "Sampson Slave" will be given a press preview this week. Developed by the Sampson Electric Co., the gadget will enable a person to have television in every room of a house or apartment, working off one TV set. . . . Dick Haymes will huddle with New York agency representatives on video and radio offers during his Roxy engagement in New York, starting next Friday. . . .



• • • Jack Smith and Frank DeVol will appear on six BBC shows during their visit to England in July to exploit their Capitol records. . . . Oddity: Lud Gluskin, musical director of "Suspense," has never seen the show. Gluskin and his orchestra work in a different studio from the dramatic cast and receive their cues by remote control. . . . D. W. Thornburgh will be one of the ten former residents of Indiana to be honored at the Indiana Foundation's Hoosier Homecoming Banquet at the Alexandria Hotel on May 12. D. W. will be honored for his contributions to "Americanism in Radio." Among the guests will be songwriter Hoagy Carmichael, Dr. Arthur Guedel, comic Red Skelton and Joan Wooden. . . . Jo Stafford has been practicing patriotic ditties for her guest appearance on the "I Am An American Day" program at the Hollywood Bowl, May 15. . . .



• • • Arch Presby has invented an auxiliary aerial that enables television set owners to bring in stations even when they are situated in what are called "dead areas." . . . Frank Bull, KFWB mikerster just back from Mexico City, reports that television is a long way off south of the border. "But the Mexicans are vitally interested in TV," he said. "and hope to watch bull fights in their living rooms, as we watch ball games, boxing and wrestling." . . . Phil Moore, whose "Ooh, Dr. Kinsey" sung by Martha Raye, is a best seller on record stalls, is prepping a Broadway musical with Lena Horne for starring role. . . . James M. Seward, accompanied by Mrs. Seward, left here May 6th for San Francisco. After conferences at KCBS, the Seward's will return to New York. . . . Jack McElroy, emcee of ABC's "Breakfast in Hollywood," has launched a one-man campaign to stimulate more correspondence to shut-ins, invalids and hospitalized persons across the nation. . . .



**NEW BUSINESS**

**WOR, New York:** The American Fruit Growers, Inc., has purchased a series of announcements for Blue Goose Frozen Peas on "Luncheon At Sardi's," Monday through Friday, effective May 16. Davis & Company of Los Angeles handled the contract. The Frank G. Shattuck Company has renewed its participations for their candy and ice cream on WOR's "Barbara Welles" program, Mondays through Fridays. The contract was placed through Cowan & Dangler, Inc. Through the C. Wendel Muensch agency of Chicago, L. C. Forman & Sons, Inc., has bought participations, Tuesdays and Thursdays, for their piccalilli, in "Prince Charming," effective May 10. The Elna Corporation has renewed its participation in two WOR programs for the Elna Sewing Machine: "The Barbara Welles Show," Monday through Fridays, and the "Dorothy and Dick" program, Mondays and Saturdays. Procter & Gamble has purchased a series of announcements on Mondays and Thursday for "Prel" in "The Answer Man." The new contract was placed through Benton & Bowles. Announcements in "Sunrise Serenade," Sundays, for various books have been renewed by Greystone Press through the H. B. Humphrey Company. L. Valle's beauty salon has purchased a series of announcements in "Luncheon At Sardi's," Monday, Wednesdays and Fridays. Contract was handled by Joseph F. Callo, Inc.

**PAR Chapter Of AVC Holds Officers Election**

Robert A. Low, ad manager of the Saturday Review of Literature, has been elected chairman of the Press, Advertising, Radio Chapter of the American Veterans Committee for the coming year. L. Griffith, WJZ announcer, was chosen a vice chairman along with Dr. Nathan Robbins.

Walter Pick, radio attorney, the group's new secretary. Victor Sack, director of "Grand Slam" on CBS, is treasurer. The PAR Chapter is a professional group composed of World War II vets engaged in the press, advertising and radio fields.

**Lowenstein Switches**

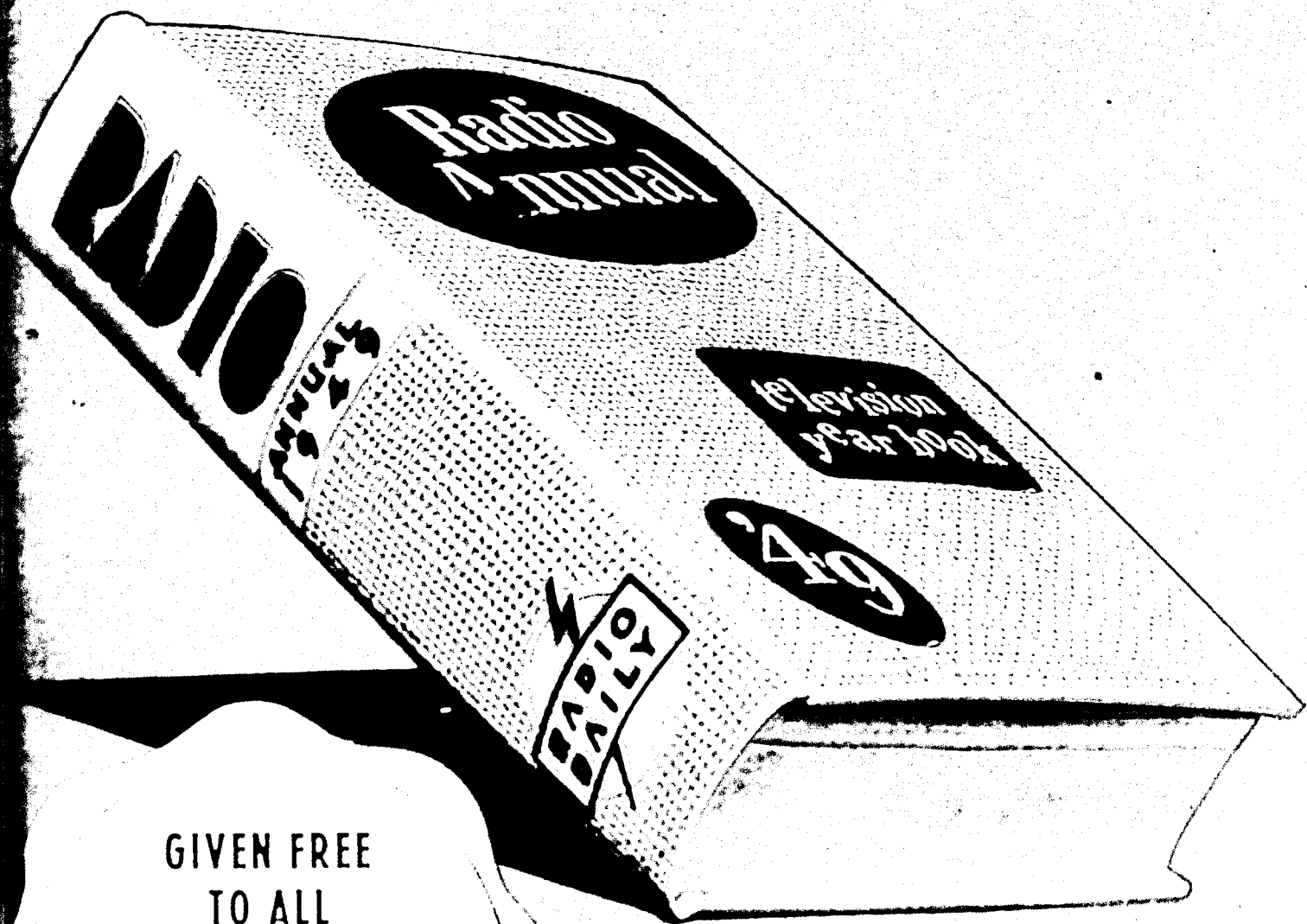
Larry Lowenstein, formerly publicity manager for WINS, New York, has joined the public relations firm of Richard Walsh Associates as general manager. Lowenstein previously was with WO WQXR and the Daily News.

**SELL OR EXCHANGE**

Eight bedroom, four bath country home, all city conveniences and scenic acreage in Connecticut near Pawling for smaller shorefront property New Haven to Guilford. Or sell closest offer to \$30,000. Box 238, RADIO DAILY, 1501 Broadway, N. Y. C.



# The Treasury of Information



GIVEN FREE  
TO ALL  
SUBSCRIBERS  
OF  
RADIO DAILY

\$10.00 PER YEAR

## Radio Spokesmen Hit AVCO Rule Substitute

(Continued from Page 1)

NAB asked that the Commission rub out the AVCO rule—which requires competitive hearings when the bids of would-be purchasers of stations are matched by other would-be buyers, but that the dropping of the AVCO procedure not be tied to the adoption of the proposed new rules.

The proposed revision, said former FCC Chairman Paul Porter for ABC, "appears in general to increase rather than reduce the administrative burden. Complexity and ambiguity seem to have been achieved instead of simplicity and a direct and understandable plan. The revision as proposed lacks clarity and does not disclose on its face the objectives sought."

NBC addressed itself solely to the advertising proposals, finding them of no benefit to broadcasters, the Commission or the public. Instead they are burdensome and delaying, and reflect upon the good character and intention of broadcasters, said NBC.

Radio attorney George Smith filed comments also upon the advertising proposals, agreeing with NBC that they serve no useful purpose and that they would "substantially increase the work load of the Commission."

There was general agreement that the AVCO rules have failed, and have increased the Commission workload and discouraged station transfers because of long delays involved. Both NAB and ABC found the new proposals at variance with the Administrative Procedures Act.

### Stations Oppose AVCO

KCMO, Kansas City; KMA, Shendoah, Ia.; KCOS, Bellingham, and KXRO, Aberdeen, Washington, in a joint statement declared that if the new rules are designed to speed the Commission's work they will be "a dismal failure." On the other hand, "if their purpose is to superimpose more bureaucracy and red tape on existing broadcasters and uninitiated applicants, they will succeed admirably."

The stations deny that the AVCO rule has been a failure, praising the procedure as tending to discourage the filing of transfer and assignment applications which would obviously not be approved if the Commission had the choice of granting the facilities sought to other applicants.

"A plausible contention can be made in the courts that the AVCO rule is necessary and therefore valid if the Commission is properly to discharge 1949 licensing responsibilities," the statement declared.

### Bar Association Opposition

In a comprehensive brief relating to the proposed new rules with which the FCC is contemplating replacing the present AVCO regulations for the handling of station transfers, the FCC Bar Association told the Commission last week not

## ★ THE WEEK IN RADIO ★

Sees TV As Safeguard Against Recession

By VAL ADAMS

DAVID SARNOFF, RCA board chairman, told annual stockholders meeting that television is one safeguard against serious economic recession. He said RCA net profits in first quarter of '49 were \$5,932,083, a slight increase over the same quarter a year ago. Referring to network talent raids, Sarnoff said NBC "could have matched the millions involved in such skyrocket bidding had we been indifferent to the interest of our stockholders, artists and clients."

Institute for Education by Radio announced 125 program awards. Total of 761 programs were evaluated. . . . BMB still campaigning for waivers from subscribers on 90-day cancellation clause. . . . NABET contracts with ABC and NBC extended one week beyond expiration in face of hopeful negotiations.

President Truman asked Senate to re-appoint Edward Mount Webster to FCC. At present he's filling out term of Paul Porter which expires June 30. . . . Arthur Godfrey was paid \$258,450 by CBS in 1948 for his services as a radio artist. John Reed King got \$95,795.

Charles Hull Wolfe of BBD&O's radio and television research department revealed eight major reasons why AM radio will continue indefinitely. He said he could not find facts or figures to support predictions that radio will be dead in three to five years. . . . Gardner agency will continue to handle U. S. Army and Air Force account for another year. . . . CBS decided to make mass football coverage standard procedure next season when it will report on upwards of 30 college pigskin games every Saturday.

Most film companies allow fear of TV as competitive medium to stand

to believe the present procedural situation will be improved by adoption of the new rules. Instead, the lawyers said, it is likely that the suggested changes might simply mean more gum in the Commission works.

### See Cases "Complicated"

The Commission proposal for a 90-day cut-off period, providing that applications filed more than 90-days after an initial application has been advertised shall not be considered, would neither expedite the handling of broadcast cases nor make more workable the Commission procedures for studying engineering aspects of broadcast applications. Instead, it would prove burdensome to applicants and would slow down action because in many cases it might be complicated by "chain reactions," said the bar association's committee on practice and procedure, of which Leonard H. Marks is chairman.

Association president is Guilford Jameson, with Percy Russell, Ralph Walker and Charles E. Thompson members of the practice and procedure committee.

in the way of effective exploitation of their product by video means, according to Mal Boyd, president of Television Producers Association. . . . NAB arranging its first program directors clinic for June 27-29 in Chicago. . . . FCC okayed sale of WINX, Washington, to William A. Banks for \$130,000.

Radio fails to reach more than one-third of potential morning listeners because certain psychological characteristics are not taken into account, says Bureau of Applied Social Research of Columbia University. Analysis is based on survey of listening habits of 3,000 women in New York, Chicago and Kansas City. . . . Tom McDermott now supervising all radio activities at Benton & Bowles. He was appointed assistant to Walter Craig, radio and tele veepee.

Wayne Coy predicted greater emphasis on daytime programming and readjustment of nighttime schedules to meet competition of video. He said FM is needed to improve radio service in small cities and rural areas. Coy favors requiring AM broadcasters (who own FM) to duplicate their full sked on FM. . . . Farnsworth stockholders voted in favor of sale to IT&T.

Eighty engineers went on strike against Yankee Network. Radio newsmen and AFRA announcers refused to cross picket lines. Engineers striking against proposed 20 per cent pay cuts by Yankee stations outside Boston area. . . . FM stations in Chicago and vicinity made initial move to set up Chicagoland-FM association. . . . Two staffers at WIBW, Topeka, Kan., killed in plane crash. They were Gene Shipley, farm service director, and K. G. Marquardt, chief engineer.

Dr. Herbert Evatt, president of UN General Assembly, told Radio Executives Club of New York that radio and TV are vital necessity to UN. He spoke at club's regular luncheon which celebrated United Nations Day. . . . Thomas H. Lane, veepee of Rexall Drug Co., appointed veepee of McCann-Erickson with general executive duties, effective June 1.

FCC is close to a decision authorizing employment of lawyers by Commission members apart from the law department. Move has been speeded by recent attack on FCC by Sen. Ed Johnson. . . . Disc jockey Bob McKee of WJXN, Jackson, Miss., lost his job when he broadcast "the moon is falling into the sun and the Mississippi River basin is an earthquake danger area." His listeners were panicked although McKee said he announced the program as "fictitious."

Rumor around that the State Department has received from FCC proposals that it will suggest superpower for some U. S. stations at forthcoming NARBA conference. . . . Russia now jamming BBC signals in Europe as well as "Voice of America."

## Radio, Tele Growing, Say Industry Leaders

(Continued from Page 1)

of radio were James Lawrence Fly, former chairman of the FCC; John Patt, general manager of WGAR, Cleveland and Leonard Marks, general counsel for the FM Association.

In opening the second general session Friday night, considering the subject: "What Will TV Do To American Life?" Attorney Fly stated: "TV will exercise a great force upon the public but it will not displace radio. Radio is not a dying industry. It will continue to support TV itself and to live by its side."

"We are in the boom era of TV. There are economic headaches and some failures ahead. But this is no Mississippi-bubble. TV will continue on the march, gaining as it rolls along."

### Patt Optimistic About Radio

Representing AM, the address of John Patt, WGAR, veteran of 27 years in radio, also was a long way from whistling in the dark. He disagreed strongly with the opinion that TV will bring the "doom of AM within three years." "Actually," he said, "I view TV as an expanding opportunity for radio; one will complement the other. In my judgment radio people constitute the best-trained group to work into television."

"We anticipate some reduction in radio advertising expenditures. Still, with 2,000 AM stations, radio is near the saturation point in coverage. It is the only medium through which the President of the nation can speak to all persons in an emergency."

"There is no ready yes-or-no answer as to the future of broadcasting. The public will determine the question in its final analysis."

### Marks Supports FM

Marks hit the awful gloom which he said pervaded NAB's Chicago convention, saying, "radio is not doomed nor is it dying. In fact, radio is gaining in influence." He drew parallels in the auto vs. airplane and legit stage vs. movies, and said that TV will not replace radio "and by radio I mean FM because the American listening public will not be content with the squeaks and static of AM once it knows what FM can do. The American public never has rejected an improvement"

In his address and in a private talk Thursday afternoon with FCC Chairman Coy, Marks underlined the FM Association's suggestion made 18 months ago to the FCC, asking a public hearing on a proposed duplicating program service for all AM and FM stations. Marks said he had been assured by Coy that an early public hearing date might be expected.

In the discussion period, for which Prof. Kenneth Bartlett, Syracuse University radio specialist, served as moderator, Commander Loew expressed the opinion that TV had marked up its sensational gains because it is a "superior medium for demonstration selling."

# TELEVISION DAILY

Section of RADIO DAILY, Monday, May 9, 1949 — TELEVISION DAILY is fully protected by register and copyright

## NAB, ASCAP BREAK NEGOTIATIONS

### TELE TOPICS

**DU COWAN** and Mark Goodson, producers of "Stop the Music," did not hold back with either money or effort in preparing the giveaway for tele. The preemptions for ABC-TV Thursday night was so full of gimmicks and wild action that by the time 9 o'clock rolled around, this viewer was physically exhausted. Most of the gimmicks added nothing to whatever entertainment value the show might have had, and by the second half of the show became wearing. Besides, a good many of them were downright ridiculous—Bert Parks acting out "I'm Forever Blowing Bubbles," a gal perched in a huge cage singing "I'm Only a Bird in a Gilded Cage," a cartoonist illustrating various song titles, etc. Whenever the phone rang and Parks shouted "Stop The Music," the camera zoomed in on a phone with the three magic words in the dial centerpiece. In all of this add singing, dancing, acrobatics, production numbers, visual giveaway edits, shots of the switchboard operators, commercials and, through it all, Parks shouting at the top of his voice, running, jumping, dancing, singing and constantly producing more and more gimmicks.

**PRODUCTION-WISE** the difficult program was beautifully executed, with virtually no fluffs. All concerned—supervisor Al Hollander, director Ralph Warren, choreographer Tony Charmoli, designer James McNaughton and Charles and Lynn Anderson, who staged the show—did an excellent job. Talent was also outstanding—singers Jimmy Blaine, Estelle Loring and Betty Anne Grove, a sizeable dance crew and Harry Salter's orchestra. . . . It is regrettable, however, that all the talent, money and effort expended on "Stop The Music" went into a program whose basic appeal lies in fabulous prizes and the something-for-nothing fantasy. It probably will pull very high ratings and inspire a flood of imitations ("Stop the Picture" next?).

**THE OTHER BIG ABC SHOW** which bowed Thursday was the much-heralded "Crusade In Europe" film series. Initial installment was a slick, impressive, but superficial account of the early days of the war from the annexation of Austria to the Battle of Britain. The ultra-smooth March of Time technique was obvious throughout as viewers saw, through films and animated maps, the Munich pact; the fall of Czechoslovakia, Poland, Norway, the Low Countries and France, and the evacuation at Dunkerque. Outstanding missions were Italy's entry into the war, the role played by President Roosevelt, Churchill's "We shall fight on the beaches" speech and FDR's "stab in the back" address. All in all, however, "Crusade" is a credit to those who made it and opens the way for the documentary TV.

### Warners Still in Field For Thackrey Stations

*Washington Bureau of RADIO DAILY*  
Washington — Warner Brothers Pictures, Inc., has authorized its attorney, John P. Southmayd, that it still seeks to buy KLAC-TV, the Los Angeles video station now licensed to Mrs. Dorothy Thackrey, along with KLAC, Los Angeles, and KYA, San Jose, both AM stations. Mrs. Thackrey, said Southmayd, has agreed to wait until August 1.

Southmayd declared that he is unable to explain the apparent withdrawal from the purchase agreement voiced last month by Harry M. Warner.

Again favorable action by the FCC was asked, with Warners ready to take title to the station for \$1,045,000 and then turn over KLAC to Ralph Atlas of Chicago on another sales contract negotiated pending approval of the Warner Brothers buy.

The FCC has held up approval pending determination whether Warner Brothers, Inc., is qualified to hold broadcast and TV licenses in the light of its record of anti-trust violations.

### 44,500 Sets In Wash.

Washington—The Washington Television Circulation Committee, representing the four operating stations in the nation's capital (WMAL-TV, WNBW, WOIC, WTTG) has announced that there are 44,500 receivers installed and operating in the Metropolitan area as of May 1, 1949. This represents an increase of 3,750 sets over the April 1 figure of 40,750.

### ABC-TV Has New Rate Card; Offers Annual Discount Boost

Annual rebate of 12½ per cent (the same as in ABC radio) as compared with the present 7½ per cent is the highlight of rate card number two issued by ABC-TV Friday and effective May 15. New card contains no general rate increase, and allows advertisers to combine class A, B and C time to earn discounts.

New card offers an hour of class A time on a 35-station net for \$10,420, as compared with \$6,370 for 20 stations listed on rate card one, revised. This averages to \$318.50 per station, an increase of seven per cent over the old card.

On the new card, video recordings are available to advertisers without

### Hooper Announces First TV Web Ratings

First TV network Hooperatings will be issued June 23, and will cover viewing during the month of May in 29 cities throughout the country. C. E. Hooper announced Friday. Of the 33 TV cities, only Albuquerque, Erie, New Haven and Columbus, Ohio, will not be covered, he said.

Monthly reports will be based on random sampling of all telephone homes (radio and tele) and will be expanded to include other TV markets up to 100, he said. Individual programs will be reported in terms of rating, share of broadcast audience, share of TV audience—each weighted to reflect the number of radio homes in the 50-mile area of each city airing the show, he added.

Hooper said that both commercial and sustaining shows will be measured because of a trend toward origination of programs by networks rather than by agencies. In addition there will be individual city reports for New York, Chicago, Los Angeles, Philadelphia and Washington, and other data.

### Kaplan TMA Prexy

Michael Kaplan, president of Sightmaster Corp., has been named president of the newly-formed Television Manufacturers Association for the 1949-50 term. Robert G. Kramer, prexy of Remington Radio Corp. was elected vice-president and A. E. Kessler, head of his own public relations firm, was named acting secretary-treasurer.

### Performing Rights Issue Is Key To Music Dispute

(Continued from Page 1)

groups is the fact that Ascap is empowered to represent its members for tele only in regard to performing rights. This means, in short, only for straight presentation of a song. If a singer were to wear a costume while singing an Ascap song, or stand before scenery or props, it might be construed as a possible dramatic presentation of the music. It is Ascap's position that performances involving dramatic rights should receive extra fees. In addition, such presentations would require negotiation before airing.

The NAB position is that the performing rights issue cannot be arbitrated, but must be worked out through negotiation between the two.

Present pact between Ascap and the industry has been in force on a month to month basis since the first of the year. It is believed possible that unless a formula is reached by the end of this month that the contract would not be renewed and that Ascap music would no longer be aired over tele.

Robert P. Myers, of NBC, and chairman of the NAB group, said that the industry still is willing to negotiate, and "in the event that agreement is not reached by October 1, to pay Ascap retroactively to Jan. 1, 1949, payments based upon the formula in use by the radio broadcasting industry for the past nine years. . . . The broadcasters hope that negotiations may be resumed in the near future and that a satisfactory agreement may result."

Fred Ahlert, Ascap prexy, said that the society offered to arbitrate the matter for either 18 months or nine months beginning Jan. 1, 1949. He proposed that the period until Oct. 1 "be utilized by both parties in continual and earnest effort to achieve a mutually satisfactory agreement covering the balance of the period under discussion."

### Camels Places Gloves On ABC-TV Network

R. J. Reynolds Tobacco Co., for Camels, will sponsor the international finals of the Golden Gloves tournament from Chicago over seven ABC outlets May 18, 9:30 p.m., EDT, to conclusion. Originating station is WGN-TV. Other outlets carrying the pickup will be WJZ-TV, New York; WXYZ-TV, Detroit; WFIL-TV, Philadelphia; WMAL-TV, Washington; WNAC-TV, Boston; WAAM, Baltimore, and WEWS, Cleveland. William Esty & Co. is the agency.

## 85% Of BMB Funds Raised For 2nd Study

(Continued from Page 1)  
and that tracers have gone in the mail to those members who have not yet responded to requests for waivers. Baker pointed out, however, that the real significance lies not in the total number of waiver signers but in the breakdown of all signers by individual stations.

Those who are closely following the circumstances at BMB took note of a report last week that MBS is seriously considering moving back into the fold. Such speculation could be founded on solid ground, it was said, because Frank White, an official formerly with BMB-minded CBS, has now taken over the helm at Mutual.

It's also been learned that BMB has dropped its former plan—at least temporarily—to vacate its Madison Avenue headquarters. For one thing, it's considered to be a perfect set-up in case NAB's new Broadcast Advertising Bureau wants to establish a New York office.

## Commercial Opposition Welcomed In So. Africa

(Continued from Page 1)  
casting Co., Col. Richard E. Meyer, of Davenport & Meyer (Pty.) Ltd., Pan American Broadcasting Co.'s associates in Johannesburg representing L.M.R., declared at a press conference Friday at the Roosevelt Hotel.

"We want to see SABC become successful because if they are not, it will discredit commercial radio," Meyer said, adding that he expected more and more advertisers to recognize the power of radio as a sales medium. He felt it was possible that competition from across the border might cause a slight drop in business for Lourenco Marques Radio at the beginning but that in a short while there would not be sufficient time available to accommodate the growing number of sponsors.

### Have 82 Sponsors

At the present time, L.M.R. has a total of 82 sponsors, most of whom are American firms, it was disclosed. The station operates simultaneously on three frequencies of 7,500 watts each. The market covered includes the Union of South Africa with its population of 11,790,000. It was pointed out, however, that the real purchasing power is among the 2,000,000 Europeans living there.

Although the Africans constitute a majority of the population, most of the natives speak English. L.M.R.'s broadcasts are in the English language. Air time is 12 hours daily and 14 hours on Sundays. "We hope to run 18 hours per day by the end of this year," Meyer said. This would coincide with the expected starting time for commercial broadcasting by the South African Broadcasting Co.

While the natives of South Africa have virtually no radio receivers, 82 per cent of the European

# COAST-TO-COAST

### WIL To Move Studios

St. Louis, Mo.—On or before June 1st, WIL will move its studios and offices to the Chase Hotel, in West End, St. Louis. KWK, the current Chase Hotel tenant is scheduled to occupy the new Globe-Democrat radio building by May 9th. WIL space will be on the 9th floor with FM antenna to be erected on the hotel roof.

### National Award To WROW

Albany, N. Y.—The public interest award in the radio division was presented by the National Safety Council to WROW, MBS affiliate, for their contribution to accident prevention "and is especially due to the WROW Safety Club program, conducted Saturdays by George Michael."

### Polka Party On WTRF

Wheeling, W. Va.—As a result of a live half-hour polka show aired several months ago on WTRF, the station was swamped with phone calls from people expressing praise for the polka music. WTRF responded with a half-hour recorded polka program each morning at 10:30. A contest was also conducted to find a name for the program and to climax the chain of events, come May 14, the station in co-operation with local sponsor will stage a costume polka dance, portion of which will be broadcast.

### Arthur Treacher At WTAG

Worcester, Mass.—A radio interview with the noted actor, Arthur Treacher, was aired recently by Julie Chase for WTAG and FM's weekday "Julie 'n' Johnny" show. After the broadcast Treacher signed 'guest book' to discover his signature made nine years ago when he was appearing in "The Hottentot" just outside the city.

### K. C. Has Breakfast Club

Kansas City, Kans.—The first breakfast club in Kansas City was launched recently on KCKN, titled "Breakfast Snack with Buddy Black." The half-hour show originates from a local restaurant featuring "gimmicks" such as the youngest bride, hospitals to notify if and when baby is born during the time show is broadcast and others. Show has eight co-sponsors for a 13-week period.

(whites) homes have sets. There are about 493,000 licensed radio homes. The annual license fee for radio ownership is \$7.

### Use Transcribed Programs

Programming presents one of the greatest problems, according to the station representative. Virtually all of the shows are transcribed, many of which come from England and America. Most sustaining programs consist of recorded light music because "talent is rare," Meyer explained. "There is practically no theater in the Union of South Africa;

### Tredwell Is Program Dir. WBT

Charlotte, N. C.—Ken Tredwell has been named program director of WBT and FM. Wally Jorgenson of the station's sales department has been promoted to local sales manager and John McCann, Jr., has been assigned to work with Jorgenson.

### Lynch Comm'l Mgr. At WHHM

Memphis, Tenn.—An announcement has been made that Don J. Lynch, account executive at WHHM, has been promoted to commercial manager at that station. He joined WHHM in July, 1946, at the time that station went on the air and was formerly associated with WJBO in Baton Rouge, La.

### Amateur Song Writer Contest

Paterson, N. J.—Lou Steele, who conducts his regular Club 93 deejay show direct from Palisades Amusement Park each Saturday afternoon over WPAT, is currently conducting a contest for amateur song writers throughout the state of New Jersey. Four of the best songs submitted will be recorded and then played on Steele's program with listeners invited to vote for their selection. Prize-winning song will be published, with the songwriter receiving \$100 advance and royalties.

### WRUV-FM Goes To The Prom

Bronx, N. Y.—Vincent Lopez, his piano and orchestra provided musical background for Fordham "U's" annual junior prom which was held May 6th. WFUV-FM presented a special broadcast of the activities in order to bring to its listeners all the color and excitement of the event.

### New Quiz Show On WNJR

Newark, N. J.—A new quiz show titled "Luncheon at the Sheraton" made its debut on WNJR, May 7th, at noon. The program will be a regular Saturday feature and will broadcast directly from the main ballroom of the Hotel Sheraton in downtown Newark. Quiz portion will be made up of questions based on front page stories in newspapers published the day before the broadcast, with contestants selected from the audience asked to answer three questions, each progressively more difficult.

"we are going to try to build up talent there." Top money spent at present time for a half-hour program is \$800, not counting station time. Many of the audience-participation shows are recorded in Johannesburg and then shipped to the station for broadcast. The "quiz" shows offer prizes of up to \$5. Programming, however, has not yet reached the "give-away" stage. The need for developing local talent is further emphasized by the fact that "there is a prejudice against using overseas talent," Meyer declared.

## Commission Revokes License Of Station

(Continued from Page 1)

watts along with one kilowatt night time power.

A hearing may be asked within 15 days, with a temporary license then to be granted.

The Commission also announced openings for new stations, including seven for daytime only operation. Of these the following carry one kilowatt power: Don J. Kersteke-Fulton, N. Y. (1300 kc., estimated cost \$23,000); Newport Broadcasting Company, Newport, Ark. (1280 kc estimated cost \$21,000), and H. F. Ohlendorf, Osceola, Ark. (860 kc estimated cost \$20,950 exclusive of land.)

Seven other permits were for 250 watt operation, with grants to the Old South Broadcasting Company Natchez, Miss., for the 1450 band unlimited; to the Pioneer Valley Broadcasting Company, Northampton, Mass., for the 1400 band unlimited, and to Northwest Public Services, Inc., Kelso, Washington for the 1490 band unlimited.

Permits for daytime only operation with 250 watts went to the Jefferson County Radio and Television Company, Festus, Mo., for the 1010 band; The Conant Broadcasting Company, Beverly, Mass for the 1540 band; Neal Welch North Adams, Mass., for the 86 band, and the Lebanon Broadcasting Company, Lebanon, Tenn., for the 900 kc. band.

The Commission also granted permit for 100 watt operation, unlimited, to Leonard R. Lyon, Bi Spring, Texas, for the 1400 kc. band.

Subject to engineering condition: KRGV, Weslaco, Texas, was permitted to increase its power from one to five kilowatts. The Commission also turned down the petition of WQXR, New York, that the FCC reconsider its grant without hearing of a new station for daytime only operation on the 157 band with one kilowatt to WTRN Taunton, Mass.

## Stork News

Frank Harden, staff announcer for WMAL-TV, Washington, and Mr. Harden announce the birth of daughter, Daphne Guinn Harden, their second child.

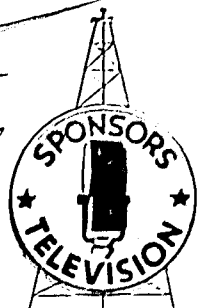
## Permanent Record

Paterson, N. J.—A surprise package was received at WPAT as it prepares for the celebration of its eighth year on the air. It contained a recording of its very first broadcast made on May 10, 1941, when the station began operations. The sender was a Mrs. Anna Church, a local restaurateur. The recorder used was an old Federal, and the program carries the voices of the officials who helped send the station off on its career.



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 47, NO. 28

NEW YORK, TUESDAY, MAY 10, 1949

TEN CENTS

## PLAN FOR FREE RADIO PLUG BACKFIRES

### Truman, Top Talent To Open Bond Drive

*Washington Bureau of RADIO DAILY*  
Washington—The four major networks will carry an all-star, hour-long broadcast from Hollywood to kick off the 1949 savings bonds opportunity drive 10:30-11:30 p.m., EDT, next Monday, according to an announcement by Elihu E. Harris, director of advertising of the U. S. Savings Bonds Division. The broadcast, tying together the major networks for a bond program for the first time since the great war loan drives, will feature Bing Crosby, Bob Hope, Jack Benny and  
(Continued on Page 6)

### CBS Web Signs Burrows To New 7-Year Pact

With the signing of Abe Burrows to a seven-year contract, CBS announced that the network will produce a 30-minute "Abe Burrows Show" for simultaneous radio and television presentation in July. Burrows is slated to arrive from the west coast today for conferences with Hubbell Robinson, Jr., CBS vice-president and director of programs, and Robert Heller, executive producer for the new series. In addition to appearing on his  
(Continued on Page 7)

### "Goldbergs" To Replace Jack Carson Next Fall

Success of "The Goldbergs" in television has led to their return to radio. Program will be sponsored by Sanka Coffee over CBS next fall on Friday, 8-8:30 p.m., EDT, starting Sept. 2, replacing the Jack Carson show. Sanka Coffee and General Foods  
(Continued on Page 2)

**Guesting**  
General and Mrs. Omar Bradley and Morton Downey are slated to be guests on Mary Margaret McBride's 15th anniversary broadcast which will originate in the Yankee Stadium on May 31. Addition of these names is expected to stimulate the ticket requests. WNBC officials hope to fill the Stadium to capacity for the event.

**Nervous Reds**  
Washington—Assistant Secretary of State George V. Allen told an American Legion auxiliary luncheon yesterday that the Soviet jamming operations are a tribute to the effectiveness of the Voice of America. The vigor with which our radio "voice" is kept from the Russian people, he said, is in direct proportion to the effectiveness our programming would have were it permitted to go through unchecked.

### Plan To Arbitrate Yankee Web Strike

Boston—Plans to arbitrate the week-old strike of 80 technicians of Yankee Network stations in the New England area will be discussed tomorrow at a joint meeting of IBEW Union and Yankee web executives. The decision to discuss arbitration terms came at a weekend meeting at which time Thomas F. O'Neil, vice-president and director of Yankee, said the network would offer terms and conditions of arbitration  
(Continued on Page 6)

### Two General Mills Shows Renewed On ABC Net

Renewal of the "Lone Ranger" and "Betty Crocker Magazine of the Air" by General Mills on the ABC network for another fifty-two weeks was announced yesterday. The renewals cover three hours and 10 minutes of network time weekly. Lone  
(Continued on Page 2)

## Miss Hennock, Kobak Heard As IER Closes; 938 Attended

*(By Staff Correspondent)*  
Columbus — In best democratic tradition, both praise and forthright criticism were heaped upon the Institute for Education by Radio at the dinner meeting closing its 19th annual conference here Sunday. Final registration for the four-day series of meetings reached 938, slightly under last year. Edgar Kobak, consultant and immediate past-president of Mutual,

### Packard Motor Co., Finds Broadcasters Unwilling To Give Air Time To "Golden Anniversary News"

### Correspondents Set For Berlin Coverage

At least ten correspondents representing the four major networks are in Germany today preparing to cover the lifting of the Berlin blockade, scheduled for May 12, 12:01 a.m., Berlin time. CBS Washington correspondent Charles Collingwood, ABC Washington commentator Martin Agronsky, ABC New York commentator Pauline Frederick, NBC London  
(Continued on Page 2)

### Advertising Convention To View TV-War Movies

Three episodes of the new television films produced by Time and Life and based on General Eisenhower's book, "Crusade in Europe", will be shown at the annual convention of the Advertising Federation of  
(Continued on Page 2)

### FCC Asks Supreme Court To Uphold WORL Action

*Washington Bureau of RADIO DAILY*  
Washington—The fate of WORL, Boston, was laid in the lap of the Supreme Court yesterday. On appeal from last November's decision by the U. S. Court of Appeals, the  
(Continued on Page 2)

Plans of the advertising department of Packard Motor Car Company, Detroit, to promote radio for a free plug in connection with their "Golden Anniversary" plans have backfired with 400 stations giving the motor car company a definite turndown on 14-minute transcribed "news"  
(Continued on Page 3)

### Don Lee Executive Realignment Told

*West Coast Bureau, RADIO DAILY*  
Hollywood—Realignment of the administrative structure of the Don Lee Broadcasting System to make places for four new vice-presidents was announced by Lewis Allen Weiss, who has resigned the presidency to become chairman of the Don Lee board of directors. Willet H. Brown, executive vice-president, succeeds Weiss as president. The new officers and titles are:  
(Continued on Page 3)

### Urges Firms To Use FM As 'Plant House Organs'

*Washington Bureau of RADIO DAILY*  
Washington—Widespread use of FM instead of plant house organs as an aid to industrial relations was urged yesterday by Millard C. Faught, public relations consultant to FMA. Faught told the Detroit  
(Continued on Page 6)

**Merchandising**  
New York outlet stores which have specialized in army and navy clothes and equipment are now featuring western apparel for children. Trend is due to the popularity of western movies on television and the desire of youngsters to emulate their cowboy heroes. Hopalong Cassidy, Gene Autry, Rog Rogers and Hotel Gibson are credited.

**RADIO DAILY**



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**FRANK BURKE** : : : : Editor

**MARVIN KIRSCH** : Business Manager

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**FINANCIAL**  
(May 9)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
ABC	7 1/4	7 1/8	7 1/8	1/8
Admiral Corp.	17 5/8	17 1/2	17 5/8	1/8
Am. Tel. & Tel.	141 3/4	141 1/2	141 3/4	1/4
CBS B	17 3/4	17 3/4	17 3/4	1/4
Gen. Electric	37 5/8	37 1/4	37 5/8	1/4
Philco	27 1/2	27	27	1/4
RCA Common	12 1/8	11 7/8	12	1/8
RCA 1st pfd.	71	70 3/8	70 3/8	7/8
Stewart-Warner	12 3/8	12 3/8	12 3/8	1/4
Westinghouse	23 1/4	22 3/4	23	1/4
Westinghouse pfd.	91 3/4	91 3/4	91 3/4	1/4
Zenith Radio	28 5/8	28 3/8	28 3/8	1/8
NEW YORK CURB EXCHANGE				
Hazeltine Corp.	13	13	13	
Nat. Union Radio	3	3	3	
OVER THE COUNTER				
DuMont Lab.		13 3/4	15 1/4	
Stromberg-Carlson		11 1/2	13	

**Stork News**

Frank E. Martino of ABC-TV spot sales, is the father of a six pound baby boy born to his wife Helen on Sunday, May 1, in Brooklyn Hospital. They are naming him Frank Martino, Jr. It is their first child.

For **SALES MAGIC** in the "MAGIC CIRCLE" Hire **WIBW**  
*The Voice of Kansas* TOPEKA  
BEN LUDY, General Manager

**FCC Asks Supreme Court To Uphold WORL Action**

(Continued from Page 1)

FCC asked the high court to uphold its right to refuse to renew the WORL license on the ground that its officers and directors were guilty on several counts of withholding information concerning station financing and of filing false information.

The argument was surprisingly brief, with Solicitor General Philip Perlman using only about two minutes to assure the Court that the WORL case differs in no important respect from the WOKO case. It was for misrepresentations of stock ownership that the Commission yanked the license of WOKO, Albany, N. Y. That action was upheld by the Supreme Court after the Court of Appeals had reversed the Commission.

It was recalled that in each case principal stockholders were former members of the Federal Radio Commission—Sam Pickard in the case of WOKO and Harold LaFount, in the WORL case.

Walter Bastian, for WORL, used only about 15 minutes in a brief argument designed to prove that the two cases are quite dissimilar, that in the WORL case there is no evidence of willful misrepresentation.

**"Goldbergs" To Replace Jack Carson Next Fall**

(Continued from Page 1)

currently sponsor "The Goldbergs" via CBS television every Monday night. Agency is Young & Rubicam. The Carson show will make its final broadcast for General Foods on July 1. Sponsor is not expected to use a summer replacement.

**Advertising Convention To View TV-War Movies**

(Continued from Page 1)

America at the Rice Hotel in Houston, on Sunday, May 29. The series are now being seen as a weekly TV feature on WJZ-TV and affiliated ABC-TV stations under Time-Life sponsorship.

**Two General Mills Shows Renewed On ABC Net**

(Continued from Page 1)

Ranger is heard Monday, Wednesday and Friday at 7:30 p.m., EDT, and Betty Crocker show is heard Monday through Friday from 10:25 to 10:45 a.m., EDT.

**Will Visit Air Bases**

Reporter Edward R. Murrow and Davidson Taylor, CBS vice-president and director of public affairs, will attend the U. S. Air Force Civilian Seminar at Elgin Field, Valparaiso, Florida, Friday, May 13. On the following day the two will go to Maxwell Air Force Base, Alabama, for the final Seminar sessions.

**Correspondents Set For Berlin Coverage**

(Continued from Page 1)

bureau chief Merrill Mueller and MBS New York commentator Henry LaCositt were sent to Germany especially to cover the first break in the east-west deadlock.

ABC Berlin bureau chief Lyford Moore, MBS Berlin correspondent John Thompson, CBS Berlin correspondent Bill Downs and NBC Berlin bureau chief Edwin Haaker have completed the initial preparations for the direct broadcasts now being scheduled by their respective networks.

**Journalistic Fraternity Honors Mueller Of NBC**

Merrill Mueller, NBC's London bureau chief, has received a distinguished service award from Sigma Delta Chi, professional journalistic fraternity, for his radio news writing in 1948. Mueller was honored for a dispatch on Feb. 28, 1948, reporting overthrow of the government of Czechoslovakia and substitution of a Communist regime.

George J. O'Connor, news editor of WINR, NBC affiliate in Binghamton, N. Y., won an award for radio reporting. Sigma Delta Chi gave a total of nine awards honoring journalists.

**COMING and GOING**

**HARRY ACKERMAN**, Columbia network vice-president and director of network programs in Hollywood, is back at his headquarters following a vacation in Palm Springs.

**ROBERT SAUDEK**, American network vice-president in charge of public affairs, has returned from a trip to Columbus, Ohio, and Washington, D. C.

**JOE FRANKLIN**, of WMCA, flying to the West Coast to cut interviews for his new transcribed Fine-Nelson package, "Main Street Memories."

**CHARLES COLLINGWOOD**, Columbia network commentator, to Berlin by plane to cover the lifting of the blockade imposed by Soviet Russia against the democracies.

**EDWARD R. HITZ**, assistant director of network sales at NBC, off to Cincinnati on business.

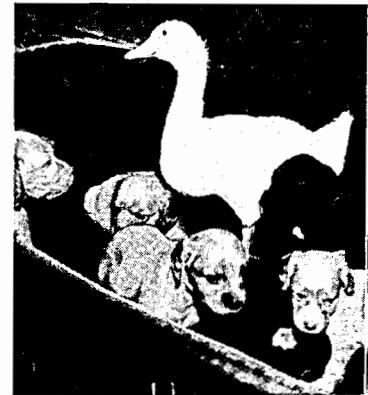
**LA VERNE, PATTI and MAXINE ANDREWS**, stars of "Club 15" on CBS, tomorrow will be in Coronado, Cal., where they'll be featured at the convention of the Western Chain Gracers Assn.

**HERB SHRINER** tomorrow will be in Indianapolis to emcee "Ayeshire Air Show" over the Mutual network.

**JAMES BURKE**, director of program sales for CBS Radio Sales, and **HERBERT CARLBORG**, Eastern sales manager, are expected back today from a business trip to Chicago, Minneapolis and St. Louis.

**HARVEY J. GANNON**, sales-service manager of WNBC-WNBT, who is also a lieutenant commander on the U. S. Naval Reserve, shoved off from New London Sunday for two weeks of duty at sea.

**Wrong bailiwick**



Somewhat this duck is all balled up. She shouldn't be messing around with those baby cockers—she's got herself in the wrong place.

How about your radio advertising in Baltimore? Is it placed right? If it's on W-I-T-H, you're all set for profitable sales!

Because W-I-T-H is the big bargain buy in this rich town W-I-T-H delivers its big audience to you at the lowest cost-per-listener on any station in town. It covers 92.3% of all the radio homes in the Baltimore trading area.

So make sure your radio advertising is in the right bailiwick! Call in your Headley-Reed man and get the full W-I-T-H story today.

**W.I.T.H.**  
**AM** Baltimore, Md. **FM**  
Tom Tinsley, President • Represented by Headley-Reed

## Miss Hennock, Kobak At Last IER Session

(Continued from Page 1)

stock and change over to meet the challenge of the times more adequately."

Miss Frieda Hennock, first woman member of the FCC, who had followed closely as many sessions of the '49 IER as possible, was next introduced. She said that in her opinion "no program being pursued on any college-university campus in the nation is more important than yours, here."

She said that she would like to require every applicant for an FCC license to broadcast "to attend four days of Institute meetings to participate in the discussions and get the feel of some of the problems in the industry." She admonished: "Don't change; stick to education; be educators."

### Life Memberships Presented

Earlier in the Institute, Wayne Coy, FCC chairman, had described the IER as "the world's foremost forum for the study of broadcasting as an educational medium," calling upon those present to continue your magnificent contributions to American education and American broadcasting."

Life memberships in the Institute were presented to its co-founders: Frances Payne Bolton, Ohio Congresswoman, and Dr. W. W. Charters, honorary director. In his acceptance, Dr. Charters reviewed the Institute's founding and growth and said he was satisfied it had "safely passed the adolescent stage, and is able to take care of itself."

Generally speaking, the '49 sessions proved memorable in that TV's "impact" made itself felt for the first time, reaching to the very roots of the Institute. TV dominated two of the four general sessions and permeated virtually all of the 28 special interest and work-study group meetings.

### General Session Saturday

Third general session, Saturday night, was on the topic: "How Educators Can Use Radio Effectively." This led off with a report by Erik Barnouw, Columbia University, on radio's campaign against VD, followed by a particularized summary of its application in Ohio by Earle O. Wright, Ohio Department of Health.

In opening this session as presiding officer, Clifford J. Durr, former FCC chairman, said: "... Is orthodoxy of thought the imperative of our time, or must the minds and imagination of people be set free to cope with the new and unorthodox problems which they face?"

"In Washington today thoughts expressed, and associations with others, have been officially brought within the jurisdiction of our federal police. Few in public life dare say his is wrong, for it is done in the name of preserving our freedoms."

When Durr introduced Robert Saudek, ABC's vice-president in charge of public affairs, saying that it was Saudek's "pioneering and courage" that had put the campaign

## Packard Promotion Plan Turned Down By Stations

(Continued from Page 1)

platter and about 40 others selling the recording to local Packard distributors, RADIO DAILY learned yesterday.

The idea of getting the free plug originated in the office of Hugh W. Hitchcock, advertising manager of the Packard Company, in Detroit. Hitchcock sent out form letters to about 1,400 of the nation's broadcasters. Describing the platter as "a new release custom tailored for radio in 14-minute transcription form," Hitchcock's letter flattered the radio stations as "an extremely important news medium." Text of the script on the disc contained 50th birthday observations by Packard officials.

### Protest Letters Received

Letters protesting the approach poured into the headquarters of NAB, Radio Reports, and the trade press the past week. Most of the broadcasters' letters were copies of those sent to the advertising director of the Packard Motor Car Company. Typical of the protesting letters was one from Herbert W. Brown, general manager of KQVR, Lodi, Calif. Brown's letter follows:

"Your so-called 'news release' transcription was received in good condition, was a very good show and we used it for what it

WAS a fourteen minute thirty second commercial.

"The only reason we used it was that we were able to sell it to the local Packard dealer.

"I have noted the amount you have budgeted for newspaper, magazine and direct mail advertising, also the amount you have NOT budgeted for radio.

"So far as further releases are concerned, we will be most happy to run all of them that are sponsored. But as for running them as news releases even the FCC gives us credit for being less stupid."

### Survey Co. Reports

In New York, Radio Reports, Inc., a survey organization, confirmed having received more than 400 letters and questionnaires from broadcasters in connection with the Packard radio program. An executive of the company explained they were called in to make a survey of broadcaster acceptance of the Packard platter after the original promotion letter was sent out from the motor car advertising offices in Detroit. The Radio Reports spokesman emphasized that their organization did not participate in the original promotion letter.

## RKO's Jersey Theaters In Tieup With ABC Show

The RKO theater circuit in Northern New Jersey is conducting an all state "Miss Song" contest, the finals of which will be held at the Capitol Theater in Trenton on May 18th. The winner will appear on ABC's GE House Party on Friday, May 20, from the stage of the Mosque Theater in Newark where Art Linkletter and his troupe will be making a week's appearance.

against VD over a big hurdle, Saudek was given an ovation.

Other participants on the panel: Morris S. Novik, radio consultant, New York; James F. Macandrew, NYC board of education; Woodrow Strickler, U. of Louisville; Charles F. Church, KMBC, Kansas City, Mo.; and Richard B. Hull, NAEB.

Prof. Kenneth Bartlett, Syracuse University, served as discussion leader at all four general sessions.

Dr. I. Keith Tyler, Institute director, brought the closing word at the Institute dinner, thanking representatives for their attendance and interest. He asked each one to make suggestions as to how the Institute in '50 might be improved.

Asked later about the possibility of the Institute's name being changed to include television, Dr. Tyler stated that the name probably would stand, since radio is a general term. However, from now on, the title "Institute for Education by Radio" will have a second line: "AM, FM, TV and FAX."

## Don Lee Executive Realignment Told

(Continued from Page 1)

Donn B. Tatum, vice-president and general counsel; Ward D. Ingram, vice-president in charge of sales; Pat W. Campbell, vice-president in charge of station relations; William D. Pabst, vice-president and general manager of KFRC, San Francisco, and C. J. Marshall, assistant secretary-treasurer. The network board of directors remains the same: Mr. Weiss, chairman; Mr. Brown, president; A. M. Quinn, secretary-treasurer and Mr. Tatum, general counsel.

### Affiliated with Mutual

The Don Lee Broadcasting System is the communications subsidiary of the Thomas S. Lee Enterprises, Inc., and operates a 45-station regional network on the west coast which is affiliated with Mutual.

### Gets KNX Promotion

Richard George Pedicini, of the KNX-CBS Hollywood script department, has been named to the post of assistant editor. He replaces Edward R. Nathan, who recently was appointed western division script editor. Pedicini, who joined the CBS script department in 1947, currently is director of the Columbia Players and has a wide experience in many fields of show business.

## SMALLER PRESSINGS - MORE PROGRAM = LOWER COST!

Record Your Programs By The Sensational New

# COLUMBIA

## LP MICROGROOVE METHOD

More For Your Money!

- ★ Substantially Lower Cost Per Record
- ★ More Program Time Per 12" Disc Than On Present 16" Record
- 12" Record Plays 20 Minutes, each side
- 10" Plays 13 Minutes, each side.

Full Columbia Transcription Quality Maintained Throughout.

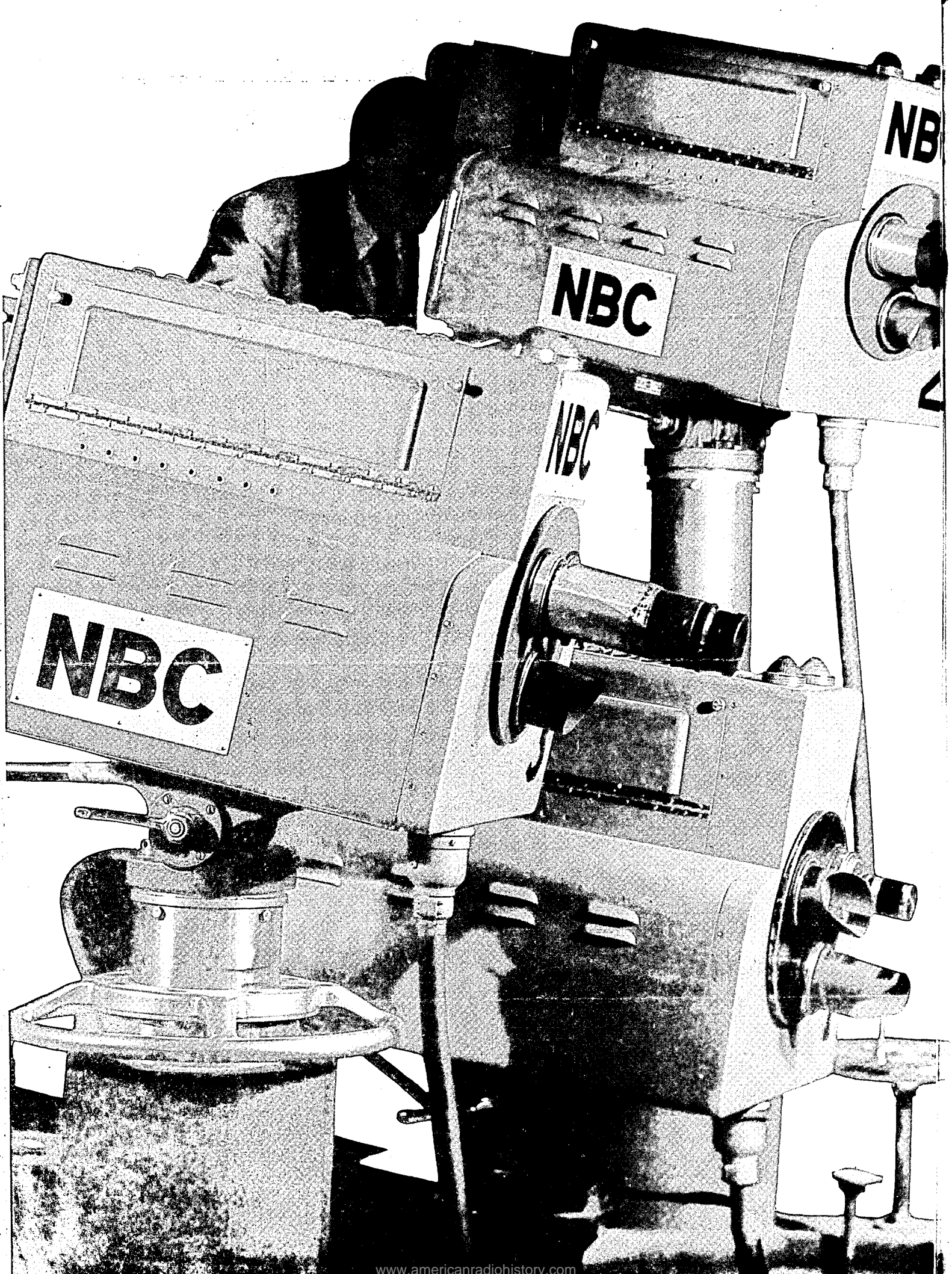
CALL, WRITE, WIRE FOR FULL DETAILS

*Columbia Transcriptions*

A Division of Columbia Records, Inc. ©D

Trade Marks "Columbia" and ©D Reg. U. S. Pat. Off. Marcas Registradas © Trade Mark

Los Angeles: 8723 Alden Drive Bradshaw 2-5411	New York: 799 Seventh Avenue Circle 5-7300	Chicago: Wrigley Building 410 North Michigan Ave. Whitehall 6000
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**NBC**

**NBC**

**NBC**

**NB**



for the 7th consecutive month,

NBC presents advertisers with the

largest average evening audience

in network television.\*

\*TV Hoop statistics—October through April

## Plan To Arbitrate Yankee Web Strike

(Continued from Page 1)

at Wednesday's meeting. These terms envisage a return to work of engineers pending settlement by arbitration.

Striking engineers earlier had turned down a proposal of State Labor Commissioner John J. Del Monte that work would be resumed under a thirty-day extension of contract.

Although newsmen and announcers have joined the IBEW engineers in the walkout, station executives and other personnel have kept up a full schedule of programming on stations affected by the strike. The stations are: WNAC, Boston, WAAB, Worcester, WEAN, Providence, WMTW, Portland, WJCC, Bridgeport, and WONS, Hartford.

## Urges Firms To Use FM As 'Plant House Organs'

(Continued from Page 1)

chapter of the Public Relations Society of America that industry "seems unaware that it is technically possible for virtually every major industrial plant, bank, store or other localized enterprise in the United States to have its own small FM station, which would serve the same purposes as a house organ and probably for less money."

Faught said such a system could be installed for less than \$2000, and that "a million such small FM stations could be operated without interference in this country, and without disturbing the present commercial broadcasting structure."

Faught said he knew of no reason why the FCC would not license such stations, if local companies and others would step forward and request them. "In fact, I believe the Commission would look with favor on such added use of radio in the public interest," Faught declared.

## WAAM Ups Chaseman

Baltimore — Joel A. Chaseman, WAAM announcer, has been named assistant program director of the station. He has been with the outlet since November, 1948, and appears on the daily, three-hour "WAAM Sportsroom" show.

## Correction

Through error, the name of William S. Pirie, Jr., Director of National Sales of WFBR, Baltimore, Md., was omitted from station's listing in the 1949 Radio Annual.

## OFFICE SPACE FOR RENT RADIO CITY VICINITY

Desirable 1- and 2-room offices with telephone switchboard service on 4th floor  
**ABBEY HOTEL**  
 151 W. 51st St. New York City  
 Phone: Circle 6-9400



## Mainly About Manhattan. . . !

• • • American Tobacco huddling with Martha Raye regarding a video package of her own. (Gal did a smash job on Berle's stanza). . . Geo. Jessel mulling a 5-minute commentary stint. . . Rudy Vallee penning his autobiography. (Incidentally, that CBS deal with Vallee is dead). . . American Safety Razor Co. readying a heavy radio campaign to promote a new blade. . . CBS dropping its "mr. ace & JANE" series after the May 24th show. (Geo. Petrie swears he heard Jane singing it this way: "Ace—You're adorable"). . . FCC readying a statement regarding new developments in TV but will hold it up until the "right moment." . . The local trade gets its first gander of Gorgeous George's muscles and curls Thursday night via WPIX. . . Theodore Granik, whose "American Forum of the Air" made its radio debut more than 20 years ago, has come up with a new half-hour series, "American Television Forum," due to preem on NBC May 22nd. . . Greatest single show we can think of offhand would be a meeting between those two greats of show biz—Jerry Mahoney and Charlie McCarthy. Talk about your Winchell-Bernie, Allen-Benny, Vallee-Osborne, Lombardo-Garber, Crosby-Columbo feuds, this one would make 'em all look like sissies! . . . Personal nomination for the most stupid lyric of the year—"Kiss Me Sweet," which gives out with such double talk as "Kiss me now and kiss me later; kiss me like a sweet potatoer." My aching back!

★ ★ ★ ★

• • • Our recent contention that television had not yet succeeded in worming its way into the affections of daytime listeners brought forth a mild storm of protest from our old pals, Wilbur Stark and Jerry Layton, who send along a three-page dossier aimed to prove we're slightly off our trolley and that "daytime television is here to pay." Starting off with "when you're alone with a woman, you can make her cry easier—when you're alone with a woman, you can make her buy easier," their argument goes on to state that it's easier to sell one person than it is to sell a group. (Granted, me lads, but this argument is by no means exclusive to television. And name me something that can bring a woman's tears out swifter than a soap opera). Seriously, tho', we'll string along with them about Kathi Norris, on WABD from 10:30 to 11:00 a.m. daily, who's doing a remarkable job of selling everything from fashion to food.

★ ★ ★ ★

• • • AROUND TOWN: Could be that Milton Berle's TV show may have a coast origin next fall. Columbia Pictures is anxious to get him to star in "Confessions of a Diaper Salesman." (Make up your own tag on this). . . Joan Davis and CBS have come to terms and she'll do 8 weeks in a summer spot, with Dick Mack back as writer-producer. . . For the first time in his recording career, Bing Crosby is going to wax an album of hymns embracing three faiths. . . It's Tim Marks' contention that cooking classes on TV oughta provide plenty of excitement with all the stirring scenes. . . Don Carle Gillette, former trade paper editor and Warner Bros. trade press contact, has been made a member of the board of directors of Trans-America Music Corp., a new holding company which has acquired an ASCAP membership and which will be the first music publishing house to make its stock available to the general public.

★ ★ ★ ★

• • • MAIN STREET TREATS: Herb Sheldon's nimble wit on his ABC ainer. . . Alvin Boretz's scripting on CBS' "Fire Bug." . . The new CBS teevee show, "Mr. I. Magination." . . Catherine Mastice's warbling on Ted Steele's new TV'er. . . The new Ziv transcribed series, "Meet the Menjous." . . Fred Barr's platter patter on WWRL. . . Don Richards' singing at the Capitol. . . Gregg Sherwood at the Old Knick.

## Truman, Top Talent To Open Bond Drive

(Continued from Page 1)

Rochester, Al Jolson, Lionel Barrymore, Jo Stafford, Roy Rogers, Iren Dunne, Edward Arnold, Dorothy Lamour, Nelson Eddy, Fred Wang's Pennsylvanians, Alan Ladd, Ken Carpenter, Robert Armbruster and others. Seven orchestras will be heard.

Simultaneously with the announcement of talent, Vernon Clark, national director of the Savings Bond Division, announced that President Truman and Secretary of the Treasury, John W. Snyder would make personal appearances

## Three More Speakers Announced For Ga. Ins

Athens, Ga. — Three more radio leaders have been announced as speakers at the 4th annual Georgia Radio Institute set for May 12-14 at the University of Georgia's Henry W. Grady School of Journalism.

Sam J. Slate, program director of the BBC's New York office; A. J. Willard Jr., executive vice-president of the National Association of Broadcasters; and G. Richard Shaft vice-president and general manager of the Surety Broadcasting Co., Columbia, S. C., have been added to the list of speakers.



TELEVISION engineers call this the "Test Pattern" of WMAR-TV.

Set-owners call it a sure identification of finest in television entertainment.

Businessmen are discovering that it means the best buy in television in Maryland.

# WMAR-TV

The Sunpapers Station

CHANNEL 2 • BALTIMORE, MD

# TELEVISION DAILY

Section of RADIO DAILY, Tuesday, May 10, 1949 — TELEVISION DAILY is fully protected by register and copyright

## NAB ISSUES PERSONNEL SURVEY

### TELE TOPICS

**WESLEY,** the new Sunday nite series on CBS, is a fairly amusing juvenile comedy with a full complement of stock characters including a twelve-year-old boy who would rather play baseball than take a violin lesson; his not-too-tight parents; a crotchety old-soldier grandfather; a teen-age sister and her besick swain, and Wesley's chum, Alvin. The action takes place in an upper middle class suburban home and consists of a series of tortuously contrived situations which are reminiscent of "Blondie," "The Grich Family" and similar shows. In the opening is a lusty shout for "Wesley Eggleston." . . . Tony Miner's production was a handsome one, and Frank Chaffner's direction kept things moving where Samuel Taylor's script did not. Very attractive set was by Richard Rychtarik. . . . In the title role, Donald Devlin is a believable youngster, although he habitually says "fawther" for father, "cawpet" for carpet and so on. Frank Thomas, Sr., and Mona Thomas are the parents; Joyce, the sister; Joe Sweeney, grampa; Billy Nevard, Alvin, and Jack Ayers, the friend.

**SEVERAL QUESTIONS** have come up since the debut of "Stop the Music" ABC Thursday nite regarding the procedure followed in placing telephone calls to prospective contestants. (1) Only two of the dozen calls made during the hour are to New York. The big city, however, is about half of all receivers in the country, and, since the program was aired only on the live network, New York should have received more than half of the calls. Why, then, did it get only one-sixth of the total? . . . (2) If, as emcee Bert Parks said, calls were made from a list of TV phone homes, why did he at one point in the show ask viewers to send in postal cards listing their name, address and phone number? . . . (3) If these cards are to be used as the basis for the drawing, why were listeners asked only once during the hour to send them in, and is this in a perfunctory manner? . . . (4) What's to prevent persons who do not own TV sets from sending in cards in the hope of collecting the consolation prizes referred to those who do not know the name of the song?

**HEBMAN BREWERIES** planning an expanded campaign for the 1950 "Miss Teenage" contest because of last year's effort. In 1947, 2,200,000 votes were cast. In 1948, the contest drew 4,200,000 votes. The five-minute films on New York stations the only change in advertising and promotion. This year's film, produced for about \$100,000 was aired 52 times. FCCB and the agencies. . . . Bob Longenecker will set up New York offices for Telepak, Inc., at 250 Park on June 1. He'll stay on in New York.

### Pickup WNBW Signal 1,000 Miles From D.C. CBS Signs Burrows To New 7-Yr. Pact

Washington Bureau of RADIO DAILY

Washington—Several cases of long distance reception of the signal of WNBW, here, have been reported to the station by TV set owners in the far West. Five letters and a long distance telephone call this week established that the station's signal has been received clearly in Texas, Iowa, Oklahoma and Arkansas. All the reports, received by WNBW operations supervisor Charles Colledge, stated that the reception was made on April 27 and was clear both in picture and sound.

Information on the unusual long distance reception was reported by WNBW to the Radio Propagation Service of the Bureau of Standards. Sidney Ostrow of the Bureau expressed the opinion that the freak reception might have been caused by "sporadic E," or ionization of the E level of the atmosphere, which extends from the earth's surface upwards some fifty or sixty miles. Exact causes of all "sporadic E" ionization are unknown, but some of the ionization is caused by meteors. Ostrow also pointed out that certain weather conditions can cause long distance reception of radio and tele waves.

The latter reason appears to be the explanation of the long distance reception of WNBW on April 27, according to Morris Schulkin, who correlates radio tropospheric propagation with meteorology at the Radio Propagation Service. When told of the reception reported from the far West, Schulkin expressed the opinion that an almost stationary cold

(Continued from Page 1)

front extending from Washington southwestward to Texas could create an atmospheric duct for a TV or radio signal, if temperature, humidity and barometric pressure along the cold front formed a certain "refractive index." A check of the weather map of April 27 by Mr. Schulkin shows that the cold front did exist with other conditions that made it possible for WNBW's signal to travel over 1,000 miles and be received clearly.

### New Benny Rubin Show Set On WPIX By Vim

Vim Radio and Sporting Goods Stores, Inc., has signed a 13-week contract with WPIX for sponsorship of "Benny's Place" a new comedy show starring Benny Rubin, beginning May 16, 8-8:30 p.m.

Featured in the cast will be Elaine Arden, Janice Walker, Milt Morse and Allen Walker. Peter Fernandez and Marion Carter will guest on the preem. Jerry Rosen is producer; Eddie Nugent, director, and Joe Bolton, announcer.

Account was placed direct.

front extending from Washington southwestward to Texas could create an atmospheric duct for a TV or radio signal, if temperature, humidity and barometric pressure along the cold front formed a certain "refractive index." A check of the weather map of April 27 by Mr. Schulkin shows that the cold front did exist with other conditions that made it possible for WNBW's signal to travel over 1,000 miles and be received clearly.

### Demand For TV-Pic Censor Fought In Philadelphia Court

Philadelphia—Because of the immediacy of the subject, motion pictures used by television stations should be classed as newsreels, even though some video presentations comprise only a single subject, witnesses before Federal Judge William Kirkpatrick said yesterday. Such films, it was argued, have been exempt from censorship in Pennsylvania for a number of years.

Emerson Yorke, producer; Joseph McDonald, ABC vice-president and general counsel, and William B. Lodge, vice-president of CBS-TV were the witnesses in behalf of a petition for a declaratory judgment to invalidate a Censor Board ruling

that all films used by TV stations in this state must be submitted for censoring.

Censorship of TV films would cause undue hardship, added costs and delay, witnesses held. Board, they declared, has no jurisdiction outside of Pennsylvania, and all pix televised by Pennsylvania stations cross state lines.

For this reason, witnesses testified, censorship would raise unsurmountable barriers to free interstate commerce and also would interfere with operations of the FCC.

Hearings before Judge Kirkpatrick will be continued today.

### Shows 57 Stations Employ 3,456 Full-Time

Washington Bureau of RADIO DAILY

Washington—NAB said yesterday that television, with only 57 stations on the air, already employs approximately 10 per cent as many full-time persons as does the entire AM-FM broadcasting industry. In a survey of television employment and wages conducted by Richard P. Doherty, NAB director of employe-employer relations, it was also found that the regular staff of 57 television stations, including networks, aggregated 3,456 full-time persons and approximately 1,000 part-time and free-lance individuals, as of February, 1949.

"If the staffs of stations now preparing to go on the air in the near future are added, the total television employment among stations and networks will approximate 4,000 persons. In addition, a considerable number of free-lance actors, singers and other talent are employed directly by agencies," Doherty said.

It was found that the average "per station" television payroll for individual stations is \$4,310 per week, while the average "per network" payroll, for New York City operations only, is approximately \$29,500 per week. The study also showed the following:

. . . 46 persons comprise the full-time staff of the typical individual television stations;

. . . Less than 30 persons make up the staffs of 32 per cent of the stations;

. . . More than 70 persons comprise the staffs of 13 per cent of the stations;

. . . An average of 290 persons are employed by each of the networks for New York City operations;

. . . Approximately 50 per cent of television stations' staffs are technical employees, 8 per cent film department personnel, 22 per cent program personnel, 16 per cent are engaged in general administration, and 4 per cent in sales.

### 140,000 See First Live Airing Of Kentucky Derby

Louisville—Approximately 140,000 persons viewed the first telecast of the Kentucky Derby aired locally by WAVE-TV and sponsored by Gillette Safety Razor Company. Homes, libraries, recreation centers, bars and department stores were crowded to capacity in Louisville. Sears Roebuck had accommodations for 3,000 persons; many of whom waited in the store four and a half hours prior to post time in order to get a good seat at a set.

## AGENCIES

**JAMES P. GILLIS** has joined the radio and television department of McCann-Erickson, Inc., it was announced yesterday by Lloyd O. Coulter, vice-president. Gillis formerly was associated with NBC as an account executive.

**JOHN W. SCOTT**, president of Buckley & Scott, of Watertown, Mass., one of the largest independent oil companies in New England, have announced the appointment of John C. Dowd as advertising council, effective May 1, 1949. David R. Lutkins is the account executive.

**WILLIAM J. WARBURTON** and **DAVID C. MOSS** announce the formation of a new public relations firm, to be known as Warburton, Moss & Co., with offices at 61 East 52nd Street, New York. Warburton, a graduate of Princeton University and a veteran of two world wars, has been a member of the New York Stock Exchange for the past 25 years. Upon his return from overseas duty in 1945, he became officer in charge of special events for the third naval district. Moss has been associated with banking and advertising firms during the past thirty years. He was president of the investment banking firm of Moss, Pratt & Co. and was vice-president of the George W. Luft Company, cosmetic manufacturer, in charge of sales and advertising.

**FRED S. MCCARTHY** has joined the Jones Frankel Company, Chicago, as director of sales promotion. McCarthy was formerly with the Philco Corporation as television sales promotion manager for the midwest.

### Kenway To Speak

Ivor Kenway, ABC vice-president in charge of advertising, promotion and research, will be featured speaker at a Princeton Club luncheon in New York on May 13. He will discuss television advertising.

### Wedding Bells

Joan Drury, WNJR receptionist, was married Saturday morning, May 7th, to Arthur Woodenschek at Sacred Heart Church, Newark.

### Opposition

Saskatoon, Can. — The annual meeting of the national executive of the Retail Merchants' Association has expressed opposition to what it terms "high pressure" radio advertising by many manufacturers. The executive said that such advertising added to the cost of products to the consumer. Prize-giving on radio advertising programs also was deplored. Soap operas and breakfast food programs were mentioned as being among high-cost advertising stunts.

## 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 G. Peatman, Director.

Survey Week of April 29-May 5, 1949

TITLE	PUBLISHER
A Chapter In My Life Called Mary	Shapiro-Bernstein
Again	Robbins
A Wonderful Guy	Chappell
"A"—You're Adorable	Laurel
Bali Ha'i	Chappell
Beyond The Purple Hills	Goldmine
Candy Kisses	Hill & Range
Careless Hands	Melrose
Cruising Down The River	Henry Spitzer
Don't Cry, Cry Baby	Santly-Joy
Everywhere You Go	Lombardo
Far Away Places	Laurel
Forever And Ever	Robbins
Havin' A Wonderful Wish	Paramount
I Got A Gal In Galveston	Republic
It's A Big Wide Wonderful World	Broadcast Music
Kiss Me Sweet	Advanced
Little Old Church Near Leicester Square	Oxford
Look For The Silver Lining	T. B. Harms
Once And For Always	Burke & Van Heusen
Powder Your Face With Sunshine	Lombardo
Red Roses For A Blue Lady	Mills
Riders In The Sky	E. H. Morris
So In Love	T. B. Harms
So Tired	Glenmore
Some Enchanted Evening	Chappell
Someone Like You	Harms
Someone To Love	Warren Publications
Streets Of Laredo	Famous
Sunflower	Famous
Three Wishes	Herbert Music
You Broke Your Promise	Pic Music

## Second Group

TITLE	PUBLISHER
Are You Kissing Someone Else	Cavalier
Bop Goes My Heart	J. J. Robbins
Cabaret	Duchess
Coca Roca	United
Dreamer With A Penny	George Simon
Five Foot Two, Eyes Of Blue	Feist
Have A Little Sympathy	Bregman-Vocco-Conn
I Didn't Know The Gun Was Loaded	Lewis
I Don't See Me In Your Eyes Anymore	Laurel
I Got Lucky In The Rain	Sam Fox
If I Could Be With You	Remick
Johnny Get Your Girl	Bourne
Lady Of Spain	Sam Fox
My Dream Is Yours	Witmark
My One And Only Highland Fling	Harry Warren
No Orchids For My Lady	Leeds
Tulsa	Advanced
Underneath The Linden Tree	La Salle
While The Angelus Was Ringing	Charles K. Harris
You Was	Crystal

(Copyright, 1949 by Office of Research, Inc.)

## BEHIND THE MIKE

**JEFF CLARK**, who sings on the Henry Morgan show, is being groomed for a national build-up. Adelaide Bishop, well-known operatic soprano (and daughter of Dr. Jos. Bier) weds Lt. Gene Patten Dietrich on the 21st.

Vic Damone's success at the Riviera has brought him some interesting TV offers.

Robert Q. Lewis and Henry Morgan entertain at the Ann Dinner of the Nat'l Cancer Foundation at the Waldorf June 8th.

Carl Brisson, a click at the Chattelee, in Milburne, N. J., wants for a radio series.

Talk of the ABC salesmen is that monthly newspaper Herb Sheldon got out all about his show.

Jerry Strong, WINX morning man and disc jockey, and the Three Suns entertaining patients at Walter Reed Army Medical Center.

Robert D. Guthrie, recently with WNEW, has joined WHOM in sales promotion post.

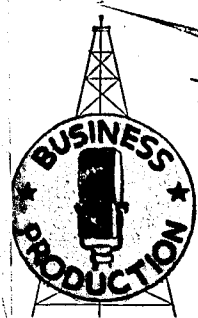
### Case Named Gen'l Mgr. Of Raleigh Station

Raleigh, N. C.—George T. Caspary, veteran broadcaster, was named this week to be general manager of WNAO, WNAO-FM. Appointment was made by Frank Daniels, general manager of the News and Observer Publishing Company, owners of the stations.

For the past two months Mr. Caspary has been acting as program director for the stations, and prior to that time was director of The Broadcasting Television Institute in Raleigh. I returned to Raleigh last November to open the school, and has been actively engaged in production and consulting work in the area since that time.

Dudley Tichenor, whom Mr. Caspary replaces at WNAO, resigned to join the staff of WWL in New Orleans.

**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.  
 HENRY GREENFIELD, Mg. Director N.Y. 19



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 47, NO. 29

NEW YORK, WEDNESDAY, MAY 11, 1949

TEN CENTS

## FCC WILL RETAIN 'MAYFLOWER' RULE

### Network Negotiating Boxing Partnership

NBC is making a major move to corner the radio and television fight rights in the new Madison Square Garden-controlled boxing organization now being formed. The new organization is a result of the retirement of Mike Jacobs and the possible dissolving of his Twentieth Century Sporting Club, an outfit that went 50-50 with the Garden in promoting fights.

It is not known specifically how NBC may align itself with the new setup but negotiations over the highly complicated matter are currently in progress. It's possible that NBC, which stands ready to make

(Continued on Page 7)

### Tripled Budget Urged For 'Voice Of America'

Washington Bureau of RADIO DAILY Washington — Sen. Brien McMahon, D., Conn., urged yesterday that the Voice of America be given three times its present budget in order that it be able to fight Russian counter-action. McMahon, who said he had discussed the matter yesterday with President Truman, called also for broadcast to the world of the proceedings of any peace conference which might eventuate.

### Meat Firm To Sponsor 15 Min. Of 'Hi Jinks'

The Illinois Meat Company, makers of Broadcast brand cornbeef hash, has signed a 52-week contract to sponsor the 8:45-9:00 a.m. portion of the "Hi Jinx" program over WNBC, Mondays through Fridays, it was announced by John C. War-

(Continued on Page 2)

### Statistical

Hollywood—Bob Hope's recent personal appearance tours grossed around \$870,000 with the comic and his company playing before 450,000 paid admissions in fifty-five cities. In addition another 750,000 saw Hope in various benefits, Army shows, hospital appearances and community projects. The show traveled by chartered plane.

### Sponsor Asks All NOT to Buy Products

Bakersfield, Calif. — Reversing the usual procedure of presenting 'selling' commercials, Kerns Materials Company, is using time on Martin Agronsky's program on KPMC, to ask listeners NOT to buy their products.

The Kerns organization used the opening, middle and closing commercial to put across the message, "the sponsors of this program has more work than they are now able to take care of" and admonished the listeners not to buy their materials.

Agronsky's program is a co-op ABC news show which is carried by KPMC in Bakersfield. The Kerns Company will continue sponsorship despite their inability to handle more orders.

### Coy Heads U. S. Group To Int'l Meet In Paris

Washington Bureau of RADIO DAILY Washington — The State Department yesterday announced formally the appointment by President Truman of FCC Chairman Wayne Coy as chairman of the United States delegation to the International Administrative Telephone and Telegraph

(Continued on Page 6)

### Spot Spokesmen Sell Radio To Watch Co.

Frank Headley, president, and T. F. Flanagan, managing director, of National Association of Radio Station Representatives went into ses-

(Continued on Page 8)

### Ownership Of WOJ Passes To Weil And 3 Associates

Washington Bureau of RADIO DAILY Washington — Control of WOJ, New York, will pass to General Manager Ralph Weil, Program Manager Arnold V. Hartley, Attorney Richard E. O'Dea and Joseph Leigh, New York business man, according to an order issued yesterday by the FCC. The order will terminate the last instance of dual ownership, with Arde Bulova's continued ownership of two New

### Plans To Affirm Ban On Editorializing By Stations, Is Belief In Capital; NAB Had Opposed Edict

### Webs To Air Lifting Of Berlin Blockade

The four major networks have scheduled direct pickups from Germany and color-reaction commentaries on the lifting of the Berlin blockade, scheduled for 6:01 p.m., EDT, today, or 12:01 a.m., tomorrow, Berlin time.

General Lucius Clay, American military governor of Germany, will be interviewed via telephone by

(Continued on Page 6)

### Another "Hit Parade" Set, As Summer Replacement

Another "Hit Parade" musical program titled "Your Hit Parade" on CBS for 14 weeks starting Sunday, June 5, from 7:00 to 7:30 p.m., EDT;

(Continued on Page 6)

### Hicks Joins NBC Staff As Specialist In News

George Hicks, veteran ABC news commentator and special events reporter, has joined the staff of the NBC news and special events department, William F. Brooks, vice-

(Continued on Page 12)

### Ownership Of WOJ Passes To Weil And 3 Associates

York stations (WOJ and WNEW) in the years since the multiple ownership order was adopted in November, 1938, having been a constant source of embarrassment to the FCC. Chairman Coy and Commissioner Jones objected in a single dissenting opinion.

Involved in the WOJ transfer is \$200,000 plus 10 per cent of the value of stock in WNEW, owned

(Continued on Page 3)

Washington Bureau of RADIO DAILY Washington — The FCC has decided to reaffirm the controversial "Mayflower" rule against editorializing by radio stations, RADIO DAILY learned on good authority yesterday. It was believed that there might be some changes in the application of the rule, but that the prin-

(Continued on Page 8)

### Packard To Consider Use Of Spot Radio

Answering a query from RADIO DAILY as to whether or not the Packard Motor Car Company plans to use radio advertising in their Golden Anniversary promotion, Hugh W. Hitchcock, advertising manager, wired:

"Golden Anniversary promotion continuing throughout the year and spot radio will have full consideration in our overall planning."

Hitchcock yesterday indicated that

(Continued on Page 2)

### NABET Web Contract Will Come This Week

Joint negotiations between ABC, NBC and NABET are expected to be concluded with a new contract for engineers sometime this week. A union spokesman yesterday admitted

(Continued on Page 2)

### False Alarm

Detectives were summoned to the office of NBC in Radio City yesterday when a bogus telephone call to the West 47th St. station stated that a crime had been committed. The detectives were met by Charles R. Denny, executive vice-president, who assured them there had been no murders either on TV or AM radio programs at the time.

# RADIO DAILY



Vol. 47, No. 29 Wed., May 11, 1949 10 Cts.

JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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### WEST COAST OFFICES

At Sleen, Manager  
6425 Hollywood Blvd. Phone: Gladstone 8436  
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Andrew H. Olier, Chief 6417 Dahlonega Rd.  
Phone: Wisconsin 3271  
CHICAGO BUREAU  
Nat Green  
Suite 905 139 No. Clark St.  
Phone: State 2-2332

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

## FINANCIAL

(May 10)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	7 1/4	7	7	- 1/8
Admiral Corp.	17 1/2	17 1/2	17 1/2	0
Am. Tel. & Tel.	141 3/4	141 1/2	141 1/2	- 1/8
CBS A	18	17 1/2	18	0
CBS B	17 3/4	17 3/4	17 3/4	0
Gen. Electric	37 1/2	37 1/4	37 1/2	+ 3/8
Philco	27	26 3/4	26 7/8	- 1/8
RCA Common	12	11 7/8	11 7/8	- 1/8
RCA 1st pfd.	70 3/4	70 1/4	70 3/4	+ 1/8
Stewart-Warner	12 1/4	12 1/4	12 1/4	0
Westinghouse	23	22 5/8	22 7/8	- 1/8
Zenith Radio	28 1/4	28 1/4	28 1/4	0

### OVER THE COUNTER

	Bid	Asked
DuMont Lab.	13 3/4	15 1/4
Stromberg-Carlson	11 1/4	12 1/2
U. S. Television	1/2	3/4
WCAO (Baltimore)	20	
WJR (Detroit)	7 1/4	7 3/4

### Wedding Bells

Miss Barbara Frost of the WOR (New York) publicity department is scheduled to be married to Dr. Leo Zachinsky on Saturday, May 28. Miss Frost joined WOR last month and previously was in the publicity department at ABC.

### Repeat Jamming

WMCA, New York, tonight (Wednesday) will broadcast a recording made by the "Voice of America" to show how the latter's broadcasts are being jammed by Russia. WMCA will air the program at 10:30 p.m.

**KGW and KGW-FM**  
PORTLAND, OREGON

COMPLETE SCHEDULE  
SIMULTANEOUS SERVICE

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

## ★ COMING AND GOING ★

JESS BARNES, vice-president of the Mutual network in charge of sales, is visiting clients and affiliates in the Midwest.

OWEN SADDLER, station manager of KMA, Shenandoah, Iowa, a caller yesterday at the headquarters of ABC, with which KMA is affiliated.

BENEDICT GIMBEL, JR., president of WIP, Philadelphia, arrived in New York yesterday on business. He'll leave for the Quaker City tonight.

ABE BURROWS, actor, writer, producer and director on CBS, arrived here by plane yesterday from the West Coast. He'll make his headquarters here henceforth.

STANLEY G. BREIER, commercial manager and sales promotion director of KJBS, San Francisco, Cal., is in town. Visited yesterday at the offices of the station's national representatives.

CLIFFORD CHAFEY, manager of WEEU, American network outlet in Reading, Pa., is in New York on business.

CHARLES GODWIN, manager of the Southern office of the Mutual network, with headquarters in Atlanta, returned this week from Ponta Vedra, where he attended the convention of the Florida Assn. of Broadcasters. Then he left for Athens, Ga., where the Georgia Radio Institute will convene on Thursday, Friday and Saturday of this week.

JAMES SEWARD, Columbia network vice-president in charge of operations, is back in New York following a two-week business trip to the West Coast.

JACK DRAUGHON, president of WSIX, Nashville, Tenn., is here for conferences at the headquarters of ABC.

L. SPENCER MITCHELL, general manager of WDAE, Tampa, Fla., is here for conferences with his national reps.

MAX KARL, production manager of WTCN-TV, Minneapolis., conferred in New York yesterday with officials of the American network.

HAROLD KRELSTEIN, general manager of WMPG, affiliate on ABC in Memphis, Tenn., is in New York this week on station and network business.

BERTA WURM, chief traffic scheduler at WOR, has returned from a trip to Vienna, Austria, where she visited two sisters whom she had not seen since 1938. She also visited France and Switzerland.

NORMAN KNIGHT, Eastern manager of station relations for the Mutual network, is traveling through Pennsylvania conferring with affiliates.

WIN ELLIOT and the program company of "County Fair" on CBS, are in Philadelphia. Their program today will emanate from the Quaker City's Town Hall.

### Packard To Consider Use Of Spot Radio

(Continued from Page 1)

the report that 400 stations had turned down the Golden Anniversary 15-minute news platter was an exaggeration and that such a figure did not tally with their returns. It is known, however, that approximately 400 stations answered the questionnaire sent out by Radio Reports, Inc., regarding the platter and that only 50 reported using the recording after having sold it to local Packard distributors.

### Meat Firm To Sponsor 15 Min. Of "Hi Jinks"

(Continued from Page 1)

ren, sales manager of the station. The order was placed through Arthur Meyerhoff and Company of Chicago, with George E. Halleman representing NBC spot sales.

## 10 YEARS AGO TODAY

From the Files of Radio Daily

The New York World's Fair was saluted by the entire radio industry as the greatest show on earth with the networks and local stations united in lending full co-operation to the "World of Tomorrow." . . . The Waldorf-Astoria Hotel purchased two RCA television sets and presented televised programs as telecast by NBC in the public rooms of the hotel. . . . The radio and film functions of the National Emergency Council were transferred to the Office of Education under a second proposal by President Roosevelt to reorganize executive branches of the government.

### NABET-Web Contract Will Come This Week

(Continued from Page 1)

ted that negotiations "are approaching conclusion."

It's understood that all parties have reached a tentative agreement and are now drawing up a contract. Most of the bargaining, it's said, was wrapped up to the satisfaction of all last week. NABET's contract with the two networks expired April 31 but was extended while discussions were in progress.

NABET's negotiations with WOR have not reached the conclusive stage that they have with the two networks. There's been a temporary halt of bargaining talk at WOR but meetings are expected to resume within a day or two.

### Hicks Joins NBC Staff As Specialist In News

(Continued from Page 1)

ternational relations announced yesterday. Hicks future assignments will be the reporting of the activities of U. S. Steel Company during the NBC Symphony broadcasts which start in July and the "Theater Guild of the Air" which start in September. He is also slated to go to Europe next month to participate in broadcasts commemorating the fifth anniversary of the invasion of Normandy.

### New FM Program

Singer Marian Loveridge will be featured in the Saturday night "Serenade at Seven" to be aired by WGVN-FM, New York, every week at 7 p.m., starting May 14. Martin Rocklin—singer, pianist, composer,—will be featured with Miss Loveridge. Tunes will include original songs by Rocklin and Hal Brent.



## Smart Sparrow

Bird experts say that this is not the normal way for a sparrow to take a nap. But this smart little sparrow is happy as a lark on the special bed made for him by the kind lady who adopted him.

If you're a time buyer, you can be happy as a lark about radio advertising in Baltimore. It's so simple! Although there are many stations, there's just ONE BIG BARGAIN BUY.

.. And that buy is W-I-T-H, the big independent with the big audience. W-I-T-H delivers more listeners-per-dollar than any other station in town. That means that just a LITTLE money goes a LONG way on W-I-T-H.

So if you want to be happy as a lark about low-cost radio results in Baltimore, use W-I-T-H. Call in your Headley-Reed man and get the full story today.

AM  FM

**W.I.T.H.**

Baltimore 3, Maryland

TOM TINSLEY, President  
Represented by Headley-Reed

**SAN FRANCISCO**

By NOEL CORBETT

KGO-TV's choice to have Garry Moore emcee their initial telecast went a long way to make Bay City folks television conscious. The bid with the crew haircut, with the help of the Wiere Bros. and Ella Mae Morse, really pepped up the half hour.

Don Klein announces the Frisco deals home games being telecast on KPIX and sponsored by Regal America. Games are heard simultaneously on KSFQ.

Hal Burdick, from KCBS; Paul Peegle, KNBC; Mel Venter and Dick Templeton from KFRC, spoke at the Burlingame Morning Club.

Acme Beer now sponsors Lee Giroux Thursdays in a five-minute telecast of sports news on KGO-TV. The show follows the General Eisenhower "Crusade in Europe" series.

Dick Bertrandias, KNBC director of the Standard Hour and Standard School broadcasts, is teaching at San Francisco State College. Subjects: Radio writing, production and mike technique.

Barbara Degan, KFRC's secretary to mgr. Bill Pabst, is Honolulu-bound.

George Fuerst, KJBS salesman, is a 16-year radio man. He put in 12 at KBC and the past four at KJBS. George came up with such fellows as Furdo MacKenzie, who produces King Crosby's show and others from the old 111 Sutter Building.

Dude Martin, long a Bay City fixture with his pleasant music in the hillbilly style, is sponsored Wednesdays on KGO-TV at 8. The agency is Smith, Bull and McCreery. The show has an audience attendance, and Martin's bankroller, Hoffman Radio Corp. distribute the tickets through their distributors here.

**Eells Promotes Marshall To Operations Director**

Fred Marshall, who has been executive assistant to Bruce Eells, resident and general manager of Bruce Eells & Associates, Hollywood, has been promoted to operations director. Marshall will supervise all of the firm's activity with emphasis on expansion of Broadcasters Program syndicate.

Jim Eells, former business manager of Television Magazine, replaces Marshall as general aide to Bruce Eells. He will assist the latter a completion of the firm's television plans.

**Primadora Cigar Corp. Sponsors Stan Lomax**

La Primadora Cigar Corp. is making its first use of radio advertising with the sponsorship of Stan Lomax over WOR, New York, on Tuesday, Thursday and Saturday, 6:45-7 p.m. Agency is Pedlar & Ryan. Lomax's sports broadcasts are heard Monday through Saturday.

**Ownership Of WOV Passes To Weil And 3 Associates**

(Continued from Page 1)

ings on Bulova's connections, past or present, with WCOP, Boston; WELL, New Haven; WNBC, New Britain; WAGA, Atlanta; WPEN, Philadelphia, and the New York stations. Hearing would give not only other persons whose paths crossed Bulova an opportunity to present their cases in person but would also afford Bulova the chance to dispel clouds which appear to some to hover over his name, they said.

Despite denials on the record, Coy and Jones said that in the cases of the three New England stations "control over finances and corporation was definitely in the hands of Bulova and his associates in New York."

A hearing, they said, "is imperative. We would be inclined to let the matter rest if it were clear that our predecessors had given full approval to past applications involving Bulova and his associates with full or even substantial knowledge of the facts. But the official records of the Commission, considered in the light of the facts disclosed by the investigation, fail to establish that our predecessors had such knowledge. . . ."

"In the light of the information obtained in this investigation, we do not see how the Commission can place any confidence in the statements or representations of the parties concerned. This being so, we are unable to see how the Commission can conclude that Mr. Bulova is qualified to be the licensee of a broadcast station."

"On the basis of this report," said Coy and Jones, we are unable to conclude . . . that the Commission is in a position to find that Mr. Bulova and the corporations in which he is the controlling stockholder are qualified by character to be entrusted with the responsibilities of a broadcast licensee." Instead, they called for full hear-

**Stations Get Sponsor For Public Service Series**

Nine independent stations have already sold the public service series, "America Speaks Up", to local sponsors and other stations among the 200 who have signed up for the ET series have sponsorships in the process of being completed, Larry Hammond, producer, announced yesterday. The series of 15-minute transcribed programs, produced by America's Future, Inc., a non-profit organization dedicated to preserving the American way of life, will be released on a weekly basis starting June 6.

Stations who announce sponsorship of the series include: WIO, Kokomo, Ind.; Globe American Corp.; WLBK, De Kalb, Ill.; De Kalb Trust and Savings Bank; WOC, Davenport, Austin - Crabb Company, building materials; WJBO, Baton Rouge, La.; WCAP, Red Bank, N. J.; Teller Construction Company; WSLI, Jackson, Miss.; bank; WCHV, Charlottesville, W. Va.; Monticello Drug Company and KFMJ, Tulsa, Lincoln-Mercury distributor. Other sponsors who have deals pending with stations include a bank in Boston, an insurance company in Chicago and a bank in Fort Worth, Texas.

**WOR Installs TV Sets In Children's Hospitals**

Children's ward at New York's Bellevue Hospital got its first television set this week through the courtesy of WOR and listener contributions for the station's Christmas fund last December. Twenty-one other DuMont sets already have been installed through WOR in hospitals in New York, New Jersey and Westchester.

Theodore C. Streibert, WOR president, formally presented the set for Bellevue to New York City Commissioner of Hospitals, Dr. Marcus D. Kogel. Also present was Edythe Meserand, WOR's assistant director of news and special features, who directs the work of WOR's Christmas fund for hospitalized children in free wards.

**Decca Signs Lombardo**

David Kapp, vice-president of Decca Records, Inc., announced yesterday that Guy Lombardo has signed a new Decca contract. Lombardo, with his Royal Canadians, was one of the first artists to sign with Decca and his new contract will mean association with record company for 20 years.

THESE  
**5 Stations**  
Build Sales  
for You...

**WORK**  
York, Pa.  
Established 1932

**WGAL**  
Lancaster, Pa.  
Established 1922

**WRBW**  
Reading, Pa.  
Established 1922

**WKBO**  
Harrisburg, Pa.  
Established 1922

**WEST**  
Easton, Pa.  
Established 1936

REPRESENTED BY ROBERT  
**MEEKER ASSOCIATES**  
New York • Chicago  
San Francisco • Los Angeles  
STEINMAN STATIONS

# RADIO DAILY

## SOUTHWEST

**CLIFF WARREN**, popular singer and yodeler, will make his debut in a new series of programs to be heard daily for a quarter-hour on WOAI, San Antonio. He will sing standard "pop" tunes plus one western ballad on each airing. Music will be by the WOAI staff orchestra directed by Melvin Winters and will be announced by Jack Foster.

By means of a wire recorder, Carl Dolsen, owner and operator of Showland, presents interviews and quiz questions of patrons at his night club on Wednesday, Friday and Sunday over his daily program heard over KSKY, Dallas. Right answers are rewarded with passes to the club and dinners.

The three newest members of the WFAA, Dallas, "commercial" family are Manhattan Soap Co., Red Arrow Laboratories and Quaker Oats Co. Manhattan is sponsoring the 7:45-8 a.m. portion of the Early Birds on Monday, Wednesday and Friday, Red Arrow the 7:30-7:45 a.m. portion Tuesday, Thursday and Saturday of the Early Birds. The WFAA 7 to 7:10 a.m. news period is sponsored by Quaker each Tuesday, Thursday and Saturday.

Joe Allison, disc jockey, has joined the staff of KMAC, San Antonio, and is being heard twice daily in "Wake Up, San Antonio" at 7 a.m. and "630 Club" at 2 p.m. The first running two hours and the second for three.

A new series of programs being offered over KCOR, San Antonio, is titled "Trio de Mexico" and features popular combinations of musicians in Latin American music. The trios are heard in ballads and folk music and feature the outstanding groups of Latin American artists of this country and Mexico.

Mrs. Jimmie Rodgers, wife of the America's blue yodeler, was presented with the first copy of the "Jimmie Rodgers Memorial Album" which is being issued by RCA-Victor. Presentation was made by H. L. Alexander, representing the Straus-Frank Co., San Antonio distributor for RCA-Victor, to Mrs. Rodgers on Harry O'Connor's "Hillbilly House Party" broadcast over KMAC, San Antonio, daily.

John Wilson interviewed Emilie Schuyler over KIXL, Dallas, recently. Miss Schuyler who is with the Dallas Society for the Prevention of Cruelty to Animals, discussed the proper care of pets and how to adopt pets from the Dallas SPCA shelter.

The official opening ceremonies of the Southwestern Sports and Vacation Show held in Dallas, was aired over WFAA and WFAA-FM, Dallas. Gov. Beauford Jester and other prominent figures were present.



### Mainly About Manhattan. . . !

● ● ● Two developments the past week indicate that a lot of people are still thinking in terms of radio despite the growing and undisputed popularity of television. One was the decision of the Radio Execs Club of N.Y. to leave the club's title alone (and not include TV). Another was the statement of Dr. I. Keith Tyler at the Ohio Radio Institute that the conference would continue to be known as the "Institute for Education by Radio." (Suggestions had also been made here to include TV in the Institute's name). A few months ago, it seems, everybody had radio buried. Now they're starting to hedge a bit on their predictions and realize that there's plenty of life in the old boy yet.



● ● ● Better Business Bureau is reported eyeing the television receiver advertising of some New York dealers. One ad this week offered a \$200 trade credit on any model of used radio to be applied on a console TV model of a nationally advertised line of TV receivers. Other ads have been making extravagant claims on picture brightness and distance reception, according to reports.



● ● ● AROUND TOWN: One of the larger TV shows got a reprieve when their sponsor failed to come up with a replacement after shopping around the TV market. . . Sports Illustrated, one of the top sports gazettes, will fall by the wayside after its June issue. . . Time article on M. Berle due out this week. . . Despite all the talk of Eddie Cantor forsaking radio for TV, insiders say the banjo-eyed comic will wind up doing both. . . Gloria Swanson planning to kinescope her fashion show on the coast for eastern viewing. . . Ginger Rogers causing a flurry in Ansonia's bootery as the clerk fits her with those new-fangled plastic shoes. . . Subway Circuit teeing off their season on June 14th with "Deep Are The Roots." . . "Business is booming up at WCOB, Boston," postcards Gene King, "and we've landed two 52-week renewals. Also ratings are up, not only over last month but last year as well." . . One of the most impressive rosters of B'way talent we've seen in a long while has been lined up for the Associated Blind benefit tomorrow night at Madison Sq. Garden. Sid Caesar, as omcee, will introduce such celebs as Vic Damone, Monica Lewis, Joey Adams, Joe Laurie, Jr., Alan Dale, Carol Bruce, Smith & Dale, Basil Rathbone, Harry Hershfield plus a host of others. . . Clayton agency pleased with 60 Pulse rating of "Greatest Fights of the Century" on WNBT and other TV stations.



● ● ● FILLER-DILLERS: Jackson (Philo Vance) Beck is dissatisfied with his TV set because it gets all stations. Only trouble is it gets them all at the same time. . . Trouble with TV variety shows, complains Geo. Petrie, is that they offer so little variety. . . Sudden thaw: The movies they're showing on television won't bring back cowboy pictures, observes Art Franklin. They'll bring back radio. . .



● ● ● SMALL TALK: Mildred Fenton off for Detroit to wrap up Oberon deal. . . Country resorts supplementing entertainment schedules with special rooms set aside for TV sets. . . Bernard Zwirn new radio and TV publicity director at Ruthrauff & Ryan. . . Hugh James will announce the "Call the Police" airer which summereplaces "Amos 'n' Andy." . . TV soap opera queen, Patricia Wheel, getting the duble-o from Universal pix. . . Morey Amsterdam planning to commute this summer between N.Y. and Bermuda, flying back and forth between broadcasts.

## CHICAGO

By NAT GREEN

**LON SAXON**, Chicago singer and instrumentalist, began his own program, "Lon Saxon Show," May 2 on WBBM. The five-minute program features songs by Saxon and instrumental highlights by a small combo.

ABC held a television press conference and a preview of "Crusade in Europe" last week prior to the debut of the program on ABC-TV. The two episodes shown made an excellent impression.

Robert F. Hurlleigh, WGN news director, addressed the Louisiana State Medical Society in New Orleans on May 5, his topic being "The Fallacies of Socialism."

"Pulse of the News," which made its bow on WENR-ABC last week, features human interest stories told by Paul Harvey.

Bob Schmid, Mutual vice-president in charge of station relations, and Dorothy Kemble, director of continuity, in Chicago for meetings with Mutual Midwest officers.

Fay Day, Herb Carlborg, Alice Santi, Tom Ellsworth, Fred Mohlstedt, Emmett Heerd, Ben Margolis, Jim Burke, and Ed Larkin of Radio Sales in New York, and H. H. Holtshouser of Memphis, were WBBM-CBS visitors this week. Gordon Hays, Ted McLoney, Grace O'Dell and Alan Axtell all of the Chicago Sales office spent a few days at KMOX in St. Louis, and Miss O'Dell, McLoney, Axtell and John Nilson left Friday for a business trip to WCCO in Minneapolis.

Harry Kopf, NBC vice-president in charge of sales, and Jacob A. Evans, spot sales promotion manager, in from New York on a business visit.

Columbia Broadcasting's 30-minute film "Television Today" was given a special showing on May 5 by Television Shares Management Co.

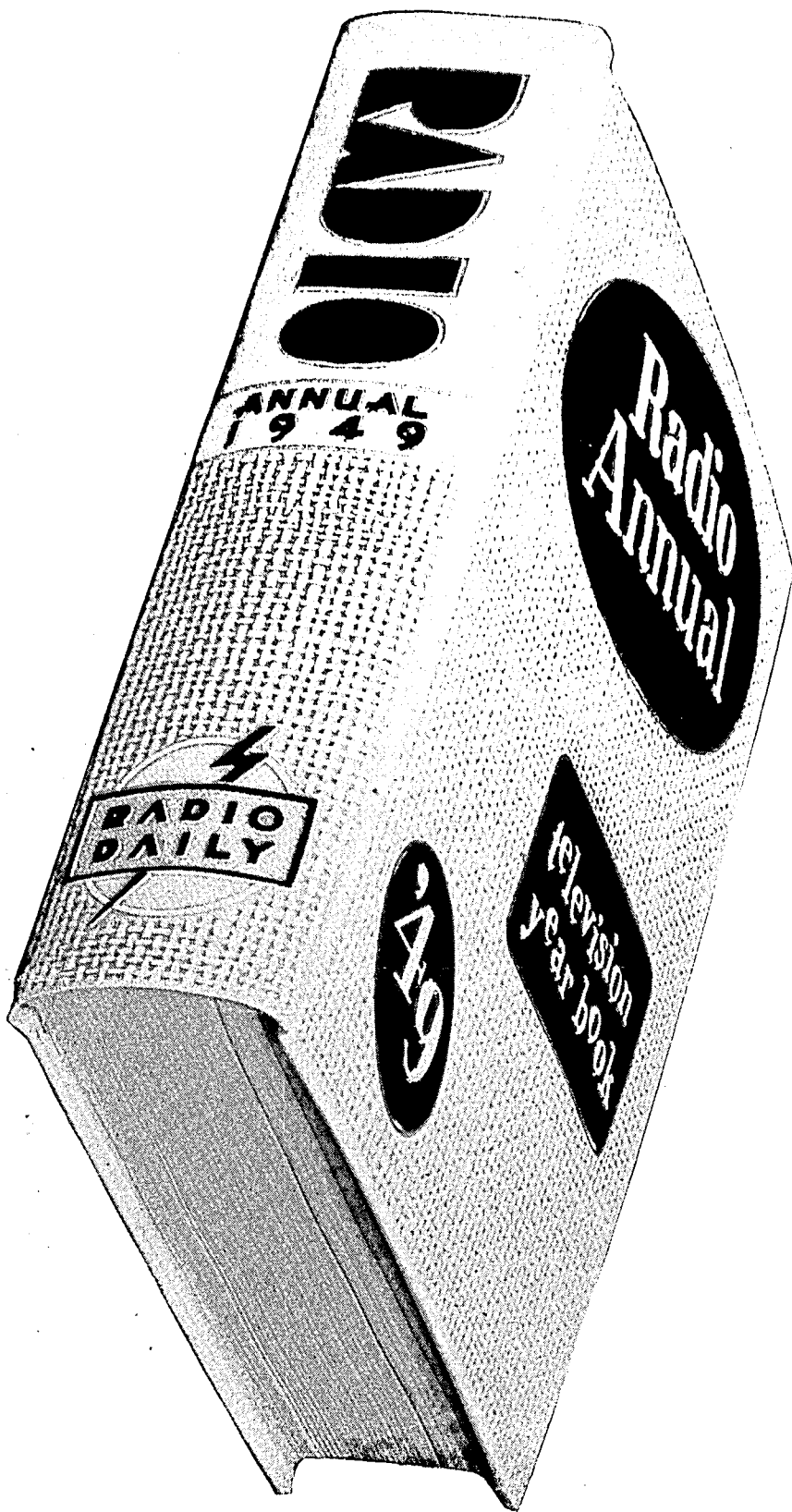
Directors of Television Fund, Inc., on April 25 declared a dividend of seven cents a share on the common stock. The preceding payment was an initial dividend of 10 cents a share, paid February 15.

H. Lester Hutchinson, British Labor MP, was interviewed Friday by Rod Holmgren on FM station WMOR.

**OFFICE SPACE FOR RENT**  
**RADIO CITY VICINITY**  
 Desirable 1 and 2-room offices with telephone switchboard service on 4th floor  
**ABBEY HOTEL**  
 151 W. 51st St. New York City  
 Phone: Circle 6-9400

1906 *Henri* 1949  
 CONFISEUR  
**FRENCH RESTAURANT**  
**LUNCHEON from \$2.00**  
**DINNER from \$3.00**  
 COCKTAIL BAR  
*Famous French Candies*  
**15 East 52nd St.**  
**AIR CONDITIONED**





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U. S. and Canada, \$10 per year. Foreign, \$15 per year.

NAME .....

TITLE .....

COMPANY .....

STREET ADDRESS .....

CITY AND STATE .....

## AGENCIES

**WILLIAM H. WEINTRAUB** and Company, Inc. announces the signing of a \$750,000 ten-year lease for new quarters at 488 Madison Avenue. The Weintraub agency negotiated the agreement for 14,000 square feet of space covering the entire 17th floor of the new building, now under construction and occupying the entire block from 51st to 52nd Streets.

Many unusual features will be developed in the new Weintraub agency space, including a 100-seat theater, to be used for television auditions and sales meetings, and a modern kitchen, for product research and for executive and employee use.

**SO-RITE FASHIONS**, national mail order organization, has engaged Seidel Advertising Agency, Inc., to conduct its advertising.

**BERNARD HOWARD**, formerly sales account executive in the eastern division of Forjoe & Company, Inc., national station representatives, has been appointed sales manager.

**WEED & COMPANY** has been engaged as national sales representatives for WJLS and WJLS-FM, Beckley, West Va. Appointment is effective May 15.

**HENRY A. DREER, INC.**, Philadelphia, has named Paris & Peart Advertising Agency of New York for its seeds, bulbs, nursery stock and garden supplies, effective immediately.

## Coy Heads U. S. Group To Int'l Meet In Paris

(Continued from Page 1)

Conference of the International Telecommunications Union, convening in Paris May 18. Vice-chairman is Francis Colt DeWolf, State Department telecommunications chief, with FCC Commissioner Paul A. Walker as Delegate.

Other FCC personnel to be on hand include Edward L. Clinkscales, Harold J. Cohen, General Counsel Benedict Cottone, Martin Haven, John R. Lambert, William J. Norfleet, John Russ, Robert E. Stromberg, Jack Werner, Marion H. Woodward, Lillian M. Conley and Johanna W. Oswald.

### Just ETing

For a distinctive sign-on and sign-off signal, KPAC, Port Arthur, Tex., decided to record the whistle of the tugboat Bertha, a famed water-mark. A mike cable was run from KPAC's studio to the dock. When Bertha sounded "Distress" and "Abandon Ship" a woman passerby ran to the announcer at the mike. "Is that boat sinking?" she gasped. "No ma'am," came the reply, "it's transcribing."

## Major Webs To Air Lifting Of Soviet's Berlin Blockade

(Continued from Page 1)

Gabriel Heatter, MBS commentator, at the exact moment the blockade is lifted tonight, it was announced by A. A. Schechter, MBS v-p in charge of news and special events. A recording will be made of their conversation for inclusion in Heatter's news show, tonight, 7:30 p.m., EDT.

Of the nine other short-wave circuits ordered by MBS for the next

### "Feed"

*The "Air Force Hour," broadcast by MBS and fed to the New York indie, WMGM, Thursdays, 8-8:30 p.m., EDT, will feature a direct pickup from Berlin tomorrow night. Air Force radio operator, Capt. Maxwell Marvin, will take listeners to the German capital for interviews and reactions on the lifting of the blockade.*

three days, five of them have been scheduled for reports by John Thompson, regular Berlin correspondent. Henry LaCossitt, who was sent to Germany especially to cover the blockade-lifting story, will originate his usual week-day program, "Editor's Diary," 9 a.m., EDT, from Berlin, today, tomorrow and Friday. Tape recordings by LaCossitt and Thompson will be used on "Mutual Newsreel" broadcasts on May 12 and 13, 6:45 p.m., EDT. If the news is "hot," their reports will be fed directly to the network.

ABC so far has scheduled six pickups for today and tomorrow in which will be included on-the-spot reports by the network's correspondents, Martin Agronsky, Pauline Frederick and Lyford Moore. It was announced by John Madigan, ABC director of news. Agronsky will broadcast from either Helmsstedt or Berlin today on a segment of the 7 p.m., EDT, "Headline Edition," and on his own usual 15-minute period, tomorrow, 8 a.m., EDT.

ABC's "News of Tomorrow," 11

## Another "Hit Parade" Set As Summer Replacement

(Continued from Page 1)

this program will be presented in addition to the regular "Hit Parade" which is heard on NBC on Saturdays from 9:00 to 9:30 p.m., EDT.

The Benny summer replacement will be a weekly review of the top "Your Hit Parade" tunes broadcast during the 14 years of the musical series. Andre Baruch will be master of ceremonies and others in the cast will include L. A. ("Speed") Riggs and Jay Simms. No announcement has been made as to who will be the musical conductor of the program.

On NBC during the summer series of "The Hit Parade" a newcomer, Bill Harrington, will replace Frank Sinatra as the featured singer. The

p.m., EDT, today, will include a report by Moore from Berlin. Miss Frederick will report from Berlin on the "George Hicks' Show," tomorrow, 8:50 a.m., EDT, on the ABC network, excluding WJZ. Another report from her will be inserted on the "Baukhage Talking" program, tomorrow, 1 p.m., EDT. One or more of the three correspondents will be included in Thursday's "Headline Edition."

NBC has scheduled four direct pickups from Germany, in connection with the lifting of the blockade, consisting of on-the-spot reports by Edwin Haaker and Merrill Mueller. The "World News" program of today, 8 a.m., EDT, included spots from Frankfurt by Mueller and from Berlin by Haaker. Both correspondents will air their reports from Berlin on today's 11:15 p.m., EDT, "News of the World," and tomorrow's 8 a.m., EDT, "World News Roundup."

CBS Berlin correspondent Bill Downs will give a round-up and description of events in the German capital on the "World News Roundup," today through Saturday, 8 a.m., EDT. Special circuits have been ordered to feed the network on-the-spot reports from Germany by CBS correspondents Charles Collingwood, Betty O'Regan and Downs.

Three CBS Sunday programs, totalling a full hour, will consist of discussions, direct reports and an analysis of events. The "People's Platform," May 15, 12:30-1 p.m., EDT, will be a roundtable discussion entitled "Are We Winning the Cold War?" Elmo Roper's "Where the People Stand" program, 1:15-1:30 p.m., EDT, will include a special compendium showing how public sentiment in Germany itself was a factor in ending the airlift phase of the cold war. Collingwood's regular 1-1:15 p.m., EDT, "News and News Analysis" will originate from Berlin to fill out the full hour of programming.

## Three More Join CAB; Membership Now Is 86

Montreal—Three new member stations of the Canadian Association of Broadcasters were announced by T. Jim Allard, general manager of the association. They are CJAD, Montreal; CFCA-FM, Kitchener, and CKMR, Newcastle, New Brunswick. This brings the total membership of the association, representing independent broadcasters to 86.

first of the new series will debut on Saturday, June 4, and will originate in New York with show remaining East for at least the summer months. Featured with Harrington will be Eileen Wilson, current "Hit Parade" vocalist, Mark Warnow's orchestra and a mixed-voice singing group, The Hit Praders.

## PROMOTION

### Baseball Ballyho

Posters in red and black on white, promoting WMGM's baseball coverage, have been posted in more than 400 Fifth Avenue buses in New York City. The car cards call attention to the play-by-play accounts of the Brooklyn Dodgers' games by Red Barber, Connie Desmond and Ernie Harwell. It also reminds bus riders of the pre-game "Warm-Up Time" and the post-game "Sports Extra" programs on WMGM. The World-Telegram and Nedick's, Inc. are listed as sponsors of "Today's Baseball."

Two thousand window streamers on the program have been printed for distribution in Nedick's stores and stands in greater New York. The WMGM streamers recommend listening to the play-by-play re-creation of the day's big game by Bert Lee and Marty Glickman.

### Distributes Aprons

WOR, New York, has distributed 1,500 cloth aprons, bearing the message that "199 smart advertisers" are "cooking" on WOR, to time buyers and advertisers in the United States, Canada and several other countries, for their personal use at outdoor barbecues. A letter accompanying the apron gifts explains that it is both in keeping with the season and a reminder that "WOR is the station that sells more at less cost than any station anywhere." WOR advertising and promotion director Joseph Creamer decided on the gimmick because so many advertising men are suburbanites with outdoor grills at their homes.

### New WCKY Quiz

Cincinnati's oldest telephone quiz giveaway, the WCKY's "Quiz Man" programs, are being dropped after four years. The station's giveaway money is being packaged into "Name That Tune," a mystery tune, telephone quizzer, to be aired every weekday from 9:05 to 10:00 a.m. Rex Dale will handle the new program.

Listeners will be awarded money prizes for answering the name of the tune being played when they are called. If they answer correctly, they will be given an opportunity to identify the "mystery tune" which carries the "jackpot award" of at least \$100. Two dollars are added, as in the Quiz Man programs, each time the "mystery tune" title is missed.

### Gives Agricultural Award

Robert L. Crom, Chapin, has been awarded a \$1,000 farm radio scholarship for study at Iowa State College. The scholarship, presented by radio station WMT, Cedar Rapids, was first offered three years ago, and has been given annually at Iowa State since that time. In presenting the scholarship, William B. Quarton, general manager of WMT, pointed to the great need for trained personnel in the specialized field of farm broadcasting.

# TELEVISION DAILY

Section of RADIO DAILY, Wednesday, May 11, 1949 — TELEVISION DAILY is fully protected by register and copyright

## NBC NEGOTIATING 'GARDEN' PACT

### TELE TOPICS

RETURN VISIT to "Preview," the Tex A and Jinx stanza for Philip Morris, revealed the show to be immeasurably improved since its debut nine weeks ago. Many of the magazine-at-deadline-type gimmicks have been happily eliminated. The production Monday night was professionally smooth, except for considerable camera noise. . . . Guests this week were singer Bill Tabbert, pianist Bess Myton, opera singer Elaine Malbin and dancers Jonathan Lucas and Kate Friedlich. A gave top-notch performances. There is also a parade of bathing costumes from 1910 to 1945, with a muscle-wiggling male and a 6'3" show girl in a luminescent bathing suit thrown in at no extra charge. The performers, the McCrarys are not too appealing. Tex is completely dead-panned and delivers his lines in a flat, unpleasant voice. Jinx is a beautiful woman. . . . Commercials also have improved. Johnny's appearances are less frequent and copy is slightly less irritating. (Instead of blow it through your nose, it's let the smoke come through your nose.) Blow is the agency, in Roberts announces. Producer is Daniel Scherman; director, Frank Schaffner; director Henry Sanford; scripter, Gordon Auchincloss; photo editor, Phil Schultz; assistant producer, Chan Buck.

ANSWERING the questions raised here yesterday about the procedure followed in placing phone calls for "Stop the Music," co-producer Mark Goodson said that the calls placed on the debut Thursday night were taken from cards sent by viewers in response to pre-announcements on the ABC web. Statement by vice Bert Parks on the air that numbers were taken from a list of all TV one homes was a mistake, Goodson said, and will be eliminated. Request for cards, made only once on the preem, will be repeated with added impetus in the future and viewers will be informed that only those sending their numbers will be eligible for the drawing, he said. Goodson added that the low incidence of calls to New York was a matter of chance and at the big city should receive its proper proportion of calls over a period of a few weeks.

THE ARROW SHOW dies after the May 19 airing on NBC. Fred Coe's new mystery series, "The Clock," will be added by the web in the 8:30-9 p.m. Monday period beginning next week. . . . Ambassador Films has begun shooting in Vienna on a series of 13 eleven-minute informal operatic programs. First features are from "Carmen," and is titled "Andalusian Nights." Next two shows will be based on music from "The Magic Flute" and "Tannhauser." . . . CBS reading "It Pays To Be Ignorant" and the giveaway, "Bring It Again" for tele.

### CBS Separates Sales Of AM, TV In N. Y.

Separation of AM and TV sales was completed by CBS with the announcement yesterday by general sales manager Carl J. Burkland of exclusive nationwide representation of WCBS-TV and the formation of a separate tele sales staff for the eastern office of Radio Sales, which, in addition to national representation, now will service all national spot and local business placed on the flagship by New York agencies and sponsors.

At the same time, appointment of two account execs to the TV staff of Radio Sales was announced. They are Maxwell Z. Stein, former ad director of the New York Star, who will specialize in retail accounts, and Sam Cook Digges, formerly with WMAL-TV, Washington, who will handle national spot.

Burkland said that "the rapid increase of national spot business on all our stations and the . . . need for specialized service, has led to the decision to complete the separation of our TV and AM sales activities in New York."

### Bendix Price Cuts Set

Substantial reductions in list prices on ten-inch Bendix receivers have been announced by general sales manager Edward C. Bonia.

Mahogany table model was reduced from \$349.95 to \$259.95; same model with a table was cut from \$364.95 to \$269.95; a blond table set with table was reduced from \$374.95 to \$279.95, and a mahogany four-way combination was lowered from \$629.50 to \$499.50.

### RTDG Gets ABC Agreement; Seeks Contract With NBC

The Radio and Television Directors Guild, AFL, has reached agreement with ABC covering staff directors, associate directors and floor managers and has held a preliminary meeting with NBC to work out a contract covering that web's production employees.

While no contract has been signed with ABC as yet, Robert Lewis Shayon, president of the New York local, said, the two parties have reached agreement and the proposed pact is in the last stages of legal scrutiny.

At a meeting between RTDG and NBC on Monday, the web took the

### TV Box Score

On the air.....	62
CP's .....	57
Applications .....	32.3

### Would Eliminate Pix If Censorship Upheld

Philadelphia—J. Walter Thompson agency will eliminate films entirely from its TV programs if the directive of the Pennsylvania State Board of Censors requiring its seal on all pix aired by Pennsylvania stations is upheld, John W. Reber, vice-president of JWT, said yesterday before Federal Judge William Kirkpatrick in the action brought against the censors by five Pennsylvania outlets.

Half a dozen outside organizations impose greater restrictions than censor boards, Reber added.

### Statement By N. W. Ayer

Warren S. Shelly, vice-president of N. W. Ayer & Co., stressed the greater costs entailed by censorship, particularly if each state board insisted upon the showing of its seal of approval. He also pointed out the time problem of enforced showing of censor board seals with brief commercials.

Others testifying against the board's order were James L. Caddigan of DuMont; Ray Kelly, head of kinescope recording for NBC; Dr. Leon Levy, president of WCAU; Roger W. Clipp, general manager of WFTL, and Donald A. Stewart of WDTV, Pittsburgh.

Trial of the action will be continued today.

### Would Assure Web Rights To Fights Of New Firm

(Continued from Page 1)

a heavy investment for all AM and TV rights to Garden-promoted bouts, may wind up in the fight game similar to the arrangement CBS has with the Tournament of Champions.

Gillette's radio and television boxing rights obtained from Twentieth Century expire May 31 and the safety razor company is negotiating for a renewal. Gillette has been paying about \$450,000 a year but the new fee is understood to be between \$750,000 and \$850,000. To sew up control, it's believed NBC will have to lay out this amount and then pay an additional fee for each bout aired by radio and television.

Negotiations for air rights to Garden bouts are further complicated at the moment by the Garden's having to reorganize its boxing organization. And there is still another factor of the Boxing Managers Guild and how much of a fee it will demand (from the Garden) under a new contract for bouts which are televised. Twentieth Century for the last year has been paying the Guild \$425 per bout but the managers want more under the new contract. Current pact expires at the end of this month.

The possible deal between NBC and the Garden is long on background information and short on confirmation of day-to-day developments. Key man for NBC is Sidney Strotz, vice in charge of the network's western division. Strotz is a former business associate of Arthur M. Wirtz who is one of the money men of the International Boxing Club in Chicago. IBC will become either a corporate member or a full time ally of the Garden's new boxing organization. Such inter-lockings should at least clear the way for Strotz to get his foot in the door. Furthermore, Wirtz has an interest in the Garden.

Strotz in years past was associated with Wirtz in Chicago. He managed the Chicago Stadium which is owned by the Chicago sportsman. It's never been announced but it's understood that Strotz lost no time in getting radio and television rights for NBC to the Charles-Walcott heavyweight bout in Chicago next month which is promoted by IBC.

If NBC is successful in making the deal with the Garden, the chances are that Gillette still will be identified as sponsor of all bouts aired. Real motive behind NBC's move is to assure its television network of most of the championship fights.

## Spot Spokesmen Sell Radio To Watch Co.

(Continued from Page 1)

sion, Monday, with the trustees and the new president of the Waltham Watch Company to present the successful record of several watch companies in spot advertising at a dinner to the Waltham top men at the Ritz-Carlton Hotel in Boston. The meeting was arranged by Dana Baird of Weed & Company, chairman of NARSR's Public Counsel, together with Art Smith of Edward Petry & Company and Robert Foster of Raymer Co.

### Would Spend \$2,000,000 Yearly

The spot officials advocated the expenditure of \$2,000,000 annually in time signals and spot programs, beginning with the launching and distribution of Waltham's new Century line of watches during the coming Autumn.

Mr. Flanagan presented an analysis of the sales, gross profit, general-administrative-sales and advertising expense and net profit after taxes of the top seven watch companies together with a detailed analysis of the advertising practices. "The advertising of Bulova Watch" he said, "is the most spectacular success in spot radio's short history, and one of the three most successful advertising campaigns of the last decade. The figures indicate that the market for watches has been greatly enlarged, primarily from the use of radio and television signals and spot programs, which have constituted by all odds the largest advertising expenditure of the watch industry."

### Emphasized Budget Increases

The speaker emphasized the ten-fold increase in advertising expenditures in the watch industry from 1928 to 1948 and the comparable increase in the number of units sold and total dollar volume. The current sales of watches are 3 and 2/3's times what they were 10 years ago. This is far above the increase in personal income, and other indices, even taking into account the inflation of the dollar and the larger family incomes of the past decade.

The speaker attributed much of the success of the watch industry in increasing its business to the expansion of advertising from the old concept of two seasons, graduation and Christmas, to the broader idea of time signals broadcast every day of the year on hundreds of stations many times a day. He quoted the officials of the watch companies in their annual reports as being most enthusiastic about radio advertising, and as predicting that television will give them new opportunities to expand their business.

### Hagerty New President

The new president of Waltham Watch Company is John J. Hagerty, for the past ten years branch manager of the Reconstruction Finance Corporation in Boston, and a former sales and advertising official. The advertising agency is Daniel F. Sullivan Company of Boston.

# COAST-TO-COAST

### Gardner Dir. Eng'ing At WHAM

Rochester, N. Y.—The appointment of Kenneth J. Gardner as director of engineering for WHAM, WHFM and WHAM-TV has been announced. He was technical supervisor of WHAM since 1925 and of FM since 1939. His new duties include over-all supervision of the three stations' technical staffs and operations.

### Gregg Dir. of News At KTOP

Topeka, Kans.—Thomas M. Gregg, formerly associated in radio with KTSW and WREN is now director of news and promotion manager at KTOP, Mutual affiliate. Gregg will be heard on three daily newscasts, 12:15 p.m., 3 p.m. and 10 p.m., in addition to his promotion work.

### Staff News From WSFA

Montgomery, Ala.—David E. Dunn, WSFA executive who has been ill for several weeks, is now back at his desk. Sebie Smith of the station's technical staff is the proud father of a daughter born on May 2nd. Howard E. Pili, president of WSFA, presided at the new ABA board of directors meeting which was held here recently.

### WWNI Kiddie Show

Wabash, Ind.—WWNI, 71,000-watt FM voice of northern Indiana, has a new kiddie show entitled "Storyland" featuring a "Surprise Night" for the youngsters, along with one night on which the children themselves have a participating hand, by submitting poems and stories. The program is done by Judy Brant, the station's "Girl Friday."

### WCKY Extends Operations

Cincinnati, Ohio—WCKY recently extended its operation into a seven-day 24-hour schedule. Since January 1, 1948, the station has been on a 24-hour broadcast sked, six days a week. Several hours were required each week for necessary maintenance work at the WCKY transmitter. The installation of an auxiliary transmitter has been completed, however, making the period for maintenance unnecessary.

### Barber Joins KLZ Staff

Denver, Colo.—According to recent announcement, Dick Barber, formerly of KVNU in Logan, Utah, is the newest addition to the KLZ announcing staff. He replaces Ed Scott, who left the station recently for the Chicago CBS station.

### Rabbis To Hear Elsie Dick

Elsie Dick, director of education and religious broadcasts for the Mutual network, will be principal speaker next Tuesday at a meeting in New York of the Association of Reformed Rabbis. Her subject will be "Religious Broadcasts on the Air."

### Hansen Program Dir. At KSFO

San Francisco, Calif.—Robert A. Hansen, with many years of experience, including sports broadcasts and special events of all kinds, in addition to editing and news broadcasts, has been appointed program director of KSFO, where he has been news editor and special events chief since 1942. Hansen succeeds Keith Kerby, who recently left the station.

### "That Sand Man" On WINX

Washington, D. C.—A two-hour program titled "That Sand Man" will be heard at 8:05 Monday through Saturday with Les Sand, Washington comedian-deejay headlining the new evening show on WINX. A radio performer for the past two years, Sand recently debuted on WTTG-DuMont on a Monday-through-Friday program called "Game Room."

### Joins KFEQ Staff

St. Joseph, Mo.—Bill Orum is now on the staff of KFEQ as sports director. Formerly with WIL, he will broadcast play-by-play baseball of the St. Joseph Cardinals games, both home and road. KFEQ anticipates a large, well-rounded sports program for 1949, which includes football, wrestling and basketball.

## See FCC Re-Affirming 'Mayflower' Decision

(Continued from Page 1)

inciple espoused in the famous case would remain in force.

A dissent by Commissioner Robert F. Jones, Republican, is also reported to have been written. Jones is reported to be the only dissenter. Announcement of the decision due shortly—perhaps within a week.

### Some Will Hail Retention

The renewed support for the editorial policy comes in the face of urging by NAB and many broadcast leaders that the policy be dropped, although its retention is certain to be hailed with relief by a large segment of the industry.

There were extensive hearings on the subject last year, and the matter has been the subject of much discussion on Capitol Hill from time to time.

### BBB Hits Fake 'Trade-In'

The National Better Business Bureau has just sent a "memo" to major electrical manufacturers appealing for their co-operation in avoidance of phony "trade-in allowances" called "detrimental to public confidence in business." Price cuts from inflated mark-ups are condemned by the bureau as misleading to the public.

# e-x-p-a-n-d-e-d

Have you heard that KYW has e-x-p-a-n-d-e-d its intensive coverage of the nation's third market? A new and super-efficient antenna system, with two slim towers pointing 465 feet skyward, means continued top-grade coverage throughout KYW-land.. plus a better-than-ever signal in the populous areas west and southwest of Philadelphia.

To carry your sales story to friendly audiences throughout this rich market, count on 50,000-watt KYW. Get more value than ever for your advertising dollar! Call Harvey McCall at KYW, or Free & Peters.

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



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 47, NO. 30

NEW YORK, THURSDAY, MAY 12, 1949

TEN CENTS

## BAB LAUNCHED; WILL HAVE 4 OFFICES

### Interference Problem Is Stressed By Coy

Washington Bureau of RADIO DAILY  
Washington — The FCC receives "mountains of mail" regarding interference to TV and sound radio reception, Chairman Wayne Coy told the Senate Appropriations Committee yesterday. He said a compilation of statistical information concerning complaints about TV service and other protests is being prepared at the present time.

Coy appeared to ask the Senators to restore the \$108,000 cut by the House from the FCC budget for next year. The House voted \$6,525,000 in-  
(Continued on Page 8)

### NAB's New Directors Being "Indoctrinated"

Washington—A special indoctrination meeting for new NAB board members gets under way here today, with President Justin Miller and other association officials to show the workings of NAB to their new bosses. There are half a dozen new directors this year, although one of them—James Shouse of WLW, Cincinnati—has served previously on the board.

The new members include the following: Shouse; Merrill Lindsay  
(Continued on Page 2)

### Participating Sponsors Buy Time On WCBS

Procter & Gamble for Drene has purchased Monday, Wednesday and Friday participations in WCBS' "Hits and Misses" program, 5:30-6:00 p.m., EDT, and Tuesday, Thursday and Saturday announcements in the Jack Sterling program, 6:00-7:45  
(Continued on Page 2)

### Citation

Mrs. Eleanor Roosevelt, who with her daughter, Anna, conducts a daily ABC commentary program, will be cited as the "Woman of the Year" by the Women's National Press Club at their annual banquet at the Hotel Statler in Washington on Saturday. President Truman will present the award which honors Mrs. Roosevelt.

### Guest Artists

Early morning listeners of the Central Northwest were startled last week when, from Sioux Falls, South Dakota, Wayne Pritchard, KIHO morning man, announced one thousand guest artists, live, on his "Top o' the Morning" program. Wayne made good on his promise. Dave Kempkes, engineer-co-manager of KIHO, had rigged a hidden mike in a bird sanctuary seven miles out in the country near the KIHO transmitter.

### NAB Panel Set Up For Final REC Meet

A highly informative session shapes up for the final luncheon meeting of the season for the Radio Executives Club of New York May 19 when President Justin Miller of NAB and his lieutenants will be honored guests. When the NAB panel is thrown open for any and all questions from the floor, there may be some spontaneous developments.

NAB top executives on the panel  
(Continued on Page 8)

### 'Voice' Seeks Aid To Stop Jamming

Intensified jamming of broadcasts by the Voice of America by Russia has resulted in government agencies asking for additional appropriations to provide radio equipment that will produce signals which will penetrate the jamming.

Declaring that Russians "are jam-  
(Continued on Page 3)

## Giant Radio-Movie Giveaway Looks Like Biggest To Date

NBC's gigantic and glamour-studded giveaway show—which still has no starting date—is believed to be the biggest tie-up ever made between a radio program and the movie industry. Title of the show, "Hollywood Calling," will have top movie stars quizzing listeners around the country by telephone.

Kay Kyser is being considered as emcee for the show but this doesn't mean necessarily that he'll wind up

## New NAB Adv. Bureau In Washington Plans Branches In N.Y., Chicago And L.A.; Budget \$220,000

### Retailers Battling For G. E. Set Sales

Battle for sales on the General Electric console Model 840 took an amusing turn in New York yesterday when two retail companies offered a \$200 cash discount but at different terms.

The Bedford Radio and Television stores sought to emphasize its \$200 allowance by inviting trade-ins on old models. The advertisement  
(Continued on Page 5)

### Newsmen Planning Own News Coverage

A survey looking toward a broad program of inter-station co-operation in news coverage will be undertaken in the next few months by the National Association of Radio News Directors.

Objective of the survey is to per-  
(Continued on Page 5)

### Hammond To Address Public Relations Group

Charles Hammond, vice-president of NBC and assistant to President Niles Trammell, will address the Public Relations Society of America, Inc., at a luncheon meeting on next

(Continued on Page 2)

Washington Bureau of RADIO DAILY  
Washington — NAB's new Broadcast Advertising Bureau was launched yesterday as the board committee on BAB directed Maurice B. Mitchell, staff head, to find quarters in New York for the bureau at once. Overall plans for the first year of BAB operations were studied yesterday, with  
(Continued on Page 5)

## Railroad Sponsoring Series In Boston

Boston—The New Haven Railroad has begun sponsorship of a month-long series of five-minute interviews of departing passengers on the New Haven's "Merchants Limited," over WBZ, WHDH, WBEI and WNAC, Mondays through Fridays.

All four daily programs are handled separately by each station at different spots on the platform each day, 4:55-5 p.m., and usually include  
(Continued on Page 2)

## Haire Re-elected Pres. Of N. Y. Advertising Club

Andrew J. Haire, president of Haire Publications, was re-elected president of the Advertising Club of New York, at the club's annual meeting held Tuesday. John H. Ryder, president of Norm Advertising,  
(Continued on Page 2)

### Special Recording

Addresses of Vice-President Barkley and Sen. Irving Ives at Israel's first birthday festival, Madison Square Garden, May 14, 9:30-10:30 p.m., will be recorded by the Voice of America and shipped via air express to Voice of Israel. V. of A. special events coordinator Sidney Berry will head the crew handling the recording at the Garden.



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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : Business Manager

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Phone: State 2-2332

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FINANCIAL

(May 11)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

Hammond To Address Public Relations Group

(Continued from Page 1)

Wednesday at the Madison Hotel in New York City. Hammond will speak on "Public Relations at NBC." Among the guests at the luncheon will be E. P. H. James, vice-president of Mutual; Ken Dyke, administrative vice-president of NBC, and Grace Johnson, president of the Advertising Women of New York and manager of the continuity acceptance department of ABC.

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★ COMING AND GOING ★

PAUL McCLUER, sales manager in the central division of NBC with offices in Chicago, is spending a few days in New York on network business.

BERT LOWN, vice-president of Associated Program Service in charge of station relations, is back in town after having attended the meeting of the Florida Association of Broadcasters.

JOHN DERR, assistant director of sports of CBS, will leave today for Baltimore to make arrangements for the network's broadcast of the running of the Preakness on Saturday.

JOSEPH ARNONE, of the architectural design group in the engineering department of NBC, off to Chicago for a few days to look over the television installations in the Windy City.

G. W. "JOHNNY" JOHNSTONE, director of radio and television for the NAM, has arrived in Hollywood by plane. He'll spend two weeks there and then go on to San Francisco for 10 days. He'll be back in New York June 9.

BILL GOLDEN, art director of CBS, and his wife, CIPE PINELIS, art director of "Seventeen," will sail today aboard the Queen Mary for a tour of Europe. They'll be away for six weeks.

DAVIDSON TAYLOR, Columbia network vice-president and director of public affairs, left yesterday for Valparaiso, Fla., to attend the U. S. Air Force Civilian Seminar, which starts tomorrow at Elgin Field. Taylor will be joined there by EDWIN R. MURROW, web newscaster.

NORMAN LUKER, North American representative for BBC, and SAM J. SLATE, program director in BBC's New York office, are leaving for Athens, Ga., where they will speak at the Georgia Radio Institute on Friday. They'll also participate in panel discussions.

HARRISON WOOD, American network commentator, is in Washington, D. C., where today he will speak on "This Changing World" at a luncheon of the Kiwanis Club in the Hotel Mayflower. His broadcast tonight will originate at WMAL.

SYLVIA JAMES, assistant radio director of Community Chest of Philadelphia and publicity director of the Philadelphia Club of Advertising Women, is flying to St. Louis to receive first honors in the radio category of the Erma Praetz Awards, conducted nationally by the Women's Advertising Club of St. Louis.

HENRIETTE K. HARRISON, national director of radio and television for the YMCA and YWCA, is back from Columbus, Ohio, where she attended the OSU Institute for Education by Radio.

JANE BARTON, program director of the New York State Radio Bureau with headquarters in Albany, is now on leave and has arrived in Brooklyn for two weeks of Navy duty as Lieutenant, USNR, in the Port Director's office.

VIRGINIA ROBERTS, traffic manager for WARC, Rochester, N. Y., and MARY BUTLER, receptionist at the station, are vacationing in Bermuda. They went down by sea, but will come back by air.

Participating Sponsors Buy Time On WCBS

(Continued from Page 1)

a.m., EDT, for 52-weeks, through Compton Agency.

American Maize Products, Inc., for Amazo Instant Desserts, purchased Monday, Wednesday and Friday participations in the Jack Sterling program and three announcements per week, on alternate days, in the Housewives Protective League program, 5:00-5:30 p.m., EDT. Agency is Kenyon & Eckhardt, Inc.

NAB's New Directors Being "Indoctrinated"

(Continued from Page 1)

of WSOY, Decatur, Ill.; Kenyon Brown of KWFT, Wichita Falls, Texas; Glenn Shaw, KLX, Oakland, Calif.; Frank U. Fletcher of WARL, Arlington, Va., and Allen M. Woodall of WDAK, Columbus, Ga.

Haire Re-elected Pres. Of N. Y. Advertising Club

(Continued from Page 1)

Inc., was elected vice-president, and James A. Brewer, president of Brewer-Cantelmo Company, Inc., treasurer. Seven directors were chosen in addition to five who continue in office.

Stork News

Jerry MacGuire of the NBC press department is the father of a girl born to his wife in Lenox Hill Hospital, New York, May 11. Baby weighed 8 pounds, 6 ounces. The MacGuires have one other child—a boy aged two.

Donald Hirsch, assistant producer of "Beat the Clock" on CBS, is the father of a nine-pound boy born yesterday to Mrs. Hirsch. Baby will be named Donald, Jr.

Railroad Sponsoring Series In Boston

(Continued from Page 1) The "all-aboard" call by the train's conductor as it pulls out of the station. WEEI and WNAC broadcast the interviews "live." WBZ and WHDH make wire recordings of their separate interview line-ups for broadcast later the same evening.

The programs close with "There goes the Merchants, on time, no matter what the weather." The live shows add "it's five o'clock Daylight Saving Time."

The announcers handling the interviews along the railroad platform are: Chick Morris of WBZ, Fred B. Cole of WHDH, Tom Russell of WEEI and Vin Maloney of WNAC.

Charles M. Mersereau Dies In Piermont, N. Y.

Piermont, N. Y.—Charles M. Mersereau, father of Don Mersereau, treasurer of RADIO DAILY, died at his home here yesterday. Funeral services will be held at Stevenson's Funeral Parlor.

Mr. Mersereau, prior to his retirement, was with Associated Publications and Jay Emanuel Publications. He is survived by his wife, Mrs. Evelyn B. Mersereau, and another son, Jack Mersereau, of Mexico City.

"Okay, Louie, the coast is clear..."



One word from his partner and this cat-nipper is going to work. Might be the biggest haul of the year for the alley brigade up around Fulton Fish Market in New York.

And speaking of big hauls, (legitimate variety) you time-buyers ought to see what W-I-T-H can do for you in Baltimore. For just a little money, you can produce big results.

W-I-T-H is the big bargain buy in Baltimore. It regularly provides more listeners-per-dollar than any other station in town. W-I-T-H has a BIG audience, too—it covers 92.3% of all the radio homes in the Baltimore trading area.

Call in your Headley-Reed man and get the full story today.



Tom Tinsley, President • Represented by Headley-Reed

**AGENCIES**

**SINGER SEWING MACHINE COMPANY** of Puerto Rico has appointed McCann-Erickson's San Juan Office to handle its radio and press advertising in Puerto Rico and the Virgin Islands.

**BOB HERGONSON**, former program director at WINS, New York, is now associated with Cambridge School of Radio Broadcasting, New York, in charge of programming and production.

**HAZEL IRENE THOMPSON** has joined the copy staff at Geyer, Newell & Ganger, Inc. Miss Thompson was previously associated with William Esty as a copywriter. Before that, she served in a like capacity with Lennen & Mitchell, Inc., and Young & Rubicam, Inc.

**WILLIAM B. GLASS** has joined the staff of George Peabody and Associates as director of radio publicity. Glass was formerly with Prizes, Inc., and is co-owner of the Miss American Co-ed Contest.

**WBZ Buys "Cinderella"**

VIP Service, Inc., has added WBZ, Boston, to its list of clients using VIP's giveaway program, "Cinderella Weekend." Show is broadcast daily and top winners get a free weekend in New York.

**Stewart-Warner Reports 1st Quarter Sales Decline**

Richmond, Va.—Net profits of Stewart-Warner Corp. for the first quarter of 1949 were less than one-half of those for the same period of last year with a 15.2 per cent decline in sales, it was announced by James S. Knowlson, board chairman and president, at yesterday's annual stockholders meeting.

Net profits for the first quarter of this year were \$404,292, equal to 31 cents per share of \$5 par value common stock, compared to the total of \$902,094, or 70 cents per share, for the same period of last year. First quarter sales in 1949 were \$14,706,155 compared to \$17,338,552 in the first three months of 1948.

In reporting the decline in sales and the smaller profit thus far this year, Knowlson said that the results confirm his belief, expressed several weeks ago, that the sellers' market is at an end.

"The Spring recovery, which we expressed last year and which has been predicted by some sources for this year, has not made its appearance," Knowlson wrote in his annual report. "Without the stimulus of largely increased government spending, there appears to be every reason to expect that general business is headed for stabilization at a considerably lower level than that which pertained during recent years. The empty pipeline for almost all types of goods has been filled."

Material reductions in working forces have been made in various

**'Voice' Seeks Aid To Stop Jamming**

(Continued from Page 1)  
ming the airwaves right up to our shoreline," George V. Allen, under-secretary of state and chief of the Voice of America has asked the Senate Appropriations Committee for \$514,000 to purchase two new "curtain-type" antennae to increase the power of United States shortwave broadcasts sufficiently to reach relay stations in Great Britain and Europe. It is said that broadcasts from such antennae are difficult to jam.

On last Saturday, Voice of America engineers estimated that they were getting 25 per cent reception in Europe. On Sunday the percentage dropped to 12 but was reported to be improving as the week progressed.

The Soviet jamming began on April 24 and at their height were able to drown out the combined BBC and Voice broadcasts from 61 transmitters. A recording made by the Voice of America in Moscow on April 25 was played back in New York yesterday. On the 6,080-kilocycle channel at 9 o'clock on that date a roaring noise drowned out the Voice entirely. On the 7,250-kilocycle channel a rotary jammer interfered seriously with the Voice reception in Russia.

Stewart-Warner plants, he added, declaring that more cuts will be necessary "if the present trend continues."

**EQUIPMENT**

**Regional Meeting**

More than 200 dealers were in attendance last Friday at a one-day meeting staged in the Auditorium of the Express Publishing Co., San Antonio, by the Zenith Radio Corp., and Southern Equipment Co., local Zenith distributor. The complete new line of Zenith AM, FM and television receivers were introduced.

H. C. Bonfig, vice-president and director of sales for the Zenith Corp. opened the afternoon session with a talk.

This was followed by the showing of the Zenith television film. Justin R. Duncan of WOAI, here then spoke on "TV Comes to San Antonio."

"We Know Your Service Problem" was the subject of Jack Guessow, service manager of Southern while Buddy Edge spoke on "Selling Hasn't Changed." Two skits were presented by the Zenith Mighty Arts Players to bring the meeting to a close.

After a discussion period the entire group was taken on a tour of the KYFM studios in the Express Publishing Co., building then the group was taken on a tour in chartered buses to the KYFM transmitter building which was recently opened.

**"listen here, boys,**



**HOLD IT!"**

mutual

A client of ours said: "You fellows keep proving to us in your ads that you can sell—sell more to more people at less cost than any high-powered station anywhere. Good heavens, man, we know it!

"Hold that latest, will you? Good day, you've already wiped out our \$250,000.00 inventory\* of a household appliance in 8 weeks and the dealers are hollering all over the place."

To which WOR politely retorts: If radio can sell a product like that—and it can—it can sell a message, slogan, or idea, too. It can peg your trademark into people's minds; it can make 'em remember and remember and remember. It can . . .

Oh, come, Gentlemen, pick up your phone, your quill, or pedal your cycle to

*\*That's a fact! Ask us to prove it, if you wish.*

the station—

heard by the most people

where the most people are

**WOR**

## LOS ANGELES

By AL STEEN

**I**NA SOUEZ is pitching the local impresarios for radio and TV appearances after touring with Spike Jones Musical Depreciation Revue as an operatic soprano and comedienne.

Tom Harmon and wife, Elyse Knox, will be selling Bekins Van and Storage Co. with parlor games via KFI-TV starting Sunday. The program's monicker is "At Home With The Harmon's."

Fred Levings is leaving KMG-M Sunday to take over the direction of Ziv's "Cisco Kid" programs.

Jesse Butcher, KMPC's program director, has made a deal to barter shows typical of Southern California with stations in Australia, Honolulu, New Zealand, South Africa and the Antipodes for a series of exclusive broadcasts titled, "World Panorama."

Evelyn Knight will record 60 standard pop tunes for Associated Program Service, with Jeff Alexander's orchestra and choral group supplying the musical background.

A summer in the life of Dennis Day has been scheduled for a p.a. tour of Eastern theaters. Starts in Boston June 30; winds up in Chicago August 5.

Jack Carson learns that Sanka will not sign for the 1949-50 season but is discussing him with CBS for a one-hour kinescoped video deal in the fall.

Zasu Pitts has been written-in for several more appearances on the "Lum and Abner" show.

Jack Bailey cancelled the Texas appearance for "Queen For A Day" to record two shows a day during June. This will give the troupe a month's vacation starting in July while the show remains on the air.

Barney Miller, KNX night news editor had Tom Hanlon and John Jacobs out at Hollywood Park in Inglewood to cover the multi-million dollar fire with a tape recorder 30 minutes after it started. The taped report was heard on most of the station's early morning newscasts.

"Benny Rubin's Theatrical Agency" will give the comedian an opportunity to present professional talent over KNBH, NBC's local tele outlet, starting Monday, with Bonafide Mills, Inc. footing the bill. Jackie Coogan and Edith Fellows will be among the special guests.

Maurice Hart, who broadcasts at 6 a.m. over KFWB, was curious as to who listened to his disc jockey program at that hour year after year. So he asked. He got 3,687 answers.

Columbia Pictures has picked up Harry Von Zell's option for his series of comedy shorts.

For the third year, KOWL, Santa Monica, is broadcasting hourly beach reports, giving air and water temperature and general beach conditions.

Hoffman Radio Corp. has appointed Smith, Bull & McCreary as its advertising agency.



## Windy City Wordage. . . !

• • • Several of the local radio boys who covered the Derby are howling over the outrageous prices asked by the Louisville hostilities—\$25 a day for ordinary \$4 a day rooms, payment in advance, and a minimum of three days occupancy. . . . Added to the local NBC program staff as vacation relief

## Chicago

personnel are Tom Duggan, who has been covering sports for WNBQ; William Griskey, formerly of KTOP, Topeka, and Frank Frederick, who transferred from WTAM, Cleveland. . . . Robert Buchanan, director of WGN-Mutual's "Northwestern Reviewing Stand," will give a series of talks during the spring and summer at key points along the Burlington system, speaking at luncheons and dinners at observances by local chambers of commerce marking the Burlington's centennial year.

★ ★ ★ ★

• • • "It's Your Life," heard over WMAQ, has been getting quite a bit of national publicity; first in Time magazine, then May 2 in Newsweek, and the May 15 issue of Parade magazine will carry a five-page picture layout of the "blue baby" broadcast on the May 15 show, "A Child's Life is Saved," tape-recorded in a Chicago hospital. To get the spread, the cameras were spotted in the operating room and recorded in pictures the progress of the operation and the steps followed in the production of the radio series.

★ ★ ★ ★

• • • Bob Wamboldt, NBC Chicago producer, is in New York on a temporary assignment. . . . Roy McLaughlin, WENR station manager, leaves Friday for a vacation in Florida and Havana, returning to Chicago June 6. . . . William Drips, NBC director of agriculture; his assistant Paul Visser, and Hal Totten, WGN farm director, back from the three-day session of the farm radio conference of the Department of Agriculture in Washington. . . . Elizabeth Rannels has joined the staff of Tommy ("Welcome Travelers") Bartlett. . . . Herb Lyon, well-known radio and television publicist, has opened his own publicity office. . . . Jeanne Bary, whose ballads and own piano accompaniment will be seen over WGN-TV on the CBS "Blues by Bary" show, starting May 14, is the daughter of Roy Bary, former Chicago pianist and ork leader now on the West Coast. . . . A new five-minute series titled "The Washington Story" began Saturday on WJJD, with Congressman Sidney R. Yates of Illinois doing a commentary and analysis of happenings in Congress. Program is transcribed in Washington and flown air express to Chicago for airing. It will be rebroadcast over WMOR-FM on Wednesdays. . . . NBC announcer Norman Barry off for a Bermuda vacation. . . . Gordon Betts, of the Australian Broadcasting Commission, has been visiting in Chicago. He is in the U.S. surveying adult education by radio.

## Johnny-On-The-Spot

John Wingate of WOR's news and special features division recorded three different interviews for WOR newscasts with newly elected Mayor John V. Kenny of Jersey City late Tuesday night and early Wednesday morning. Kenny's ticket defeated the Hague machine. Wingate got the first interview by telephone, immediately after incumbent Mayor Frank Hague Eggers conceded defeat, just in time to catch the Vandevanter newscast at 11 p.m. Other interviews were recorded for early morning newscasts.

## Wedding Bells

Phil Dean of the NBC press department is scheduled to marry Miss Mildred Bara next Saturday, May 14. The bride-to-be is a first lieutenant in the U. S. Army Nurse Corps stationed at Fort Hamilton, Brooklyn. The newlyweds will honeymoon in Bermuda.

## KFRE Mgr. Recuperating

Paul R. Bartlett, general manager of KFRE, CBS affiliate in Fresno, Calif., is recuperating following a recent appendectomy performed in that city.

## SOUTHWEST

**H**ENRY HOWELL and his "Market Reports" has been given a renewed sponsorship by Tennessee Coal, Iron and Railroad Co., subsidiary of U. S. Steel for another year. The sponsor has bankrolled the airings on Mondays, Wednesdays, and Fridays without a break since Dec. 1946.

For its final "Cadenza" program for this season heard each Thursday over WFAA and WFAA-FM, Dallas, sponsored by the Junior League of Dallas, the Dallas Training Orchestra was presented in its first radio appearance. The training orchestra is a 60-piece musical group sponsored by the Dallas Symphony patrons and the American Federation of Musicians, Local 147 and composed of young promising musicians selected through auditions. The Cadenza program has been on the air since Feb. 1944.

Graduation of a class of 78 nurses, known as the "Kate Smith Class" was held here at the Medical Field Service School, Brooke Army Medical Center, Fort Sam Houston, Texas. Featured at the graduation exercises was an address by Kate Smith by radio from New York, with a pickup through KMAC, San Antonio. The radio singer sponsored the class, training of which has been featured over her program since the members took the oath of allegiance over the air. After graduation the nurses will report for assignments throughout the country.

"The Grand Ole Opry" radio troupe is scheduled to make a series of six one-night stands in as many days in this area using a DC-3 chartered plane to keep the schedule. They will visit Amarillo, Houston, Fort Worth, Dallas, Wichita Falls and New Orleans, La. Included in the cast are Ernest Tubb, Red Foley, Cowboy Copas, Hank Williams, Cousin Minnie Pearl, Rod Brasfield, Don (Red) Barry, the Cumberland Valley Boys and Lazy Jim Day.

"Footlight Favorites," a new transcribed program featuring selections from the well known operettas, will be heard each Tuesday at 10:30 p.m. over WFAA and WFAA-FM, Dallas. The opening program will be devoted to the musical score of "Bittersweet."

## LIBEL and SLANDER

Invasion of Privacy  
Plagiarism-Piracy-CopyrightINSURANCE  
FOR THE WISE BROADCASTER  
OUR UNIQUE EXCESS POLICYprovides adequate protection.  
Surprisingly inexpensive.  
Carried Nationwide.For details & quotations write  
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CORPORATION

Insurance Exchange Bldg., Kansas City, Mo.



## NAB To Have Offices In N. Y., Chicago, L. A.

(Continued from Page 1)

General assent reported unofficially by Mitchell's plans to open offices in Chicago and Los Angeles as well. The purpose of the new bureau is, in general terms, the promotion of radio as the outstanding advertising medium. It was noted that the NAB announcement referred to "broadcasting," which President William Miller has held in the past to include television as well as radio and FM. There was no direct reference to TV, although the recent shift of Charles Batson, TV specialist, from the information department to NAB indicates that TV will be an important field for NAB activity.

### Budget Is \$220,000

Budget for the new bureau's first year is \$220,000, compared with the \$200,000 budget for the old NAB broadcast advertising department during the past year. There has been some discussion of additional branch offices in Atlanta and Washington.

Present at yesterday's meeting, in addition to Mitchell and Miller, were Robert Enoch of KTOK, Oklahoma City; Howard Lane, WJJD, Chicago; Richard Shafto, of WIS, Columbia, S. C.; John Gillin, of WTV, Omaha; Frank Fletcher, of WRL, Arlington, Va.; NAB Public Relations Director Robert Richards and NAB Secretary-Treasurer, C. E. Key.

### Joins WBAP-TV Staff

Port Worth—Vic Duncan, Hollywood motion picture technician, has been added to the staff of WBAP-TV here. On the film laboratory staff, Duncan will be in charge of all station-produced film commercials which WBAP-TV makes for clients in its completely equipped laboratory.

### KTSA Has Soap-Boxer

San Antonio—Running of the 1949 Soap Box Derby this summer will see KTSA call letters out in front, interest, enthusiasm and full backing permitted by the regulations were in the results. The station is sponsoring an entry in the city wide event.

### Stork News

VMGM mail room supervisor John and Mrs. Pascales became the parents of a 7 lb., 10 oz. son, John, on May 10, at Physicians Hospital, Jackson Heights, New York.

## Newsman Planning Own News Coverage

(Continued from Page 1)

fect a plan through which news directors will be able to solicit the co-operation of other news directors in centers where major news stories are breaking, in an effort to supplement wire service coverage. NARND officials hope to be able to perfect a plan that would enable news directors to use telegraph, telephone, and in special instances direct lines, to obtain stories in which they are interested.

Chairman of the committee conducting the survey is Bill Warrick, WJOB, Hammond, Indiana. Other members are Rex Davis, KMOX, St. Louis, Mo.; Pat Cullen, KHQ, Spokane, Washington; Dale Danford, KXXX, Colby, Kansas, and Ted Haas, KOIL, Omaha, Nebraska. The committee will present its coverage plan at the NARND convention in New York City, November 11 through 13.

The NARND board this week also announced the personnel of its Nominating Committee which will be headed by Mort Linder, WSBT, South Bend, Indiana. Other members of this committee are Jack Swenson, KVNJ, Fargo, North Dakota; Bud Neble, KFAB, Omaha, Nebraska; Grenville Seibels, WIS, Columbia, South Carolina, and Ben Holmes, KOMA, Oklahoma City.

This committee will nominate candidates to fill the position of four retiring board members—John Hogan, WCSH, Portland, Maine; Jack Shelley, WHO, Des Moines, Iowa; Soren Munkhof, WOW, Omaha, Nebraska, and Sig Mickelson, WCCO, Minneapolis, Minnesota. The election will be conducted at the New York convention.

## New Super-Sensitive FM Is Announced By Zenith

Zenith Radio Corporation has begun production of a new super-sensitive FM only table model radio called "The Major," it has been announced by H. C. Bonfig, Zenith vice-president. The set, listing at a new low price of \$39.95, has a sensitivity of about 10 microvolts, which makes it much more sensitive than any home FM radio receiver heretofore manufactured, and ten times more sensitive than the average of 16 competing makes tested by Zenith.

"The Major" was previewed at the industry's FMA Clinic in New York April 1 by Major Edwin H. Armstrong, inventor of frequency modulation, who said: "This is a milestone that will revolutionize FM broadcasting."

Bonfig pointed out that such high sensitivity in the new set will not only effect solid coverage for FM stations, but in the fringe areas of weak or no reception with other sets, will improve reception as much as would a many-fold increase in an FM station's power.

"The Major" is designed with a special filter circuit which minimizes electric line noises but permits full power to be fed into the set.

## Retailers Battling For G. E. Set Sales

(Continued from Page 1)

stated: "Your radio, phonograph, television or combination is worth a full \$200—no matter what its make or model" toward the purchase of the G.E. 840 radio-TV-phonograph combination. Ad further stated the price was formerly \$995 but now was \$795 with trade-in allowance.

### "Save \$200" Appeal

Making a pitch for the same sales but on a different basis, the Dynamic Stores headed their ad "Save \$200." The ad declared "Dynamic's amazing trade-in offer makes it possible for you to own this magnificent instrument for no more than the price of a good radio-phonograph." The advertisement, however, fails to specify trade-in terms nor does it carry the asking price for the G.E. combination.

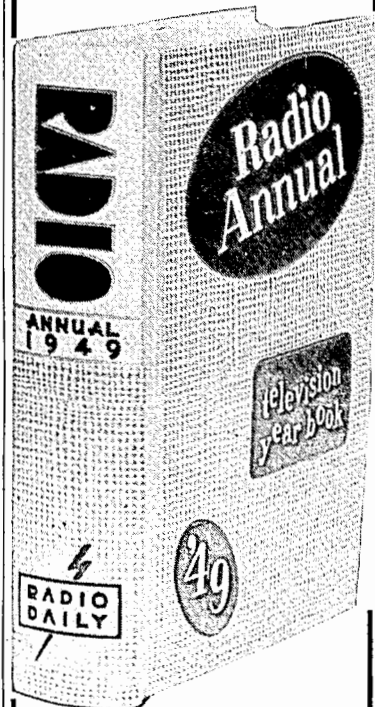
### Another Sales Approach

The advertising copy writers of the Vim chain of stores in the New York area took a different approach in their ballyhoo of G.E. bargains. Captioned: "General Electric TV at Vim—\$85 less than previous G.E. table model"—the advertisement illustrates but does not carry the retail price of the table model set. "Low down payment and two years to pay," is one of the inducements offered prospective purchasers.

## New Station Rep Office Opens Quarters In N. Y.

Ashcroft and Banninger, a new radio and TV station rep office, have opened quarters at 521 Fifth Avenue, it was announced yesterday by Albert G. Ashcroft, president of the firm. Ashcroft, widely known in radio and TV circles, was formerly on the advertising staff of RADIO DAILY and in the agency field. Banninger operated his own agency in Washington, D. C., and prior to then was a major in the Air Forces.

# THE BOOK OF THE YEAR



CONTAINS  
A LIST OF  
ADVERTISING  
AGENCIES  
AND  
THEIR PERSONNEL

PAGES 133 to 208

# 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

### OFFICE SPACE FOR RENT

#### RADIO CITY VICINITY

Desirable 1- and 2-room offices with telephone switchboard service on 4th floor  
**ABBEY HOTEL**  
151 W. 51st St. New York City  
Phone: Circle 6-9400

**PLUG TUNES**

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

Terrific in England!  
**"IN A SHADY NOOK"**  
 (By A Babbling Brook)  
 STASNY MUSIC CO.  
 1619 BROADWAY NEW YORK CITY

On Records  
 A SENSATIONAL BANG!  
**"I DIDN'T KNOW THE GUN WAS LOADED"**  
 LEWIS MUSIC PUB. CO., INC.  
 1600 Broadway New York City 6406 Sunset Blvd. Hollywood, Cal.

On Records and Transcriptions  
**"HEY! MAMA"**  
 (He's Tryin' To Kiss Me)  
 ROYAL MUSIC CORP.  
 1587 Broadway New York, N. Y.

**CABARET**  
 D U C H E S S  
 D U C H E S S  
**DUCHESS MUSIC CORPORATION**

**FOREVER AND EVER**  
 recorded by  
 FRAN ALLISON .....Rondo  
 HELEN CARROLL .....Mercury  
 PERRY COMO .....RCA Victor  
 GRACIE FIELDS .....London  
 RUSS MORGAN .....Decca  
 DINAH SHORE .....Columbia  
 MARGARET WHITING ..Capitol  
**ROBBINS MUSIC CORPORATION**

**WORDS AND MUSIC**

By PINKY HERMAN

● ● ● **TIN PAN ALLEY OOPS:**—Because the hit song of 1927, 'In A Shady Nook' (By A Babbling Brook) is now on the British Hit Parade, Stasny Music will revive it here . . . ditty was written by Ed Nelson and Harry Pease. . . ● Howard Richman, energetic promotion manager for the Big Three, is spending a combined business and vacation jaunt down in Florida. . . ● Gotham's celebration last week to honor Israel's first anniversary as a State (attended by President Chaim Weizmann, Mayor O'Dwyer and over 250,000 New Yorkers) featured the stirring "Salute To Israel," especially composed for the occasion by Harry Lipson. . . ● New firm, Melco Music Co. tees off with the novelty, "I Do I Do I Do," written by Irving Melsher, Russ Morgan and Cy Cohen. . . ● The ditty has been getting numerous air plugs lately so it seems to us that Saul Bourne should revive the number . . . we mean "Them There Eyes," written by Doris Tauber, Billy Tracy and Maceo Pinkard. . . ● Genial Gene Austin is back in town . . . his manager, Bob Kerr, is readying a TV package for this radio pioneer who, to us, is a natural for video. . . ● Uncle Bob Emery's "Small Fry Club" has become an institution . . . his WABDandy little program has just initiated its 100,000th member, Michael Gallagher of Stamford, Conn. . . ● "They'll have to," quips Art Henley, "apply themselves to a new emergency . . . either make the TV screens larger or beer taverns smaller." . . . ● Duke Bradshaw has acquired a half interest in Jerry Kanner's Top Music Co. . . ● James Music is going all out on Thomas G. Meehan's swell ballad, "My Heart Goes With You." . . . ● Maestro Johnny Long's booking at Cincinnati's Coney Island resort broke all records there last week . . . 3400 paid admissions.

★ ★ ★ ★

● ● ● Mills Music has a clever novelty, "The Definition Song," which can become a national musical game . . . written by Vincent Lopez and Eddy Brandt, (the latter is currently commercial manager at WLOS, Asheville, No'th Ca'lina). . . . ● TV producer Jerry Fairbanks has added music publishing to his manifold enterprises . . . initial tune for exploitation is "The Little Things You Do," penned by Al Stewart and Sandy Stevens and featured by Danny O'Neil in the Fairbanks TV series 'Paradise Island'. . . ● Remick is quite excited about the reaction to its oldie, "Your Lips Tell Me No No But There's Yes Yes In Your Eyes," which was a smash back in 1923 . . . number was written by Joe Santly and Cliff Friend. . . ● Fastest-growing network below the Mason-Dixon line is the Mid-South Network which now includes seven stations under the personal supervision of Prexy Birney Imes, Jr. and Bob McRaney. . . ● When Morton Downey learned that Bob Hope was to deliver a lecture last week at Brown University, he sent a letter suggesting a possible topic . . . the reply "Doctor" Hope wired is a classic (though to us it seems that the NBComic dispatched same with tongue in cheek). . . ● For years foreign Opera stars have toured throughout the U.S. so we hail the formation of the United Nations Opera Co. which boasts an All-American cast of singers who will sail June 24 for a 90-day concert tour of Europe. . . Benjamin Bonito is managing director with Maestro Orfeo Rossi, conducting. . . ● Edwin H. Morris is the publisher of "Shout, Wherever You May Be, I Am An American," an appropriate number for 'I Am An American Day' May 15. . . ● "A New Shade of Blues" is the first tune for the newly-formed Maypole Music . . . this fine ditty was clefted by Ruth Poll, Johnny Farrow and Andy Ackers. . .

★ ★ ★ ★

● ● ● **ON AND OFF THE RECORD:**—Chalk up June Christy's latest platter as "Capitol Gains" . . . this gal's bop rendition of "The Way You Look Tonight" flipped with "Everything Happens To Me," is made to order for deejays and juke box ops. . . ● MGM Recording star Jack Kilty, accompanied by his family, sail for England May 14 . . . he'll appear in "Oklahoma" at the Drury Lane.

**PLUG TUNES**

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

*Tony Martin Says:*  
**COMME CI, COMME CA**  
 (Come See, Come Sah)  
 LEEDS MUSIC CORPORATION

"A HIT Since . . ."  
**THE ONE I LOVE**  
 (Belongs To Somebody Else)  
 FORSTER MUSIC PUB., INC.  
 1619 Broadway, New York 19, N. Y. 216 S. Wabash Avenue, Chicago 4, Ill.

*A Great Ballad!*  
**THEN I TURNED AND WALKED SLOWLY AWAY**  
 ADAMS, VEE & ABBOTT, Inc.  
 216 S. Wabash Avenue, Chicago 4, Ill.

**My Heart Goes With You**  
 by Thomas G. Meehan  
**JAMES MUSIC, Inc.**  
 1650 Broadway Room 709 N. Y. C.  
 Solly Cohn, Mgr.

**ON THE WAY!**  
**RUDOLPH THE RED-NOSED REINDEER**  
 ST. NICHOLAS MUSIC PUB. CO.  
 Sole Selling Agent  
 KEYS MUSIC, INC.  
 146 W. 54th St. New York City

On Records and Transcription  
*The Lively and Sparkling*  
**"MADEMOISELLE HORTENSIA"**  
 RYTVOG, Inc., 1585 Broadway, N. Y.

# TELEVISION DAILY

Continuation of RADIO DAILY, Thursday, May 12, 1949 — TELEVISION DAILY is fully protected by register and copyright

## WILLARD MAY BE NAB TV CHIEF

### TELE TOPICS

"RESIDENCE THEATER" came up with a winner this week in "Time Bomb," suspense film melodrama produced in Hollywood by Frank Wisbar. Plot involved four members of a Nazi underground who set a time bomb to blow up a cathedral at the time of its reopening after the war in the American zone of Germany. Three of the conspirators are killed, including one who returns in time to prevent the explosion. The fourth had been pushed into a church by the entering crowd and pushed against a wall. Terrific suspense built up as he stood there, unable to escape, awaiting the momentary explosion. The best TV film this reviewer has seen, "Time Bomb" is a prime example of the advantages of filmed programs. Its movement, pace and scope to a degree that is all but impossible in a live production, and the lighting and camera work was ideal for the small video screen. The cast was excellent—Robert Bice, Jack Mitschum, Robert Stevenson, Allan Mills, Christine Cooper and Michele Barlow. As usual, the middle P&G commercial completely disrupted proceedings and continuity and mood suffered as a result. Compton is the agency.

"THAT WONDERFUL MAN," the Charles Irving package slated to bow on CBS for Toni June 2, has been postponed pending realignment of advertising and promotional budgets. Real reasons believed to be the usual skyrocketing costs, with talent not alone reported to be in excess of \$5,000. . . . Irvin Paul Sulds has packed Chase Taylor for a new Col. Spangale variety stanza ready for audition in a few weeks. Program will feature Spangale's Little People, including The Little Man Upstairs who takes pleasure in time clocks, scrubs women, cuffs butlers, lowers Manhattan, Rumpels Stiltsken and ads infinitum. Tom Langan and Eric Larson will write the script. . . . The "Howdy Doo" craze has spread to the West. Eddie Kean, writer of the show, has penned a tune called "Doing the Howdy Doo," and Marie Moser has worked out a dance for it.

NBC WILL ANNOUNCE a realignment in its TV program department within a week. . . . Add "Masters of Magic" to list of felderees. Polaroid drooped the last night after the first 13. . . . Lucie Teyte makes her second appearance on "Concert Previews" over WPX today. . . . June 6 has been set for the final opening of WKY-TV in Oklahoma City. . . . Newell-Emmett is making its third Videotown study and has found an increase of more than 500 per cent in membership during the past year. Release will be released in mid-June. . . . NBC has acquired TV rights to the Tespi production of "The Barber of Seville."

### KFMB-TV, San Diego, Goes On Air May 16

San Diego—KFMB-TV, this city's first station, goes on the air Monday, inaugurating a 20-hour, six evening program schedule. Contingent of Hollywood talent will be on hand for the opening show. Station, which is owned by Jack Gross, began construction Feb. 25 and began test pattern May 5. Construction and equipment cost is estimated at \$300,000.

Preceding the kick-off show will be a civic dinner sponsored by the local Chamber of Commerce. Mayor Harley Knox will pull the switch that will place station on the air.

The kickoff show will be headlined by Martha Tilton, Sons of the Pioneers, Johnny Moore and the Three Blazers, the Ernie Felice Quartet, Jerry Lawrence and Lee Hogan of NBC (Hollywood) television, also many local dignitaries.

KFMB-TV is an ABC affiliate and has working agreements with other web outlets in Los Angeles. KFMB-TV transmitter is at an altitude of 1,000 feet and is in direct line of sight with Mt. Wilson, site of the L.A. transmitters, 125 miles distant. The new station thus will be able to pick up and relay L.A. shows without use of microwave or coaxial cable links.

Program director for radio and tele is John Bainbridge. Alvin Flanagan and Dick Darley, both formerly with KTSB, are program coordinator and production supervisor, respectively. Bob Lee is chief engineer and James Duncan, formerly with KTLA, is chief TV transmitter engineer.

### Industry Protests Proposal To License Ill. Technicians

Chicago — Industry circles here have drawn up their big guns and levelled them at a bill introduced in the Illinois General Assembly to limit installation and repair of TV sets to graduates of recognized trade schools.

Introduced by Rep. John G. Ryan, of Chicago, the bill calls for the licensing of all TV repairmen, and further states that "any person who has successfully completed a course of television instruction at a school recognized by the Department of Registration and Education" may be examined and licensed.

Members of the electronics industry have gone on record in opposi-

**Licensed**  
Cleveland — WEWS, Scripps-Howard station here, has become the ninth station in the country to receive a regular FCC license. This is the third regular grant issued by the Commission since the war. Great majority of stations are operating on temporary authorizations and must submit satisfactory "proof of performance" before a regular license is issued.

### Name Guy Chairman Of TBA Engineering

Appointment of Raymond F. Guy, manager of radio and allocations engineering for NBC, as chairman of the TBA engineering committee was announced yesterday by J. R. Poppele, president. Guy succeeds F. J. Bingley, of Bamberger, and will reorganize the committee at a meeting next Wednesday.

#### Started In 1916

Entering radio in 1916 as an operator for Marconi Wireless, Guy has been in broadcasting since 1921 when he joined WJZ, then in Newark.

In 1927 as a member of the RCA research staff, he engaged in early TV experiments. He has built all of the NBC transmitting facilities in New York, Washington, Cleveland, Chicago and Los Angeles.

A member of IRE since 1925, Guy has been chosen by the Institute's directors as their nominee for president in 1950.

### Board Action Seen Necessary For Tele Dept.

Washington Bureau of RADIO DAILY

Washington—NAB President Justin Miller is currently studying replies from members of the NAB board to a question sent them at the end of last month concerning assignment of NAB executive vice-president A. D. (Jess) Willard to overall responsibility for all TV activity within the association.

There were unconfirmed reports yesterday that the idea of coordinating TV activities has been resisted by some board members who fear that the day is not too far off when the conflict of interests between the two media will mean separate trade associations.

There was no definite information concerning the replies which have come in thus far, although it was said a majority of the board okayed the proposal that Willard take over, if only on the theory that administratively it is better to have one individual responsible for TV matters than to have the authority spread out.

Television is currently a matter for attention in all NAB departments, being spread horizontally through the organization. Any realignment to create a new TV department would require full board study—probably on the basis of recommendations from the special committee studying the overall NAB organization, it was believed here. It is believed that the subject will come up for considerable discussion at the July board meeting.

### RMA Head Sees Canada Ready For Comm'l Tele

Montreal — According to F. R. Deakins of Montreal, television is ready for commercial application in Canada. Mr. Deakins, president of the Radio Manufacturers' Association of Canada, spoke at the association's annual meeting where he was re-elected president.

He said television in Canada had developed to the point where "there can be no vestige of a doubt," that it is ready for commercial application that would result in increased employment and the development of an entirely new phase of the radio industry.

Television would utilize large quantities of raw materials. "Just to mention one. It has been estimated that within five years after television has been given the go-ahead the manufacturers alone will require over 1,100 tons of copper annually," he said.

## PROMOTION

### Safety Contest

Station WTTM, in conjunction with the Optimist Club of Trenton, has launched an all-out campaign to reduce the accident toll in the Trenton area, the station has announced through its general manager, Carl Mark.

A contest, open only to new teenage drivers in this section, will be an important part of the proposed series, according to Mr. Mark. The contest will offer cash prizes for letters on the subject of local accident prevention.

"In undertaking this campaign, we are following the lead of many outstanding radio stations and newspapers throughout the country, who have headed up highly successful drives to save lives which might have been lost through accidents in their communities," Mr. Mark said, and added:

"In making this attempt, we are using the finest available material from these stations and from such organizations as the National Safety Council."

### Mailing Pieces

Latest mailings in the KTSA, San Antonio, current promotion campaign, according to Art Forrest, KTSA merchandising and promotion manager, are two offset pieces featuring length of service to sponsors and the CBS network features, The Derby, Preakness and Belmont races. The former points out the 97 national, regional and local clients currently on renewal contracts have broadcast an equivalent of 716 consecutive years.

The second mailing piece, in 4 x 6 inch French fold format announces the broadcast of racing's "Big 3" with the admonition that "It's a sure bet your advertising dollar will lead the field all the way on KTSA, CBS in San Antonio." Also in the mail is a reprint of KTSA's two color ad to the trade, bearing a tip on "reminder" message that station's power and frequency, plus extent and total sales volume of listening area provides a potent selling force for advertisers.

### Talent Quest

WKXXL, Concord, N. H., will present an eight-week talent contest, open to anyone in New Hampshire. Contestants must call or write WKXXL for an audition appointment. Each Thursday evening the radio audience will vote, via telephone calls and through the mail, for their favorite contestant. Each winner on the first seven shows, weekly, will receive a cash prize of \$10. On the eighth and last show, the seven winners will compete for a \$50 cash prize, plus an all-expense paid trip to New York, with room and meals at one of New York's finest hotels. The trip will include sight-seeing tours, tickets to a few of the big nation-wide radio shows plus other special bits of entertainment in the big town.

## Giant Radio-Movie Giveaway Looks Like Biggest To Date

(Continued from Page 1)

trip to Hollywood. Another gimmick on the show is called "Film of Fortune" in which an old time movie will bring the listener \$15,000.

"Hollywood Calling" is being put together by NBC in cooperation with Lou Cowan. Latter was called in because of his experience in organizing and operating a program of this type.

For NBC promotion purposes, a proposal has been made that the program conduct a nationwide talent hunt, which would run for a full year, for "Miss NBC." Every network affiliate would participate in the activity with the winner to be launched on the road to fame and fortune similar to Atlantic City's Miss

America. Possibility of the talent hunt gimmick is only in the talk stage at present.

"Hollywood Calling" will be an hour long program, probably from 6:30-7:30 p.m., Sunday but a starting date is indefinite. Any reports that NBC would use the show to strike back against Jack Benny must all be written off now since the web has decided that such a step does not add up to good sound policy. It's conceivable that "Hollywood Calling" might find itself competing against Benny on CBS next fall but it won't happen this season. It's probable the program will premiere this summer—maybe next month—but again there is no final decision.

### NAB Panel Set Up For Final REC Meet

(Continued from Page 1)

will be A. D. (Jess) Willard, Jr., executive veepee; Maurice Mitchell, director of broadcast advertising; Richard P. Doherty, director of employee-employer relations; and Robert K. Richards, director of public relations and publications.

Miller is billed as the main speaker and he will give an over-all discussion of NAB operations with emphasis on Standards of Practice. His talk is to be made exactly one year from the date the code was approved by the NAB board at the association's Los Angeles convention. Board at that time stipulated that any existing contracts between broadcasters and advertisers should be subject to the code no later than one year from May 19, 1948.

### Interest Running High

It's reported that Miller and NAB department heads may attempt to clarify much of the snow-balling confusion and wild predictions of the impact of television on radio. There is considerable interest among broadcasters, particularly small station NAB members, in knowing just what NAB execs think of the future of radio and TV.

### Ad Council Campaign Still Gaining Momentum

The Advertising Council's drive to combat racial and religious prejudices is still gaining momentum, according to a review of the last two years. The "United America" campaign was launched in 1947.

Radio's support in 1948 increased 100 million listener-impressions over 1947—reaching a total of 942,650,000 listener-impressions for the year. Campaign currently gets allocations every month through the Council's radio allocation plan and there is every indication that this year's coverage will maintain or surpass last year's level. Plans for additional coverage include television slides for TV stations.

### Interference Problem Is Stressed By Coy

(Continued from Page 1)

stead of the \$6,633,000 which had been recommended by the budget bureau. The cut is "of very great importance" in that it increases the Commission's difficulty in cutting down on the huge backlog of work before it, he said.

"Actually, we think we need more than the \$6,633,000," the Chairman said.

Estimating that it will take two years to "get relatively even" on the heavy backlog of hearing cases now before the Commission, Coy asked for funds to add five people to the 17 now employed in the hearings section. Nine of the 17 are examiners.

### Conflicts Many

About 60 per cent of the AM applications that come in now are eventually set for hearing because of the growing shortage of AM frequencies, Coy said, with most of them involving conflicts.

"And when we open up the television bands again, there will be another tremendous number of hearing cases."

Coy pointed out that while in 1940 there were only 847 licensed stations of all types, by June 30 of this year it is estimated there will be a total of 3,829 licenses for AM, FM and TV operation.

### 'Breakfast Club' Survey Reports Listener-Loyalty

Chicago—More than 50 per cent of the persons who attend studio performances of ABC's Breakfast Club have been listening to broadcasts of the program for over eight years, according to the findings of an audience survey recently conducted by the network's research department.

Equally unusual was the disclosure that 25 per cent of the same group had been listening to the program regularly for 10 years or more, a figure based on replies to a questionnaire distributed to all persons attending broadcasts during the four days the survey was held.

## COAST-TO-COAST

### WLDY Has First Birthday

Ladysmith, Wisc.—On May 12, WLDY celebrated the anniversaries of its first birthday with special programs presented every hour during the day. Hundreds of well-wishers visited the studios with 40 toys and cities represented. Souvenir chains and note-books were given all visitors. WLDY is independent 1340 kc., full time.

California Calendar Makes Debut  
San Francisco, Calif.—"California Calendar" will debut on KNBC 15th, featuring highlights of current activities in Northern California with a brief history of each event. In addition, on the program will be a feature titled "Portals of the Past" with some of the important events in history that have occurred on the day of the broadcast. Dick Bertus is the producer.

### Baseball Sked On WBBQ

Augusta, Ga.—The entire Augusta Tigers road game broadcasting has been purchased by local distributors of Burger Beer, Beverage Distributors, Inc. on WBBQ, a station affiliate. The home games, broadcast by the station, are scored on a participating basis by local accounts. WBBQ owns and operates the Class A, Augusta Tigers baseball club with Thurston Fennell, commentator for all games. WBBQ currently uses Standard Transcription Service, and is affiliated with the Georgia Economic Group and not Keystone Broadcasting Corp.

### New Members Join KGVO's Staff

Missoula, Mont. — A recent announcement has been made to the effect that R. W. (Bill) Sinor has joined the sales department at KGVO. Clarence Touw heads the engineering department. Replacing Lee Johnson, is Dick Wright of the station news staff, now heading traffic.

### Teen Age Canteen On WPGH

Pittsburgh, Pa.—The Board of Education, together with O. R. Jammy, manager of WPGH, promote WPGH's Teen Canteen Of The Week during its first stages, but now is in the hands of Pittsburgh high school students who are going "out" to make it their show. The "Canteen" is broadcast daily from 4:00 to 4:30 p.m. from the YMCA. Talent shows are conducted by students in addition to scripted commercials, and visits by artists and band leaders are interviewed by the teen-agers.

### Programs For The Working Man

Nashville, Tenn.—A program designed specifically in the interest of "the working men and women of America" has made its debut on WLAC recently. The program heard 6 times weekly at 7:15 p.m. Listeners are requested to send letters on "Why I Like America" to United States Savings Bank, amounting to \$3,600 will be awarded.



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 47, NO. 31

NEW YORK, FRIDAY, MAY 13, 1949

TEN CENTS

## CBS PRESIDENT GETS NEW CONTRACT

### Video, BBC Have Day At Georgia 'Institute'

Athens, Ga.—Television, the newest of the communications media, was the topic of much discussion, technical and otherwise, at the Friday sessions of the fourth annual Georgia Radio Institute being held at the University of Georgia's Henry W. Grady School of Journalism, the Georgia Association of Broadcasters co-operating.

George Moscovics, of CBS, New York, told a morning audience that television is not so much another advertising medium as it is a new

(Continued on Page 6)

### News Programs Lead In Alaskan Survey

Local and national news lead the field in program appeal for listeners in Alaska, according to a survey conducted by the Alaskan Broadcasting System. Comedy and variety shows claimed the second and third largest audiences. Stations participating in the survey were KTKN, Ketchikan; KINY, Juneau; KFQD, Anchorage; KFRB, Fairbanks, and KIBH, Seward.

### Berle Awarded Scroll At Inter-Faith Dinner

Over 1,000 diners gathered in the Waldorf Astoria Hotel last night at an Interfaith in Action dinner as a tribute to Milton Berle for his outstanding contributions to better human understanding.

The award was presented to Berle by Herbert Bayard Swope, consultant to the Radio Corporation of America. Speakers at the dinner in-

(Continued on Page 2)

### Radio Minded

Using a novelty radio to exploit radio, Dick Pack, WNEW publicist, sent out portable radio hats to the New York press yesterday and with them went a note calling attention to the new "Summer Service" series of 100 weekly spots which will be sponsored by Norge. The radio hat is a dry battery set with a directional antenna.

### Valedictory

Washington—Former Senator and Mrs. Wallace White, Jr. were honored last night at a dinner given here by NAB for legislators and broadcasters. The dinner was in recognition of Senator White's many years of service to radio and the whole field of communications.

White, who retired from Congress last year, received an inscribed bronze plaque from the broadcaster association.

### Yankee Web Strike Enters Eighth Day

Strike of 80 IBEW radio engineers at Yankee Network stations in Boston and other New England cities went into its eighth day yesterday after prolonged meetings between management and union representatives failed to produce agreement on a plan to arbitrate the differences. Yankee web officials had asked the engineers to return to work pending the arbitration of the strike issues.

Although 30 announcers and

(Continued on Page 2)

### NAB Appeals Conviction Of Baltimore Newsmen

Baltimore—NAB told the Maryland Court of Appeals yesterday that "any restriction placed upon the medium of radio broadcasting, will, in effect, constitute a restriction on the communication of ideas, whether aural, pictorial or printed," and a

(Continued on Page 6)

## Networks And NABET Sign New Operating Contracts

ABC, NBC and the National Association of Broadcast Engineers & Technicians reached full agreement yesterday on all points of new contracts which will run until May 1, 1950. The union had conducted joint negotiations with the two networks.

Operating and maintenance engineers received no increase in pay but adjustments were made on such points as severance pay, seniority,

### Frank Stanton Given New 10-Yr. Pact; Salary Reported At \$100,000 A Year; Other Stipulations Made

### Sales Increase Reported By WOV

Reporting that overall sales for the month of April were the highest in the history, Ralph Weil, general manager of WOV, bi-lingual independent station, yesterday revealed business for the month was 14½ per cent above billings for April, 1948.

The business gains were attributed to intensified WOV advertising, sales promotion and research in a continuation of the 'Audited

(Continued on Page 2)

### Congressman To Probe Commission Procedure

Washington Bureau of RADIO DAILY  
Washington—An investigation of FCC compliance with the terms of the Administrative Procedures Act was promised yesterday by Rep. Francis D. Walter of Pennsylvania,

(Continued on Page 8)

### BMB Continues Drive To Obtain Waivers

Broadcast Measurement Bureau's drive to obtain waivers on the 90-day cancellation clause of subscriber contracts continues with 376 of the 525 paying members having returned the signed waiver slips, it was

(Continued on Page 4)

Frank Stanton, president of Columbia Broadcasting System, is being retained as president of the web under terms of a new 10-year contract at a salary of \$100,000 a year with additional compensations, it was announced yesterday. Under terms of the new Stanton contract if CBS

(Continued on Page 3)

### Women Broadcasters Meet Today In Boston

Boston—Fifty women broadcasters representing 1st District NAB membership of the Association of Women Broadcasters will gather at the Copley Plaza Hotel here today for a two-day session. This marks the first regional meeting of women broadcasters since NAB took over the functions of the organization a few months ago.

Fay Clark, district chairman of WBIS, Bristol, Conn., will preside at

(Continued on Page 3)

### WINS Signs One Year Contract With Musicians

Crosley's New York indie, WINS, yesterday reached agreement with Local 802 of AFM for a new contract retroactive to last April 1 and running until April 1, 1950. Musicians on the WINS staff will continue

(Continued on Page 8)

### Smith To Speak

The address of Lieut. Gen. Walter Bedell Smith, Commanding General of the First Army and until recently United States Ambassador to Russia, at the Division "Muster" of the 77th Division in New York City will be broadcast over CBS next Wednesday, 10:45-11 p.m., EDT. He will discuss strength of U. S. and Soviet armies.

# RADIO DAILY



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**JOHN W. ALICOATE** : : Publisher

**FRANK BURKE** : : : : Editor

**MARVIN KIRSCH** : Business Manager

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### WEST COAST OFFICES

At Steen, Manager  
6425 Hollywood Blvd. Phone: Gladstone 8436

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

### CHICAGO BUREAU

Nat Green  
Suite 905 139 No. Clark St.  
Phone: State 2-2332

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

## FINANCIAL

(May 12)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	7 1/8	7 1/8	7 7/8	+
Admiral Corp.	19 1/8	18 3/4	19	+ 3/8
Am. Tel. & Tel.	141 1/2	141 1/4	141 1/2	+ 1/4
CBS A	18 1/4	18	18	+ 1/4
Philco	27 3/4	27 1/2	27 3/4	+ 1/4
Philco pfd.	83	83	83	
RCA Common	12	11 7/8	11 7/8	- 1/8
RCA 1st pfd.	69 7/8	69 3/4	69 7/8	- 1/8
Stewart-Warner	12	11 3/4	12	+ 1/8
Westinghouse	22 7/8	22 3/8	22 1/2	+ 1/4

### NEW YORK CURB EXCHANGE

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

### OVER THE COUNTER

	Bid	Asked
DuMont Lab.	13 1/2	14 1/4
Stromberg-Carlson	10 7/8	12 7/8

### Stork News

Bill Kusack, engineer in charge of the transmitter of WBKB, Chicago tele station, is the father of a son, William Peter Kusack, Jr., born on May 5.

## 10 YEARS AGO TODAY

From the Files of Radio Daily

RCA has revealed that during the first nine days of RCA's television demonstrations at the World's Fair exhibits approximately 201,000 visitors witnessed the demonstrations. . . An increase in advertising by drug chains was noted in a financial breakdown of the fiscal year ended June 30th. . . Use of the NAB as a clearing house for payments to ASCAP is being discussed by segments of the industry as a step toward complete discussion of plan during the summer convention of the Broadcasters at Atlantic City.

## ★ COMING AND GOING ★

**WILLIAM A. SCHUDT, JR.**, director of station relations for the Columbia network, will leave Monday on a business trip to Dayton, Columbus and Cleveland. He'll be away for a week.

**JACK WILSON**, of the SESAC transcription department, is making a swing through a number of Southern cities in Louisiana, Texas, Mississippi and Arkansas.

**DANIEL E. SMILEY**, owner of WDAE, Columbia network outlet in Tampa, Fla., and **L. SPENCER MITCHELL**, general manager of the station, are in town for conferences at the offices of the web.

**JOHNNY O'CONNELL**, account executive for Associated Program Service, is visiting stations in Ohio, Pennsylvania and upstate New York.

**FRANK KING** is in town. He's the general manager of WMBR, Columbia's affiliate in Jacksonville, Fla.

**ROBERT Q. LEWIS**, network comic, has returned from Atlantic City, where he had spent the past week.

**H. R. BAUKHAGE**, American network commentator, is in Syracuse, where today he will speak at the Diamond Jubilee banquet of the Delta Upsilon fraternity on the subject, "Headline News."

**JOSEPH BRYAN**, president of WBT, Charlotte, N. C., was welcomed yesterday at the headquarters of CBS, with which the station is affiliated.

**GEORGE COLEMAN**, general manager of WGBI, Scranton outlet of CBS, has arrived from Pennsylvania for a few days on station and network business.

**VAUGHN MONROE** and the members of his band are in Pottstown, Pa., where tomorrow their CBS program will originate.

**JAMES HANRAHAN**, general manager of WEWS, Columbia's television station in Cleveland, paid a call yesterday at the New York offices of the web.

**RAY HEATHERTON** off to Charleston, W. Va., where tomorrow he will act as emcee of the Military Ball, which will be picked up and broadcast by CBS coast to coast.

### Sales Increase Reported By WOV

(Continued from Page 1)

Audience' surveys, by Herbert Schorr, sales manager for the station.

Listed among the 1949 contracts for time are: Durkee Products (Meldrum and Fewsmith), Southern Cotton Oil (Duane Jones), Schonbrunn Company's Savarin and Medaglia D'Oro Coffees (Sales Advertising Company), Kirsch Beverages (Morris Advertising), Patterson Silks (Frederick-Clinton Co.), Ivel Furs, Inc. (New Century Advertising), Chrysler Corp. (N. W. Ayer), Barney's Clothes (Emil Mogul), Grand Union Stores (French and Prescott), National Shoes (Emil Mogul), Bond Bread (B.B.D. & O.), Palumbo Cigars (Joseph M. Mauriello Advertising), Caruso Food Products (New Century Advertising), D'Arrigo Bros.' 'Andy Boy' Broccoli (James Thomas Chirurg Co.), American Tobacco—'Pall Mall' (S.S.C. & B.) and 'Sulphur-8' (W. B. Doner).

### Yankee Web Strike Enters Eighth Day

(Continued from Page 1)

newsmen have joined the engineers in a sympathy strike broadcasting continues normal on WNAC, Boston, and allied stations affected by the strike. The announcers and newsmen declined to pass through picket lines.

### Gillette, ABC Covering Jersey Horse Racing

Gillette is expanding its horse racing coverage this season and will sponsor the famed Jersey Stakes from Garden State Park, Camden, N. J., on May 28 over ABC's full radio network plus its eastern TV web. Broadcast time is 4:45 p.m., EDT. Maxon is the agency.

WFIL-TV, ABC's Philadelphia affiliate, will make the television pickup and feed it to the following

### Berle Awarded Scroll At Inter-Faith Dinner

(Continued from Page 1)

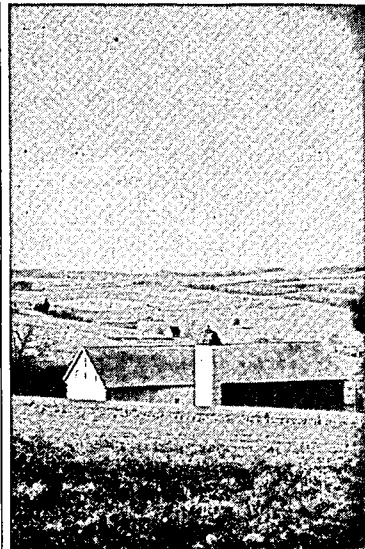
cluded Mayor William O'Dwyer; Sen. J. Howard McGrath, chairman of the Democratic National Committee; New York Lieutenant Governor Joseph Hanley; State Democratic Chairman Paul E. Fitzpatrick; Supreme Court Justice George Beldock; Irving Kaufman, former special assistant to Attorney-General Tom Clark; Spyros Skouras, president of Twentieth Century-Fox; George A. Saltzman, president of Interfaith in Action; Louis Nizer, author; and ex-Gov. Harold Hoffman, of N. J. Niles Trammell, president of NBC, served as a member of the committee and was among the distinguished guests on the dais. Text of the scroll which was presented to Berle:

"Motivated by the best humanitarian impulses for the common welfare of all, he has shown throughout his entire career a genuine concept of better understanding and the rare quality of friendship and generosity both in thought and deed to which we gladly bring public testimony.

"As tangible evidence of our deep appreciation and profound gratitude to Milton Berle for his devotion to a selfless interest in the eloquent cause of disseminating good will and better understanding amongst all people, therefore, it is fitting and proper that we, the community, pay tribute to Milton Berle—this young man who has brought so much happiness and laughter to the world—this young man who has given of himself and brotherhood—to this splendid exemplar of better communal relationship through interfaith in action for his support and deep devotion."

stations: WJZ-TV, New York; WAAM, Baltimore; WNAC-TV, Boston; WRGB, Schenectady, N. Y.; WMAL-TV, Washington; and WNHCTV, New Haven.

Radio description of the Jersey Stakes will be carried by all of ABC's 266 affiliates. Announcers have not yet been set.



## PEACEFUL

Peace is wonderful in the country. That picture proves it. But as long as you're in the business of buying radio time, you've got to stay in there and plough and prune and put on the bug powder.

Smart time buyers are never serene about their time buys.

And we're glad. Because year after year, W-I-T-H continues to deliver more listeners-per-dollar-spent than any other station in town.

You'll recall, too, that Baltimore is the 6th largest city in the States.

No wonder W-I-T-H is considered one of the most successful independent operations in the country. Do you use W-I-T-H?



# W-I-T-H

Baltimore 3, Maryland

TOM TINSLEY, President  
Represented by Headley-Read

## Women Broadcasters Meet Today In Boston

(Continued from Page 1)

The opening session this morning. Other officers who will be on the dais will be Agnes Gibbs, WOSH, Portland, Maine, vice chairman and Dorothy Fuller, WBET, Boston, treasurer.

### Will Entertain Managers

Managers of 12 stations in the Boston area and their wives will be guests of the women broadcasters at a cocktail party at the Copley-Plaza this afternoon. This will be followed by the annual dinner. The theme for the dinner will be "Mike and His Women" with Howard Malcolm of WCOP playing the role of "Mike." Craig Lawrence, general manager of WCOP, will be the principal speaker at the dinner. Lawrence will discuss "Women in Radio."

One of the highlights of the Friday panel sessions will be "A Sponsor Endorses Radio." At this session Dorothy Campbell of WGAN, Portland, Maine, will introduce Mrs. Benjamin H. Riggs, personnel director of a Portland department store, who will tell of the effectiveness of radio advertising in the retail merchandising field.

Pat Griffith, director of women's affairs for NAB, will be on hand at the meeting and will explain the importance of the merger of AWB with NAB and plans for the future.

### Guests of WEEI

Tomorrow morning the women broadcasters will be guests of WEEI at a breakfast and tour of the Columbia outlet's studios. They will attend a broadcast of Carl Moore's "Bean Town Varieties" and will be greeted by Harold E. Fellows, general manager of the station and 1st District NAB chairman.

Marie Houlihan, public relations director of WEEI, is chairman of the arrangements committee for the two-day session. Phyllis Daugherty of WNAC has been handling the publicity. Other committee women who are aiding in planning the meeting include Julie Chase of WTAG and Mildred Bailey of WCOP.

## Canadian RMA Head Forecasts TV Expansion

Montreal—Television is ready for commercial application in Canada which will result in increased employment and the development of an entirely new phase of the radio industry, F. R. Deakins of Montreal, president of the Radio Manufacturers' Association of Canada told the annual meeting of the association held this week.

Mr. Deakins was re-elected president for his second term, R. A. Hackbusch of Toronto was returned for his second term as vice-president and S. B. Brownlee, also of Toronto was re-appointed executive secretary for a fifth term.

Expressing keen disappointment in the lack of definite progress in television in the last year, Mr. Deak-

## Stanton Gets New CBS Deal As President of Network

(Continued from Page 1)

terminates his employment after 1953, but prior to Dec. 31, 1953, the network must pay him a flat sum of \$100,000.

Another clause in the contract sets forth that upon termination of Mr. Stanton's regular employment, he will be retained as part time consultant until December 31, 1968, at \$25,000 a year.

The \$100,000 annual guarantee which Stanton gets under his new contract is \$30,000 more than his basic pay in 1948. Last year he received a total of \$109,798 but \$39,702 of this amount was a bonus. So far as guarantee is concerned, Stanton is getting close to a 35 per cent increase.

### Became President In 1946

He has been President of CBS since January, 1946. He joined the Columbia network in 1935 as its Research Director, after resigning from the Psychology Department at Ohio State University. He was advanced to a vice-presidency in 1942 and was named general manager and elected to the board of directors in 1945.

### Director of Record Company

Stanton is now in Europe on a two months vacation. Prior to his sailing, rumors in the trade were to the effect that he might resign the presidency of the network. These rumors were denied by Stanton during the NAB convention in Chicago and later by the CBS board.

Stanton is a director of Columbia Records, Inc. He also is a director of The Advertising Council; is on the governing committee of the Bureau of Applied Social Research, Columbia University, and is on the executive committee of the Joint Committee on Measurement of Public Opinion, Attitudes and Consumers Wants of the National Research and Social Science Councils. He served as a member of the Social Science Research Council Committee to study the results of the 1948 election polls.

### Pioneered In Research

Stanton was the first to develop and use a mechanical device for recording radio set operation. With Dr. Paul Lazarfeld, he is co-developer of the Program Analyzer, machine for measuring audience reaction to program content.

Called to Washington early in the war as a consultant to the Office of Facts and Figures, he also served as special consultant to the Secretary

ins maintained that television in Canada is developed to a point where there can be no vestige of a doubt that it is ready for commercial application in this country.

of War, the Navy Department and the Office of War Information.

Earlier, he was appointed associate director of the Office of Radio Research at Princeton University. Later, he became a member of the Advisory Board of the Bureau of Applied Social Research, Columbia University.

Stanton is a Fellow in the American Association of Applied Psychologists, and a member of the American Psychological Association, the American Statistical Association, the American Marketing Association and the Market Research Council. He is the author of many articles and books on psychology, as well as on marketing and radio research. With Dr. Lazarfeld, he edited Radio Research, 1941 and Radio Research, 1942-43.

Frank Stanton was born in Muskegon, Michigan, on March 20, 1908. He is a graduate of Ohio Wesleyan University (B.A.), as well as of Ohio State (M.A. and Ph.D.).



STANTON

## Webs And NABET Agree On New Pact

(Continued from Page 1)

are said to average about six or seven per cent. Under terms of the contract, NABET has the right to reopen wage negotiations at any time after a six months period from the effective date of the pact, which is May 1, 1949.

The union is still to make a settlement with WOR. Discussions are temporarily halted and the next meeting will be called by direction of the federal conciliator.

## Joan Davis Program Gets CBS Summer Spot

The new Joan Davis show has been set for the CBS network's summer schedule and will go into the Monday night, 9:00-9:30 p.m., EDT, spot beginning July 4, the network announced yesterday. Titled "Leave It to Joan," the comedy series will present Miss Davis as a department store clerk awaiting the coming of her prince charming. Program originates in Hollywood.

**SOON! SOON!**

**CKLW goes**

**50,000**

**WATTS at 800 kc.**

**The Detroit area's GREATER buy**

**JUNE!**

From 5,000 to 50,000 watts, in the middle of the dial,

and at the lowest rate of any major station in this region. Start scheduling this greater value now!

**CKLW**

Guardian Building, Detroit 26, Mich.

J. E. Campeau, President

Adam J. Young, Jr., Inc., National Representative  
H. N. Stovin & Co., Canadian Representative

**MUTUAL BROADCASTING SYSTEM**

## CHICAGO

By NAT GREEN

**T**HE Skylarks, well-known Chicago vocal quartet, has joined the WBBM talent staff. In the foursome are Elaine Rodgers, Eugene O'Brien, Pat Weaver and Maury Jackson. They have been appearing in local supper clubs and making popular recordings.

The ABC Athletic Association has elected the following officers: President, Anthony Koelker; vice-president, Maury Murray; secretary, Olive Miller; treasurer, Marge Harris; adviser, Walter Emerson.

Joe Wilson is subbing for Russ Davis as commentator on the Monday night wrestling matches while Wilson vacations in Florida.

Don E. Kelley, WBBM public relations director, caught something like three dozen sizeable trout on his week-end fishing trip to Michigan. Just what WBBM general manager Frank B. Falknor and announcers George Watson and Art Mercier caught on the same trip was not reported.

In the sixth annual popularity poll conducted by Eddie Hubbard on his "Chesterfield ABC Club" on WIND, the most popular girl singers, in the order named, were Peggy Lee, Doris Day, Jo Stafford, Dinah Shore and June Christy. Boy singers, Frank Sinatra, Frankie Laine, Billy Eckstine, Mel Torme and Bing Crosby. Bands, Vaughn Monroe, Les Brown, Eddy Howard, Charlie Ventura and Russ Morgan.

## BMB Continues Drive To Obtain Waivers

(Continued from Page 1)

announced at BMB headquarters in New York yesterday. Two networks—NBC and ABC—have signed but CBS at present is in the hold-out column.

With about 70 per cent of the needed waivers BMB hopes to complete the canvass of the subscribers in another week and report the results to NAB. If the total number of waivers insures participation of all subscriber stations until June, 1950, NAB is then expected to advance enough money to complete the Second Study.

Approximately 270,000 of the audience sampling ballots have already been returned on the Second Study. The original mailing was 650,000 ballots.

Kenneth Baker, acting president of BMB, was in Washington yesterday conferring with Justin Miller, president of NAB, and members of the board on procedure.

## Wedding Bells

Ruth (Randy) Michelson plans to leave her post as director of traffic at WMGM at the end of this month to be wed to Maxwell M. Savitt, v-p of WCCC, Hartford, Conn. Miss Michelson has been with the New York indie for six years.



## Mainly About Manhattan. . . !

● ● ● With "Duffy's Tavern" putting out the for rent sign on its NBC time, it looks as tho' "Break the Bank" will move into that spot alongside of "Mr. D.A.," giving the same sponsor a full hour. . . . When Louella Parsons goes abroad, daughter Harriet will go to bat for her on the air but will handle the news reporting only and not the interviews. . . . Dorothy Lamour loses her sponsor (Sealtest) July 7th. Bankroller is looking for a lower-budgeted show for the fall. . . . As it stands now the 63 TV stations now operating will use nothing but BMI and public domain tunes after May 31st. Hassle between stations and ASCAP is at a deadlock. . . . It's a renewal for "Our Miss Brooks" on CBS which will carry the show through the warm weather. In the fall, it'll take the time being vacated by Ozzie & Harriet preceding Jack Benny. . . . Has anyone considered Norman Corwin for a news stanza featuring his brilliant analysis and interpretation of current events? Listening to him on an interview show the other noontime, we realized what a tremendous personality he'd be for this type of series. . . . Tim Marks, ye olde sage of Radio Row, observes that when an actor lets an agent set him up on a pedestal, he's liable to have something chiseled out of him.

★ ★ ★ ★

● ● ● Since it is now fairly certain that TV will shortly find its way into the motion picture theaters, we'd like to give a tip of our TV antenna toward Ralph B. Austrian, the video consultant. Nobody, in our opinion, has been more far-seeing and accurate in exploring the possibilities and forms of theater TV than Ralph. It seems to us that the crystallization of many theater-TV plans now taking place are merely playbacks of what this video pioneer has been advocating for years.

★ ★ ★ ★

● ● ● AROUND TOWN: George Case, radio and TV editor of the World-Telly, is a proud pappy of a beautiful baby daughter, Carol Louise. . . . Aside to Ted Streibert: Thanx very much for the kind words. . . . ABC planning a heavy promotion campaign via a regular paid column in women's mags (a la the early Billy Rose stuff). . . . Co-op deals undoubtedly have their place in broadcasting, but judging from the experience of Abbott & Costello, Joan Davis and Parkyakarkus, it's not for the comics. . . . Ken Kling's youngster, Heywood, and Buddy Arnold have been signed up by Wm. Morris. (They're responsible for the theme tunes on Texaco and Admiral B'way Revue and their latest theme is on the new "Stop the Music" airtel). . . . Recommended: John Wray's classy choreography on Ed Sullivan's "Toast of the Town." . . . Over a dozen name bands were ncsed out in the scramble for Atlantic City's Million Dollar Pier by the relatively unknown Roy Stevens ork, which moves in for the entire summer. . . . Things can't be so hot in H'wood, sez Peter Donald, the way so many actors are suffering with "sign-us" trouble.

★ ★ ★ ★

● ● ● Influence of radio's giveaways has even extended into the survey field. Now when they call you and ask you what program you're listening to, etc., the first thing they do is to advise you that "there is absolutely no reward for answering this telephone call."

★ ★ ★ ★

● ● ● Ehrlich-O'Malley, the radio and television package producing firm, has taken over the writing, producing and directing of the Mutual sustainer, "Experience Speaks." Formerly handled by Hank Booraem (who has swithced to McCann-Erickson), the stanza has been building up a wide following with its dramatic approach to the unusual in interviews.

★ ★ ★ ★

## NEW BUSINESS

**WBKB, Chicago:** An upsurge of spot sales, with commercial program sales not far behind, has sent WBKB business soaring in the last couple of weeks, during which time 15 clients have placed 566 spots. Spot users signed and number of spots each are: Ironite Ironers, 13; McCall magazine, 6; Fruit Industries, 26; Hexo Swivel Co., 2; Wilbur Suchard Co., 12; Robert A. Johnston Candy, 20; Chrysler Airtemp, 40; Bulova watches, 132; Goodyear tires, 24; Teletron Turntable, 13; Allied Florists, 4; Benrus watches, 202; Nemes Furniture Co., 13; Main Line Products, 56, and Thoren's lighters, 13. In show sales WBKB has inked 15 games of the National Professional Girls' Baseball League for Peter Fox beer and 16 additional games for Admiral. WBKB will be the Chicago outlet for the Toni Company's new tele show "That Wonderful Man," starting June 2.

**WENR, Chicago:** Spot sales include American Express Co., Nassau Development Board, through Kelly Nason, Inc., the George Sokolsky news commentary for 13 weeks starting May 15; General Foods (for Birds Eye frozen foods), through Benton & Bowles, participation weekly in the "Beulah Karney" program for 18 weeks; Loew's-MGM, through Donahue & Co., two station breaks weekly for 52 weeks. General Mills, through Dancer, Fitzgerald & Sample, has renewed sponsorship of "Lone Ranger" and "Betty Crocker's Magazine of the Air" for 52 weeks over ABC.

**WGN, Chicago:** Nelson Brothers Furniture Co., through George H. Hartman, renewed the following programs for 52 weeks from May 8: "Marriage License Bureau," Monday through Friday; 15-minute seg in "Record Reveille," Monday through Saturday, and "Chicago at Night," Monday through Sunday. Procter & Gamble Co., through Compton Adv., a daily participating announcement in "Baker's Spotlight" for 52 weeks from May 6, for Drene, and participating announcement in "The Novelty Shop" for Prell; Meltoway Reducing Plan, Inc., through Walter L. Rubens & Co., the "Marty Hogan" show, Monday through Friday, for 13 weeks.

## Bellamy Gets Role In CBS Documentary

Ralph Bellamy has been signed for the leading role in the CBS Documentary Unit Production, "The People's Choice," to be aired Sunday, May 22, 10:00-11:00 p.m., EDT. Bellamy will play the role of a Congressman, Andrew Randolph, a composite politician whose career in the script is based on real-life factual data.

Others signed for the show include Everett Sloane, Carl Frank, Tom Pedi, Eric Dressler, Charles Webster and others.





## He started retiring today!

... and it feels good!

It's going to take time, but the point is . . . he's taken that all-important *first step* . . . he's found a way to make saving a sure, automatic proposition . . .

*He's buying Savings Bonds through the Payroll Savings Plan!*

*This makes saving an absolute certainty!* You don't handle the money to be invested . . . there's no chance for it to slip through your fingers and . . . U. S. Savings

Bonds pay you 4 dollars for every 3 invested, in ten years!

*Think it over!* We believe you'll agree that bonds are the smartest, surest way there is to save.

Then—sign up for the Payroll Savings Plan yourself, today!

Regardless of your age, there's no better time to start retiring than *right now!*

**P.S.** If you are not eligible for the Payroll Savings Plan, use the Bond-A-Month Plan at your bank.

*Automatic saving is sure saving—U. S. Savings Bonds*



THIS SPACE CONTRIBUTED BY RADIO DAILY

## AGENCIES

**RICHARD L. EASTLAND** has been appointed director of radio and television for the New York office of Erwin, Wasey & Company. He will be responsible to C. H. Cottingham, vice-president in charge of radio and television, whose headquarters at present are in Los Angeles. Eastland was formerly with Hutchins Advertising Company, and also served as radio director of Roy S. Durstine, Inc. and of the Chicago office of J. Walter Thompson.

**SAMUEL NORTHROSS, WILLIAM L. STUART** and **CHARLES RUSSEL** have joined the television department of the William Esty Company, Inc.

**McCANN-ERICKSON** Sao Paulo office announces its appointment by Refinadora de Oleos Brasil S. A. to handle the advertising of "Gordura de Coco Brasil," a product made from cocoa oil. Newspapers and radio will be used.

**DOMINION TEXTILE CO., Ltd.**, of Montreal, has engaged Irwin Vladimir & Co., Inc., to place its export advertising. Daniel C. Kaufherr is account executive. A goodly list of media includes radio, newspapers, magazines and cinema slides.

**F. W. WOOLWORTH CO.** is planning a test campaign having for its purpose the gaining of knowledge and experience in the advertising of branded merchandise. The campaign, which will coincide with Fathers Day and Independence Day, is being prepared by Lynn Baker, Inc. Thus far, radio is not included.

**BATTISTONE & BRUCE** has named Bernard G. Wilens as supervisor of television operations and has appointed Nathan Nestor to the post of television director.

**HERMAN EMMET, JR.**, has been designated by Gerard Velthaus Associates, publishers representatives, to manage the New York office of the organization.

**HAROLD S. "RUSTY" BARNES**, director of the bureau of advertising for the American Newspaper Publishers Association, will be the speaker at the luncheon meeting of the printed media group of the American Marketing Association, which will be held next Tuesday at the Hotel Shelburne, formerly the Sheraton. His subject will be "Newspaper Space in a Buyer's Market."

### Two Groups Honor Puff

Richard J. Puff, Mutual Network director of research and a resident of Peekskill, N. Y., was doubly honored by that town yesterday. Incumbent president of the Parent-Teachers Association, he was re-elected to that office for another year. At the same time, he was informed that he had also been named president of the Junior Chamber of Commerce.

## Video And BBC Have Day As Georgia 'Institute' Opens

(Continued from Page 1)

and uniquely efficient method of selling.

Miss Enid Day, Atlanta, one of Georgia's best known radio voices, insisted that with the advent of television, radio is no longer a man's world. Speaking on "How A Department Store Uses Radio," Miss Day said that women's voices, and their lack of stage presence and experience, have been a big defeater in radio for retail stores.

"But," she concluded, "women, by their very feminine appeal on a television screen, are going to find that they're one up on the men in TV."

"Television in Action," a demonstration using the University of Georgia Glee Club and produced by WAGA, Atlanta, is scheduled for tonight in the University's Fine Arts Auditorium.

Sam Slate, a university alumnus who now is program director for the New York office of the British Broadcasting Corporation, outlined the work of BBC, with emphasis on its co-operation with the "Voice of America" and its efforts to increase understanding between the United States and Great Britain.

"Contrary to popular belief," he said, "BBC is not a government agency. It is a public service corporation, operated under a Royal charter. Perhaps the nearest thing we have to the BBC in America

is the Tennessee Valley Authority," Irvin G. Abeloff, of station WLEE, Richmond, Va., who returned to Athens by popular request, urged that radio stations make the most of what they have. He said that tools at hand should be used rather than wishing for other tools.

Referring to Georgia's radio industry as "The Voice of Georgia," Gov. Herman Talmadge told the Institute last night that radio, just as the press, has a solemn obligation to dedicate its talents to public service. "Let us hope," he said, "that you continue to exercise the same impartiality on public questions which you have established in the past. Continue to present the news unbiased and accurate and continue to give all sides fair representation over your means of communication."

The Governor extended his "heartiest congratulations to Dean John E. Drewry on his amazing success as head of the Henry W. Grady School of Journalism, which recently has developed a radio department which is among the outstanding in the nation."

Elmer Davis, wartime director of OWI, will give the final address in the university chapel Saturday at noon.

A. D. Willard, Jr., executive vice-president of the NAB is also a Saturday speaker.

### Grauer Represents Radio At A. D. L. Dinner

Ben Grauer will represent the field of radio at the annual National Meeting of the Anti-Defamation League, Sunday evening, May 15, at the Waldorf Astoria Hotel.

Grauer will participate in the pageant, "Impact For Freedom—1949," in which outstanding leaders in various fields will dramatically disclose how the mediums they represent are combatting race prejudice. Among the participants will be John Garfield, Harold Russell, U. S. Senator Paul Douglas, Herbert Bayard Swope, N. Y. Supreme Court Justice Meier Steinbrink, Franklin D. Roosevelt, Jr., Elmo Roper and Dr. Eihel Alpenfels. The narrator will be Quentyn Reynolds.

### Move To WINS

Judy and Mike McCarthy, heard for the past eight months over WGYN (FM) as "Mr. & Mrs. Manhattan," will move over to WINS tomorrow to begin a new series of Saturday breakfast chit-chat and recorded music programs, "The McCarthys," 9-9:30 a.m., replacing the second half-hour of "Morning Matinee."

Mike is a former British actor and his wife is the former Judy Rudy, radio and night club singer. They have worked together also on summer stock shows.

### NAB Appeals Conviction Of Baltimore Newsmen

(Continued from Page 1)

violation of the First and Fourteenth amendments to the United States Constitution.

The brief, filed by NAB General Counsel Don Petty, was submitted as *amicus curiae* in connection with an appeal from an order of the Criminal Court of Baltimore holding three local stations and a news commentator guilty of contempt of court for violating Supreme Bench of Baltimore ruling. Conviction was for broadcasting news releases issued by the Baltimore police commissioner concerning the apprehension and confession of Eugene James, later arraigned and convicted of murder.

The NAB brief concludes that the rule is unconstitutional because it violates the First and Fourteenth amendments of the Constitution; that publication of the facts in the cases did not constitute a clear and present danger to the administration of justice and requested that the judgments and sentences of the lower court be reversed.

The Baltimore cases involve station WTTB; James P. Connolly, WTTB news editor; WCBM, and WFBR.

NAB entered the case in mid-July of last year, and was later joined in the fight by the American Newspaper Publishers Association and two Maryland press associations.

## EQUIPMENT

### Training Program

An extensive training program designed to acquaint distributors, dealers, and independent radio and phonograph servicemen throughout the country with the mechanical features and operation of RCA Victor new 45 rpm record player is being launched by the RCA Service Company.

The program was instituted April 25 with the first of a series of meetings to be held under the sponsorship of local RCA Victor distributors throughout the country. The meetings, which include lectures and film-slide presentations, cover practical servicing information and methods of connecting 45 rpm play attachments to conventional radio and radio-phonograph combination

### New TV Antenna

Nicholas Equipment Co. is approaching peak production of a new motorized TV antenna, designed to aid persons living in "fringe area" of television stations, announced Leonard Kira, general manager. The company's antenna can be rotated a full circle to provide unlimited tuning and reception, whereas the standard antenna is "locked in" to receive a particular station, he explained. The new product comes with a small plastic control box and will be distributed through regular trade channels, he said.

## Send Birthday Greetings To—

May 13

Sid Ascher David Broekman  
Ken Darby Louis Prima  
Arthur Sullivan William Rose  
Alice Cornell Bob Whillow

May 14

Murray Arnold Carlton Brickert  
Lew Lehr Ivan Black  
Margot Gayle Stu MacHarrie  
Joseph M. Seiferth

May 15

Walter Cassel Bert Sheffer  
C. T. Williams Margaret Lipper  
Ray Green Wilma Green  
James Tindale

May 16

Bulk Owens Norman Ross  
Lillian Black Gordon Kinney  
Perry Como John Paul Weber

May 17

Franklin Dunham Louisa Vass  
William Lang Ted Brown

May 18

Richard Brooks Paul F. Harrison  
Raymond Paige Donald Peterson  
Lew White Meredith Willson

May 19

Paul Brenner Barbara Maurel  
Keith Field Mary Young  
Lillian Gordoni  
Rudolph Friml, Jr.

# TELEVISION DAILY

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## WJZ-TV SETS DAYTIME PROGRAMS

### TELE TOPICS

**"THE GLASS KEY,"** the first "Studio One" production under Westinghouse sponsorship, was hampered by a rather flimsy script and bolstered by excellent production. Motives in Tony Miner's adaptation of Dashiell Hammett's involved melodrama of political intrigue and rack-raiding were never clearly defined and only one of the leading characters stood out with any degree of reality. This was Lawrence Fletcher's portrayal of Paul Matson, the political boss. Don Briggs was as flippant and shallow as Ned Beaumont and Jean Carson's Janet was almost a caricature of a femme fatale. In lesser roles, Les Damon, Joe Silver and Bern Hoffman were fine. . . . Top honors, however, go to Miner's production. Staging was excellent and the entire play was so well paced that the two intermissions for commercials did not seem to break the continuity. Only fluff occurred after Beaumont jumped through a window. Cut to Matson occurred a split-second too late and he was seen landing on a platform about 10 feet below the window. . . . Richard Richter's sets were outstanding, as usual; George Zachary directed. Live commercials were for Westinghouse home laundry machines. McCann-Erickson is the agency.

**WHAT GIVES** with the Olsen & Johnson show? Stanza is supposed to start for Buick June 21 in the NBC spot now tenanted by Berle, but according to reports, it may die before it even gets started. . . . According to the ABC flack, more than 40,000 cards were received for "Stop The Music" in the first week after its TV preem. . . . Ed Lamb, owner of WJZ-TV, Erie, has leased the 37th, 38th and 47th floors of the LeViguer Lincoln Tower in Columbus, Ohio, for transmitter and studios of WTVN, slated to go on the air in September. . . . John Mitchell, of United Artists, has been named chairman of the NTFC distribution committee, and Ed Evans, of WPIX, has been appointed head of the Council's stations committee. . . . WBAP-TV's five-week newsreel stanza has used over 10 miles of film in its seven months.

**SHOWCASE** of local talent will highlight WBEN-TV's first anniversary show Saturday night. Station's parent organization, the Buffalo Evening News, will publish a special TV section to mark the event. . . . A duffer's clinic conducted by Jug McSpaden will be included in NBC's coverage of the final round of the football golf tournament Sunday, 1-4 p.m. Bill Stern and Harry Nash will describe the event and Doug Rodgers will direct. . . . Two ABC stations, WENR-TV and GO-TV, and two Crosley outlets, WLW-D and WLW-D, have added Zoomars to their pickup gear. . . . WNBT debuts the Jerry Fairbanks "Paradise Island" musical series next week.

### Judge Holds Decisive On Censorship Case

Philadelphia — Federal District Court Judge William Kirkpatrick reserved decision on a petition of five Pennsylvania stations to toss out a ruling of the Pennsylvania State Board of Censors calling for censorship of all films aired by the state's video stations.

Mrs. Edna Carroll, chairman of the Censor Board, earlier testified of her amazement at previous testimony regarding expenses of submitting TV films to the board. She said the board is prepared to expedite all requests for censor seals for TV films.

Censors, Mrs. Carroll pointed out, do not require submission of spot announcements, commercials or newsreels. However, she added, Board believes censorship of other films is necessary to safeguard the public.

Answering a question from Judge Kirkpatrick, Erroll C. Harrison, counsel for the plaintiffs, and Dr. Leon Levy, president of WCAU, said about 25 per cent of present program time is on film, but that use of film is being increased and soon will reach 80 per cent.

### Chevy Buys 'Derby'

Chevrolet Dealers Association, Inc., of New York, has signed an initial eight-week contract with WJZ-TV, to sponsor the Friday night pickups of the Roller Derby, through July 1. Campbell-Ewald is the agency.

### Mullen Joins Wm. Morris

William P. Mullen has resigned from the CBS-TV sales staff to join the William Morris Agency.

## TMA Plans Standard Pact For T-V Receiver Service

Project aimed at establishing standard service agreements and practices for receivers has been started by the Television Manufacturers Association, prexy Michael L. Kaplan announced yesterday. Survey of service organizations and dealers who service sets will be the first action to establish a universal contract.

Kaplan said that "TMA expects to be able to formulate a standardized service contract under which service organizations will be expected to meet certain qualifica-

### Invitation

In a move apparently designed to by-pass the NAB, Ascap has invited stations and networks to negotiate individually contracts covering use of the society's music on tele. Those meetings probably will begin next week. It is believed virtually certain now that there will be no further renewal of the agreement between the NAB and Ascap and that use of Ascap music will be discontinued on June 1 unless contract terms are decided before the end of the month.

### Up Horton, Arkedis In CBS-TV Sales Dept.

Appointment of Kingsley F. Horton to the newly-created post of assistant general sales manager for CBS-TV was announced yesterday by sales chief David Sutton. Also announced was appointment of George J. Arkedis as western sales manager.

Horton has been a member of the sales staff since August 1948. Previously he was assistant manager and program and sales director for WEEI, web O. & O. outlet in Boston. His appointment is effective immediately.

Arkedis is also an account executive for CBS-TV. He takes over his new post June 1, with headquarters in Chicago.

### Record Receiver Sales

Cleveland—Number of receivers in the Cleveland area pushed over the 50,000 mark during April when record total of 13,708 sets were sold. New total for the area is 52,383, of which 48,523 are in private homes.

### Network Planning To Be Based On N. Y. Results

Five sponsors for "Market Melodies," two-hour homemaking show which inaugurates WJZ-TV's daytime programming May 24, and two bankrollers for "Television Telephone Game," a daytime quiz stanza bowing June 7, were announced yesterday by Murray Grabhorn, ABC vice-president in charge of O. & O. stations.

The quizzer, which will be aired in two daily quarter-hour segments five days a week, is a Harry S. Goodman package. ABC has exclusive option on the show for ten years. If pact runs its full length, it will amount to over \$1,000,000.

Entry of WJZ-TV into daytime shows is regarded by web execs as a pilot operation to pave the way for full network daytimers. If the New York lineup pays off it is believed that "road units" of the shows will be made up and placed on the air over other O. & O. outlets.

### Five To Participate

Featuring Anne Russell and Walter Herlihy, "Market Melodies" will be aired Tuesday through Friday, 2-4 p.m., and Saturdays, 10 a.m. to noon. Participating in the stanza will be Brooklyn Union Gas Co.; Hills Brothers; Stahl-Meyer, Inc.; Taylor-Reed Corp., and William Wise & Co. Program is packaged by Modell & Harbruck and will be gimmicked by installation of receivers in various super-markets in the New York area.

"Telephone Game" will be aired Tuesday through Friday from 4 to 4:15 p.m. and from 4:45 to 5. On Saturday it will be carried from noon to 12:15 and from 12:45 to 1 p.m. Half-hour period between each daily airing will be filled with film shorts.

General Foods, for Grape Nuts, has signed as a participating sponsor in the early period across the board, and Swift & Co., for Swift's Peanut Butter, signed a similar pact for the late period.

### Weekly Newsreel Sold

Milwaukee—The First Wisconsin National Bank, which has sponsored sports events on WTMJ-TV, has signed a contract for the 20-minute "Teleneeds Digest" on Sunday nights over The Milwaukee Journal station, at 8:30 p.m. Account is handled by the Marvin Lemkuhl agency. The bank sponsored three Marquette University football games on WTMJ-TV last fall. During the past winter, the bank sponsored 23 basketball games.

## COAST-TO-COAST

**Nebraska Newsmen Organize**  
Kearney, Neb.—The Nebraska Association of Radio News Directors, a statewide organization of radio news men, has been organized. Officers elected are Charles Craig, KODY, North Platte, president; Jack Yeager, KGFV, Kearney, vice-president; Ted Haas, KOIL, Omaha, secretary, and Betty Craig, KOLN, Lincoln, treasurer. Annual meetings in May are planned.

**Mystery Song Contest On WLAW**  
Lawrence, Mass.—A new mystery song contest titled "Music of the Stars" will be launched May 16 on WLAW, in which prizes valued at \$400 will be awarded weekly to a contestant who identifies the name of the tune which is played on each broadcast. Paul Murphy acts as emcee, assisted by Peggy Hall.

**Public Service Series On WBBM**  
Chicago, Ill.—"The Federal Rent Law and You" is the title of WBBM's current series on station presented by the Department of Education in co-operation with the Chicago area rent offices. Purpose of the series is to interpret the federal law as it pertains to both landlords and tenants.

**Popularity Vote At WBEN**  
Buffalo, N. Y.—WBEN deejay Clint Buehlman and station sportscaster Ralph Hubbell have been voted the most popular Buffalo radio personalities by students of the "U" of Buffalo. Buehlman was announced as U.B. favorite for the second consecutive year as a result of a survey made among a cross section of approximately 10 per cent of the university's 5000 students. Hubbell also received a trophy as runner-up.

**WKXL Polls U. S. Senators**  
Concord, N. H.—WKXL's newsroom is polling the 96 U.S. Senators on the question of war with Russia. Four questions asked are: Do you believe that war with Russia is inevitable? Do you believe that we will have war with Russia in less than a year? Do you believe that we will have war with Russia in five years or 10 years? Results and returns of the poll are compiled for a special show over WKXL.

## ARTHUR EDDY

Public Relations — Publicity

812 Taft Building  
Hollywood

GLadstone 5305 — GLadstone 9082

## Congressman To Probe Commission Procedure

(Continued from Page 1)

ranking Democrat of the House Judiciary Committee. Walter told RADIO DAILY last night that he has heard numerous complaints from broadcasters and lawyers that the Commission has been ignoring the Procedures Act in matters of rule making, giving improper notice of pending actions and in other ways. He referred specifically to the smashing repudiation of FCC practices contained in a series of three decisions last week by the U. S. Court of Appeals here.

In each case the court found not that the eventual decision reached by the Commission was wrong but that the procedures by which the decisions were reached were indefensible. They were clearly in conflict with the Administrative Procedures Act, Walter said, adding that he doubted the Commission would appeal these decisions to the Supreme Court.

The Congressman said he was not especially impressed by the fact that one of the cases involved a Commission denial of an application for his home city of Easton, Pa., in favor of a conflicting application from nearby Allentown.

Walter said he is anxious, too, to study the record of the Commission in regard to FM. Complaints reaching him have indicated serious "negligence," he said, in the handling of FM.

"In the study I have in mind," Walter added, however, "my purpose is to review the FCC's compliance with the Administrative Procedures Act. It has nothing to do with the Communications Act."

## Annual Time Muddle Again Affects Ohio

Columbus, O.—Ohio cities are divided on the time question, with several having adopted Daylight Saving Time. City ordinances require daylight saving time in Cleveland, Youngstown, Warren, and other northern and eastern cities have moved their clocks ahead to fall in step. These include Akron, East Liverpool, Salem, Steubenville, Kent, Medina, Wadsworth, Hudson, Chardon, Alliance, Massillon, Niles, Sandusky, Lorain, Norwalk, Wellsville, East Palestine, and Lisbon.

Cities retaining Eastern Standard Time include Cincinnati, Columbus, Ironton, Van Wert, Toledo, Marion, Portsmouth, and most of the others in the west and southern sections.

A move in the Ohio Legislature for a proposed constitutional amendment for state-wide daylight time has been killed.

## Cover Premiere

The Broadway premiere of the European-made "Don Quixote" at the Belmont Theater, yesterday at 8:30 p.m., was emceed by Martin Starr, WINS motion picture commentator. The Crosley outlet will broadcast the pre-showing ceremonies and Starr's color descriptions and interviews.

## WINS Signs One Year Contract With Musicians

(Continued from Page 1)

ue at the same pay scale and the orchestra will drop two men, cutting down from 10 to 8 members.

R. D. Wilbur, formerly with WLAW in Cincinnati, is the new musical director at WINS, replacing Irving Landau. Wilbur's job at WLAW was the direction of small combinations.

WINS is the only New York City indie holding negotiations this year with Local 802. Last year it signed a one year contract with the union while all other indies signed for two years.

## New FM Outlet Opens

Bishop Bernard J. Sheil, Senior Auxiliary Bishop of Chicago, yesterday announced the opening of Chicago's newest FM radio station which will bear the call letters WFJL. Named after the initials of Frank J. Lewis, Chicago financier and president of Lewis College of Science and Technology at Lockport, Illinois, WFJL will operate on 93.1 megacycles. Bishop Sheil is president of the radio station, which is owned by Lewis College. The WFJL studios, transmitter and offices are all located at 75 East Wacker Drive, where construction work will be completed in time for the station's initial broadcast scheduled for Sunday, May 22.

## BEHIND THE MIKE

**FORTUNE POPE**, WHOM's talented topper, is being called the Paley of the foreign language field these days having managed to lead a flock of ace foreign language names away from other stations. In cause of this reservoir of talent he signed up, 75 per cent of WHOI daytime programming is live, greatly stimulating interest of national sponsors.


A life term prisoner at San Quentin has written to Carlton E. Mor producer and author of "One Man Family," saying the program I provided him with the only fame he's ever had. An orphan since childhood, he said he's adopted a radio family and it has given him his first touch of dignity and humankindness.

Recommended: Stan Freeman piano wizardry on NBC's "Fun the Piano." Ditto Geo. Wollack cue-tossing on the Wendy Bar show.

Favorite drink among Radioists these days seems to be the Moscow Mule, consisting of American-made vodka, ginger beer and lime.

Ted Brown, popular emcee of a dozen shows, even has a few clubs running for him in New York and New York.

faces • facts • figures • wins •



**COST \$1.52\***

**MARTIN STARR**

For the cost of one movie admission, Martin Starr delivers an audience of more than 3,000 moviegoers.

The low cost of "Movie Starr Dust" (7:00-7:15 P.M. Mon., Wed., and Fri.) is secondary to the top draw movie reporting which draws never-ending praise from leaders in every phase of the film industry.

Recently in MOTION PICTURE HERALD, Walter Brooks, director, said this of Martin Starr—"But Martin Starr always has the best interests of motion picture theatres at heart, so we rise to low in recognition . . . and we wish that there were a Martin Starr in every town."

Call WINS, New York, BR 9-6000 or contact the nearest WINS-Crosley Sales Office for availabilities.

\*Cost per 1000 radio homes based on April Pulse, Metropolitan District Radio Homes BMB, and 52 week rate for ¼ hour time costs.

**WINS**  
50KW NEW YORK

CROSBY BROADCASTING CORPORATION

faces • facts • figures • wins •



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 47, NO. 32

NEW YORK, MONDAY, MAY 16, 1949

TEN CENTS

## 230 EXHIBITORS AT EQUIPMENT SHOW

### Commission Inertia, Charged By Walter

Washington Bureau of *RADIO DAILY* Washington—Rep. Francis E. Walter, who last week announced his intention to investigate FCC compliance with the Administrative Procedures Act, of which he is a co-author, said at the weekend that a huge volume of complaints has come to him since he spoke last month on the House floor of possible Justice department action in the FCC's alleged "impeding" of FM.

FMA head William Ware said his organization is looking into the possibility of such action.

Much of the evidence, Walter said, (Continued on Page 6)

### Public Service Platters Distributed In South

Washington — More than 100 broadcasters have already asked for pressings of a quarter-hour interview of Former Undersecretary of State Will Clayton by H. R. Baukhage on the subject "New Industry Comes to The South." The platters are offered free by the National Planning Association, and the interview is based on a study made by NPA.

Advance notice of the platters (Continued on Page 2)

### Philco Decline In Sales Attributed To TV Changes

Philadelphia—Philco Corp.'s \$5,655,000 drop in sales during the first quarter of this year from that of the same period in 1948 and a decline in net income of \$1,044,000 under that of the corresponding period of last year is attributed by prexy William Balderston to the "reduced television output while production (Continued on Page 2)

**Award**

An award for "objective reporting" in covering the radio aspects of the founding of Israel was made to *RADIO DAILY* at Madison Square Garden Saturday night during the celebration of the First Anniversary of the Creation of Israel. The presentation was made by Dean Allange, chairman of the Israel anniversary committee. Charles Alicoate accepted in behalf of *RADIO DAILY*.

### Special U. N. Series Set By NBC For Fall

A five-week-long national public service programming, AM and TV, to tell the story of the operation of the UN in the fields of politics, economics and social progress, has been arranged by NBC for the Fall in co-operation with the American Association for the United Nations, it was announced by Sterling W. Fisher, manager of the net's public affairs and education dept.

The project, scheduled to start Sept. 18, two days before the opening (Continued on Page 6)

### New Vocalion Records Announced By Decca

Formation of Vocalion Records, Inc., a subsidiary of Decca Records, Inc., was announced Friday by Milton R. Rackmil, president of the Decca organization. The new Vocalion label will feature popular tunes and will retail at 49 cents (Continued on Page 4)

### Number Of AM-TV Parts Displays Feature Opening Of Convention At Hotel Stevens, Chicago

#### Oleo-Butter Issues Being Offered Radio

The controversial oleomargarine-butter issue which has been widely publicized by the press has extended its battlegrounds to radio, with both sides seeking to get their views across via the gratis transcription route.

Following the release of a transcription made by Senator Alexander Wiley of Wisconsin, and Senator Guy M. Gillette of Iowa, in the (Continued on Page 4)

#### Recording Confusion Blamed For Business Drop

Public confusion over the introduction of new types of record players has been blamed for the "considerable drop" in sales and earnings of Capitol Records, Inc., by Glenn E. Wallich, president.

Net income after all charges for (Continued on Page 4)

#### New Mass. Station OK'd; Power Boost To WBET

Washington Bureau of *RADIO DAILY* Washington—The FCC proposed Friday to grant the application of Northeast Radio, Inc., for a new station at Lawrence, Mass., on the (Continued on Page 6)

Chicago — The 1949 Radio Parts and Electronic Equipment Conference and Show opens its industrial displays today at the Hotel Stevens, a full day before the formal opening of the Exhibition Hall which is expected to attract between ten and twelve thousand manufacturers, distributors (Continued on Page 5)

### Portable Radio Sales Seen Encouraging

Chicago—Sales of portable radios is encouraging and is not likely to be affected by television although the newer medium "has already influenced marketing of large-size straight radios and radio-phonograph combinations," according to Walter H. Stellner, v-p in charge of merchandising at Motorola, Inc.

"There is no doubt that television (Continued on Page 4)

### Radio And TV On Agenda Of Kent 'U' Conference

Radio and TV are on the agenda of the first annual Radio News Editors Conference which will be held at Kent State University, Kent, Ohio, on Saturday, June 25.

Listed among the speakers for the day's assembly on the KSU campus is Arthur Stringer of NAB, who will (Continued on Page 2)

## NBC To Expand Production Of Its Programs In Chicago

Prospects of revitalizing Chicago as a production center for radio and television network programs came in a statement issued Friday by Niles Trammell, president of NBC, when he indicated that a number of sustaining programs would move from New York to Chicago and that additional TV programs would be produced there for eastern network distribution.

The move to transfer some pro-

duction to Chicago came as a result of an analysis of congestion in the New York NBC radio studios and the need to feed TV network programs East when the Westbound cables from New York are tied up. As a result of this situation, NBC will construct a new TV studio in Chicago as the first step in expansion of television facilities there.

"NBC feels," Mr. Trammell said, (Continued on Page 4)

**Doubling In Brass**

Duluth—Dalton LeMasurier, general manager of KDAL, in Duluth, turned puppeteer the other day when one of his directors suddenly took sick. The puppets, caricatures of KDAL air stars, are a part of the station's third annual Duluth Home Show Exhibit. Station is currently presenting 15 puppet shows daily in 14-minute capsule production.

**Summer Vacation**

"You Are There," CBS' series which re-enacts, via contemporary broadcast techniques, great historical events, will suspend its broadcasts after Sunday, June 12. CBS said, however, that the series would resume in the early fall. "You Are There," produced by Robert Lewis Shayon, is aired Sundays over the network from 2:30-3 p.m., EDT.



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FRANK BURKE : : : : Editor

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WEST COAST OFFICES

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6425 Hollywood Blvd. Phone: Gladstone 8436

WASHINGTON BUREAU  
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Phone: Wisconsin 3271

CHICAGO BUREAU

Nat Green  
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FINANCIAL

(May 13)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	7 1/8	7 1/8	7 1/8	
Admiral Corp.	19 1/4	19	19	
Am. Tel. & Tel.	141 1/2	141 1/4	141 3/8	- 1/8
CBS A	18	18	18	
CBS B	17 1/2	17 1/4	17 1/4	- 1/2
Philco	28 1/4	27 3/8	28 1/4	+ 1/2
RCA Common	12 1/4	12 1/8	12 1/8	+ 1/4
Stewart-Warner	12	12	12	
Westinghouse	22 3/4	22 1/2	22 3/4	+ 1/4
Westinghouse pfd.	92	92	92	
Zenith Radio	29	29	29	

NEW YORK CURB EXCHANGE

Hazeltine Corp.	13 1/4	13 1/4	13 1/4	- 1/4
Nat. Union Radio	3	2 7/8	3	

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	13 1/2	14 1/2
Stromberg-Carlson	11	12 1/4

New England Solons Participate In Forum

Washington Bureau of RADIO DAILY Washington—Most of the New England Congressional delegation turned out Thursday for the third annual dinner of the New England Regional Network, held in Washington's Mayflower Hotel and featuring a forum discussion by members of Congress from four New England States. The public service feature is now in its fourth year at 7:30 Thursday evenings, being carried by WTIC, Hartford; WBZ, Boston; WJAR, Providence; WCSH, Portland; WLBZ, Bangor; and WRDO, Augusta. Leif Eid, NBC Washington commentator, is moderator.

POSITION WANTED

GIRL, young, intelligent, with background in radio and television production, writing, publicity and promotion seeks position with producing or packaging firm. Write RADIO DAILY, Box 240, 1501 Broadway, N. Y. C.

★ COMING AND GOING ★

A. E. JOSCELYN, director of operations at KNX, Columbia Pacific Network, is back in Los Angeles following a short visit to San Francisco.

FRANK FITZPATRICK, of the sales staff at George P. Hollingbery Co., station reps., returned on Friday from a business trip to Buffalo.

ROBERT G. MAGEE, president of WHUM, Reading, Pa., paid a call Friday at the offices of the station's national reps.

NORMAN LUKER, North American representative for BBC, and SAM J. SLATE, program director in BBC's New York office, have left Athens, Ga., where they attended the Georgia Radio Institute, and now are en route to New Orleans to do a program at WNOE entitled "Dixieland Jamboree."

WILLIAM ELWELL, manager of program operations at WCBS, is expected back today from a two-week vacation which he spent in upstate New York.

HARRY C. BUTCHER, president of KIST, affiliate of NBC in Santa Barbara, Cal., conferred in New York Friday with executives of his national representatives.

DAVIDSON TAYLOR, Columbia network vice-president and director of public affairs, and EDWARD R. MURROW, web newscaster, are back in town after having attended the U. S. Air Force Civilian Seminar at Eglin Field, Fla., and the Maxwell Air Force base in Alabama.

ROBERT S. WOOD, manager of the news room at WOR, has left for a two-week vacation on his farm in Aldie, Va.

DONALD A. STEWART, general manager of WDTV, Pittsburgh outlet of the DuMont television network, is back at the station following three days of conferences with DuMont officials in New York. He stopped for awhile in Philadelphia on his way back to Pittsburgh.

DON JONES, commercial manager of WSAV, Savannah, Ga., is in New York for huddles with officials of the station's national representatives.

Philco Decline In Sales Attributed To TV Changes

(Continued from Page 1)

was changed over to our new wide-screen models with expanded viewing area, the heavy costs absorbed in tooling up for and starting production of the entirely new 1949 line of refrigerators and freezers, and the more-than-seasonal decline in the radio business."

Philco's sales for the first quarter of 1949 were \$53,006,000 compared to \$58,661,000 for the same period of 1948. Net income for the first three months of this year was \$915,000. In the same period of last year, net income totalled \$1,959,000 after tax-paid reserves of \$600,000 for inventory and \$185,000 for future research and development work.

In discussing the business outlook, Balderston commented that "February showed an encouraging trend, and in March the improvement continued to the point that the accumulated loss was wiped out and a very substantial net income was earned. While April figures are not available yet, it is believed that a satisfactory showing was made in that month also. The temporary problems of the first quarter have been overcome and, in addition, steps have been taken to reduce expenses in keeping with the return to more competitive conditions. With the demand for television continuing strong, and our new facilities nearing completion, the outlook for our over-all business in television and refrigeration products looks quite favorable."

Stork News

Atlanta, Ga. — George Crumley, traffic manager at WSB, Atlanta, is the father of a girl born May 4 to Mrs. Crumley at Crawford Long Hospital. Baby weighed seven pounds, eight ounces, and will be named Cheryl Marie.

The Freeman (Amos 'n' Andy) Gosdens will have a visit from the stork in September. Gosden is Amos of the famous team and Mrs. Gosden is the former Jane Stoneham of New York.

Radio And TV On Agenda Of Kent 'U' Conference

(Continued from Page 1)

start off the morning session with a short talk on "raising the sights of news editors."

Following Stringer will be Bob Mason of WMRN, Marion, Ohio, who will investigate the importance of news in programming. Also scheduled for a morning address is Bill Crooks, WFMI, Youngstown, whose topic will be "radio newspaper affiliates—cooperation or competition?"

Charles Day, news director of WGAR, Cleveland, and president of Ohio Association of Radio News Editors, will preside over the noon luncheon. Day will introduce the luncheon speaker, Dave Kessler of WHAM, Rochester, New York.

In addition to a television film, the afternoon meeting will start with a general "gripe" session. National wire services will be invited to send representatives to the KSU conference to answer questions put to them by radio newsmen. Bob French, general manager of WVKO-FM, Columbus, will monitor the session. French has been appointed director of this year's conference.

A Columbus, Ohio, attorney, Paul Gingham, will close the afternoon meeting with an analysis of the legal aspects of radio broadcasting.

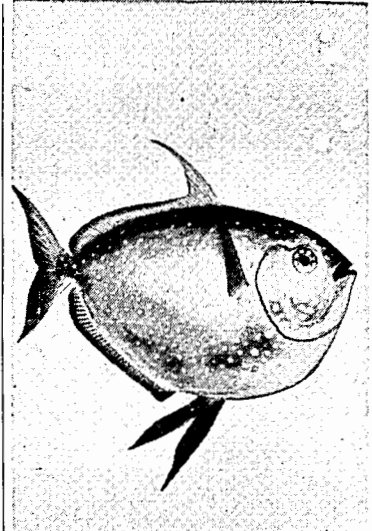
Eugene Carr, director of radio for Brush-Moore newspapers, will serve as toastmaster for the evening banquet, which will be held in Akron's Mayflower Hotel.

Public Service Platters Distributed In South

(Continued from Page 1)

was sent 350 southern stations by a information subcommittee including George W. Healy, Jr.; of the New Orleans Times-Picayune; Walter Brown of WORD, Spartanburg, S. C., and Evelyn Hicks of WTNB, Birmingham.

NPA stresses that distribution is not limited to the south, and other broadcasters interested may have the platter by writing to 811 21st St., N. W. Washington.



It's an Opah!

Don't let that baby face fool you. That thing grows to a diameter of six feet, almost circular in shape, and weighs up to six hundred pounds! It's also called a Moonfish. The Chicago Natural History Museum had it on exhibit. May still have it.

Actually we picked that picture because we wanted to make a point about "starry eyes." Notice how that fish is spotted, even in its eyes?

"Starry" is the look that comes into a sales manager's eyes when he sees the low cost sales results W-I-T-H turns up in Baltimore radio!

For it is W-I-T-H, the successful independent, that produces more listeners - per - dollar - spent than any other station in this big town.

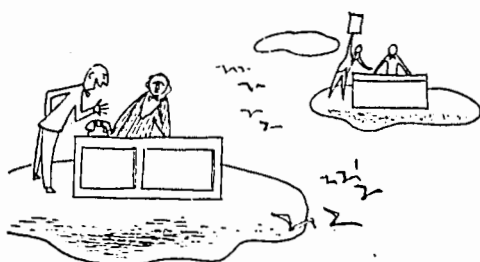
To keep down the cost of doing business in this 6th largest city ... in radio, pick W-I-T-H!



W-I-T-H

Baltimore 3, Maryland

TOM TINSLEY, President Represented by Hoodley-Rood



## Mr. Jamison sells no Blue-Sky

In the pleasant month of May (or in any other month for that matter) there is nothing vague about the way our man Jamison does things. People advertise on the air, Mr. Jamison feels, for the purpose of making money. And that's the only basis on which he sells radio and television time.

"Radio is a fascinating medium," he says with reason. "There are hundreds of fabulous success stories associated with it. By dwelling on them in a general way, I imagine I could *peddle* more time than I do now. But I wouldn't *sell* near as much. For in the business of national spot representation, **THE ONLY REAL SALE IS ONE OF MUTUAL ADVANTAGE.** Both my advertisers and my station clients would find this out soon enough.

"It might be possible, for instance, to sell a lot of New England time to a maker of cowboy boots, and get away with it once or twice. But matching the message, the market and the money is a better way.

"That's how we feel about it at Weed and Company, anyway. Maybe that's why we're doing more business for all of our clients (stations and advertisers alike) than ever before."

**Weed** *radio and television  
station representatives*  
and company

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

# Oleo-Butter Issues Being Offered Radio

(Continued from Page 1)  
terest of dairy farmers, Paul F. Truitt, president of the National Association of Margarine Manufacturers, wired broadcasters they were prepared to issue an ET answering the dairy interests.

**Refers to This Paper**  
Senator Wiley, referring to a box carried in RADIO DAILY on Friday, May 6, took exception to the inference that "pressure tactics" were being used to get the recording played gratis on radio stations. Senator Wiley wrote:

"I am not aware of the source of the information contained in this news item. However, the implications contained in the item are thoroughly false.

"I participated in the recording of this transcription in order to give the radio listening public some of the basic economic reasons for my introduction and support of the Gillette-Wiley Bill. Other Senators and Congressmen who are supporting this dairy legislation have made similar transcriptions and authorized their distribution in the same fashion.

"In order to facilitate placement of these transcriptions I authorized Leon Loeb, manager of Sound Studios of this city, to outline to program directors the contents of this recording, suggesting that they use the transcription as a public service program if and when they saw fit.

"Mr. Loeb is not a public relations man for any 'national butter institute' but was retained by dairy groups to reproduce the recording and distribute it to radio stations.

**Refers to Telegram**  
"It must be borne in mind, however, that the oleo-butter issue is highly controversial, and partisan reactions were to be expected to the offering of our recorded talks. In fact, shortly after the transcription on which Senator Gillette and I appeared, had been distributed, the following telegram was dispatched to scores of radio stations by Paul F. Truitt, President of the National Association of Margarine Manufacturers:

"We are advised that through facilities of dairy interests you have been or will be offered broadcast for Milk Producers, one side of important political and controversial margarine-butter legislation. We are prepared to offer similar recording. Request, if you use broadcast your station give equal time for our side of argument. Please answer immediately."

"Certainly no one will deny that this telegram borders on 'pressure tactics.'

"I participated in this recording in the belief that the public had an interest in the subject, even though I realized that our opponents would try to stop the playing of the records, as the Scripps-Howard papers pointed out this week.

"I have never nor will ever interfere in any way with the basic right of Wisconsin or any other radio stations to broadcast or not to broadcast whatever they please, when they please, if they please."

# Recording Confusion Blamed For Business Drop

(Continued from Page 1)  
the first quarter of 1949 was \$40,413 compared to \$588,588 for the same period of 1948. Sales for the first three months of this year were \$3,126,228 compared to \$4,825,523 for the first quarter of last year.

**McNARY & WRATHALL**  
**RADIO ENGINEERS**  
906 Natl. Press Bldg. 1407 Pacific Ave.  
Washington 4, D. C. Santa Cruz, Cal.  
Member AFCEE

# Exhibitors Announced

Following is a list of member-exhibitors, who will be showing their products at the 1949 Radio Parts & Electronic Equipment Conference and Show which opens at the Hotel Stevens in Chicago today and continues through Thursday.

Advance Electric & Relay Co., Aerovox Corporation, Aircraft-Marine Products, Alliance Manufacturing Co., Alpha Wire Corp., Altec Lansing Corp., American Condenser Co., American Microphone Co., American Phenolic Corp., American Radio Hardware Co., American Television & Radio Co., Amperex Electronic Corp., Amperite Company, Astatic Corporation, Atlas Sound Corp., Audak Company, Audio Devices, Inc., Barker & Williamson, Belden Manufacturing Co., Bell Sound Systems, Biley Electric Company, David Bogen Co.

Also British Industries Corp., Brush Development Co., Bud Radio, Inc., Burgess Battery Co., Burlington Instrument Co., Bussman Manufacturing Co., Camburn, Inc., Carter Motor Co., Centralab Division, Chicago Transformer Div., Cinaudagraph Speakers Div., Cinch Manufacturing Co., Clarostat Manufacturing Co., Columbia Wire & Supply Co., Condenser Products Co., Consolidated Wire & Associated Cos., Continental Carbon Company, Continental Electric Co., Cornish Wire Company, Crescent Industries, Croname, Inc., Brake Electric Works, Duotone Company, Engle Electronics, Eitel-McCullough, Inc., Eckstein Radio & Television Co., Electronic Soldering Iron Co., Electronic Instrument Co., Electro Products Laboratories, Electro-Voice, Inc., Electrovox Co., Ellar Woodcraft Prods., Eric Resistor Corp., Espey Manufacturing Co., Freed Transformer Corp., Gee-Lar Products Co., General Cement Manufacturing Co., General Electric Company, General Industries Co., General Transformer Corp., Girard-Hopkins, Guardian Electric Manufacturing Co.

Also Hallderson Co., Hallierfters Company, Hardwick, Hindle Co., Hexacon Electric Company, Hickock Electrical Instrument Co., Indiana Steel Products Co., Industrial Condenser Corp., Insuline Corp. of America, International Resistance Co., Jack-

son Electrical Instrument Co., J-B-T Instruments, J.F.D. Manufacturing Co. Inc., Jensen Industries, Jensen Manufacturing Company, E. F. Johnson Company, Kellogg Switchboard & Supply Co., Kenyon Transformer Co., Kester Solder Company, Leach Relay Company, Lectrolum, Inc., La Pointe Plascomold Corp., Lenz Electric Manufacturing Co., P. R. Mallory & Co., Markel Electric, Merit Coil & Transformer Corp., James Miller Manufacturing Co., National Company, National Union Radio Corp., Newcomb Audio Products Co., Ohmite Manufacturing Company, Operadio Manufacturing Co., Par-Metal Products Corp., Park-Metalware Co., Permoflux Corporation, Permo, Inc., Phalo Plastics Corp., Philmore Mfg. Company, Potter & Brumfield, Precision Apparatus Co., Presto Recording Corp., Pyramid Electric Co., John E. East & Co., E. I. Guthman Mfg. Co., The Muter Co.

Also Quam-Nichols Co., Racon Electric Co., Rad-El-Co Mfg. Co., The Radiant Corp., Radio City Products Co., Radio Corporation of America, Radio Craftsmen, Radio Merchandise Sales, Rauland-Borg Corp., Raytheon Mfg. Co., Recordis Corporation, Recton Corp., Rek-O-Kut Company, John F. Rider, Publisher, Howard W. Sams & Co., Sangamo Electric Co., Walter L. Schott Co., Herman Hosmer Scott, Inc., Shur-Antenna Mount, Shure Brothers, McMurdo Silver Co., Simpson Electronics, Mark Simpson Mfg. Co., Snider Television Corp., SNC Mfg. Co., Snyder Mfg. Co., Sola Electric Co., Spiraling Products Co., Sprague Products Co., Stackpole Carbon Co., Standard Transformer Corp., Star Products Co., Stephens Mfg. Co., Stromberg-Carlson, Supreme, Inc., Sylvania Electronic Prods., Talk-A-Phone Co., Technical Appliance Corp., Telex, Inc., Thoradson Electric Mfg. Div., Tricraft Products Co., Trimm, Inc.

Triplet Electrical Instr., Tung Sol Lamp Works, The Turner Company, Ungar Electric Tools, United Transformer, University Loudspeakers, Vaco Products Co., V-M Corporation, Waldom Electronics, Ward Leonard Co., Ward Products Corp., Webster-Chicago Corp., Webster Electronic Co., Weller Manufacturing Co., Wilcox Gay Corporation, Winecharger Corporation, Wirt Company and Workshop Associates.

# New Vocalion Records Announced By Decca

(Continued from Page 1)  
(plus tax). Decca records will continue to retail at 75 cents (plus tax).

**Names General Manager**  
Rackmil also announced the appointment of A. J. Kendrick as general manager of Vocalion Records. First releases are set for June 6th with all shipments going direct from the Vocalion plant in Richmond, Ind.

# Chester A. Humbert

Chester A. Humbert, 67, Altoona, Pennsylvania, and father of Chester A. "Bill" Humbert, Jr., general manager of radio station KVMA, Magnolia, Arkansas, died of a heart attack at his home in Altoona, Pennsylvania, April 29, 1949. Funeral services were held May 2nd, and burial took place in the Alto Reste Park of Altoona.

# Bodem Leaving Nat'l Union

Kenneth C. Meinken, president of National Union Radio Corporation, has announced the resignation of George A. Bodem, vice-president in charge of sales for that company. Bodem is retiring from the radio tube manufacturing business to enter the field of radio set distribution in the Midwest.

# Portable Radio Sales Reported Encouraging

(Continued from Page 1)  
is causing changes in the entire marketing picture," Stellner said, but "we have proof that the portable, personal radio and radio-phonograph are here to stay and have an encouraging sales future. With the advent of warm weather, Motorola's portable volume has already taken an upturn."

As proof of the company's confidence in the future of portables, he cited the current national advertising campaign for Motorola's 1949 portable line. Among the new sets recently introduced are a miniature three-way portable radio and a portable radio-phonograph, incorporating a 45 rpm record changer and weighing only 12 lbs.

# Stork News

A third child, David Charles, was born to WMGM sportscaster Marty Glickman and his wife, Marjorie, at the New Rochelle Hospital May 11.

**WILLIAM L. FOSS, Inc.**  
Formerly Colton & Foss, Inc.  
927 15th St., N.W. REpublic 3883  
WASHINGTON, D. C.

# NBC Plans To Expand Chicago Production

(Continued from Page 1)  
"that Chicago, which has played such an important role in the building of broadcasting in this country, will continue its importance in radio broadcasting, and will become increasingly important as a center of television broadcasting, program building, and telecasting."

**Possibilities Listed**  
The Trammell announcement brought speculation at NBC headquarters in New York as to what sustaining network programs might move to Chicago. Among those believed to be scheduled for Windy City origination are "Adventures of Frank Merriwell," "Archie Andrews," "Living, 1949," Jane Pickens show, "Story to Order" and "NBC String Quartette."

# Goodman To Represent Cole ET Library

Harry S. Goodman has become the exclusive national selling agent for Cole Transcription Library, Chicago, consisting of BMI and public domain music only, it was announced by the radio producer upon his return to New York last week.

# Will Sell Service Outright

The transcription service, henceforth, will be sold outright, \$30 a month for 30 months, rather than on a subscription basis.

While in Chicago, Goodman also transacted the sale of 260 fifteen-minute programs, "Jim Ameche, Story Teller," to the Atlas Brewing Co., through Olian Advertising Agency, Chicago. The show is broadcast over WGN, Chicago, five times per week, at 10 p.m.

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# M-TV EQUIPMENT FM FAX

Section of RADIO DAILY, Monday, May 16, 1949

## Record Exhibits At Chi. Radio Parts Show

### PREVIEWS

#### RCA Test Equip. Rack

A new test-equipment rack, designed to house any three pieces of RCA's matched line of test instruments and distinctively styled for art appearance and maximum utility in the radio-TV shop, is being produced by the RCA Tube Dept. at the Chicago Parts Show today.

#### Air King Shows New Sets

Television sets at the low price of \$9.95 for a table model along with consoles featuring built-in antennas, new engineering designs and cabinets styled in a new design are being shown for the first time today in the Room of the Blackstone Hotel, Chicago, by Air King Products Co., Brooklyn, N. Y.

#### New Bogen Units At Show

David Bogen Co., Inc., N. Y., manufacturers of electronic devices, equipment and intercommunication systems are introducing several of their new units at the Parts Show, Hotel Stevens, Chicago. Among the equipment on view in Booth 44 and room 544A will be a 23-watt universal mobile amplifier; a 15 and 30 watt amplifier and a new series of broadcast quality preamplifiers.

#### Garod Unveils New Line

Garod Electronic Corp. is presenting their new line of TV portables and radios at the Parts Show at Chicago's Hotel Blackstone. Nature and price range of the new sets will be designed to coincide with the prevailing of their new line.

#### Hallcrafters Shows TV Sets

The Hallcrafters Co., Chicago will present three new TV sets at the Parts Show in Chicago, in addition to new electronic equipment scheduled for its first public viewing tomorrow. A 15" console, retailing for \$399.50; a 15" chassis with price at \$259.50 and a 12½" console will sell for \$299.50 will be on display.

#### New Presto Equipment

Presto Recording Corp., Hackensack, N. J., will show three new pieces of equipment for the first time tomorrow at the Hotel Stevens, Chicago, in connection with the Radio Parts Show. Among their new products to be seen is a portable tape recorder for broadcast stations; complete 16" playback console for stations and advertising agencies who wish to audition programs for clients and an improved three-speed playback table, especially designed for use in schools and other institutions, desiring a compact, professional unit.

### History of RMA

The Radio Manufacturers Association, whose history parallels the development of the radio industry, is celebrating its 25th anniversary this week (May 16-19) at its "Silver Anniversary" convention at the Stevens Hotel, Chicago.

RMA was first organized in April, 1924, by a small group of pioneer Chicago radio manufacturers who felt the need for an organization which could act and speak for the new radio industry. A charter was obtained from the State of Illinois on April 16, 1924, in the name of the Associated Radio Manufacturers, but on April 26 the charter was amended to change the name to the Radio Manufacturers Association.



BALCOM



BAKER

On April 18, 1924, the first formal meeting of the new organization took place, at the Sherman Hotel in Chicago. Herbert H. Frost was elected temporary chairman, and a constitution and by-laws were adopted. As originally approved, the constitution provided for admission of any manufacturers of radio products "in the United States and Canada."

A major objective of the Association, as stated in the constitution, was: "To promote an enlarged acquaintance and more friendly intercourse among its

members, and in all reasonable and proper ways to promote the best interests of the radio industry." This objective, with the addition of the words "and electronic" between "radio" and "industry," is retained in today's constitution after a half dozen revisions.

The first permanent officers of RMA were elected on June 23, 1924. Mr. Frost was chosen president, Mr. Reichmann vice-president, and Mr. Carter secretary-treasurer. The directors elected at this meeting were: Messrs. Frost, Reichmann and Carter, A. A. Howard, P. C. Lenz, Jr., E. N. Rauland, and J. McWilliams Stone. Charles H. Porter was employed as executive secretary.

Thirteen presidents have served RMA between 1924 and 1949. RMA Treasurer Leslie F. Muter held the position for the longest period—four terms (1934-38). Three presidents held the office three terms: Herbert H. Frost (1924-26 and 1928-29); Paul V. Galvin (part of 1941-42 and 1942-44); and R. C. Cosgrove (1944-47). Mr. Muter, in addition to being president four terms, has held the post of treasurer for 14 terms and has been an RMA officer continuously since 1929. The present president, Max F. Balcom has held the post for the past two years.

Since the early thirties, Dr. W. R. G. Baker has directed the engineering and standardization work of RMA. He first reorganized this Association operation in 1934 as chairman of the Engineering Division, and on October 30, 1938, the Engineering Department as it exists today was established. Dr. Baker has been its director ever since.

### Industry Execs Feted Enroute to Chicago

Chicago—Two hundred industry leaders arrived here yesterday morning via a "radio industry special train," made up of fifteen cars forming a special section of the Twentieth Century Limited. Enroute, passengers were dinner guests of Benjamin Abrams, president of Emerson Radio & Phonograph Corp.; attended a midnight supper given by the RCA Tube Division, and were hosted at breakfast by the American Steel Package Co. of Defiance, Ohio.

Thursday, May 19, RMA members will gather at the Hotel Stevens to attend the Membership Luncheon, presided over by Max F. Balcom, president of RMA, and Bond Geddes, secretary. Guest speaker will be Hon. Homer E. Capehart, Senator from Indiana. That evening, all members will attend the RMA "Silver Anniversary" Banquet, held in the Grand Ballroom of the Stevens.

### Hotel Stevens Site Of Annual Event Opening Today

(Continued from Page 1)

tors, engineers, technicians and representatives.

Sponsored jointly by the Radio Manufacturers Association; the Association of Electronic Parts and Equipment Manufacturers; the National Electronic Distributors Association; the Sales Managers Club, Eastern Division and the West Coast Electronic Manufacturers Association.

### Top Salute

Washington—RMA was congratulated on its 25-year "record of distinguished service" by FCC Chairman Wayne Coy as the association's "Silver Anniversary" convention opens today in Chicago.

tion, the Radio Parts Show is the annual showcase of the electronics industry, where distributors will see the new lines, new products and new techniques developed by manufacturers of components.

### 230 Exhibitors

Some idea of the growing importance of this annual event may be gained by the fact that last year's show, which attracted a record 13,000 persons featured only 159 booths as compared with this year's 230 and has now outgrown the confines of the Hotel Stevens Exhibition Hall, occupying additional space on the hotel's fifth and sixth floors.

### Show Combined With Dinner

Another major innovation this year is the combined Parts Show and RMA dinner, celebrating their silver anniversary. RMA members who usually hold their annual meeting in June have moved their convention date up to coincide with the Parts Show this year, in order that the joint dinner may be held Thursday, May 19.

### Miniature Radio Station Operates At Parts Show

Chicago—One of the outstanding features of the Radio Parts Show which previews here today is a complete radio broadcast station suggested for installation in schools, and featuring a 10-watt FM educational transmitter with all necessary auxiliary audio equipment.

The Radio Engineering Laboratories' 10-watt FM transmitter, operating into a "dummy" load, will demonstrate the ease and simplicity with which a station of this type may be operated.

## Commission Inertia, Charged By Walter

(Continued from Page 1)

points to Commission inaction on many important matters which have been before it in some cases for years.

"I need only to refer to such long-standing items as the proposed change of regulations covering so-called clear channels, pending since before the war; the proposed rule on editorializing and on the requirement of public advertising for all broadcast applications," Walter said in a statement released by FMA.

He referred also to "dictum and policy pronouncement" as a substitute for clear and definite rule-making. He mentioned also the question of station ownership by newspapers, theaters, motion picture producers and to the question of programming where it dealt with political or religious broadcasts, or with the ethics of horse-racing.

"Neither a broadcaster nor his lawyer," Walter asserted, "can say with certainty what is banned or what is permitted; yet these matters have been under consideration for years, but without action being taken one way or the other, even after hearings have been held."

Walter described the Commission's inertia as "another instance of inaction contrary to the best interests of the public."

"It is a basic declaration of the Administrative Procedures Act," he concluded, "that every agency shall proceed with reasonable dispatch to conclude any matter presented to it, and this has been obviously disregarded by the Commission."

"I am becoming convinced that there can be no substantial or adequate reason for such procrastination by an administrative agency, and I believe the time has come for a special inquiry to be instituted."

## Merge Fordham Seminars As 'Communication Arts'

Fordham University's three Summer Institutes of radio and television, journalism, and theater (July 5-August 12) this year for the first time will be integrated through a common Symposium of Communication Arts, according to an announcement last week by Rev. Vincent de P. O'Beirne, S. J.

Titled, "The Challenge to Communication Arts," this Symposium will be the basic required course for all three summer seminars. It will consist of twenty-four lectures delivered by outstanding authorities, eight from each of the three Divisions which make up the Department.

Rev. Alfred J. Barrett, S. J., will head the Summer Institute of Journalism; William A. Coleman will direct the Summer Institute of Radio and Television, and Albert McCleery will supervise the Summer Seminar of Theater. Fordham's Communication Arts facilities, including three campus theaters and WFUV-FM, will be utilized.



## California Commentary . . . !

● ● ● Judy Canova was the first star entertainer to perform in an Atomic Energy Plant when she took a specially-assembled variety show to Pasco, Washington, to help raise funds for a hospital campaign.

She gave two performances Sunday at the Atomic Energy Plant. . . Ken Carson's series, auditioned for ABC, will feature Ilene Woods, the Sportsmen

and Buzz Adlam's orchestra. . . Roland Kay returns to the CBS Housewives Protective League on May 23 as merchandising manager. . . Paul B. Mowrey, National Director of Television for ABC, spoke to members of the Oakland Advertising Club last week on "The Future of Television in the Bay Area."

. . . Bob Hope did such a terrific job as a straight dramatic actor on "Suspense"—and received so many congratulations from listeners and critics—that he may make another appearance in the "theater of thrills."

. . . Carlton E. Morse, author of "One Man's Family" is writing a special dramatic script for Mutual's Family Theater entitled "The Man With the Plow," which will star singer John Charles Thomas. . . "Stardust Serenade," an all request program started last week on KXKD with Phil Brooks as disc jockey, heard from 12:30 midnight until 5:30 a.m. . . Artie Auerbach, the Mr. Kitzel of radio fame and the man who popularized the song "Pickle in the Middle," was awarded a cucumber "Oscar" and named the National Pickle Packers Association's "Man of the Year."

★ ★ ★ ★

● ● ● E. W. Buckalew is in Sacramento to attend the 100th anniversary ceremonies for the McClatchy enterprises. . . Jack Carson will be master of ceremonies at the annual Pasadena Sports Jamboree at the Civic Auditorium, May 24. Appearing with Carson will be Marion Hutton, Bob Sweeney, George Mann and Tommy Wells. . . Spade Cooley has re-signed with Hoffman Radio Corp. for an additional 13-week stanza to televise his "Hoffman Hayride" over KTLA. . . Steve Schlesinger, creator of the "Red Ryder" series, and Fred Harman, cartoonist for the comic strip, are in Hollywood as the guests of Paul Franklin, writer-producer for the KHJ-Don Lee air series. . . Michael O'Shea will play the title role in "Johnny Fletcher, Detective" over ABC next fall. . . What's the Goggin idea?—three treatments of an original dramatic episode—for presentation on stage, radio and on television—were demonstrated by ABC at the "Television In Theatre Arts" sectional conference of the American Educational Theater Association on the UCLA campus last Saturday. All three sequences were filmed by the University's motion picture division. Richard J. Goggin, ABC-TV's Western Division Program Director, was the producer of this one. . . Mel Blanc, who rendered his new novelty tune, "Big Bear Lake," on ABC's "It's Time for Music" has recorded the song with the Sportsmen Quartette. . . "California Caravan" gets another 52-week renewal to start its fourth consecutive year on ABC. Kudos are being hurled at the program by the PTA of greater Los Angeles.

★ ★ ★ ★

● ● ● KNX is seeing more spots in front of its eyes with Benton and Bowles delivering McKesson & Robbins for a nine weeks series; and Kenyon & Eckhardt scheduling six weeks for the Kellogg Company. . . Tex Ritter tagged fourteen acts on his recent tour for recordings, radio and TV assignments in Hollywood. . . Agnes Moorhead is eyeing Broadway for a legit stint this fall. . . Paul Bartlett, g.m. of CBS-KFRE, Fresno, traded his scheduled trip to Columbia Square for an emergency appendectomy! . . . Jimmy Durante is planning to tape the remainder of this season's shows. . . Jerry Devine tells us Bill Woodson, who narrates his "This Is Your FBI," will do a film narration on 20th-Fox's "Slattery's Hurricane."

## Special U. N. Series Set By NBC For Fall

(Continued from Page 1)

ing of the UN general assembly and to close with a world-wide Day on Oct. 24, was mapped out at a meeting this week between UN delegation headed by Benjamin Cohen, assistant secretary general of an AAUN group headed by its director, Clark M. Eichelberger, and NBC officials.

NBC-TV will schedule a series of telecasts from UN sessions Lake Success and Flushing Meadows as well as documentary shows, a music, film and dance program. Talks by UN delegates will also be televised.

### Sponsors To Be Contacted

All sponsors of NBC program both AM and TV, will be urged to keynote UN themes. Special radio shows are being planned both the network and affiliated stations. Many NBC sustaining programs will be devoted to the work organization during the five-week observance.

## New Mass. Station OK'd Power Boost To WBET

(Continued from Page 1)

980 band with one kilowatt daytime, and to okay a boost in power from 250 watts to one kilowatt for WBET, Brockton, Mass., on the 980 band. Turned down was the application of Viking Broadcasting Company for a new station at Newport, R. I., on the 980 band with 500 watts daytime.

### Brothers Own 60 Per Cent

Sixty per cent of the stock Northeast is owned by three brothers equally—Israel, Theodore and Maurice Cohen. Israel is a radio engineer presently employed WMGM, New York; Theodore is also a radio engineer and has worked for Andrea, RCA, General Sound and WFAB. Maurice Cohen who expects to concentrate on sales without previous radio experience.

The fourth major stockholder Raymond Goulding, has been with WEEI, Boston CBS outlet, and is currently with WHDH, Boston, announcer and producer.

Another stockholder is Phil Goulding, currently news editor and announcer at WMGM, New York.

**REX  
MARSHALL**

Announcing  
"SUSPENSE"  
"WHO SAID  
THAT"  
ON TV  
SC 4-5700



# TELEVISION DAILY

Continuation of RADIO DAILY, Monday, May 16, 1949 — TELEVISION DAILY is fully protected by register and copyright

## WEBS TO NEGOTIATE WITH ASCAP

### TELE TOPICS

"THE 54th STREET REVUE," new hour-long stanza on CBS, is not nearly as good a show as the talent that appears on it. With the exception of the Florida baggageman act, and a brief bit by Pat Britton, there was nothing on the program last week to provoke even the mildest of reactions. There were several sketches by Ed Wilk and George Axelrod, but they were of the monstrous egg variety. . . . On the plus side is a lineup of unusually talented youngsters—singers Russell Arms and Evelyn Day, and dancers John Butler, Brian Lucas, Kate Friedlich, Gloria Dennis and Fosse and Niles. All the dance numbers were wonderful, indeed, and were aided greatly by excellent orchestration under direction of Harry Sosnowski. In a couple of spots, however, camera men couldn't keep up with the dancers. Bright's movie star takeoff was okay, but Carl Reiner and Jack Sterling were hampered by bad material. . . . Production was rather sloppy. Mike booms were seen, cast mistakes were misplayed and there was quite a bit of off-screen noise. Original music by Al Selden and Bill Scudder. Producer is Barry Wood. Ralph Levy directs.

NUMBER OF TV ADVERTISERS and gross time expenditures continued to drop during April, according to the Rorabacher report. There were 57 network advertisers, 291 selective, and 877 local. Expenditures for April were \$1,113,000; network, \$951,029, selective, and \$1,655, local retail. Total gross time expenditures for all three groups for the first four months of 1949 was \$7,904,239. Distribution among the four networks for April was as follows: ABC, \$58,350; NBC, \$229,341; DuMont, \$99,872; NBC, \$65,231. All nets increased during April except DuMont, which dropped from \$111,916 in March. Total for the four webs for the first four months of the year was \$5,78,448.

DUMONT WILL HOLD a public audition today for a new variety show packed by Ted Warner. Titled "Harlem House," program features Josh White, the Cole Trio, Marion Bruce, Timmy Rogan and Buck Clayton's band. . . . Director Norman Moore has switched from CBS to NBC. . . . March Of Time film on record industry will feature the Korn Kobbs, seen on the CBS-TV "Kobbs Korner" series. . . . Fort Pitt Brewing Co. has decided to sponsor weekly wrestling matches on WDTV, Pittsburgh. . . . Kendall Foster is tele head of the William Esty agency. He'll be in Hollywood this week for the search for talent for new shows. He'll stop in Chicago for the Golden Gloves finals which Camels is sponsoring over WGN-TV on ABC on Wednesday. . . . WMBR-TV is on the air in Jacksonville, Florida, October 1.

### Applicants Protest Para.'s TV Requests

Washington Bureau of RADIO DAILY  
Washington—Paramount affiliates in Boston, Detroit and San Francisco should not be permitted to introduce testimony on the Paramount consent decree into the records of their hearings before the FCC as they apply to TV licenses in those cities, the Commission was told at the week-end by rival applicants. It was pointed out that a year ago Paramount had sought "immediate determination" with respect to the Paramount ownership of DuMont stock.

Detroit Theaters Enter Case  
This request was granted and the Commission held Paramount to be in control of DuMont. The company now, said WJR, Detroit, "is in no position to reverse its stand and follow a different course of action requesting entirely different relief." WJR declared that United Detroit Theaters, Paramount affiliate in Detroit, "not being satisfied with the conclusions set forth in the Commission's proposed decision, desires to reopen the record to introduce additional testimony."

Attorneys Make Suggestion  
Advancing the same arguments on behalf of Ed Pauley's Television California and the Boston Metropolitan Television Company, attorneys Haley, McKenna and Wilkinson declared that "since it is clear that the Paramount applications cannot be granted in this proceeding, the proper procedure for Paramount to follow is to request dismissal of its applications and clear the way for early decision by the Commission on the other applications."

### TV Patents?

Washington — RCA Chairman David Sarnoff is scheduled to call upon Senate Interstate Commerce Chairman, Edwin C. Johnson today, with speculation rife that the two will discuss RCA's dominant position in patents for television equipment. Johnson has been studying reams of information on the TV patent picture sent him recently by the FCC.

Dr. Alfred DuMont, head of the DuMont Laboratories, was a White House visitor Friday, but his visit was said to be purely personal.

### Pittsb'g Only Big City Without Baseball-TV

Pittsburgh—This city continues to be the only major league baseball metropolis in which the local games are not available on television. The Pittsburgh Pirates of the National League and DuMont's WDTV, only video station here, have never come close to a deal and there probably won't be TV baseball in Pittsburgh until more stations are constructed.

It's understood that Roy Hamey, general manager of the Pirates, is not anti-television but that he won't make a deal with WDTV unless it agrees to carry all home games. On the other hand, WDTV has said it is unable to air night contests and the second half of Sunday doubleheaders. Such an arrangement is unacceptable to the Pirates' front office and potential advertisers who would sign only for the full home schedule on a long term basis.

## The Week In Television

### NAB, Ascaph Break Off Negotiations

*Negotiations between Ascaph and NAB for a TV music contract were broken off. Month to month agreement in effect since the first of the year probably will not be renewed with the result that all Ascaph music will disappear from the air after May 31. To by-pass NAB, Ascaph invited nets and stations to negotiate individually, with these meetings to begin this week. . . . As of Feb., 1949, staffs of 57 stations, including nets, totalled 3,456 full-time persons and about 1,000 part-time and free-lance workers, an NAB survey reported. . . . Dissolution of 20th Century Sporting Club and reports of sale of Tournament of Champions to Madison Square Garden, threw wide open the race for TV rights to championship boxing matches with both NBC and CBS making strong pitches for the events. . . . NAB veepee A. D. Willard, Jr., was expected to be named organization's TV director pending action by the board. . . . WJZ-TV to begin daytime programming May 24, with ABC execs watching the N. Y. operation closely as possible forerunner of network daytimers.*

### Top Net Execs To Attend Meets This Week

Five major networks have accepted an Ascaph offer to negotiate a TV contract apart from the NAB and the first meetings are scheduled to begin this week. Network topmen who will sit down with Ascaph are Charles R. Denny, executive veepee, NBC; Joseph Ream, executive veepee, CBS; Mark Woods, president, ABC; Theodore Streibert, president of WOR and chairman of the Mutual board, and Mortimer Loewi, director of the DuMont web.

The fact that the number one or number two man in each net will attend the negotiations has brought about increased optimism in the trade for a settlement of differences between the broadcasters and Ascaph before the end of the month, when the present agreement expires.

One factor that probably is doing as much as any other in holding up a settlement is the reluctance of the two parties to set precedents now that might be to their disadvantage as the industry expands.

It was learned over the week-end that Ascaph has invited top execs of 30 leading agencies to a luncheon meeting tomorrow in the Barbary Room. In addition, Ascaph prexy Fred Ahlert has written letters to major advertisers advising them of the situation to date and advising them that the society would like to negotiate directly with the bank-rollers if no agreement is reached with the networks.

In the event that no terms are set before the end of the month Ascaph music will disappear from the air. Growth of BMI during the past eight years has given broadcasters confidence that they can program successfully from the industry-owned catalogue and from public domain music.

### Warners Ask Delay

Washington—Warner Brothers reversed itself again Friday, it appeared, when it asked the FCC not to act upon its petition of a week earlier for dismissal of its Chicago TV application. Attorney Marcus Cohn would not comment when asked by reporters why he had asked that the dismissal petition be passed over.

### 28,850 In St. Louis

St. Louis—Union Electric Co. of Missouri has reported a total of 28,850 receivers in the St. Louis area as of May 1. Of the total, 25,500 are residential installations.

## AGENCIES

**JESS BICKMORE** will join Dancer-Fitzgerald-Sample, Inc., on June 1, as vice-president and member of the executive planning group. He was 15 years with The Borden Company successively as advertising manager, assistant director of sales and recently as general merchandising manager.

**NORMAN MALONE** and **ASSOCIATES**, Akron advertising agency, has announced the appointment of **Tim Elliot** to the firm's public relations staff. For the past 2½ years Elliott has been news director of **WAKR**, Akron, resigning that position in February to affiliate with an Akron group seeking authority to construct a new broadcast station. He brings to the agency 15 years' news and radio experience.

**ASSOCIATED ADVERTISING AGENCY, Inc.**, Cincinnati, has been appointed advertising counsel by **The Front-Butler Corporation**, Cincinnati tire distributor. A regional campaign of radio spot announcements, newspaper ads and a test schedule in magazines has been released. **Sam Malcolm Levy** is account executive.

**NATIONAL HOME FURNISHINGS SHOW** will be held at the Grand Central Palace, New York, from September 10 through 18.

**EDWIN B. STERN** has been engaged as merchandising director of the magazine *Esquire*. He was formerly a merchandising executive with **Ruthrauff & Ryan** and the **Grey Advertising Agency**.

**RONSON PENCILITER** will be given heavy promotion to coincide with **Fathers Day**. Radio is in the forefront of the media to be used. The regular **Ronson** radio program will be utilized and television films will be spotted on the leading video stations of the country. National magazines will have two-color pages advertising the device.

**BATTEN, BARTON, DURSTINE & OSBORN, Inc.**, has added to its roster of account executives the name of **Kent Dennen**, formerly of the **J. Walter Thompson Company**.

**ROBERT L. BLISS** has been appointed executive director of the **Public Relations Society of America, Inc.**, it has been announced by **Samuel D. Fuson**, chairman of the association's executive committee. He will succeed **Virgil L. Rankin**, who is joining the faculty of **Boston University**. Bliss has been associated with the New York offices of **J. Walter Thompson** and **Compton Advertising, Inc.** in public relations capacities, and has for the past three years been director of public relations of the **National Association of Insurance Agents**. He was a major, **Air Corps**, in **World War II**.

## ★ THE WEEK IN RADIO ★

NAB's Ad Bureau Opening N. Y. Office

By VAL ADAMS

**NAB's** new Broadcast Advertising Bureau will soon open New York office and others are planned for Chicago and Los Angeles. Special committee picked from NAB board directed **Maurice Mitchell**, director of the bureau, to find quarters for a New York office immediately. Budget for the bureau's first year is \$220,000.

**Frank Stanton** given new 10-year contract as president of **CBS**. His salary is \$100,000 annually. **NBC's** new giveaway show, "Hollywood Calling," will be biggest tie-up ever made between movie industry and a radio program. Hollywood stars will personally quiz listeners by telephone. . . . **FCC** approved sale of **Arde Bulova's WOV**, New York, to partnership of **Ralph Weil**, **Arnold Hartley**, **Richard O'Dea** and **Joseph Leigh**. Latter gets 51 2/3 per cent of stock.

**FCC** expected to reaffirm the controversial **Mayflower** rule against editorializing by stations. It's said that **Commissioner Robert F. Jones** is the only dissenter. . . . **NBC** making move to tie up radio and TV boxing rights at **Madison Square Garden**. **CBS** also in scramble because of possible sale of **Tournament of Champions** to **Garden**.

Negotiations broken off between **ASCAP** and **NAB's** television music committee. This means there may be no **ASCAP** music on TV after **May 30**. . . . **Ken Baker** said 85 per cent of **BMB's** financial requirements for **Study No. 2** are assured. He referred to waiver signers and new subscribers. At week's end 376 **BMB** members had signed waivers. . . . **FCC** ordered revocation of license of **WENZ**, Hollywood, Fla. **Commission** claimed many violations of engineering rules and complete non-attention to notices sent by **FCC**.

**Ed Gardner** asked for and received release from his contract with **Bristol-Myers**. Pact had another year to run. . . . It'll be five years before television becomes more important than radio, according to survey released by **BBD&O**. Questions were put to 35 industry leaders. Eighty-seven per cent said radio will not die off as silent pictures did and 10 per cent thought it would. All agreed "there'll be some changes made."

**ABC, NBC** and **NABET** signed new one-year contracts. Engineers got no pay raise but adjustments were made for working conditions, vacations, seniority, etc. Pay increases were granted to **NABET** traffic and communications personnel and sound effects artists. . . . **Strike** of 80 **IBEW** engineers at **Yankee Network** stations in **New England** went into 8th day.

**Institute for Education by Radio** at **Ohio State** received both praise and criticism. **Edgar Kobak** said **IER** is slipping, in a rut and losing stature. **Frieda Henneck** of **FCC** said no university campus program

is more important than **IER**. . . . **Don Lee** administrative structure realigned. **Lewis Allen Weiss** resigned as president to become board chairman. **Willet H. Brown**, executive veepee, succeeds **Weiss** as president.

**New Haven Railroad** using **Boston** stations to sponsor five-minute interviews with passengers departing on its "Merchants Limited." Four stations carry interviews daily. . . . **FCC** Chairman **Wayne Coy** asked **Senate Appropriations Committee** to restore \$108,000 budget cut made by **House**. **Coy** said it would take two years to "get relatively even" on heavy backlog of hearing cases before **Commission**.

Some **New York** dealers offering \$200 "cash discount" on **General Electric's** console model 840 which has radio, TV and phonograph. . . . **NAB** discussion panel, headed by **Justin Miller**, arranged for **Radio Executives Club** of **New York** luncheon **May 19**. . . . "Your Hit Parade On Parade" will be summer replacement for **Jack Benny** on **CBS**, sponsored by **American Tobacco**. Sponsor will continue "Your Hit Parade" on **NBC**.

Officials of **National Ass'n of Radio Station Reps** made big pitch for spot radio to trustees and new president of **Waltham Watch Co**. They told success story of other watch companies using radio. . . . **Television** talk got big play at fourth annual **Georgia Radio Institute** held at **University of Georgia** in **Athens**. . . . **NAB** appealed conviction of **Baltimore** newsmen before **Maryland Court of Appeals**. **NAB's** **Don Petty** said any restraint placed on radio is a restriction on communication of ideas.

**CBS** will produce a half-hour "Abe Burrows Show" for simultaneous radio and video presentation starting in **July**. **Robert Heller** is executive producer. **Burrows** has a seven year contract with **CBS**. . . . **General Foods** (for **Sanka Coffee**) will put "The Goldbergs" back into radio next fall. Show will replace **Jack Carson** on the **Columbia Broadcasting System** network.

**FCC** asked **Supreme Court** to uphold its right to refuse renewal to **WORL**, **Boston**. . . . **Millard C. Fought**, **FMA** consultant, urged widespread use of **FM** radio instead of plant house organs as an aid to industrial relations. He said that for \$2,000 any plant or firm can have its own small **FM** station.

### Indiana Newsmen Elect

**Indianapolis, Ind.**—**Indiana Assn. of Radio Newsmen** has been organized, with **Fred Hinshaw**, of **WLBC**, **Muncie**, as president; **Harold Arthurs**, **WCSI**, **Columbus**, first vice-president; **Gordon Graham**, **WIBC**, **Indianapolis**, second vice-president; **Bill Warrick**, **WJOB**, **Hammond**, secretary, and **Allen Jeffries**, **WIRE**, **Indianapolis**, treasurer.

## BEHIND THE MIKE

**JOHN HOWARD**, film star, and **Denny Shane**, who leave **coast** **May 18th** for a business tour east, are working up some original musical skits for their guest appearances on five TV shows here, including **Ed Sullivan's "Toast of Town"**.

**Carlton E. Morse** is writing a special dramatic script for **Mutual Family Theater** tagged "The Man With The Plow," starring **Joe Charles Thomas**.

Just a fast thought, but **Frank Faye**, the dynamic star at the **La Quarter**, looks like one of the singing bets of the year.

**Gene Williams** and his ork book for **Bill Green's** in **Pittsburgh** finished in **June**.

**Lisa Kirk** has extended her contract in "Kiss Me Kate" to **Jan. 1950** and will start her own show in the fall.

Real friendship is that between headlining pianist **John Irv Fisher** and **Jimmie Dwyer**. **Fisher** who receives a minimum of \$250 appearance, plays every Sunday afternoon for scale at **Dwyer's** **Brail** in **Island Park, L. I.**, because they once shared top billing vaudeville.

**Geo. Wright**, **NBC** and **Paramount** Theater organist, to make a summer tour of the **New England** resorts a community-sing experiment which went over so well with **Palmont** audiences.

### Buyer's Market Panel Set For AFA Convention

"Is advertising sending a boy to do a man's job in this buyer's market?" will be the subject of a panel discussion led by **Fairfax M. Coe**, chairman of the board, **Foot, Cone & Belding**, **Chicago**, as a major feature of the 45th annual convention of the **Advertising Federation of America** at the **Rice Hotel**, **Houston**, **May 29-June 1**. It was announced by **George McMillan**, vice-president in charge of public relations, **Bristol-Myers Company**, **New York**, and **Federation** board chairman.

Members of the panel will include **C. D. Jackson**, publisher, **Fortune**, **New York**; **Henry G. Little**, executive vice-president and general manager, **Campbell-Ewald Company**, **Detroit**; **S. R. Bernstein**, editor, **Advertising Age**, **Chicago**; **James W. Egan**, vice-president and advertising director, **Toledo Blade**. A fifth member of the panel will be the advertising director of a national advertiser, still to be announced.

A number of thought-provoking questions will be taken up by the group, relating to methods of improving the efficiency of advertising, discussion of media, new markets, and the possibility of greater volume of advertising being necessary to move the enlarged national production to which the U.S. economy is now geared.

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 47, NO. 33

NEW YORK, TUESDAY, MAY 17, 1949

TEN CENTS

## SUPREME COURT UPHOLDS FCC ACTION

### Radio Movie Plans Reach Script Stage

Members of NAB's All Radio Presentation Committee will meet in New York next Thursday (May 19) to okay the final script on the movie to promote radio. Plans now call for a New York premiere around Oct. 1, a delay of exactly one year from the original proposal. The hold-up in production of the movie over the last year is linked to several factors. First of all, committee members directing the campaign have been able to devote only spare time efforts to the job. Secondly, it has never been clear just

(Continued on Page 8)

### Drew Pearson Hi-lites CBS Giveaway Error

There is no indication yet that a Drew Pearson prediction a week ago (via ABC) involving a CBS program is coming true. On May 8 Pearson predicted that a listener to Columbia's "Sing It Again" would still collect \$25,000 in cash because the question put to him on the telephone was incorrect as to content. The error occurring on the CBS broadcast may go into the records as potentially the costliest in giveaway history although so far no serious repercussions have been reported.

(Continued on Page 3)

### Movie Jackpot Show To Be Previewed Today

Designed to give theaters an opposition attraction to radio's major giveaway shows, Santa Claus Quiz Shows, Inc., will give the press a preview of their new movie short series, "Who? When? and Where?" at the Johnny Victor Theater in the

(Continued on Page 2)

### Eastward Ho!

Don McNeil and the cast of ABC's Breakfast Club make their annual Spring trip East and will be heard from New York for two weeks except for one broadcast. They will originate from ABC's 48th Street Theater from May 23 to June 3. On Friday, May 27, only, Breakfast Club will originate at Atlantic City's Convention Hall.

### Shanghai Cut-off

Network correspondents in China reported yesterday that radio broadcasts are no longer possible from Shanghai. The Chinese Communist Army has captured the only transmitter available for voice broadcasts from that city. Correspondents are now cabling their daily news reports on the Chinese war.

### New Mystery Series Gets NBC Sponsor

Chicago—A new 15-week mystery program series, titled "A Life In Your Hands," and sponsored by the Brown & Williamson Tobacco Corp., will start on the full NBC network June 7 and will originate in the NBC Chicago studios. The show is a summer replacement for "People Are Funny," which will return to the air September 20th.

The show will be built around a central character who specializes in the investigation of persons wrongfully accused of crime. Scripts will

(Continued on Page 2)

### Senator White Stricken Following NAB Dinner

Washington Bureau of RADIO DAILY Washington—Former Senator Wallace H. White, Jr., was reported "resting comfortably" yesterday in a local hospital. He was admitted late Thursday night suffering from a sudden heart attack which seized him following an NAB dinner during which he was given a special plaque from the broadcasters association.

## RMA "Silver Anniversary" Saluted At Chicago Meeting

Chicago—With total attendance expected to pass the 8,000 mark, special trains from New York, Washington, Philadelphia and the West Coast converged on this city over the week-end carrying delegates to the "silver anniversary" convention of the RMA, which opened yesterday. The full week of trade showings and anniversary celebrations by the association and its various divisions have drawn key figures of

### Commission Denial Of Permit Renewal To WORL, Boston, Ruled Legal By Highest Tribunal

### New Mike Technique Introduced By WOR

WOR will install suspended microphones to replace stand or boom mikes and will reduce the number of microphones for all types of broadcasts, including newscasts, station breaks, musical and dramatic shows, it has been announced by Julius F. Seebach, Jr., v-p in charge of program operations.

Last week's dramatic show, "Five Mysteries," with a panel of guests who attempted to solve the mysteries, was produced with only one mike. Previously, as many as eleven

(Continued on Page 3)

### Shirt Maker Sharing Costs With Dealers

F. Jacobson & Sons, Inc., manufacturers of Jayson shirts and pajamas and Excello shirts, will share in the local radio and television budgets of its dealers throughout

(Continued on Page 3)

### Gospel Series On ABC To Cost Half Million

Sponsorship of a religious service over the full 272-station network of ABC at a cost of more than \$500,000 a year in time and billing alone, was

(Continued on Page 3)

West Coast Bureau, RADIO DAILY Washington—Without bothering to write a separate opinion the Supreme Court yesterday reversed the U.S. Court of Appeals and upheld the FCC's action of last year in refusing to renew the license of WORL, Boston. The high court simply referred to the WOKO decision. The

(Continued on Page 2)

### Realty Co. Buying On Radio And TV

Mastic-Acres, Inc., has returned to radio after an absence of several years to sponsor 30 15-minute disc jockey periods per week for six months on WVNJ, Newark, N. J., it was announced by Walter T. Shirley, president of the 8,500-acre realty development at Mastic, Long Island.

The account was placed through Flint Associates, New York advertiser.

(Continued on Page 8)

### Consider Indie Hookup For WINS Newscaster

Nightly newscast by Carroll Alcott at 10:30 p.m. over WINS, New York, may be aired by a special hookup of independent stations throughout the east and midwest if current proposals work out. Eldon Park, Cross

(Continued on Page 3)

### Anniversary

WMGM's "live" literary-discussion broadcasts, "Books on Trial," with Sterling North acting as "judge," will end its third year with tonight's airing of "If Russia Strikes" by George Fielding Eliot. The summer programs will be repeats of the outstanding "Books on Trial" shows of the past 12 months. "Live" broadcasts will resume in September.

# RADIO DAILY



Vol. 47, No. 33 Tues., May 17, 1949 10 Cts.

JOHN W. ALICOATE : : Publisher

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

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### WEST COAST OFFICES

At Steen, Manager  
8425 Hollywood Blvd. Phone: Gladstone 8438

### WASHINGTON BUREAU

Andrew H. Older, Chief, 647 Dahlgren Rd.  
Phone: W1-consin 3271

### CHICAGO BUREAU

Nat. Green  
Suite 905 139 No. Clark St.  
Phone: State 2-2332

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

## FINANCIAL

(May 16)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	7 1/8	7 1/8	7 1/8	+ 1/8
Admiral Corp.	19 5/8	19 1/2	19 1/2	.....
Am. Tel. & Tel.	141 3/8	141 1/4	141 3/8	- 1/4
CBS A	18 1/4	18 1/4	18 1/4	.....
CBS B	17 1/2	17 1/2	17 1/2	+ 1/4
Philco	29	28	28	- 1/2
RCA Common	12 1/8	12	12	.....
RCA 1st pfd.	69 1/2	69	69	- 3/8
Stewart-Warner	11 7/8	11 5/8	11 7/8	.....
Westinghouse	23	22 5/8	23	+ 3/8
Zenith Radio	29 3/4	29	29 3/4	+ 3/4

### NEW YORK CURB EXCHANGE

Hazeltine Corp.	13 1/2	13 1/2	13 1/2	+ 1/4
Nat. Union Radio	3	2 7/8	2 7/8	- 1/8

### OVER THE COUNTER

	Bid	Asked
DuMont Lab.	13 1/4	14 1/4
Stromberg-Carlson	11	12 1/4
U. S. Television	3/8	5/8
WCAO (Baltimore)	20	.....
WJR (Detroit)	7 1/4	7 3/4

## 10 YEARS AGO TODAY

### From the Files of Radio Daily

A deal is reported between General Mills and the Philadelphia National League baseball team whereby the former will purchase exclusive broadcast rights to all games for a reported sum of \$200,000. . . . A new department of the General Electric Co., has been established which will consolidate for the first time all radio, television and related activities. . . . Special studios of advertising policies of various national and regional farm accounts are being conducted by Katz Agency, Inc., for farm stations and outlets with farm audiences on its list.

## ★ COMING AND GOING ★

EDWIN BUCKALEW, Western division manager of CBS station relations, is expected back in Hollywood tomorrow following a trip to Sacramento and Stockton, Cal.

THOMAS VELOTTA, American network vice-president in charge of news and special events, and LEONORE SILVIAN, of the ABC publicity department, have returned from Washington, where they attended the annual banquet of the Women's National Press Club in honor of President and Mrs. Truman.

GEORGE HARTFORD, sales manager of WTOP, Columbia network affiliate in Washington, is spending three days in New York.

SHELDON HICKOX, JR., manager of the NBC station relations department, is in Shreveport, La., to attend inauguration ceremonies of KTBS, new web affiliate.

ROBERT TROUT, commentator on NBC, is aboard the schooner "Windfall," out of Washington, trying his skill—and luck—on a three-day fishing trip.

OTTO BRANDT, national director of station relations for ABC, is back from a one-week business trip to Louisville, Cincinnati and Dayton, Ohio.

J. F. CROSSIN, national sales director of United States Television Corp., is in Boston on business.

JOSE RAMON QUINONES, owner of WAPA, San Juan, today will leave New York for his Puerto Rican headquarters.

EASTON C. WOOLLEY, director of the stations department at NBC, left last night for North Carolina. He'll visit Charlotte, Winston-Salem and Raleigh. In the latter city today he'll attend the celebration which WPTF will hold to salute its 20th year as an NBC affiliate.

ROBERT E. KINTNER, executive vice-president of ABC, and EARL MULLIN, manager of the network's publicity department, are back from the West Coast, where they participated in the launching of KGO-TV, the web's San Francisco outlet.

BOB COVINGTON, promotion manager of WBT, Charlotte, N. C., is in Washington, D. C., to study television promotion of the Capital stations. He plans to return to Charlotte tonight.

WALTER BOESCH, overseas traveling representative for Charles Michelson, Inc., transcription producers, has arrived from South Africa for conferences at the New York headquarters. Next month he'll leave New York for Australia.

WILLIAM SHAW, assistant sales manager for Columbia Pacific Network, is spending two weeks in New York for conferences with executives of the web.

HORACE FITZPATRICK, assistant station director and commercial manager of WSLR, Roanoke, Va., is in town for huddles with officials of the American network, with which WSLR is affiliated.

GORDON FRASER, American network correspondent, tomorrow will go out to Teaneck, N. J., where he'll address the Rotary Club on the subject, "Germany and Her Place in the Future." He'll also show some of his movies of the Berlin airlift.

## New Mystery Series Gets NBC Sponsor

(Continued from Page 1)  
be written by George Anderson and John Kelly, under the supervision of Erle Stanley Gardner, famous crime story author. Homer Heck, production manager of the NBC central division, will produce the show. Agency handling the account is Russel M. Seeds Co., Inc., and Gene Hoge is the NBC account executive. Paul McCluer, manager of the central division network sales department, also announces that The King's Men, vocal quartet, will be the summer replacement for the "Fibber McGee and Molly" time period, June 7 through September 6.

## Movie Giveaway Show To Be Previewed Today

(Continued from Page 1)  
RCA Exhibition hall 3 p.m. today. The company plans to produce a 52-part motion picture serial with each unit a complete 10-minute feature short. Ten major prizes will be offered at every performance as well as a national jackpot of \$100,000, and state jackpots of \$1,000 to \$5,000 in prizes.

## To Carry Snyder Address

The coast-to-coast facilities of MBS will carry the address of Secretary of the Treasury John W. Snyder on "Current Tax Problems" at the fifth annual dinner of the New York chapter, Tax Executives Institute at the Waldorf-Astoria Hotel, May 19, 10:45-11 p.m., EDT.

## Texas App. Filed

Longview, Texas.—Application has been made by the East Texas Television Co., of which Arlington James Henry is sole owner, for a TV outlet to be operated here, and built at an estimated cost of \$109,000.

## High Court Upholds WORL Permit-Nix

(Continued from Page 1)  
action came with unusual speed, the case having been "argued" only a week earlier. In that argument the Government used only a minute of the hour allotted it, holding simply that the WORL case was a replica of the WOKO case. The Commission took the WOKO license several years ago on the ground that details of station ownership were concealed from the Commission for a period of years, with the ownership of 24 per cent of the stock by Sam Pickard, former Federal Radio Commissioner and later a CBS vice-president, not reported.

The WOKO case was appealed to the Court of Appeals, which reversed the Commission. In turn the Supreme Court reversed the Court of Appeals. WOKO, which is in Albany, N. Y., is currently under new license and new ownership.

Misrepresentation in financial statements was charged by the Commission in the WORL case, with former Federal Radio Commissioner Harold Lafount involved.

## Dorothy Michel Cook

Los Angeles — Dorothy Michel Cook of KFWB, Hollywood independent station, died at her home here May 11 after a short illness. She was formerly with NBC traffic.

# Not a worry in the world



A little milk. A sunny day. Pleasant company. That's all it takes to make these puppies happy.

And when it comes to the rich Baltimore market, it's just as easy to make—and keep—your clients happy. You just let them tell their story on W-I-T-H.

You can do so much with so little on W-I-T-H! W-I-T-H produces low-cost results by delivering more listeners-per-dollar than any station in town. Get the full story from your Headley-Reed man today.



# W.I.T.H.

AM Baltimore, Md. FM

Tom Tinsley, President • Represented by Headley-Reed

**PROMOTION**

**"What It Is—What It Does"**

Titled "RCA—What It Is—What It Does," the Department of Information of Radio Corporation of America has produced a very attractive and informative booklet on the products and manufacturing aspects of the organization.

The functions of RCA as an organization are described; research aspects including the development of ultrafax dramatically presented and an interesting section is devoted to the National Broadcasting Company and development of TV.

Booklet cover is done in three colors with green as the basic color. A modern antenna, TV tube and microphone form artistic grouping as the cover illustration.

This new promotional piece from Orrin Dunlap's department is getting wide distribution. It is distributed to RCA officers and personnel; NBC stations, dealers and distributors and to libraries and other educational institutions.

**Democratic Leader Files Protest With FCC**

Paul E. Fitzpatrick, Democratic New York State chairman, has filed a formal protest with the FCC for CBS' refusal to grant the political party equal time to reply to an address made by Gov. Thomas E. Dewey, May 2.

The network maintained that Dewey did not speak as a candidate for office but made a report to the people as the chief executive of the state. Equal time to a political party, therefore, need not be granted, CBS said.

Fitzpatrick said in his letter to FCC chairman Wayne Coy, that Dewey's address contained "seven statements of a controversial nature" and one statement "detrimental to the Democratic party."

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

**Drew Pearson Hi-lites CBS Giveaway Error**

(Continued from Page 1)

ported. Here is the background story:

On Saturday night, May 7, "Sing It Again" telephoned listener Julius Zurwell in Methuen, Mass. He correctly identified the phantom voice as Sgt. Alvin York and won \$29,000 in merchandise prizes. Then emcee Dan Seymour put the \$25,000 cash question to Zurwell. Seymour asked what Army camp York reported to upon his induction on "Nov. 15, 1918."

The question, incorrectly printed in the script, should have read "1917" instead of "1918." At the end of the broadcast the CBS switchboard was flooded with calls from listeners pointing out the error.

The next night, Sunday, Drew Pearson on ABC claimed that Zurwell won \$29,000 in merchandise "on the basis of my prediction that the phantom voice was that of Sgt. Alvin York." Pearson described the error in the second question put to Zurwell and added: "I predict that CBS will recognize this error and Mr. Zurwell will get his extra \$25,000 after all."

Incidentally, Pearson has suddenly developed interest in ABC's "Stop The Music" and is out to out-scoop Walter Winchell. (Where Winchell merely gives clues to the mystery melody, Pearson in his "predictions of things to come" actually names the tune. His batting average is two for two.

**Consider Indie Hookup For WINS Newscaster**

(Continued from Page 1)

ley veepee and manager of WINS, is giving the matter consideration after hearing directly from a number of stations that they are interested in carrying Alcott's newscast.

Alcott has been with WINS for two years. He joined WLW, Cincinnati, just about the time the U.S. entered World War II and before that was an AP correspondent in China and the Far East for many years. In the past, he also did a newscast on Columbia's Pacific Coast network. He does three newscasts a day for WINS.

If the independent hookup materializes, it probably will include Philadelphia, Pittsburgh and Cleveland and points in between. Each station would share a part of the cost and the commercial factor would be set up on a co-op basis.

**New Mike Technique Introduced By WOR**

(Continued from Page 1)

microphones were used to pick up the cast, the panel, music and sound-effects.

The new microphone suspension system, Seebach pointed out, allows greater freedom of movement, and "it will give invaluable training to performers who will have shows on WOR-TV" when it goes on the air on Channel 9 in the late Summer.

**Gospel Series On ABC To Cost Half Million**

(Continued from Page 1)

reported yesterday by the Gospel Broadcasting Association, a non-sectarian organization, through the R. H. Alber company of Los Angeles, agency handling the account.

The religious series titled "The Old Fashioned Revival Hour," will begin on Sunday, June 19, from 8 to 9 a.m., local time, in all time zones. The program will originate in the Long Beach, Calif., auditorium and will include a gospel message by Dr. Charles E. Fuller, director of the Gospel Broadcasting Association. Entertainment will include sacred music, both instrumental and vocal.

**Shirt Maker Sharing Costs With Dealers**

(Continued from Page 1)

the country to the extent of 2.5 per cent of net shipments, it was announced by John K. Northway, assistant sales manager.

This co-operative venture marks the first time the manufacturer has used radio. "Before the war, radio was not as important as it is today," Northway told RADIO DAILY yesterday. He explained that the dealer contract does not specify the use of TV but that "we will undoubtedly include television if a dealer has a good show on a good station."

**AGENCIES**

**"WOMAN'S MIND—IS IT AS**

**CREATIVE AS MAN'S?,"** is the subject Alex Osborn, vice-chairman of the board of Batten, Barton, Durstine and Osborn, Inc., New York, will discuss at the May 17th luncheon meeting of the Advertising Women of New York at the Hotel Astor. Osborn, author of the book about creative imagination, "Your Creative Power," will speak on how to put imagination to work in business and personal life. Nan Mastin of Davis Delaney, New York is chairman of the luncheon committee. Club president, Grace M. Johnsen of the American Broadcasting Company, will preside.

WKTV, new NBC television station now under construction in Utica, N. Y., has appointed Devereux & Company, Inc., Utica advertising agency, to handle promotion and publicity. WKTV will begin commercial operation in September on Channel 13.

WTCO Toledo, Ohio, has engaged Headley-Reed Company as national representative. WTOD is owned by Edward Lamb, who also owns television station WTCU, Erie, Pa. Lamb is constructing another television station, WTVN, Columbus, Ohio, which is expected to be in operation early this fall.

**Get More Recording For Your Money**

BY THE SENSATIONAL NEW

**COLUMBIA**

LP MICROGROOVE METHOD

Savings Like This!

- ★ Substantially Lower Cost Per Record
- ★ More Program Time Per 12" Disc Than On Present 16" Record
- 12" Record Plays 20 Minutes, each side—
- 10" Plays 13 Minutes, each side.

Full Columbia Transcription Quality Maintained Throughout.

WRITE, CALL OR WIRE FOR FULL DETAILS!

*Columbia Transcriptions*

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Trade Marks "Columbia" and ©D Reg. U. S. Pat. Off. Marcas Registradas © Trade Mark

Los Angeles:	New York:	Chicago:
8723 Alden Drive	799 Seventh Avenue	Wrigley Building
Bradshaw 2-5411	Circle 5-7300	410 North Michigan Ave.
		Whitehall 6000

# *Here's to B.A.B.*

**D**ON'T look now but we are about to blow our horn a bit.

Two years ago we started a series of advertisements in the trade press urging the formation of an association or bureau for the promotion of radio as an advertising medium.

Our first copy was headed "Let's Get Together." We called for a national "business association." We asked that the stigma be removed once and for all from transcriptions. We pointed to the aggressive and unified action of newspapers and magazines in their respective fields, and contrasted it to radio's complacency and lack of interest in counter measures. It was incredible to us that radio, the youngest and fastest growing of the major advertising media, could continue to operate without any central direction, research or industry promotion.

In the field of Selective Broadcasting, the surface has barely been scratched. Although the hundred million dollar volume mark has been reached, we say it should and

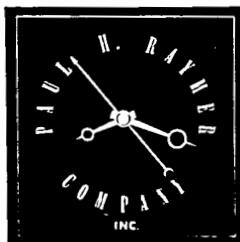
*P*



ould be three or four hundred million dollars yearly. For all of its rapid growth, radio still has tremendous resources of untapped revenue. There are thousands of accounts presently confining their advertising to newspapers. Some are national, many are regional, but all are selective Broadcasting prospects. They are first line prospects for B.A.B. effort. They can be sold for radio by research, promotion and organized cooperation. This means the salvation of many AM stations and new revenue for established stations feeling the first pinch of competition.

A *Broadcast Advertising Bureau* is a big step and one in the right direction. The all important problem of sales has finally been lifted from the sub-committee cellar to its proper level in N.A.B. activities. We now have a promising *BUSINESS* association that is worthy of everyone's dues and support.

*Here's to B.A.B.*



## *H. Raymer Company, Inc.*

RADIO AND TELEVISION ADVERTISING

*New York Boston Detroit Chicago Hollywood San Francisco*

# CHICAGO

By NAT GREEN

IRENE PATRASZEWSKI of the Mutual midwest promotion department battling with the flu.

Harold Smith, WMAQ promotion manager, will show the NBC film, "Behind Your Radio Dial," at the annual Illinois Pharmaceutical Association convention at Moline May 19 and 20.

Richard Locke has been named farm editor of the ABC-TV Chicago staff. Richard Orther and Richard Wyatt have been made production assistants.

A series of dramatic broadcasts titled "You—and Your Security" started May 15, presented by the WBBM department of education in cooperation with the Social Security Administration.

Canada Dry Ginger Ale, Inc., which has been sponsoring the ABC telecasts of "Super Circus" under a 13-week contract, has extended its contract to 52 weeks.

Three local WGN-TV studio productions—"Club Television," "Personality Profiles," and "Reel Adventures," have been discontinued for the summer. They will resume next fall.

Jim Ameche is to be program director for the new FM station WFJL which opens May 22.

FM station WOAK, which celebrated its first anniversary on May 16, announces it has authorization from the FCC to increase its power at a date soon to be announced.

Don Laiffer is bowing out of his WIND announcing berth.

A special award "in recognition of outstanding assistance in the furtherance of brotherhood" has been given WBBM by the National Conference of Christians and Jews.

Raymond Limberg, on the NBC engineering staff since 1930, has been appointed maintenance supervisor of the central division television engineering department.

## Joining Cowan Office

Chicago—Gail Compton, farm editor of the Chicago Tribune, is quitting his journalistic post to join the "R. F. D. America" program staff May 23. Compton will go to work as technical farm advisor and assistant to John Lewellen, program director, in the Chicago office of the Louis G. Cowan corporation, producers of the "R. F. D. America" radio and television shows. For the past few months Compton has volunteered his advisory service to the NBC farm quiz program. He has been Tribune farm editor since 1940.

## Starts Second Year

"Hilltop House," CBS daytime drama, starts its second year of broadcasting under the sponsorship of Miles Laboratories with the program of today, May 17. Program starring Grace Matthews is aired Monday through Friday, 3:15-3:30 a.m., EDT.



## Mainly About Manhattan. . . !

• • • Howcum clerks around the vicinity of the FCC offices are telling their pals not to buy television sets at present because there will be BIG changes next winter???. . . Jeff Clark, who sings on the Henry Morgan show, will go to Washington to discuss a gadget he's been working on which would help eliminate jamming of "Voice of America" broadcasts by the Russians. Clark was a control engineer for the OWI during the war. . . Another tome along the lines of "The Hucksters" due soon. Author is Rob't H. Andrews and opus is tagged "Legend of a Lady." . . Gertrude Niesen has been approached to do an hour TV vaude show similar to Mr. Television, of Time and Newsweek cover fame. (Millon Berle to youse). . . Gladys Swarthout mulling a longhair disc jockey series. . . Priscilla Kent, scripser of "The 2nd Mrs. Burton," writing scripts 8 weeks in advance to be free for a research trip to France and Switzerland. She leaves in mid-July to gather background material for several projected radio and fiction pieces. . . Insiders insist that Bobby Clark is set for a TV debut in the fall. . . Negotiations on to give the "Aldrich Family" a simultaneous TV treatment. Since Ezra Stone obviously won't play Henry for video, we can't think of a better man to produce and aid in its staging.

★ ★ ★ ★

• • • The column wishes to express RADIO DAILY'S appreciation for having received an award for "objective reporting" in covering the radio aspects of the founding of Israel, which was presented at Madison Sq. Garden Sat. night during the celebration of the First Ann'y of the Creation of Israel. The award read: "In grateful appreciation for so eloquently expressing the support of show business for the establishment of the Republic of Israel as a bulwark of Democracy in the Middle East," and was presented by Dean Alfange, chairman of the Israel Ann'y Committee.

★ ★ ★ ★

• • • AROUND TOWN: After watching television for a year now, Al Rylander opines that radio has nothing to fear—but radio itself. . . Herb Sheldon has purchased rights to 7 old time Charlie Chase two-reelers he'll do for TV with himself in the Chase role. . . Their army of pals here will be happy to learn that the Bill Gernants (Lois January) have booked the stork for an October landing, according to a report by Jimmy Fidler. . . Herman (Chubby) Goldfarb, of Goldfarb, Mirenburg and Vallon, now handling Hazel Scott. . . After three years, Vic Damone and his crack publicist, Sid Ascher, have called it quits. . . The Ted Lewis variety show for TV is only hours away, completion hinging on format. . . Smartest booking of the year was the Palace Theater's grabbing Jerry Wayne, Columbia Records sensational singing star, to headline their opening vaude bill when they open on the 19th. . . Andre Baruch is nursing a leg ailment, a recurrence of an injury he sustained while overseas during the war. He'll be off his feet for 10 days but the medico has promised he'll be okay to tackle his emcee chores on "Your Hit Parade" and "All Time Hit Parade" which start June 4th and 5th. . . Bernie Lewis off to Buffalo to set up theater date for "Stop the Music" at Great Lakes Theater. . . Ansonia Shoe Chain dickering with 20th Century-Fox about a TV show based on their film, "Miracle on 34th St."

★ ★ ★ ★

• • • Vic Rieser, in his "Inside Labor" col'm in the Mirror, reports that the hard-hit H'wood Screen Actors Guild insists its members will act for television only if guaranteed that every performer in a movie televised more than once anywhere be paid each time the film goes on the air. They want to prevent the predicament which hit the musicians who cut records played endlessly.

# SAN FRANCISCO

By NOEL CORBETT

ONE of the last official announcements Bill Baldwin made before he signed "thirty" to his KSF disc show in favor of a Hollywood career, was to tell listeners Be Anderson, secretary of his fan club and his former engineer, Don B. Ten, plan to be married on December 31st.

ABC's Paul B. Mowrey told the Oakland Ad Club that the present goal of KGO-TV programming, to extend the ownership of television sets in this area. He pointed out that experience with television in the East has proven that the fastest way to build a television audience is to offer a comprehensive schedule of sports events.

Don Klein's unique recreation technique of baseball games KSFQ started an argument up Petaluma as to whether his programs were rebroadcasts or recreations. The fellow who won had pay the long distance phone bill, so both lost.

"California Calendar," with Dwight Newton as narrator, is new KNBC Sunday feature sponsored by the Crocker First National Bank of San Francisco. Program produced by Dick Bertrandias, features current activities and brief histories of each.

## FOR SALE 1000 WATT RAYTHEON TRANSMITTER

Available for Immediate Shipment  
MODEL: Raytheon 1000 watts. Has spare parts, extra set of tubes, and is in excellent condition.

- (1) Model RA 1000 watts  
Frequency 530 KC to 1600 KC
- (2) Will deliver its rated power into a 70 ohm to 250 ohm transmitter line
- (3) 210-230 3 wire single phase 60 cycle line
- (4) Transformer has 210, 220, 230 volt taps
- (5) Power consumption for 100% modulation 5000 watts
- (6) RF stability 10 cycles
- (7) Modulation 100% high level
- (8) Audio input from 500 ohm to 600 ohm source for 100% modulation 0 level DB for 1 milliwatt reference level
- (9) Average program level 5DB
- (10) Audio frequency +1DB from 30 to 10,000 cycles
- (11) Audio distortion 50 to 75 cycles, less than 2.5% RMS for 95% modulation
- (12) Noise level more than 60 DB below 100% modulation
- (13) Carrier shift less than 3% from 0-100% modulation

Height—84 inches Depth—34 1/4 inches  
Width—48 1/2 inches  
Floor area—11 1/2 square feet  
Weight—2450 lbs.

PRICE: \$4,000.00, uncrated, and ready to ship. Will give 6 months factory guarantee.

ALSO FOR SALE: 235 Foot Blaw-Knox tower, tapered, self-supporting, grounded. Both the transmitter and tower are available for thorough inspection. Please telegraph station if interested.

**RADIO STATION W-E-A-M**  
2030 NORTH 16TH STREET  
ARLINGTON, VIRGINIA

# TELEVISION DAILY

Continuation of RADIO DAILY, Tuesday, May 17, 1949 — TELEVISION DAILY is fully protected by register and copyright

## CONTINUED FREEZE BURNS IND.

### TELE TOPICS

THE TELEVISION ART reached new heights Sunday nite in Warren Wade's production of "Romeo and Juliet" over WGN. The program was an intense, enthralling experience that gave new clarity or meaning to Shakespeare's lines, yet did so in uncompromising fashion that could draw the plaudits of even the most ardent Elizabethans. There were no big names in the cast, but it is impossible to conceive of anyone giving a better performance. As the ill-fated young lovers, Minnie McCarthy and Pat Breslin were dramatic and vibrant and perfect in their respective roles. The others in the cast all were excellent, especially Tod Andrews, Benvenuto; Robert Geringer, as Mercutio; Frank Thomas, Jr., as Peter; Kay Lawrence, as Nurse; William Windom, as Tybalt; Bob Bolger, as Montague; William H. Hitt, as Capulet, and Muriel Hutchinson, as Lady Capulet.

THE PROGRAM was pure television throughout. Although it employed the ancient form of arena staging, it was put together solely for the cameras and could not have been done as effectively in this manner on any other medium. The absence of virtually all scenery enhanced the production by providing great mobility and a sense of intimacy. Use of pinpoint lighting against very dark backgrounds also was highly effective. Program was a triumph for Warren Wade, who produced and directed, and Albert McCleery, who staged the show. It did the adaptation. Scenic effects were by Otis Riggs, with costumes by Rose Madanoff. . . . Produced at unusually low cost—probably around \$3,000—the program proved that good video need not be overly expensive and that talent and imagination—not a huge budget—are the prime requisites for entertainment. It also opened the way for continued and expanded use of arena theater for low-cost productions, although this method, like any other, must be used wisely and only for plays adaptable to this treatment.

ROBERT Q. LEWIS will replace Arthur Godfrey on the Wednesday Chesterfield show from June 15 to Sept. 7. . . . Mont gross for April was \$125,876, not \$9,872 as printed here yesterday. . . . Cliff Edwards and Warm Nostalgia will be featured in a new CBS series thrice weekly, 7:45-8 p.m., beginning May 23. . . . To see a recorded program on the air is a relatively rare experience for New Yorkers, and when ABC carried a filmed version of "Celebrity Time" at 9:30 Friday nite because of a break in the east-bound cable, it was quite a surprise to see the poor picture quality of the recording. Contrast between live and film was heightened because Ilka Chase and John Daly, regulars on the program, were there person to open and close the filmed version.

### Low Price Receivers Introduced By Garod

Chicago—A 10-inch receiver priced at \$199.95—said to be the lowest priced set of its type on the market—was introduced here yesterday by Garod Electronics Corp., of Brooklyn, N. Y., in conjunction with the Radio Parts Show and the RMA Silver Anniversaries convention.

The \$199.95 set, with 61-square inch picture and mahogany veneer cabinet, is one of a new line of 22 receivers unveiled by Garod. A 12½-inch table model with 91 square inch screen will retail at \$239.95, and a 16-inch set with 135 square inch screen at \$349.95.

Deliveries on the new line will get under way around May 20.

All sets feature a slide-rule dial and continuous tuner. Dial is divided into two parts, with low frequency channels on the left and high on the right. There is an individual pointer for each band.

### Spillman Named By KPIX To Program Director Post

San Francisco—Sanford Spillman, operations supervisor of KPIX, has been named acting program director of the station following resignation, effective May 31, of Keith Kerby.

Spillman has been with KSFO (AM), parent outlet, as news editor, writer and announcer since 1939. During the war he spent four and a half years in the Navy air arm.

## RCA Multiple Outlet System Installed In Eastern Cities

Camden, N. J.—Initial installations of RCA's first multiple outlet antenna system for multi-unit structures have been completed in New York and Philadelphia, it was announced this week by W. W. Watts, vice-president in charge of the RCA engineering products department.

Designed to accommodate a large number of receivers within a single building, the new system, known as "Television Antenaplex," includes either a separate antenna for each channel in a given area, or merely a separate cross-arm for each station, mounted on a single mast, depending on the location of local transmitters in relation to the receiver site.

Installations already made include such apartment and hotel structures as the Rittenhouse Plaza, in Phila-

TV Box Score	
On the Air	62
CP's	57
Applications	325

### 2nd News 'Interne' Selected By WGN-TV

Chicago—Stephen Fentress, 23, of Evanston, Ill., was awarded the second annual WGN-TV news internship at the Gridiron Banquet of the Northwestern University chapter of Sigma Delta Chi, national honorary journalism society, over week-end.

Award, announced jointly by Spencer Allen, news director of the Chicago Tribune station, and Kenneth E. Olson, dean of the Medill School of Journalism at Northwestern, provides for the annual appointment of an outstanding student to a one-year apprenticeship in the WGN-TV newsreel department.

Fentress was selected by station execs from students recommended by Dean Olson and Baskett Mosse, director of the radio course at the Medill School. Fentress will work at the station on a part-time basis until his graduation in June, after which he will be a full-time employee.

Gordon E. Smith, the Northwestern interne of last year, is now completing his apprenticeship and has been promoted to a permanent position on the WGN-TV newsreel staff.

### B'casting And Mfg. Execs Want Ban Lifted Soon

The FCC's failure to lift the freeze on station applications—in effect since Sept. 30—is bringing a slow burn to the faces of leaders of all segments of the industry, especially in view of Chairman Wayne Coy's statement in Columbus about two weeks ago that all station requests would remain on ice through the summer.

#### Originally For Six Months

When the freeze was originally announced last fall, the Commission said it would be in effect for about six months. As spring rolled around this estimate was pushed up to June or thereabouts. Coy's latest statement is regarded by many as ambiguous and detrimental to the industry.

The two major components of the trade, broadcasters and receiver and equipment manufacturers, are both eager for the advent of new stations. The networks want the new outlets because of the added circulation thus available to advertisers and also because four webs are competing for time on one or two stations in each of several mid-western cities.

Even many station operators with the only outlet in a market are eager for competition because the pattern throughout the country has been a sharp increase in set sales after the second station in an area went on the air.

#### New Market Envisioned

This accounts in part for the manufacturers' desire for the end of the freeze. A second reason is that the advent of stations in new TV cities would open up entire new markets for receivers.

With the end of the freeze at least three months off, it would be almost a year and a half before newly licensed stations could get on the air. This plus the uncertainty about UHF has brought about a reluctance to build on the part of many who now have CP's and who prefer to wait for a pattern for the future to develop before making the tremendous investment needed to place a station on the air.

### WENR-TV Show Sold

Chicago—"Grennan Dessert Party," new variety seg featuring the Honey Dreamers vocal group, bows over WENR-TV May 19, 9 p.m., CDT, under sponsorship of Grennan cakes, through Young & Rubicam. Tommy Riggs and Betty Lou will guest on the prem. Greg Garrison produces and directs.

# RMA 25th-Yr. Meet Under Way In Chicago

(Continued from Page 1)  
Manufacturers Association. There are approximately 230 booths, display rooms and exhibits at the Stevens Hotel, convention headquarters.

This year the show has outgrown the huge Hotel Stevens exhibition hall and is occupying additional space on the hotel's fifth and sixth floors, where industrial displays opened yesterday, a day ahead of the formal opening of the exhibition hall. The show is considered a vital testing place of a product's potential acceptance by the buyers, the amateurs and the public, and competing manufacturers have on display varied lines of condensers, speakers, resistors, antennas and other products.

Monday was devoted to meetings of the various interested associations and registration began today (Tuesday). Parts division section and committee meetings are scheduled for the first three days; annual membership meetings for Thursday morning, and the RMA membership luncheon meeting at 12:30 noon Thursday. Presiding at the luncheon meeting will be RMA President Max F. Balcom and Secretary Bond Geddes.

Besides the president's address and annual report, there will be an address by Hon. Homer E. Capehart, U. S. Senator from Indiana.

Thursday evening the all-industry RMA banquet will be held in the Stevens grand ballroom. On Friday the anniversary golf tournament will be held at the Olympia Fields Country Club.

Leslie F. Muter, president of The Muter Co., of Chicago, is chairman in charge of the silver anniversary.

## Columbia 'U' Considering Communications Courses

Financing of a "12-point program for the future" at the Columbia University School of Journalism, including projects in radio, television, facsimile and communications, is an "attainable objective" as a result of the addition of more than \$1,000,000 to the original Joseph Pulitzer bequest, Dean Carl W. Ackerman, said in his annual report issued yesterday.

Among the projects which the school "may select in future years" are: the establishment of a printing laboratory; revival of "The Independent Journal," a semi-monthly newspaper formerly published by the school; expansion of the services of the American Press Institute in foreign countries; establishment of a research bureau for continuing studies of news and editorial problems; organization of seminars for the study of industrial and financing public relations; establishment of professorships of journalism in relation to international affairs and the national economy, and the creation of a fund for the publication of pamphlets and books.

## 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 G. Peatman, Director. Survey Week of May 6-May 12, 1949

TITLE	PUBLISHER
A Chapter In My Life Called Mary.....	Shapiro-Bernstein
A Wonderful Guy .....	Chappell
"A"—You're Adorable .....	Laurel
Again .....	Robbins
Always True To You In My Fashion.....	T. B. Harms
Bali Ha'i .....	Chappell
Because You Love Me.....	Remick
Candy Kisses .....	Hill & Range
Careless Hands .....	Melrose
Cruising Down The River.....	Henry Spitzer
Don't Cry, Cry Baby.....	Santly-Joy
Everywhere You Go .....	Lombardo
Far Away Places .....	Laurel
Forever And Ever .....	Robbins
How It Lies, How It Lies, How It Lies.....	E. H. Morris
Hurry Hurry Hurry .....	Dreyer
I Don't See Me In Your Eyes Anymore.....	Laurel
I'll String Along With You.....	Witmark
It's A Big Wide Wonderful World.....	Broadcast Music
Johnny Get Your Girl .....	Bourne
Love Me, Love Me, Love Me (Or Leave Me Alone).....	Miller
Portrait Of Jennie .....	Chappell
Powder Your Face With Sunshine.....	Lombardo
Red Roses For A Blue Lady.....	Mills
Remember Mother's Day .....	Sam Fox
Riders In The Sky .....	E. H. Morris
So In Love .....	T. B. Harms
Some Enchanted Evening .....	Chappell
Someone Like You .....	Harms
Someone To Love .....	Warren Publications
Streets Of Laredo .....	Famous
Sunflower .....	Famous

## Second Group

TITLE	PUBLISHER
As You Desire Me.....	Words & Music
Ballin' The Jack .....	E. B. Marks
Cabaret .....	Duchess
Comme Ci Comme Ca.....	Leeds
Don't Rob Another Man's Castle.....	Hill & Range
Down By The Station.....	American Academy
Dreamer With A Penny.....	George Simon
Five Foot Two, Eyes Of Blue.....	Feist
I Got Lucky In The Rain.....	Sam Fox
If I Could Be With You.....	Remick
I'm A Little Cuckoo.....	Fisher
I'm Beginning To Miss You.....	Berlin
Kiss Me Sweet .....	Advanced
Merry-Go-Round Waltz .....	Shapiro-Bernstein
My Dream Is Yours .....	Witmark
My One And Only Highland Fling.....	Harry Warren
Once And For Always.....	Burke & Van Heusen
Underneath The Linden Tree.....	La Salle
While The Angelus Was Ringing.....	Charles K. Harris
While We're Young .....	Regent
You Was .....	Crystal

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# Radio Movie Plans Reach Script Stage

(Continued from Page 1)  
what kind of a story the movie should tell in order to satisfy a concerned—networks, independent stations and non-NAB members.

Another delaying factor is that the All Radio Presentation Committee has been cautious not to slip in such financial troubles as has faced BMB. Gordon Gray, committee chairman and vice-president of WIP (Philadelphia), said yesterday that pledges from broadcasters amount to \$127,000 and that 90 per cent of this amount is definitely assured. Last year the committee was shooting for \$200,000 so that any surplus could be used for brochures, manuals and other printed promotional material.

MBS remains the only major network which has not agreed to contribute funds for the movie. E. P. James, Mutual vice-president in charge of advertising, promotion and research has been in favor of the campaign from the beginning but Edgar K. Bak would never okay the contribution. The NAB committee has not yet contacted Mutual's new president, Frank White, to see if he will take a different stand.

It's no secret that since the All Radio Presentation plans were launched a year ago, some of the networks—although still participating—have lost a part of their enthusiasm. Impact of television has had a lot to do with it.

## Realty Co. Buying Time On Radio And TV

(Continued from Page 1)  
tising agency, with Richard Lawrence, WVNJ account executive. Radio promotion is handled by Walter Kaner Associates, New York.

A contract has been signed for one 35-second participation program a week on the WPIX, New York, Saturday night telecast, "Around New York," effective later this month.

The realty firm is contemplating also an expansion of its current 15-minute periods per week in Italian language over WHOM, New York. Previous sponsorship included Fulton Lewis on WOR and "Anything Goes" on WNEW.

## Nebr. News Directors Form New Association

Omaha—Formation of the Nebraska State Association of News Directors was announced here by Ted Haas of KOIL, secretary of the newly-formed organization. Officers of the new association are Charles Craig of KODY, North Platte, president; Jack Yeager of KGEW, Kearney, vice-president; Ted Haas, secretary, and Betty Craig of KOIL, Lincoln, treasurer. The membership is composed of the news directors of all 48 Nebraska stations with an associate member from each of the three major services—AP, INS,



# RADIO DAILY



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NEW YORK, WEDNESDAY, MAY 18, 1949

TEN CENTS

## TBA AND NAB TO BATTLE FOR TV LEAD

### C. E. Arney Secretary Of Ad Council Group

Washington Bureau of RADIO DAILY Washington — Appointment of NAB's secretary-treasurer, C. E. Arney, Jr., as secretary to the 1949 Committee on Radio Broadcasting of the Advisory Council on Federal Reports was announced yesterday. The Committee is charged with advising the Budget Bureau on reporting procedures, mainly FCC questionnaires, issued to radio and TV stations and to make recommendations toward the simplification, consolidation and improvement of such reporting. Other members of the Committee (Continued on Page 4)

### WOR, NABET Resuming Pact Discussions Today

Negotiations between WOR and NABET are expected to hit their climax today when federal mediator Bernard Forman makes an all-out effort to settle a wage dispute between the two parties. Discussions have been temporarily suspended for the last two weeks. No definite strike threat has been made but last week members of the Hudson Chapter of NABET voted to authorize a walkout if it (Continued on Page 2)

### Effect Of Warm Weather Noted In Latest Hooper

Impact of the warm weather season is beginning to show its effects on nighttime listening, judging from the latest Hooperatings (May 1-7) being issued today. In general, ratings are down. "Radio Theatre" is at the top of the "First Fifteen" with a rating (Continued on Page 6)

**REC-NAB Luncheon**  
NAB's big three, Justin Millor, Jess Willard and Maurice Mitchell, will be the spokesmen for the industry organization at the Radio Executives Club luncheon tomorrow at the Hotel Roosevelt. Judge Miller is expected to speak on enforcement of the new Code; Willard on NAB operations and Mitchell on the new Broadcast Advertising Bureau.

**Problem**  
School teachers in the Greater New York area have complained to parents of late because children have failed to do their assigned homework. Investigations have revealed that in most instances the children's indifference has been due to their interest in television programs. Western movies, Howdy Doody and Kukla, Fran and Ollie have been some of the pleasantly distracting programs.

### Spot Drive Planned By McCall's Magazine

An intensive spot campaign will be aired by McCall's Magazine from May 26 through June 4 to plug publication of Mrs. Eleanor Roosevelt's memoirs beginning in the magazine's June issue. Mrs. Roosevelt will be seen on the sound-on-film spots which were shot at Hyde Park. Total of 160 one-minute and 20-second announcements will be aired on 22 stations in New York, Philadelphia, Boston, Washington, St. (Continued on Page 2)

### WPEN Ends Membership In Industry Organization

Declaring that "tangible benefit no longer accrues to the station or the association," Edward C. Obrist, general manager of WPEN, Philadelphia, yesterday tendered the station's resignation as an active member. (Continued on Page 3)

## NBC-Schwerin TV Project In Test Of 13,000 Viewers

Chicago—Simultaneous continuing reactions of 13,000 home viewers in Chicago, Detroit and Cleveland to the TV version of "Quiz Kids" were tested last night by Schwerin Research Corp. and NBC. Reactions of the sample, said to be the largest ever obtained in qualitative tele or radio research, will be matched with reactions of two different types of studio control audiences in New York. Cost of the project is being shared

### Two Industry Organizations Planning Drive To Strengthen Positions In Television Field

Battle lines are being drawn between the Television Broadcasters Association and NAB for supremacy as the No. 1 industry organization in the television field, RADIO DAILY learned yesterday. TBA, reported to be irked by NAB's plans to set up a television department with a full time director, have asked their membership to subscribe to an additional \$100,000 fund for the purpose of engaging a full time paid president and to enlarge their operations in research and other fields. NAB, who had consulted with TBA about a merger, took decisive action to set up their own TV department at the recent convention in Chicago. This action was reported to have been done without further consultations with TBA. Deciding factor in NAB's plans to become active in the TV field is the growing number of television stations and the demands from AM-TV members for additional service in the video field. The NAB board, it is reported, also envisions the day when industry revenue from television will supplant that of AM broadcasting. Three names have been mentioned (Continued on Page 7)

### Chandler Clarifies Baseball Air Ruling

First step to end mass confusion over the broadcasting of major league baseball games in minor league cities has been made in a new ruling issued by Baseball Commissioner A. B. Chandler. The commissioner ruled that minor league clubs—if they desire to permit major league broadcasts in their own cities—cannot restrict the big league coverage to one station in their own cities or designate which may carry the major league airings. Chandler's clarification means that (Continued on Page 3)

### New FM Radio Station Starts Tests In N. Y.

First FM station in the New York area owned by the International Ladies Garment Workers Union will begin testing tomorrow. The station will be known as WFDR and will have the 104.3 megacycles spot on the FM dial with 18 kilowatts power. The new station will test for about a month before starting regular (Continued on Page 2)

**Invitation**  
United States Congressmen have been invited by letter to listen to the CBS documentary, "The People's Choice" starring Ralph Bellamy which will be broadcast on Sunday, May 22, 10:00 to 11:00 p.m., EDT. The letters were sent out from the office of John S. Hayes, general manager of WTOP, CBS outlet in Washington, D. C.

# RADIO DAILY



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**JOHN W. ALICOATE** : : Publisher

**FRANK BURKE** : : : : Editor

**MARVIN KIRSCH** : Business Manager

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### WEST COAST OFFICES

**Al Steen, Manager**  
6425 Hollywood Blvd. Phone: Gladstone 8436

### WASHINGTON BUREAU

**Andrew H. Older, Chief** 8417 Dahlgrena Rd.  
Phone: Wisconsin 3271

### CHICAGO BUREAU

**Nat Green**  
Suite 905 139 N. Clark St.  
Phone: State 2-2332

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

## FINANCIAL

(May 17)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	7 1/2	7 1/8	7 1/8	+
Admiral Corp.	20 1/4	19 5/8	19 5/8	+ 3/8
Am. Tel. & Tel.	141 1/2	141 1/8	141 1/8	+ 1/8
CBS A	18 3/8	18 1/8	18 3/8	+ 1/8
CBS B	17 7/8	17 5/8	17 7/8	+ 3/8
Philco	28 3/4	28 3/8	28 3/8	+ 5/8
RCA Common	12 1/2	11 7/8	11 7/8	- 1/8
Stewart-Warner	11 1/2	11 3/4	11 3/4	- 1/8
Westinghouse	23	22 7/8	23	0
Westinghouse pfd.	92 1/2	92 1/2	92 1/2	+ 1/2
Zenith Radio	29 5/8	29 1/2	29 1/2	- 1/4

### NEW YORK CURB EXCHANGE

Hazeltine Corp.	13 1/2	13	13	- 1/2
Nat. Union Radio	3	2 7/8	2 7/8	0

### OVER THE COUNTER

	Bid	Asked
DuMont Lab.	13 1/4	14 1/4
Stromberg-Carlson	11	12 1/2
U. S. Television	3 1/8	5 1/8
WCAO (Baltimore)	20	20
WJR (Detroit)	7 1/4	7 3/4

### Toscanini Sails

Arturo Toscanini sailed yesterday for Italy on the Vulcania, from New York. He was accompanied by his son Walter Toscanini, an official of NBC. Toscanini will vacation in Italy with his wife, who went there two months ago. He will return to the United States in August. Next season he will again be conductor of the NBC Symphony Orchestra. In the fall he also will resume recording for RCA Victor.

**KGW and KGW-FM**  
PORTLAND, OREGON

COMPLETE SCHEDULE  
SIMULTANEOUS SERVICE

REPRESENTED NATIONALLY BY EDWARD PETRY & CO

## ★ COMING AND GOING ★

**D. W. THORNBURGH**, vice-president of the Columbia network in charge of the western division, is spending this week in New York for conferences with web officials.

**IVOR KENWAY**, vice-president of the American network in charge of advertising, promotion and research, tomorrow will be in Scranton, Pa., where he will address the Advertising Club of that city on "Use of Radio for Local and Regional Advertising."

**DAVID McKAY**, owner of KOLO, Columbia network outlet in Reno, Nev., has left that city for Los Angeles, where he will confer with executives of KNX.

**WALLY JORGENSON**, local sales manager for AM and TV at WBT, Charlotte, N. C., spent yesterday in Washington. He will leave the Capital today for Philadelphia, to look over Quaker City video operation.

**H. R. BAUKHAGE**, American network commentator, last Friday lectured at the Diamond Jubilee Banquet of the Delta Upsilon Fraternity at Syracuse University. His May 13 and 16 broadcasts originated at WJZ.

**TEX BENEKE** and the members of his band leave today for a series of one-night stands. First stop will be Central Park, in Allentown, Pa.

**HOWARD DAHL**, president and general manager of WKBH, La Crosse, Wisc., was a visitor yesterday at the offices of NBC, with which the station is affiliated.

**HARRISON WOOD**, American network commentator, on Saturday will speak before the Detroit Teachers Association at a luncheon in the Statler Hotel. His talk will be titled "This Changing World"

**ROLAND LYNN**, staff engineer in the development group at NBC, will leave Saturday for Atlanta, Ga., where he is scheduled to deliver a paper at the Broadcasting Engineers Conference. His subject will be "Tape, Wire and Disk Recording."

**GEORGE HICKS**, the "Voice of U. S. Steel" heard Sundays on ABC, is back from Pittsburgh, originating point of last Sunday's "Theater Guild on the Air."

**ROY STEVENS**, bandleader, will arrive today from Chicago for a series of conferences on new recordings.

**MARGARET WHITING**, vocalist, has returned to the West Coast.

**MARTIN GABEL**, husband of Arlene Francis, ABC's radio and video luminary, has left for Hollywood, where he will script Danny Kaye's newest flicker, after which he'll direct a film for Universal.



## Cool your heels!

That's the way some of the glib fashion writers toss off a headline, they tell us, when they talk about those fashionable sandals and other style innovations.

But we have a deeper . . . and we think an even older tie-up with "cool your heels." It's this:

The fight for sales is coming. And if you don't want your salesmen cooling their heels in some anteroom . . . today is the day to start to command attention.

Down here in the country's 6th largest city, it's the independent Radio Station W-I-T-H that delivers more listeners-per-dollar-spent than any station in town.

And remember . . . Baltimore is the 6th largest city in the country!

To move goods at the lowest cost . . . W-I-T-H belongs on any smart list for products in a highly competitive field!

### Spot Drive Planned By McCall's Magazine

(Continued from Page 1)

Louis, Chicago, Los Angeles, Detroit, Cleveland and Minneapolis.

Campaign will utilize also radio spots and newspaper space. Federal Advertising is the agency in charge of the account.

TV promotion will include also a tie-in with an airing of "Television Screen Magazine" over NBC.

### Wallach Leaving WNYC; To Give Full Time To TV

George Wallach, director of programs and operations for WNYC, has handed in his resignation to devote full time to his television activities. He is currently producer-director on the DuMont-Photoplay Magazine package featuring Wendy Barrie, Hollywood actress.

Wallach will stay on at WNYC until the Civil Service Commission holds an examination to fill the program spot.

### WOR, NABET Resuming Pact Discussions Today

(Continued from Page 1)

was necessary to win their demands. James Carter, secretary-treasurer of the chapter, said any strike action is being delayed pending the outcome of today's meeting.

Late yesterday WOR issued the following statement: "In the event of a strike, the company does not anticipate any interruption in service in as much as previously used emergency operation will be put into effect."

WOR has refused to grant wage increases asked by NABET. The station claims that the present scale it is paying is higher than the one recently agreed to by NABET and ABC and NBC which signed new contracts last week. The union wants WOR to agree to the clause whereby pay scales could be renegotiated in six months but the station won't agree to this. Present salary scale for NABET employees at WOR starts at \$57.70 and provides for automatic increases of \$9 per week annually until the maximum of \$123 is reached.

### 10 YEARS AGO TODAY

#### From the Files of Radio Daily

The FCC announced that oral arguments on exceptions to the proposed new FCC rules governing standard broadcast stations and standards of good engineering practice will be heard on June 1st. . . . A breakdown of NBC client expenditures show that 23 advertisers who have used the network continuously for five or more years have increased their weekly expenditures by 849 per cent. . . . The Radio Council of Western Massachusetts became a reality with the acceptance of the name and by-laws by the organization.

### New FM Radio Station Starts Tests In N. Y.

(Continued from Page 1)

lar programming, Morris Novik, radio consultant to the ILGWU, said yesterday. The name of the operating firm has been changed from Unity Broadcasting Company to FDR Broadcasting Corporation.

David Harris, formerly of WTAG, Worcester, and WOL, Washington, will be program director of WFDR. Lo Frankel, formerly of WCHU, Ithaca, will head up the special events and promotion department and Bertrand Arnow will be chief engineer. Joseph Michaels has been engaged as news editor and Jack Michaels will be transmitter supervisor.

AM  FM

**W-I-T-H**

Baltimore 3, Maryland

TOM TINSLEY, President  
Represented by Hoodley-Reed

**BEHIND THE MIKE**

**STAN FREEMAN**, the sensational pianist-singer-composer of NBC's "Candlelight Revue," guested Wednesday on CBS' "This Is Showbusiness" and Wendy Barrie's TV stanza on DuMont.

Catherine Mastice nixed an out-of-town opera series—too many radio and TV commitments in town.

Michael Schlazer, talented artist and retouch expert, being readied for a video series.

Johnny Olsen's "Prince Charming" show (the audience participation series that gives away a summer vacation plus a complete wardrobe every day to the contestant with the best husband) drew such big crowds at the Victoria Hotel that producer Bob Borjes has had to move the program to the two big Mutual theaters, Longacre and Guild.

Donald Richards, singing star of "Along Fifth Ave." and "Finian's Rainbow," being readied for his own radio and TV stanzas.

In 7 languages, Carl Brisson's transcribing blood donor appeals for replaying in that many foreign nations.

Sammy Kaye considers his new Chrysler-Plymouth series (which starts the 16th on ABC) as the most important commercial he's ever had.

Over 900 Chrysler dealers have signed up the show, which makes a lotta bosses to have.

*Available!*

The Happy Kitchen, one of the Midwest's oldest and most popular women's programs, is conducted by Sally Baker, KMBC-KFRM Graduate Home Economist.

This 9 a. m. week-day morning feature, on the air for almost 15 years, has wide appeal and is deftly handled by Sally Baker. Her easy manner, informative household hints, recipes and food suggestions are of great interest to Heart of America listeners.

Satisfied sponsors of the Happy Kitchen in the past have included Allsweet Margarine, Nescafe, Knox Gelatine, Mason Jars, Norge Refrigerators and others.

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



Sally Baker

**KMBC**  
of Kansas City

**KFRM**  
for Rural Kansas

**Chandler Clarifies  
Baseball Air Ruling**

(Continued from Page 1)

minor league clubs, while retaining their territorial rights, have no property rights on major league broadcasts. Heretofore, some minor league clubs have sold exclusive major league rights to stations in their own cities.

The commissioner's ruling, involving weeks of investigation by his office and the U. S. Department of Justice, was prompted by a complaint from WBBW, Youngstown, Ohio. WBBW, newly constructed 250-watt indie, wanted to broadcast games of the Cleveland Indians fed to an Ohio network by WJW, Cleveland. The minor league Youngstown club, however, had granted exclusive permission for such broadcasts to WBKN. It's reported unofficially that WBKN paid the Youngstown club \$1,000 for exclusive rights to air the Cleveland games.

**Standard Practice For Years**

WBKN, which airs home games of the Youngstown Athletics, gave precedence to the local club whenever there was a conflict with the Indians' schedule. Because of Chandler's new ruling, both WBBW and WFMJ-FM in Youngstown are now broadcasting Cleveland games in addition to WKBN.

The selling of exclusive rights as occurred in Youngstown has been standard practice in years past. This is the first time the rule has been clarified to state specifically that minor league clubs have no property right on the majors. In reference to radio and television, any ball club has territorial rights up to 50 miles from its home park. Any minor league club located 50 miles beyond a major league park has the right to forbid major games being broadcast in the minor league city.

Chandler's new ruling did not designate whether a minor league club should or should not permit major league coverage in its own city. It did recommend to the minors, however, that they allow major league broadcasts where there is no conflict with local games and if it is not damaging to the minors.

**WPEN Ends Membership  
In Industry Organization**

(Continued from Page 1)

ber of NAB. The letter of resignation follows:

"WPEN herewith tenders its formal resignation from the National Association of Broadcasters. It is felt generally at WPEN that the industry has so far outgrown the Association in numbers of stations and diversity of interests and problems that tangible benefit no longer accrues either to the station or the Association by continued active membership in the organization on the part of WPEN.

"Since the by-laws make no contrary stipulation, this resignation shall become effective as of this date, and enclosed herewith is our check for dues in full."



**He Helped Increase Senatorial Mail  
by 800%**

The assistant postmaster of the Senate judged it to be one of the biggest mail pulls in the history of the Senate post office. The House postmaster quoted no figures, but indicated that only one or two occasions in the past 12 years produced more mail. A sampling of 28 Senators and 4 Representatives showed receipt of an estimated 124,000 pieces of correspondence.

The subject: Taft-Hartley labor bill. The cause of the avalanche: Fulton Lewis, Jr. On just 2 broadcasts he requested his listeners to vote yes or no to 19 questions covering various phases of the labor bill controversy. Each Congressman was furnished with a printed key to the questions asked. The overwhelming response proves anew that the Lewis audience is large and articulate.

Currently sponsored on more than 300 stations, the Fulton Lewis, Jr. program affords local advertisers network prestige at local time cost, with pro-rated talent cost. Since there are over 500 MBS stations, there may be an opening in your city. If you want a ready-made audience for a client or yourself, investigate now. Check your local Mutual outlet—or the Co-operative Program Department, **Mutual Broadcasting System**, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago, 11).

## OK Louisiana Station; Other FCC Activities

Washington Bureau of RADIO DAILY

Washington—The FCC announced yesterday that it has okayed a new station on the 1540 band with 50 kilowatts daytime and 25 kilowatts night in New Orleans for Roy Hofheinz and W. N. Hooper, broadcasters with extensive Texas and Alabama broadcast interests.

At the same time the Commission okayed a power boost for KGBC, Galveston, Texas, from 250 watts to one kilowatt, also on the 1540 band, and turned down the application of Bayou Broadcasting Company, Baton Rouge, for the same frequency with 50 kilowatts day and 10 kilowatts night.

### Two Power Boosts Granted

Two power boosts and several transfers of control were approved by the FCC this week, with WDXI, Jackson, Tenn., and WKNA, Charleston, W. Va., both granted increases in daytime power from one to five kilowatts. Among five transfers approved, the largest sum changing hands was \$61,335 paid H. Ross Perkins by John Deme, Clifford Oat and Harrison Noyes to purchase WNOG, Norwich, Conn.

Transfer of control of WJVB, Jacksonville, Fla., from J. Lyle Williams and 15 other stockholders to Reginald B. Martin and Lester M. Combs for \$24,296 (for 90 per cent of the voting stock) was approved.

Assignment of the license of WDIG, Dothan, Ala., from Jess M. Swicegood, J. B. Burnett and Lola C. Robison to a new partnership including only Swicegood and Robison was okayed, with the partnership paying the former licensee combination \$12,500.

The Commission also okayed the purchase by George W. Smith, Jr., who was already a one-quarter owner, of 50 per cent of the outstanding stock in KMAE, McKinney, Texas, from Clay E. Thompson, Jr., and Noel E. Thompson.

## Radio Electrocutes Baby

Mahwah, N. J.—The two-and-a-half year old son of Mr. and Mrs. Cyril Hopkins was electrocuted Monday night. Mrs. Hopkins was giving the child a bath and had placed him on a drain board. The baby's wet skin came in contact with a metal section of a radio which was in operation at the time.



## Mainly About Manhattan. . . !

• • • Justin Miller, president of NAB, may have to answer a S64 question at the Radio Execs luncheon tomorrow. New York dailies are wondering just how far NAB will go toward enforcing the new Code. . . . Word comes from Paris that Frank Stanton, CBS prexy, is finding it tough to get away from radio and TV on his European jaunt. Stanton is being feted everywhere he goes by European radio and television execs. . . . Mrs. Anne Parenteau Norman, for eight years with Jimmie Fidler, has launched a thrice-weekly radio and TV column in the Hartford Times. (Incidentally, radio-TV news columns are on the upbeat throughout the nation, with some 350 daily papers carrying either daily or weekly features). . . . Hypnotists plan to petition FCC so that they may be permitted to appear on television. . . . "Murder and Mrs. Malone" may return to the air bankrolled by Kelvinator. . . . One of the masterminds behind the public relations campaign that unseated Frank Hague and elected John V. Kenny in Jersey City was our boy, Jack Banner. . . . Goody Ace has sold a five-a-week TV series, which he'll write, to CBS. It'll start in August with Philip Morris picking up the tab. . . . Geo. Wallach has resigned as program director for WNYC. . . . Henny Youngman sez those old Westerns on television at least prove one thing—that Tom Mix had the first Tony.

★ ★ ★ ★

• • • When Phil Spitalny moves into the Strand Theater on June 10th with his troupe of 42 femme artists, he doesn't figure to clear a dime on the engagement. Which is quite a switch from most bands who depend upon theaters to recoup their losses from hotel dates. Actually, Phil is using the date as a sort of television break-in or showcase. He's got two big sponsors heated up and he figures there's no better way to present his idea. Spitalny could've been on TV a long time ago had he been willing to accept a short-term pact, but he's holding out for a worthwhile deal.

★ ★ ★ ★

• • • AROUND TOWN: Arthur Simon, ex-RADIO DAILY scribe, who traded in his typewriter to become gen'l manager of WLIE, WPEP and WOV and later executive veepee of WKBW, has joined the staff of Gale, Inc., as head of the radio dep't and assistant to Moe Gale. (You've got yourself a good boy, Moe). . . . Tom Hudson back on the local radio scene again after spending 6 months in Texas with his two brothers, Dick and Harry (Tom, Dick & Harry?) with whom he operates the Hudson Transfer and Warehouse Co. He just finished the narration on an Atomic Bomb film for the government at Pathe. . . . Recommended: Al Bernie's quizzipy sessions on his Mutual airer, "Let's Play Games." . . . Eugene Lowell, who conducts the Choraliers on CBS, is Eugene Lowenthal, former partner of Lyn Murray. . . . Hugh James commentating for Telenews newsreel. . . . Claire Mann, the society slenderizer, has given up her East Side reducing salon to devote her full time to her WNBT series. . . . WHOM's Willie Bryant has recorded a flock of his famed blues for Apollo. . . . Lawrence Tibbett has wrapped up a weekly pop opera series and is shopping around for a TV sponsor. . . . A Shirley Booth starrer, "Hogan's Daughter," is being considered as the summer replacement for Ralph Edwards' "This Is Your Life." . . . Gregg Sherwood can't figure out howcum Artie Shaw ever became a bachelor of music.

★ ★ ★ ★

• • • On "The Fat Man" series last week, which was a baseball whodunit, the major sequence revolved around a scene which had the manager's wife seated in the press box with the baseball writers. Somebody oughta tip off the author that no woman, not even a femme sports writer, is permitted to occupy the press box in any ball park in the country.

## C. E. Arney Secretary Of Ad Council Group

(Continued from Page 1)

tee are Ben Strouse, WWDC, Washington, chairman; Charles Barham, Jr., WCVH, Charlottesville, Va.; Kenneth Berkeley, WMAL, Washington; H. J. Brennan, WJAS, Pittsburgh, Pa.; Carl J. Burkland, CBS; John Elmer, WCBM, Baltimore; E. K. Jett, WMAR, Baltimore; Merle Jones, WCCO, Minneapolis; C. T. Lucy, WRVA, Richmond, Va.; James H. Neu, CBS; Gustav Margraf, NBC; and Herbert L. Pettey, WMGM, New York.

## Fadiman In Legal Action Against Piano Quartette

Edwin Fadiman and Fadiman Associates, Ltd., a New York management corporation, has served legal papers upon Carnegie Hall, Inc., to restrain the concert hall's payment to members of the First Piano Quartet individually of any of the proceeds of the May 14th concert by the Quartet.

Statement by Attorney

L. Arnold Weissberger, counselor for Fadiman, told RADIO DAILY yesterday that the First Piano Quartet "is under contract and has been under contract for the past eight years with Fadiman Associates." The attorney explained that their contract is automatically renewed for an indefinite period provided a certain minimum income is provided by the management corp. "The Quartet's income has been far above that minimum," he added. He said similar action would be brought against any other contractor with the quartet except through Fadiman.

## Harry M. Davis

Harry M. Davis, 38, science editor of "Newsweek" magazine, was drowned in the Gulf of Mexico on Monday night near Biloxi, Miss., when he failed to return to the surface following a dive from the steps of a pier. His body was recovered in four feet of water.

Davis was a science reporter and Sunday feature writer for the New York Times from 1935 to 1942. During the war he served in the Signal Corps. He joined "Newsweek" following his discharge from the service.

**REX  
MARSHALL**

Announcing  
"SUSPENSE"  
"WHO SAID  
THAT"  
ON TV  
SC 4-5700





**NEW BUSINESS**

**WMAQ, Chicago:** Armour & Co., through Foote, Cone & Belding, Inc., renewed four 30-minute periods of the "Town and Farm" program for 52 weeks. Renewals are for the Monday through Thursday segments and became effective May 2. Spot business reported by the station included Richards and Associates (film merchandise), live one-minute announcements on the "Early Bird" program for 13 weeks effective May 9; Belton Hearing Aid Co., through Presba, Fellers & Presba, one-minute announcements weekly on the "Early Bird" program for six weeks effective May 9; Chrysler Corp., Dodge division, through Schrauff & Ryan, Inc., four station breaks and four one-minute announcements weekly for four weeks effective June 6; Hudson Motor Car Co., through B.B.D. & O., three station breaks weekly for two weeks starting May 15; Allied Florists Association of Illinois, through Ruthless & Ryan, Inc., three station breaks weekly for 52 weeks effective May 10; Procter & Gamble Co., through Dancer-Fitzgerald-Sample, and Compton Advertising, five one-minute participation announcements weekly for 52 weeks of "The Hometowns"; Peter Fox Printing Co., through H. W. Kastor Sons, two station breaks weekly for 13 weeks starting May 9; Best Foods, Inc. (Shinola), through Benbow & Bowles, Inc., a one-minute announcement weekly for six weeks starting May 9.

**Stork News**

**Cleveland, Ohio—WJMO's** sportster, Paul Nakel, who doubles as the town's leading Polka Jockey, the father of a son, Michael Alan.

**Columbia, S. C.—Sam Zurich,** staff announcer at WIS Columbia, is the father of a daughter, Kathleen Elizabeth, born at Columbia Hospital on May 11.

★ **AGENCY NEWSCAST** ★

**FOOTE, CONE & BELDING Ltd.,** London has been appointed to direct the advertising of J. Lucas Ltd., British designers and manufacturers of fuel and combustion equipment for jet engines.

**RA - TEL REPRESENTATIVES, Inc.** has added to its New York sales staff Thomas Hurley, formerly expeditor for H. E. Brassert, Steel Mill Consultants and prior to that with the market research division of Eastern Airlines. Hurley is a former Lieutenant Commander in the U. S. Navy.

**JOSEPH C. LIEB** has joined Geyer, Newell & Ganger, Inc., as an account executive, it was announced yesterday by H. W. Newell, executive vice president. Lieb was previously a vice-president with Kastor, Farrell, Chesley & Clifford, Inc. He was formerly an account executive with Batten, Barton, Durstine & Osborn. During the last war, Lieb served as a major in the U. S. Army, attached to the office of the Chief of Staff. He saw duty in the Far East.

**ALFRED PAUL BERGER COMPANY, INC.,** has been named advertising agency for the Rek-o-Kut Company, Inc., Long Island City, manufacturers of recording machines. Sidney Rosendorf is account executive.

**WPLH AND WPLH-FM, Huntington, W. Va.,** have engaged Transit Radio, Inc. as their national representative, effective immediately.

**PAUL V. HANSON,** formerly advertising director of Everywoman's Magazine, has joined Storecast Corporation of America as director of sales and advertising. Hanson was an associate of the late Paul Block, newspaper publisher, managing his Boston office for several years, and later filling an important post in Block's New York operation.

**COUNCIL OF ADVERTISING AGENCY LIBRARIANS** has elected the following officers to serve for one year: president, Rosalind Morrison, Doherty, Clifford & Shenfield, Inc.; vice-president, Katherine D. Frankenstein, Batten, Barton, Durstine & Osborn, Inc.; secretary, Vera Halloran, J. M. Mathes, Inc.

**MRS. SYLVIA JAMES,** of the public relations department of the Philadelphia Community Chest, was awarded first place and \$100 cash in the radio division of the 1949 Erma Proetz Award sponsored by the Women's Advertising Club of St. Louis. Two other awards of \$100 each were presented to: Elizabeth Eyerly, account executive of Botsford, Constantine and Gardner, New York, winner of the 1946 Award, who received first place in the copy division for a magazine campaign for Jantzen Foundations, and Jane Trahey, advertising manager of Nieman-Marcus, Dallas, first in art, for layout and photography on a Nieman-Marcus newspaper campaign. Miss Trahey, who won Honorable Mention in 1948, received it again this year for fashion copy written for a newspaper campaign.

**JOHN T. WEST** has joined the art department of Fred Gardner Company, Inc.

**PROMOTION**

**Shirt Band Tieup**

**WMGM** has distributed 100,000 shirt-band ads, printed in blue on pink, promoting three sports programs, to laundries in metropolitan New York. The bands plug pre-game "Warm-Up Time," sponsored by Truval Shirts, Chase National Bank, Piel's Beer and Buddy Lee Clothes; post-game "Sports Extra," presented by Fitch Shampoo, the New York World-Telegram, Kool cigarettes and Buddy Lee Clothes; and the recreation show, "Today's Baseball," sponsored by the World-Telegram and Nedick's, Inc.

**Will Sponsor Baseball**

**Hartford — WONS** has begun broadcasting all games of the Hartford Chiefs of the Eastern League Monday through Friday. Home contests as well as those on the road will be aired by the Hartford Mutual-Yankee outlet, according to Manager Robert L. Kennett. Jim Morris, head coach at Kingswood School, Hartford, will do the play by play. Sponsors are Bryant & Chapman Dairy and General Ice Cream Corporation, home games, with Hartford-Connecticut Trust Company footing bill for road games broadcast. WTHH, Hartford, ABC station, will carry Chiefs' games on Saturdays and Sundays.

**IF YOU WANT A RANCH HOUSE PLEASE PASS THIS BUY**

Broadcast executive moving to another city. Charming New England home for sale—Shippan Point, Stamford—1½ acres—500 yds. from Stamford Yacht Club—1½ acre lawn. Gorgeous shrubbery!

4 Bedrooms—3 baths—second floor. Modern from cellar to attic—Cocktail—Den—Powder Room. Fireplace in living and dining room—Terrace. 2-car garage. Must be sold by June 15th.

**\$60,000 VALUE—ONLY \$12,500 NOW**

Beach privileges. More information.

Call Plaza 7-4370 or Stamford 3-7119

**Sold..**

A hatchery using early morning (6:30) announcements on KEX sold 41,800 chicks in seven weeks! Orders came from Oregon, Washington, California, and Nevada, proving the pulling power of KEX's persuasive voice—and underlining once more that terrific 50,000-watt KEX coverage of the great Pacific Northwest.

To hatch bigger sales for your product in this rich market, check with Eldon Campbell at KEX, or with Free & Peters.

**PORTLAND, ORE. 50,000 WATTS ABC AFFILIATE**

**KEX**

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

## SOUTHWEST

J. M. BISHOP, WOAI, San Antonio account executive, reports for two weeks on active duty in the U.S. Air Force Reserve. Assigned to Public Information Office, Headquarters Flying Division, Air Training Command, Randolph Field, San Antonio. Bishop served five years in the Air Force during the last war, joining the staff of WOAI following his discharge in Aug., 1946.

The FCC has approved the request of Leonard R. Lyon of Big Spring for a new standard broadcast outlet to be built there at to operate full time on 1400 kilocycles with a power of 100 watts.

Jerry Sperlger, formerly on the staff of KFRO, Longview on special events and sports, has joined the staff of KACB, Alexandria, La., as production director and master of ceremonies.

The Rev. James W. McClain, who was radio's Dr. I. Q. for six years will resume that role in a special fund raising program by the Saint Matthew's Cathedral Woman's Auxiliary on May 20 at the McFarlin Auditorium in Dallas. The Rev. McClain is now being heard over WFAA and the Texas Quality Network as emcee of "Mrs. Tucker's Smile Program." Ivan Wayne, tenor also on the same program and WFAA will also participate in the Church program.

Request has been made by KLIF, Dallas to the FCC for increase in power, change in dial setting and to go from daytime operation only to full time operation. KLIF operates with 100 watts on 1190 kilocycles daytimes and would operate on 1480 kilocycles with 10,000 watts day and 1000 watts night.

Starting the vacation season a bit early were Bob Thompson, program director for KTSA, San Antonio and Mildred Winnemeyer of the KTSA accounting department.

KRGV, Weslaco, has been granted a power increase by the FCC. Output will shift from 1000 watts to 5000 watts on 1290 kilocycles.

The FCC has approved the assignment of KSTB, Breckenridge from Robert W. Chapman and Manning L. Trammell operating as the Stephens County Broadcasting Co., to a new corporation of the same name with Trammell as president with 40 per cent interest; Chapman is secretary-treasurer with 40 per cent and Augusta J. Trammell and M. Elizabeth Chapman each have 10 per cent interest in the corporation.

### School Concert On WQXR

WQXR will broadcast the semi-annual concert of the High School of Music and Art, featuring original works by two members of the senior class, May 21, 10:05-11 p.m.

The station's music director, Abram Chasins, will interview the two young composers, 17-year-old Frederick R. Schick and 16-year-old Coleridge-Taylor Perkinson.

## NBC-Schwerin TV Project In Test Of 13,000 Viewers

(Continued from Page 1)

necessary; how do audiences react to the TV version of 'Quiz Kids' compared to the AM version; which types of questions are the more popular; how should the commercials be handled; which groups (by age, sex, income, education) like which portions of the program best, and which least?"

### Deal Most Unusual

Unique deal for recording the show had Miles buying cable time from Cleveland to New York on closed circuit for the sole purpose of getting a kinescope film to be tested by Schwerin and NBC. New

York tests are expected to be completed within two weeks with detailed results on entire project expected by June 15.

Research questions hoped to be answered by the test include: "How large a sample is needed to get reliable results; how frequently should reactions be checked during a program; what new audience characteristics, in addition to those that turn up in radio testing, affect liking for television programs; what differences in reaction occur between a test in the studio and one in the home?"

### Effect Of Warm Weather Noted In Latest Hooper

(Continued from Page 1)

of 22.3, followed by Walter Winchell with 21.9 and Jack Benny with 19.1. A sidelight on changes in the "First Fifteen" is that Louella Parsons moved up from 54th position in the previous report to 8th place, improving her rating from 8.7 to 14.0.

Here is the "First Fifteen" list, starting with fourth place:

(4) My Friend Irma 18.2; (5) Arthur Godfrey's Talent Scouts 17.9; (6) Fibber McGee & Molly 15.3; (7) People Are Funny 14.4; (8) Louella Parsons 14.0; (9) Dennis Day 13.5; (10) Bob Hope 13.5; (11) Suspense 12.9; (12) Crime Photographer 12.5; (13) Your Hit Parade 12.5; (14) Bob Hawk 12.1; (15) Stop the Music 11.7.

CBS has seven programs on the list, NBC five and ABC three.

### ABC Airls Clay

Gen. Lucius D. Clay, retiring military governor of Germany who arrived by plane in Washington yesterday, was heard in a special half-hour broadcast last night over ABC network at 10 p.m., EDT. Gen. Clay delivered "A Report to the People."

### New Morley Book Out

"The Power in the People" is the title of the new book written by Sunoco 3-Star Extra (NBC 6:45 p.m. EDT) Foreign Affairs Editor Felix Morley. Morley's latest literary effort brings to the American scene a unified study of the sources of our political ideas, the manner of their development, the circumstances which governed their evolution and the hard basic core of our culture which has led us, thru mistakes and failures from the time of our colonial history to our present responsibilities of the greatest power of the modern world.

### WHOL Exec Joins SESAC

Rod Schoenlank, commercial manager of WHOL, Allentown, Pa., has left that post and has joined the transcription sales staff of SESAC in New York.

### WNEW, Starting May 21, To Call Sun. 'Song Day'

WNEW has revised its Sunday afternoon programming schedule to conform to the theme that "Sunday is Song Day" and to surveys showing that "recordings highlighting bands have been losing popularity with radio listeners while discs starring vocalists have been gaining in audience," it was announced yesterday by Ted Cott, WNEW's program director.

One of the new features to start this coming Sunday, 2 P. M., will be the "Disc Jockey Jury," featuring a combined panel of the station's six top record spinners: Martin Bloch, Bert Wayne, Rayburn and Finch, Jerry Marshall and Art Ford. Bloch will select the overall top tune of the week while the others will pick top vocals in various categories.

### New CBS Comedy Series To Take Helen Hayes Spot

"Young Love," a new comedy series starring Janet Waldo and Jimmy Lydon, will make its debut over the CBS network, Sunday, June 5, 9:00-9:30 p.m., EDT. A CBS package, the program will go into the spot vacated by Electric Companies Advertising Program, "Helen Hayes," for eight weeks through July 24.

On Sunday, July 31 and continuing for ten weeks, the Electric Companies will return to the air with a new summer series, "Meet Corliss Archer." The Electric Theater with Helen Hayes will return to the air in early fall.

### Youth Program ETs Offered

The Record-Loan Library of the College of Home Economics at Cornell University, Ithaca, N. Y., is distributing recordings of a youth program, "How Shall I Choose My Mate?" recently broadcast by WHLL, Hempstead, N. Y., to Parent-Teacher Associations, Family Life Study Groups and other organizations throughout the state affiliated with Cornell's extension service to stimulate discussion within local groups.

## COAST-TO-COAST

### Vacation Contest On WPDQ

Jacksonville, Fla.—Listeners WPDQ have been invited to enter a \$2500 vacation contest. All that is required of an entrant is to stay tuned to the station and complete in fifty words or less, "One of my favorite WPDQ programs is—because—". Winners will be announced July 11th.

### KSL Has Promotion Tie-In

Salt Lake City, Utah—KSL arranged a public relations tie-in with the Deseret News, daily Salt Lake newspaper, in an effort to increase interest in a series of public service broadcasts currently featuring the University of Utah music department. The paper runs three stories and two pictures on each broadcast. The program sked, guest artists time and KSL are given prominent play on three separate days prior to each week's program. In return program is announced "KSL at the Deseret News present the University of Utah concert series."

### KYW's Wayne Recording

Philadelphia, Pa.—Stuart Wayne disc emcee on KYW's "Music Clock" and "Tunes for Tiny Toes" programs made his first record in Mayfair scheduled for release in the near future. Billed as "Uncle Stu" on the records, Wayne will make a series of sides incorporating features of his kiddie program and is preparing a wide-spread publicity promotion campaign to support the venture.

### WPTR Salutes "American" Day

Albany, N. Y.—In co-operation with the Albany Times Union WPTR featured officials of the I.A.A. An American Day program held recently on the station's "Luncheon at the Empire Room" program. Fred I. Archibald, publisher of the Times Union; George Williams, editor, and Walt Mourdant, feature writer at the paper, were among the guests. H. W. Maschmeier, station's program director, acted as moderator.

### KLZ Program Commended

Denver, Colo.—KLZ was afforded recognition for "accuracy in reporting" recently when the Colorado State Legislature passed resolution H.J.R. No. 13, expressing appreciation for the program, "State Problems," which was carried weekly over KLZ and featured discussions by state representatives on problems facing the 37th General Assembly.

### New Music Series For KTRE

Lufkin, Texas—The title of a new series of broadcasts presented over KTRE is "Emotions in Music" featuring Buddy Ryland's orchestra from the Stephen F. Austin State Teacher's college in Nacagdoch, Texas. The programs are heard Tuesday nights from 9:30 to 10:00 p.m.

# TELEVISION DAILY

Section of RADIO DAILY, Wednesday, May 18, 1949 — TELEVISION DAILY is fully protected by register and copyright

## TBA, NAB SEEKING TV LEADERSHIP

### TELE TOPICS

IF YOU ARE FOND of Morton Downey's singing and enjoy seeing close-ups of his face, you may like his three-a-week hit on the "Mohawk Showroom" over NBC, because that's all there is on the show. Downey sits at a piano and sings, whistles, mugs occasionally and his informal, intimate-type chatter gives the impression that the guy has a world of confidence in himself. ("I'm glad you liked it," he said as he finished a number Sunday night.) He also delivers hefty plugs for Coca-Cola. . . . For those who are aficionados of the Downey personality, the program is rather dull. There is almost no movement, and Monday night at least, was badly paced with only one bright spot during the quarter-hour. Like many other shows of this type, it would make a pleasant radio program. Music is by the Carmen Mastren trio. . . . Live commercials for Mohawk carpets are well-handled. Charlie Stark is subbing this week for the ailing Bob Stanton. Roger Pryor produces and Clark Jones directs. Agency is George R. Nelson Co., of Connecticut.

PHILIP MORRIS will sponsor a five-minute comedy strip written by Goodman on CBS, 7:55 p.m., beginning in early August. . . . At the Ascap luncheon for agency execs yesterday, Roger Pryor found himself on both sides of the fence. He is invited to the meeting as tele director of Foote, Cone & Belding, and he also is a member of Ascap. . . . Lever Brothers of General Mills are the first advertisers to subscribe to TV-network Hooperatings which will be published for the first time on June 23. . . . Kyle MacDonnell will undergo a minor operation today at University Hospital. She'll be there for the rest of the week and Earl Wrightson will sit alone on their Sunday NBC show. . . . Bell Television is installing 100 15-inch receivers in 25 Grand Union supermarkets throughout the city for the ABC timer "Market Melodies," which bows May 24.

BOTH ADMIRAL AND RCA VICTOR are reportedly bidding for TV rights in Notre Dame football games this fall. . . . The Ballet Theater makes its first appearance Sunday, over NBC, 9 p.m., singing "La Fille Mal Gardée" and "Pas Quatre." Dimitri Romanoff will stage production, Garry Simpson will direct and Max Goberman will conduct the NBC orchestra. . . . Lucky Strike still undecided about a replacement for "Your Show Me." They will retain the time slot on NBC, but may take an eight-week hiatus. . . . Quarterly all-day forums are planned by NTFCA, with the first tentatively scheduled for June 30, which will mark the organization's first anniversary. Burt Balaban, of Paramount, will head committees for arrangements for the sessions.

### TV Zooms Sales; Gets Store's Total Budget

A TV payoff to the tune of a 100 per cent increase in business has caused Joseph Rudnick, president of Sunset Appliance Stores, Inc., to allot the entire advertising budget for the firm—believed to be in excess of \$3,000 a week—to sports shows on WPIX.

Firm has signed with the News outlet for sponsorship of Thursday night boxing from Queensboro Arena, Tuesday night wrestling from Coney Island Velodrome, and weekend editions of "Sport of Call" a studio program with Guy Lebow preceding N. Y. Giants baseball pickups.

Sunset began in video with bank-rolling of N. Y. Rovers hockey games over WPIX in November, 1948. This boosted sales of the retail store to \$17,500 weekly. At the end of the hockey season, Sunset picked up the tab for wrestling matches from Eastern Parkway Arena and gross sales jumped to the present high of \$35,000 a week.

Rudnick said that 90 per cent of the store's business lies in receivers and servicing. His firm sells also refrigerators and other appliances.

### Gillette Will Sponsor Jersey Race Over ABC

Running of the Jersey Stakes Race May 28 in Garden State Park, Camden, N. J. will be aired simultaneously on the ABC AM and TV webs under sponsorship of Gillette Safety Razor Co., J. P. Spang, Jr., president of Gillette, announced.

## BMI Steps Up Tele Activity Prior To Ascap Deadline

As negotiations between Ascap and the networks continued, with the week's second meeting scheduled for 11 a. m. today, BMI stepped up its service to TV stations in preparation for the expected elimination of Ascap music from the air on June 1.

Execs who attended the first meeting with Ascap on Monday reported that nothing conclusive was decided. Yesterday the Society was host at a luncheon in the Barberrry Room to tele execs of leading agencies.

This week BMI shipped to all tele outlets 727 items of music, weighing 123 pounds, as a starter, including professional copies, regu-

### Full-Time Aide

The new television committee of the Motion Picture Assn. of America yesterday unanimously approved a continuing study of video as it affects the film industry and authorized a paid aide to Edward T. Cheyfitz, committee secretary, who will devote his entire time to the group's tele-activities.

## DuM Program Sked Revise Due In 2 Wks.

Complete revision of the DuMont program schedule was announced yesterday. Planned by program director James Caddigan and manager of program planning Larry Menkin, new lineup includes:

(1) Three new shows now in rehearsal to debut within two weeks—"Magic Cottage," starring Pat Meikle; "Lady Luck Or The Tiger," and "Captain Video."

(2) Eight new programs written, cast and given preliminary run-throughs. These will be showcased, one a week, starting next month.

(3) Fifty new shows, representing all types, planned, scripted and under consideration by the web's program board.

(4) Revamping of stanzas now on the air.

"Magic Cottage" will be an across-the-board children's stanza. "Lady Luck" is an audience participation show with studio audience competing against home viewers. "Capt. Video" will be a Monday-through-Friday children's serial.

## Each Organization Plans Full-Time Video Official

(Continued from Page 1)

as possible choices for the full time presidency of TBA. One is Wayne Coy, chairman of the FCC; another is Jack Poppele, WOR-Mutual executive and current president of TBA while the third is Ralph Austrian, television consultant and former executive of RKO and RCA. Coy is not expected to make a decision until his return from Europe next month and the move to draft Poppele for the post is gaining momentum. Austrian is reported to have a number of friends among the TBA membership who are supporting his candidacy.

A. D. Willard, Jr., executive vice president of NAB, is reported slated to head up the TV department of the organization as director. The board has voted \$25,000 a year as a salary budget for this post. Charles Batson, former director of press for NAB, is also active in the organization's television planning.

TBA, according to reports, has around 35 TV broadcasters on their list of membership. NAB, on the other hand, lists most of the 62 TV stations as members as many of them are owned by AM operators who have been members of NAB for sometime.

In New York TV circles yesterday it was the consensus of opinion that TBA would strengthen its position as an organization representing the networks and manufacturers and that NAB would probably gain its membership from the television stations.

## 4 Named CBS Directors, Six Associates Added

Appointment of four new directors to the CBS-TV program staff was announced yesterday. They are Herbert Sussan and John Wray, promoted from associate director; Alan Dinchart, Jr., formerly production supervisor, and Ralph Nelson, actor and writer.

Six associate directors also were appointed. They are: Theodore Fetter, Peter Lawrence, William Patterson, Alice Smart, Saunders Thomas and Matt Harlib.

## Van Ells Gets WLW-D Post

Dayton—Neal Van Ells has been appointed chief announcer of WLW-D, it was announced by Don Faust, program director of the Crosley station. Van Ells previously was with WBOV, Terre Haute, and WIRE, Indianapolis.



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**THE GOODWILL STATION, INC.—Fisher Bldg., Detroit**

**G. A. RICHARDS**  
*Chairman of the Board*

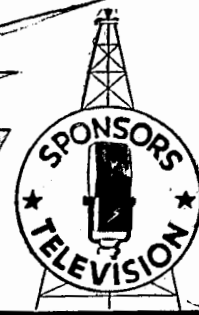
**FRANK E. MULLEN**  
*President*

**HARRY WISNER**  
*Asst. to the Pres.*



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 47, NO. 35

NEW YORK, THURSDAY, MAY 19, 1949

TEN CENTS

## FCC OK'S 8 NEW STATIONS IN BUSY DAY

### \$60,000,000 Loan Arranged By RCA

Completion of arrangements whereby Radio Corporation of America can borrow \$60,000,000 through Lehman Brothers from investment institutions, was announced yesterday by Brig. General David Sarnoff, chairman of the board of RCA.

It was stated that the corporation has drawn down \$40,000,000 of the principal amount provided by the loan agreement, and will borrow the remaining \$20,000,000 before December 29, 1950. The promissory notes, which will bear interest at

(Continued on Page 4)

### AFRA Plans 'Giveaways' As Feature Of Ball

Not to be outdone by the giveaway shows on the networks, AFRA is planning "a super colossal collection of prizes" as one of the attractions of their annual ball which will be held at the Astor Hotel on Friday night, Elizabeth Morgan, chairman of the AFRA ball committee announced yesterday.

List of prizes to be awarded include two round trip tickets to Bermuda via Pan American airways,

(Continued on Page 6)

### ABC Leases Theater; Now Has Four Houses

ABC has increased its use of theaters in New York City for radio and TV to a total of four with the signing yesterday of a five-year lease, effective June 1, with Edin Films, Inc., for the Elysee Theater, 202 West 58th street.

The 704-seat Elysee Theater will

(Continued on Page 6)

### Award

Milwaukee — WISN's "Your Question, Please," a panel discussion of teen-age problems by teen-agers, has been given the 1948-1949 "First Award" by the Milwaukee County Radio Council as the outstanding "locally produced teen-age radio program which best meets the needs of teen-agers." Dr. Ella Callista Clark is the Council president.

### Preview

Mutual will give listeners a preview of the planning for the Four Power Conference in Paris with a hook-up linking Paris, Washington and New York Friday night. The program is scheduled for 8:30 p.m., EDT., with correspondents in the three cities participating.

### Yankee Web Strike Settled In Boston

Settlement of the Yankee Network strike of radio engineers on six of the regional network stations was announced yesterday by network and IBEW officials in Boston. Eighty engineers who have been on strike the past two weeks resumed their normal working schedules last night.

Under terms of the settlement it is said that the Yankee web will not put in effect the proposed 20 per cent wage cut at some of the stations.

### 355 Sponsors Using Transit Radio Service

Transit Radio advertising is being used by 355 sponsors, it is announced by Frank E. Pellegrin, vice-president of Transit Radio, Inc., Chicago. The figure is from a compilation as of May 1, and represents an increase of 145 sponsors since February, Pellegrin said. The list includes national, regional and local sponsors buying Transit Radio time on the 10 stations now in commercial.

(Continued on Page 2)

## Radio Com. Shortcomings Emphasized By Schwerin

Chicago—Television is the best thing that has happened to radio in 25 years because it will speed up the elimination of 90 per cent waste in radio commercials and 50 per cent waste in radio programming, Horace Schwerin, New York researcher, told the Chicago Radio Management Club yesterday.

In presenting the findings by the Schwerin Research Corp. from more than 1,800 tests of radio commer-

### Hofheinz, Hooper Get 2nd In 48 Hours; Pittsburgh Request Turned Down; KTRH Application Rejected

### NBC And CBS Benefit In New Garden Deal

There will be no sharing of radio and TV rights by NBC and CBS to boxing bouts staged in Madison Square Garden, but both networks will benefit by the Garden's purchase of the Tournament of Champions, it was learned yesterday from a source close to the Garden. NBC will get rights to all bouts staged in the Garden but it will not necessarily be entitled to outdoor fights and those promoted by

(Continued on Page 7)

### Rogers Show Renewed By Quaker Co. On MBS

Chicago—The Quaker Oats Co., Chicago, has renewed its sponsorship of "The Roy Rogers Show" over the Mutual network for the fifth consecutive year, it is announced by Ade Hult, Mutual vice-president;

(Continued on Page 2)

### ABC Artists Salaries Revealed In SEC Report

Mark Woods, president of ABC, drew an even \$75,000 last year, according to reports filed with the SEC yesterday, but his earnings fell

(Continued on Page 5)

Washington Bureau of RADIO DAILY  
Washington—The FCC yesterday approved new stations for the East Liverpool Broadcasting Company, East Liverpool, O., on the 1490 band with 250 watts unlimited; for Cecil W. Roberts, Nevada, Mo., on the 1240 band with 250 watts unlimited, and for the following daytime-only operations:

(Continued on Page 6)

### 'Town Meeting' Tour Of World Capitals Set

American democratic principles and "way-of-life" will be promoted by American radio when ABC's "Town Meeting" makes its 65-day world tour of 12 national capitals and the Hawaiian Islands, beginning June 26, it was announced, by George V. Denny, Jr., president of Town Hall, Inc.

Twenty-five persons representing 23 national organizations in the

(Continued on Page 4)

### Public Service Programs To Deal With Pollution

Two drama-documentaries of NBC's "Living-1949" series, will deal with "Our Polluted Air," and "Our Polluted Waters." They will be presented on successive Sundays, May 22 and 29 at 10:05 p.m. EDT;

(Continued on Page 4)

### Ballyhoo

When vaudevillian comes back to the RKO Palace Theater after its 14-year retirement today, WOR reporter John Wingate will be on hand to record the first show at midday for rebroadcast that evening on Lyle Van's 6 p.m. "News On The Human Side" program. Wingate will record impressions of many oldtimers who will be guests of honor.

(Continued on Page 6)



Vol. 47, No. 35 Thurs., May 19, 1949 10 Cts.

JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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WEST COAST OFFICES

At Steam, Manager 6425 Hollywood Blvd. Phone: Gladstone 8436

WASHINGTON BUREAU

Andrew H. Older, Chief 6417 Dahlgren St. Phone: Wisconsin 3271

CHICAGO BUREAU

Nat Green Suite 905 139 No. Clark St. Phone: State 2-2332

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FINANCIAL

(May 18)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Row: Nat. Union Radio.

OVER THE COUNTER

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

Rogers Show Renewed By Quaker Co. On MBS

(Continued from Page 1) the half-hour Sunday western mystery series is heard over the full Mutual network, and will be broadcast throughout the summer, it was stated by the agency, Sherman & Marquette, Inc.

RCA INSTITUTES, INC.

The oldest and recognized as one of the leading Radio Schools in America, offers its specially-trained Radio and Television technicians to the Broadcast Industry.

Our graduates have 1st Class Telephone License. We solicit your inquiry. Address Placement Manager, RCA INSTITUTES, Inc. 850 W. 4th Street, New York 14, N. Y.

★ COMING AND GOING ★

JOHN E. FETZER, owner and president of WKZO, Kalamazoo, and WJEF, Grand Rapids, Mich., was welcomed yesterday at the New York headquarters of the Columbia network, with which both of the Fetzer stations are affiliated.

FRANK CONNOLLY, of the NBC engineering department, left yesterday for Hollywood, where he will supervise construction and installation of audio equipment in four audience studios.

KENYON BROWN, general manager of KWFT, Columbia network outlet in Wichita Falls, Tex., has returned to the station following a few days in New York.

LYNN L. MEYER, vice-president of the Inter-mountain Network in charge of sales, will arrive from Salt Lake City this week-end for huddles with the web's New York reps. He'll remain until June 2.

SAM H. BENNETT, vice-president of KMBC, Kansas City, in charge of sales, has arrived from Missouri for conferences with his national reps. He plans to leave on Saturday.

ANNIE ROBINEAU, 20-year-old French girl chosen by the American Legion as "Miss Poppy of 1949," will arrive in New York by plane next Wednesday, with several radio and video appearances scheduled. She will be heard tonight by transcription from Cannes, France, speaking on Maurice Chevalier's "This Is Paris" over the Mutual network.

DENNIS JAMES on Saturday will pilot his new cabin cruiser to the Larchmont Shore Club to guest star at a dinner and benefit auction being staged by the National Cerebral Palsy Foundation.

JANE PICKENS, vocalist whose programs are heard Sundays on NBC, left yesterday for Toronto, where today she will be heard in concert with the Promenade Symphony Orchestra. Then she'll leave by plane for Pittsburgh to sing at the 75th Anniversary Celebration of that city's Chamber of Commerce Saturday evening.

WILLIAM McBRIDE, general manager of WDBO, Orlando, Fla., a CBS outlet, is in town on station and network business.

JOHN GUEDEL, Hollywood producer, is visiting in Gotham.

AUSTIN HARRISON, general manager of KSWM, Joplin, Mo., paid a call yesterday at the offices of CBS.

PAUL RAYMER, station rep., now on a short trip, is expected back in a couple of days.

GEORGE W. BOLLING, head of the station-rep organization bearing his name, has returned from an extended fishing trip at Turtle Lake, in Canada.

PAUL E. MILLS, sales manager of WOWO, Ft. Wayne, Ind., conferred this week at the New York offices of his national reps. He'll leave for home tomorrow.

VIC SEYDEL, director of the "Fishing and Hunting Club" on Mutual, is back on the job after having been absent as a result of illness.

HERB LANDON has left for Molehill, West Va., to set up a new stunt for the "County Fair" program.

SYDNEY YALLEN, advertising director of KFWB, Hollywood, Calif., is spending a week in New York.

JAMES ALLEN is here from KSD-TV, St. Louis. He plans to remain about a week and a half.

355 Sponsors Using Transit Radio Service

(Continued from Page 1)

cial operation in St. Louis, Washington, D. C.; Cincinnati, Houston, Tacoma, Des Moines, Huntington, W. Va.; Topeka, Kan.; Wilkes-Barre, Pa., and Bradbury Heights, Md. New Transit Radio outlets will be commercially operating soon in Worcester, Mass.; Evansville, Ind.; Allentown-Bethlehem, Pa.; Kansas City, Mo., and Baltimore, Md. Pellegrin states that negotiations for franchises also are under way in many other cities.

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

New England Outlets Get Peabody Awards

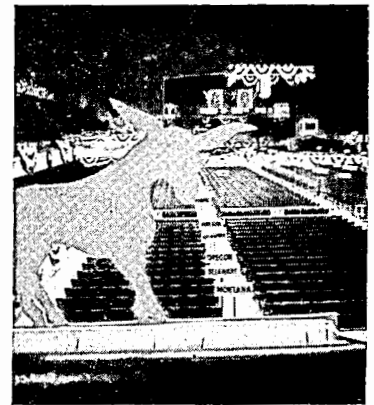
Boston—The Massachusetts Committee, George Foster Peabody Awards for Radio, presented nine stations in this state with citations for "outstanding meritorious public service through locally originating broadcasts," at last night's annual award dinner at the Hotel Statler. Chairman Dorothy Kraus presented the following citations: WNAC for "The Yankee Network Institute"; WLAW, Lawrence, for "This Week in the State House."

Community Forum

WSPR, Springfield, for "The WSPR Community Forum"; WCOP for "The Monitor Views the News" and WBZ-WBZA for the special broadcast of six programs, "Berlin Journal"; WBZ-WBZA for carrying the NBC program "Dress Rehearsal"; WBMS for the "Elsie Sears' Music Gallery"; WNAC for carrying the special program "Great Scenes from Great Plays"; WHDH for "Success Story"; WBZ-WBZA for "Classroom Concert".

WBZ-WBZA for "The Chimney Corner"; WCOP for "The Children's Songbag"; WRUL for "Caravan Diary," and WTAG, Worcester, for "Town to Town." Honorable mention was made of the program "Report to Boston" on WCCP and the all over news coverage of that station.

"Ladies and Gentlemen.."



Here's the convention hall at Philadelphia before any of the "b'hoys" showed up. Not a timely picture, but it makes a darn good point.

It's useless to talk to an empty house. It takes audience to give meaning to any message.

If you remember that when you buy radio in Baltimore, you're bound to end up with W-I-T-H. W-I-T-H gives you audience — big, steady, interested audience at rock bottom cost-per-listener.

W-I-T-H is the big bargain buy because it produces more listeners-per-dollar than any other station in town. So if you want to produce BIG results for a LITTLE bit of money, call in your Headley-Reed man and get the full W-I-T-H story.

W.I.T.H. AM Baltimore, Md. FM Tom Tinsley, President • Represented by Headley-Reed

**BMI**

**BROADCAST MUSIC, INC.**

580 FIFTH AVE., NEW YORK 19, N. Y.

NEW YORK • CHICAGO • HOLLYWOOD

**AM**

**FM**

**TV**

**SINCE 1940**

## \$60,000,000 Loan Arranged By RCA

(Continued from Page 1)

the rate of 3 per cent per annum, will mature May 1, 1974. Upon issuance, they will be the only long term debt of the corporation.

Proceeds will be used to prepay term bank loans maturing 1951 through 1956, which are outstanding in the amount of \$40,000,000. It is contemplated that the balance, when borrowed, will be added to the working capital and be used for general corporate purposes in financing the corporation's expanded business.

Under terms of the loan, according to financial circles, there is no sinking fund payment until the end of the 21st year—then the loan will be paid off at the rate of 20 per cent per annum which retires the entire obligation in equal installments by the end of the 25th year.

The dividend covenant in the loan agreement carries no restriction on dividend payments on the present preferred stock, and permits the disbursement of all net income earned after December 31, 1948 plus \$15,000,000 of previously accumulated earnings and plus the cash proceeds from capital stock. The transaction in repaying all shorter term bank indebtedness places the entire capital structure on a basis consistent with the Corporation's long-range expansion program. By procuring long-term funds in important amount without disturbing the stock capitalization, the Corporation has met its problem of capital needs without diluting the stockholders' ownership.

## Public Service Programs To Deal With Pollution

(Continued from Page 1)

first program will deal with poisoned air in congested cities and the second will report on the abuse of U. S. rivers and streams. Scripts are by Lou Hazam. Wade Arnold is supervisor and Jack Kuney directs. Ben Grauer will narrate both programs.

## New ABC Show Bows Sunday

"The Eye," a new Saturday half-hour detective series, written by Peter Barry and directed by Clark Andrews, will be premed over the ABC network, May 21, 7:30 p.m., EDT.

## GET AWAY FROM IT ALL!

FOR SALE—Beautiful 45 foot—2 cabin power cruiser, just painted and in sail-away condition—sleeps six—2 toilets—dual controls to flying bridge—open cockpit—terrific sacrifice. First \$4,000 takes it. Call Lister, LO. 4-1367.



## Windy City Wordage. . . !

● ● ● Chicago will be included in a cross-country tour being planned by Adolphe Menjou and his wife, Verree Teasdale, to plug his new Mr. and Mrs. program, "Meet the Menjous." . . . Burton Holmes, veteran travel lecturer, is readying a TV show. . . .

**Chicago** On the production list of Jackie and Eddie Hubbard are a new radio show, a new television show, and an heir—the latter expected in September. Jackie is the former Mercury Records production gal, and Eddie is a favorite Windy City disc jockey. . . . Four broadcasts of the Indianapolis Speedway classic on Memorial Day will be broadcast over WGN, and in addition the speed trials on May 21 and 28 will be aired on WGN-Mutual by Gene Kelly on his "Sports Parade." . . . Craig Claiborne, ABC's TV publicity co-ordinator, is off for a two-week cruise to the Virgin Islands.

☆ ☆ ☆ ☆

● ● ● Ulmer Turner, WBKB news editor, had a disconcerting experience a few days ago. Driving into Chicago after an inspection tour of his new North Shore property, Turner met the community fire engine speeding to a fire. The firemen waved at Ulmer and he waved back, in a jovial mood. But when he pulled up in front of his apartment building he found the fire engine there putting out a blaze—in Turner's short-wave laboratory.

☆ ☆ ☆ ☆

● ● ● Tom Moore, emcee of the "Ladies Be Seated" TV program, has lost 20 pounds since he's been practicing up on his water-skiing technique on Lake Michigan. . . . Faculty members of the NBC-Northwestern University Summer Radio Institute will hold their first meeting June 3 at the Merchants and Manufacturers Club. . . . H. Leslie Atlas, CBS central division vice-president and general manager of WBBM, has a new secretary, Arleen Johnson, formerly of the Veterans Administration. . . . And WBBM farm director Harry Campbell's new sec is Mrs. June Smith. . . . Osgood (Ozzie) Westley, WLS music director, has been appointed to the faculty of Central YMCA's educational department. . . . "Singing Story Time," new WGN program for three to nine-year-old children, made its bow Monday, with Vicki Stevens as storyteller, pianist and singer. . . . Toni's first TV venture, "That Wonderful Man," which debuts June 2, will be aired over WBKB.

☆ ☆ ☆ ☆

● ● ● Reminiscing about celebrities they have interviewed in their long radio career, Eddie and Fannie Cavanaugh, who started their first television show, "Window Shopping," on WBKB this week, recalled Martha Raye, who went before their mike at the age of six and had to stand on a chair, and Bing Crosby, who was interviewed by them "when he had a full head of hair."

☆ ☆ ☆ ☆

● ● ● Don E. Kelley, WBBM publicity director, and announcers Art Mercier and George Watson, along with producer Bev Dean, Ed Wojtal, chief sound man at WBBM, and Jim Mitchell, editor of *Outdoorsman* magazine, expect to come back loaded—with fish, this week-end, from Chain O'Lakes, Wisconsin. . . . The Honey Dreamers will headline the "Grennan Dessert Party," which debuts on WENR-TV today (19) under sponsorship of the bakers of Grennan cakes. Greg Garrison will produce and direct. . . . Bonnie Pritchett, 21-year-old WGN receptionist, made her television debut last week, portraying a 50-year-old woman on WGN's "Chicagoland Mystery Players," and did a commendable job of it. Bonnie broke into the radio dramatic field three months ago as a sinister villainess in WGN-Mutual's "Captain Midnight."

☆ ☆ ☆ ☆

## 'Town Meeting' Tour Of World Capitals Set

(Continued from Page 1)

fields of labor, education, management, agriculture, etc., have accepted invitations to accompany at their own individual expense the "Town Meeting" group in the round-the-world-tour. Additional organizations are expected to send representatives to take part in the Town Hall panels in foreign countries.

Radio's drawing power was credited by Town Hall officials for the contributions mailed in by 10,000 listeners during the past six broadcasts of "America's Town Meeting" in response to 30-second plugs announcing the world-tour plans. During the period, contributions from the radio audience alone totalled \$28,000, it was announced by Dr. Thurston J. Davies, executive assistant to Denny. The total budget for the tour will range between \$54,000 to \$60,000. Transcribed spots to plug the world tour, made by nine prominent persons, including stars of stage, radio and screen, are being sent currently to the 266 stations affiliated with ABC.

### Will Advance Tour

Town Hall program director Elizabeth S. Colclough and business manager William R. Traum will leave about May 28 in order to make advance arrangements for the town meetings in the countries to be toured. Foreign radio networks have indicated interest in picking up the town meetings for broadcast in their own countries. ABC will broadcast the meetings at the regular Town Hall periods in this country, Tuesdays, 8:30-8:30 p.m., EDT, via recordings. The tour is expected to supply sufficient broadcasts for thirteen weeks.

In explaining the language difficulties to be worked out by the touring group, Denny told RADIO DAILY that the IBM simultaneous translation equipment, like that used by the UN, would be utilized whenever possible. Where facilities would not be available, "consecutive" translations would be made. A successful test of the IBM system was made by Town Hall on May 9. Town Hall will have to cope with nine different languages in the course of its tour.

Two Americans and two prominent local citizens will sit on the panel in each world capital to be visited, it was explained. The two advance representatives of Town Hall will line up in each capital; two persons qualified to discuss the problems of that locality.

The itinerary includes: London, Paris, Berlin, Vienna, Rome, Istanbul-Ankara, Tel Aviv, Cairo, Karachi, New Delhi, Manila, Tokyo and Honolulu.

### Stork News

Detroit—Bill Walbridge, general sales manager for WWJ, WWJ-FM, WWJ-TV, is the father of a boy Peter Frederick.



**SOUTHWEST**

**ROUND** table discussion on next year's Dallas Symphony Orchestra plans will be heard in a special broadcast over WFAA, Dallas, today. Participants include Walter Endl, the new Dallas Symphony Orchestra conductor; S. I. Munger, president of the Symphony Society; Mrs. J. F. Stuart Arthur, vice-president of the organization; Giovanni Cardelli, business manager; Lawrence S. Pollock, chairman of the finance committee, and John Benfield, amusement editor of the Dallas News.

J. R. Duncan, who will direct television programming when KOAT-TV, San Antonio, begins operation, was among the speakers at a meeting of 200 Zenith dealers held here at a Zenith Spring Showing of new models of AM, FM and Television receivers.

Lee Petrich is the new midnight dawn disc jockey being heard now over KONO, San Antonio. Petrich came here from Ft. Worth.

KBUD, Athens, has requested the FCC to change its frequency and increase its operating hours. Outlet now is heard on 1410 kilocycles with 50 watts day. It is seeking to switch to 1470 kilocycles and operate with 250 watts day and 100 watts night time.

"Uncle" Joe Allison, popular disc jockey and emcee heard over WMAC, San Antonio, will be emcee of a gigantic western show to be staged at the Municipal auditorium in San Antonio on May 18. On the stage will be Ernest Tubbs, Hank Williams, "Butter Ball" Paige, Jerry Ferricho and Ben Christian and his band.

Melvin Winters, musical director, made the special musical arrangements of "The Lass with the Delicate Air" for Louise Martell when the singer appeared recently on Arthur Godfrey's Talent Scouts broadcast over the CBS network. Miss Martell originally lived in San Antonio.

**ABC Artists Salaries Revealed In SEC Report**

(Continued from Page 1)

short of the salaries paid some of the top name talent on the network.

Top money for talent went to Don McNeill, emcee of the Breakfast Club. McNeill received \$180,229 from the show and another \$20,000 was paid to his wife, Katherine McNeill.

**Whiteman Got \$145,316**

Paul Whiteman, as musical director of ABC, drew \$145,316 on the network payroll, with Ted Malone credited with \$79,350, Allen Funt with \$78,627 and Peg Lynch, producer, with \$62,549.

**"It's Your Life" Airs Sex Discussion By Kids**

Chicago—Children will air their views on sex during the "It's Your Life" regular Sunday afternoon broadcast May 22 over WMAQ. The group of children, guided by a physician and a school teacher, will speak frankly about their problems, describe physical changes and explain their views on the subject of sex. Tape recorded broadcasts, produced by the Chicago Industrial Health Association and directed by Ben Park, is designed to show both parents and teachers the importance of intelligent sex education.

**Substituting For Mother**

Hollywood—Harriet Parsons, film producer and daughter of Hollywood columnist, Louella Parsons, will take over the microphone on ABC's Louella Parsons Show Sunday evenings at 9:15 p.m., EDT, beginning May 22, while her mother is in Europe for a three-week visit.

Louella Parsons, who flew to Paris following her ABC broadcast last Sunday, will attend the wedding of Aly Khan and Rita Hayworth on May 27. She also will visit other Hollywood celebrities now on the continent, recording interviews to be aired on her return to this country.

**Radio-TV Manufacturer Buys Time On FM Outlet**

(WABF, New York FM station, has increased the number of its sponsored programs of more than 3½ hours each airing to a total of four with the sale of the 6—9:30 p.m. period, Mondays, to the Lafayette Concord Co., radio and TV set manufacturer.

The other three long programs are: Columbia Records, 6 hours, Tuesday nights; Decca Records, 7 hours, Thursday nights; and Emerson Radio & Phonograph, jointly with Dynamic Electronics-N.Y., 6 hours, Wednesdays.

**WPAT Plans News Series**

Newman Wright, manager of the Washington, bureau of the Herald-News of Passaic, begins a series of exclusive WPAT broadcasts from the nation's capital this weekend based on news of personal and important interest to the people of North Jersey. Entitled "Wright From Washington," the series will start 12:00 noon Sunday (May 22) and be heard every Sunday thereafter.

**Vote Football Fee**

Brownwood, Texas—The Texas conference voted here at a meeting to charge a \$100 fee for football game broadcasts this fall. The conference also voted a \$50 fee for basketball games.

**AGENCIES**

**PERFECTION IN TELEVISION AT COMPETITIVE PRICES** is the theme of a new consumer and trade campaign inaugurated this week by Starrett Television Corp. Advertisements, which will break first in New York, will be repeated in other cities as dealers are appointed. A co-operative advertising program also is in the works.

ZENITH RADIO CORP. has named Jack Farren director of industrial relations.

JACK DAVIS has been appointed manager of the New York office of W. S. Grant Company, Inc., station representatives.

JAMES F. (JERRY) BAXTER, recently manager of Variety's Chicago office, and prior to that of assistant publicity manager of ABC's central division, has joined United Air Lines as publicity representative at the company's offices in Chicago. He will be in charge of magazine publicity.

**Stork News**

David S. Smith, ABC attorney, became the father of an 8 pound, 6 ounce baby boy, born at Doctor's Hospital on May 16. The Smiths have named their newborn David S. Smith, Jr.

**IF YOU WANT A RANCH HOUSE PLEASE PASS THIS BUY**

Broadcast executive moving to another city. Charming New England home for sale—Shippan Point, Stamford—1½ acres—500 yds. from Stamford Yacht Club—½ acre lawn. Gorgeous shrubbery!

4 Bedrooms—3 baths—second floor. Modern from cellar to attic—Cocktail—Den—Powder Room. Fireplace in living and dining room—Terrace. 2-car garage. Must be sold by June 15th.

**\$60,000 VALUE—ONLY \$42,500 NOW**

Beach privileges. More information.

Call PLaza 7-4870 or Stamford 3-7149

**Up to 42% Savings on your Recording Costs!**

**By The Sensational New COLUMBIA**

**(Lp) Microgroove Method**

See How You Save!

- \*Substantially Lower Cost Per Record
- \*More Program Time Per 12" Disc Than On Present 16" Record

12" Record Plays 20 Minutes, each side  
10" Plays 13 Minutes, each side.

Full Columbia Transcription Quality Maintained Throughout.

CALL, WRITE, WIRE FOR FULL DETAILS!

*Columbia Transcriptions*

A Division of Columbia Records, Inc. ®

Trade Marks "Columbia" and ® Reg. U. S. Pat. Off. Marcas Registradas ® Trade Mark

Los Angeles: 8723 Alden Drive Bradshaw 2-5411	New York: 799 Seventh Avenue Circle 5-7300	Chicago: Wrigley Building 410 North Michigan Ave. Whitehall 6000
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## Schwerin Stresses Commercials' Faults

(Continued from Page 1)

he used slides and graphs to illustrate the results of his tests. His research conclusions and the fact that recently-released figures show that only 44 per cent of the nation's population will own television sets by 1954 were given as the underlying factors for his optimism on radio's future.

"Most advertisers approach their commercials as though listeners had been born yesterday," he declared. "They lose sight of the fact that a 35-year-old individual has had 12,000,000 minutes of impressions made upon him in his lifetime before he was exposed to the sponsor's one-minute commercial. In order for that commercial to make an impression, it must take advantage of those 12,000,000 minutes and fit into the frame of reference they have created."

He cited several examples of how he believed commercials have failed to do their jobs. He pointed to:

The soap commercial which used scientific terms to describe the product. "Sixty per cent of the listeners didn't know what the words meant."

The drug product that emphasized its brand name. "Forty-five per cent of the listeners left the program thinking it was sponsored by a leading competitor."

The singing commercial built on a universally-known tune. "Ninety per cent of the listeners remembered the tune, only 5 per cent recalled the sponsor."

A commercial for children was remembered by only 10 per cent of them when it was presented by an announcer, but when the show's star made the pitch, 85 per cent remembered it.

A commercial which painted a "dull image," resulted in only 50 per cent of the total audience remembering it; when its approach was reversed, and a "bright image" created, an additional 17 per cent recalled it.

An idea on economy, when expressed in terms of how many pennies cheaper the item was, persisted in the memory of only 38 per cent of the audience; when it was changed to "what you can buy from the savings at the end of the year," 25 per cent more of the audience remembered it.

### Perplexing

Station Manager James Murray of KQV isn't quite sure when his new daughter will celebrate her birthday. The little lady was born at 12:21 a.m. Daylight Saving Time on May 14th. However, since the State of Pennsylvania doesn't run its offices on D.S.T., her birth certificate is dated May 13th. In a few years the gal will have a good argument for two birthday celebrations a year.

## Eight New Stations Okayed In Heavy Day At The FCC

(Continued from Page 1)

Peoples Broadcasting Company, Minneapolis, on the 980 band with 500 watts at estimated cost of \$53,850; Blake-Formby Broadcasting Company, Snyder, Texas, on the 1280 band with 500 watts at estimated cost of \$24,222; H. W. Greenhow Company, Hornell, N. Y., on the 1590 band with one kilowatt at estimated cost of \$14,459 exclusive of land and studio equipment; Chester County Broadcasting Co., Coatesville, Pa., on the 1420 band with one kilowatt at estimated cost of \$40,000, and the Wythe County Broadcasting Company, Wytheville, Va., on the 1280 band with one kilowatt at estimated cost of \$21,955.

The Commission reaffirmed an earlier decision to turn down the application of United Broadcasting Corporation, Pittsburgh, Pa., for a new station on the 1470 band with one kilowatt night and five kilowatts day.

### Hofheinz; Hooper Favored

Roy Hofheinz and W. N. Hooper, owners of KTHH, Houston, and KSOX, Harlingen, Texas, and part-owners of WTNB, Birmingham, Ala., yesterday were slated by the FCC for their second new station in two days. On Tuesday the Commission announced a proposed decision approving their application for the 1540 band with 50 kilowatts daytime and 25 kilowatts night in New Orleans, and yesterday a proposed decision was issued granting them a new station in Dallas on the 740 band with 10 kilowatts day and five kilowatts night, with engineering conditions to be met.

At the same time the Commission proposed to turn down the application of KTRH, CBS outlet in Houston, to extend its daytime coverage on the 740 band, where it now operates with 50 kilowatts unlimited with directional antenna. Also rejected was the interference complaint of KSEO, Durant, Okla., which operates on the adjacent 750 channel.

### Examiner Overruled

The Commission's decision, with Commissioners Walker and Jones dissenting in favor of KTRH, overruled the recommendations of Examiner Hugh B. Hutchinson, who had proposed to grant KTRH and turn down Hofheinz and Hooper. The compelling reason offered by the Commission is that the grant means "a more fair, and equitable distribution of radio frequencies among the various communities." Dallas, with an estimated population of 466,300 in 1947, had service from only five local stations—two of them daytime only, the Commission said. Houston, on the other hand, had service from eight stations—seven unlimited, for its metropolitan district population of 510,397 (1940 census.)

"The grant of the Dallas proposal would provide an entirely new primary service to approxi-

mately 1,383,160 persons daytime and 642,000 persons nighttime, whereas a grant of the Houston proposal would not provide the city of Houston with additional primary radio service but would only mean a change in the rural service rendered daytime by that applicant and a net gain in rural population served of from 374,492 to 427,197 persons," the Commission said.

The extent of the interference to KSEO could not be accurately determined, the Commission said, although there is no doubt that it would be substantial. On the other hand, the Commission said the interference would not mean a loss of service, but rather the substitution of service from Dallas for service from Durant, since the two stations will be 10 kilocycles removed.

It was pointed out further that the interference area is agreed to be in Texas rather than in Oklahoma, and that it is within the Dallas trade area. Thus the need for additional service of Dallas is held to be sufficient to justify the diminution of the KSEO service area.

The Commission predicted only minor interference with KTRH and the new station on the 740 band being built in Tulsa by the All-Oklahoma Broadcasting Company.

### Extension Granted

The FCC announced yesterday a permanent extension of hours, daytime-only to unlimited, for KAMQ, Amarillo, Texas, on the 1010 band, subject to engineering conditions, and at the same time okayed the transfer of control of KVAI, Amarillo, from Lonnie Preston, Alice Howenstine and V. M. Preston to R. G. Hughes. Hughes paid \$30,000 for 56.4 per cent of the stock. KAMQ operates daytime with one kilowatt and will use 500 watts at night with a directional antenna.

The Commission also approved the transfer of 125 shares of stock in KTRI, Sioux City, Iowa, from Dietrick Dirks to the licensee corporation for \$75,000. The stock represented negative control.

The transfer of control of WTPR, Paris, Tenn., from Earl W. Smith, Roy W. McKinney and Parkman R. Freezer to 58 persons for \$47,000 and other considerations was okayed, providing those of the purchasers who hold a permit for a new AM station in Paris surrender it.

### KVAI Joining CBS

KVAI, Amarillo, Texas, becomes an affiliate of CBS effective July 15, it was announced yesterday by Herbert V. Akerberg, CBS Vice-President in Charge of Station Relations. This brings total number of CBS affiliates to 183.

KVAI, owned and operated by the Plains Empire Broadcasting Co., operates on 940 kilocycles with 1000 watts. General Manager is Carl Benefiel.

## ABC Leases Theater, Now Has 4 Houses

(Continued from Page 1)

be used primarily for radio it will be available to ABC television. Other theaters currently utilized ABC are: The Playhouse with 850 seats, and the Vanderbilt a Ritz Theaters with a combined seating capacity of 1300, all on W 48th street.

## AFRA Plans 'Giveaway' As Feature Of Ba

(Continued from Page 1)

a ham, fifteen cases of liquor, Gruet watches, travel luggage and 50 dozen highball glasses. All of the prizes have been donated for the occasion.

Program for the evening will include dancing to the Meyer Day and Manuel Ovando orchestras and a revue titled, "For the Love of Mike" during which the artists will poke fun at themselves. Talent appearing in revue includes Lann Ross, Lawrence Tibbett, Herb Shrier, Mario Berini, Hugh Laine Lucille Browning, Bill Robinson, Rosemarie Brancato, Arthur Treacher and the team of Kirkwood and Goodman. The show is being produced by Bob Ross and James Shepton with musical arrangements by Tony Cabot and choreography by Anthony Tudor.

## Crooning FBI Agent Turns Out To Be Imposter

Cincinnati—A 20-year-old youth identified as Robert Palmer, Springfield, Ohio, accused of posing as an agent of the Federal Bureau of Investigation in an attempt to sing over WLW, was ordered held under \$1,000 bond yesterday by J. Paul Geohagan, U. S. Commissioner here.

The youth, it was reported, tried to get time on WLW on several occasions by allegedly posing as an FBI man. In his latest attempt Palmer was shown to a studio and allowed to sing into a dead microphone while FBI agents (real ones) were notified.

### Yumpin' Yimminy!

Johnny Olsen last Thursday did six complete half-hour radio and tele participation shows within 12 hours. Day began with his "Rumpus Room" on WABD-TV, followed by "Luncheon Club" 12:30 WMGM; special "Rumpus Room" audition, NBC, 4 p.m.; transcribing of his Saturday morning "Get Together" ABC, 7 p.m.; winding up with two half-hour "Prince Charming" transcriptions, WOR, 10 p.m. In each show, Olsen did warm-up, and estimates in the six half-hour performances, he interviewed on mike, 112 people, asked 1,215 questions, and awarded 319 prizes.

# TELEVISION DAILY

Continuation of RADIO DAILY, Thursday, May 19, 1949 — TELEVISION DAILY is fully protected by register and copyright

## THEATERS URGE VIDEO TRAILERS

### TELE TOPICS

**TELE DEBUT** of the Jerry Fairbanks film series, "Paradise Island," over WNBW last week displayed almost no grasp of the concept of visual entertainment and even less of the advantages of film. It was in many ways reminiscent of musical shorts occasionally shown in theaters to empty theaters between features. . . . The "Paradise Island" of the title is an almost empty studio with several disinterested-looking persons sitting around to make up the applause at the end of each number. Danny O'Neil emceeds the show, dressed in sports jacket, loud tie and a matching cap. He sang a song and then introduced bandleader Everett Hoagland and his band, dressed in sailor suits, played a number with the camera focused for most of the time on Hoagland, also wearing a yachting cap. There were also an interesting dance number by Pierre, Ruth and Laura, an imitation of Spike Jones by Leo Diamond on harmonica and other apparatus, and one or two more instrumental songs by O'Neil. In between O'Neil indulged in some senseless conversation with Anne Sterling, a rather buxom blonde whose exact function on the show was never clearly defined. In short, a banal production completely devoid of imagination. . . . The best part of the quarter-hour was the film commercial for Trimz paper—a rather interesting demonstration of paperhanging, modern style. Agency: MacFarland Aveyard.

**ALTHOUGH** YESTERDAY'S PAPERS reported that Gen. Clay made a speech last night over a nationwide pickup, they neglected to point out that the pickup originated in a tele studio. . . . He spoke in the headquarters of WNBW, and his talk was fed to the NBC-TV net and also to WMAL-TV in Washington. . . . The portion was piped to Mutual and NBC for radio airing. . . . CBS-TV planning to debut a new series built around Bert Q. Lewis in the fall. . . . James McGuire, former contact rep for Van Productions, has moved over to the West Hooker office. . . . NBC sales staff have begun their pitches on the Dean Martin-Jerry Lewis tele package.

**MEMORIAL DAY DEBUT** of WFBM-TV, Indianapolis, will be saluted by the "54th Street Revue" over CBS. . . . Kinescope version of the show will be part of the outlet's kickoff program. . . . Ceremonies marking the 105th anniversary of the sending of the first telegraph message will be carried by NBC in Washington Sunday, 3:30 to 4 p.m. . . . John Bryson and Vince Garrity have been assigned to handle commentary for WFBM-TV pickups of National Girls Professional Baseball League games for two weeks beginning May 28. Sponsor is Ambrosia Brewing Co.

### TOA Chief Gael Sullivan Tells Producers Tele's Ad Impact Will Aid Movie Gross; Advises Immediate Production of Trailers

Convinced that at the present time tele can serve the movie industry best through its advertising impact, the Theater Owners of America is urging producers to make an immediate start on the preparation of special trailers for video use.

In a letter to all producing and distributing company presidents made available yesterday, Gael Sullivan, TOA executive director, declared that it was the opinion of that organization's TV committee that "the theater men of the country are ready to use television trailers if and when they are available." TOA's board of directors concurred unanimously in the committee's conclusions, Sullivan added.

#### Wants Experimentation Now

Conceding that it was not probable that anyone in the industry would be able to perfect now the kind of trailers which will eventually be used on video to attract movie patrons, Sullivan nevertheless urged that experimental trailers be made immediately. "The producers should do this at the national level, and the theaters should advertise at the local levels," he said, indicating that exhibitors were prepared to pay the costs of utilizing the new medium wherever it would aid in stimulating box-office.

"We believe," Sullivan said, "that

the use of television trailers will not give the television industry sufficient revenue to develop this medium any more rapidly than it will develop. We also are convinced that advertising trailers do not furnish entertainment since we know that much better entertainment is available without cost to the television industry from the railroads, Chambers of Commerce and other sources who already have hundreds of shorts available to television without cost."

#### Makes Definite Suggestions

Sullivan made specific recommendations regarding the character of the proposed trailers based on research in this direction by the organization's TV group. "There should be several trailers made for every picture," he suggested. "Some of 30 seconds duration, some of 1½ minutes duration; and perhaps on outstanding features—of 2½ minutes duration. This much we know, one trailer cannot be used too long, as it becomes boring. Also spot television trailers' use—like the 'saturation' plan local movies use in radio can be very effective."

#### Sees Needed Emphasis

Availability of video trailers would provide exhibitors "with the needed emphasis in this advertising medium to increase box office receipts for our entire industry," Sullivan concluded.

## Report Theater-TV Interests Will Seek Bands Above UHF

Theater-television interests will concentrate their efforts in obtaining from the FCC channels higher in the spectrum than UHF, it is reported in a survey made here this week. This move is prompted by the belief that the Commission is not likely to grant any request made by those concerned with theater video for bands in the VHF or UHF spectrum.

#### Between 3,000-5,000 M. C.

Application will be made, it is believed, for space between 3,000 and 5,000 megacycles, in contrast with the 890-megacycle point which is the outermost limit of the UHF area.

Utilization of such frequencies, although a potentially practical method of linking numerous theaters by video, is by no means certain of FCC approval, although such use would in no way interfere

with the already assigned or scheduled to be assigned broadcasting channels to home television.

Vincent B. Welch, Washington counsel for 20th-Fox and a close observer of developments in theater television, is of the opinion that film interests will be able to successfully convince the Commission of the ultimate need for the proposed service. "If experimental licenses are obtained by the theater interests," Welch declared, "and large scale experiments are conducted looking to the development of equipment, the analysis of audience reaction, etc., I am sure the need for theater television service can be demonstrated to the Commission with the result that it will conclude that the allocation of frequencies higher in the spectrum for theater television service is in the public interest."

## NBC And CBS Benefit In New Garden Deal

(Continued from Page 1)

the Garden and its ally, the International Boxing Club, outside of New York.

That's where CBS gets its foot in the door. Columbia, while not obtaining rights to a regular fight schedule such as NBC, will have a crack at championship fights which may be staged in the Polo Grounds, Yankee Stadium, Chicago, Philadelphia or other points. It could not be determined yesterday just what the new contracts will specify but it's understood that the wording will clearly show that CBS gets a bigger slice of the boxing pie than it had before.

A contract already has been drawn up for the Garden's purchase of the Tournament of Champions but the delay in completion of the deal is linked to certain revisions by the lawyers. T of C is owned jointly by CBS, Music Corp. of America, Allied Syndicates and George Kletz.

One of the major obstacles in working out a deal for the Garden to purchase T of C is making arrangements with all four stockholders of the latter outfit. It's reported that MCA may continue to be a part of the new boxing set-up. Allied Syndicate and Kletz are expected to get a cash settlement.

## Armed Services Plan Increased TV Activity

Washington Bureau of RADIO DAILY  
Washington—Unification of the radio and TV activities of the armed forces into one office to be known as the Radio-Television Branch Office of Public Information, National Military Establishment, was announced yesterday by William Frye, director of information and special assistant to Secretary of Defense Louis Johnson.

Increasing attention to tele is expected under the new setup, which is headed by Charles Dillon, former radio director of the Veterans Administration. His assistants will be Cmdr. Harry Holton, of the Navy, in charge of news and special events; Major Tom Mathews, of the Army, in charge of scripts and production, and Capt. Robert Keim, of the Air Force, in charge of video.

Working in the TV section with Keim will be Lt. Ben Greenberg of the Navy; Capt. Robert Cranston, of the Army, and Lt. Cass Bielski, of the Air Force.

**NOW TELECASTING!**

# KGO-TV

**CHANNEL 7 — SAN FRANCISCO**

**One More ABC Owned & Operated Television Station  
in a Strategic Sales Market . . . Another Powerful Link  
in the Fast-Growing ABC Television Network**

When television was in the planning stages at ABC, it was decided that in order to serve advertisers best, TV stations should be located in mass buying markets.

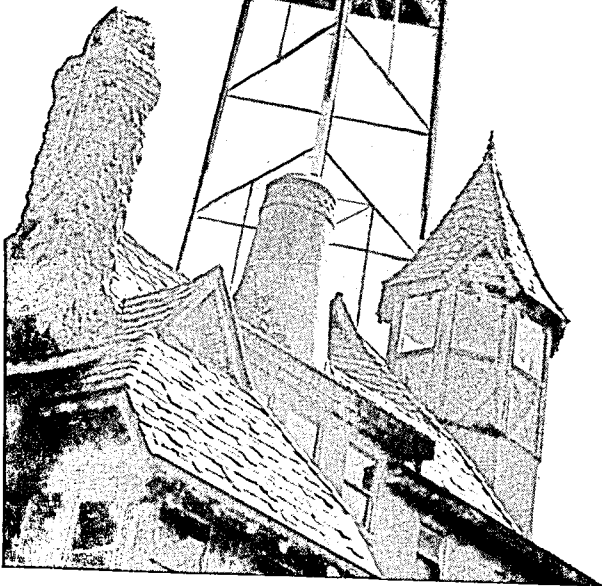
With the opening of KGO-TV and the soon-to-be-on-the-air KECA-TV, Los Angeles, ABC will have Owned & Operated television stations in five of the six major markets in America. *A distribution of TV stations not matched by any other broadcasting company!*

By using ABC-TV facilities you buy from one representative . . . one organization to cover America's top buying markets. All your television problems are handled under one roof.

**The simple, efficient way to sell your products is to use ABC-TV**

... in New York WJZ-TV CHANNEL 7	<i>Finest TV Studio Facilities in the World</i>
... in Chicago WENR-TV CHANNEL 7	<i>Tallest TV Tower in Chicago</i>
... in Detroit WXYZ-TV CHANNEL 7	<i>Most Modern Studio Equipment in Detroit</i>
... in San Francisco KGO-TV CHANNEL 7	<i>Atop Highest Point in San Francisco County</i>
... in Los Angeles KECA-TV CHANNEL 7	<i>A Movie Lot for a Studio</i>

The highest point in San Francisco County: KGO-TV's giant transmitter tower atop Mt. Sutro rises 1362 feet above sea level. Viewers in Reno, Nevada, 220 miles distant, report "Consistently Good Reception."



**ABC TELEVISION**  
ABC Television Center, New York 23, New York

**American Broadcasting Company**



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



OL. 47, NO. 36

NEW YORK, FRIDAY, MAY 20, 1949

TEN CENTS

## COSGROVE ELECTED PRESIDENT OF RMA

### Name City, Date, Site For 17 NAB Regionals

Washington Bureau of RADIO DAILY  
Washington—NAB's secretary-treasurer, C. E. Arney, Jr., announced yesterday that the 1949 series of district meetings will begin September 8 in Cincinnati and end December 29 in San Francisco. The meetings will be workshop sessions, featuring discussions of operating problems, with special emphasis on sales. Full details are yet to be worked out with the district directors, but all will be designed for station personnel and

(Continued on Page 4)

### Engineers Talking Pacts With CBS, WOR, WPIX

Three separate labor-management contract discussions for radio and TV engineers were in progress yesterday—one beginning, another resuming and the third nearing conclusion after a full year.

WOR resumed its discussion with NABET after a break off which lasted several weeks. On hand was Federal Mediator Bernard Forman. Another meeting is scheduled today.

CBS continued its negotiations

(Continued on Page 6)

### Beneke Band Signed By NBC Thesaurus

Tex Beneke and his orchestra have signed a contract with NBC Thesaurus, giving the musical program service exclusive transcription rights to the Beneke organization, it was announced yesterday by Donald J. Mercer, director of NBC Radio Recording Division.

Beneke, who first became popu-

(Continued on Page 3)

### Forgotten?

In preparing the agenda for the first NAB Program Directors Clinic to be held in Chicago on June 27, 28 and 29, Harold Fair failed to include Ted Colt of WNEW, New York, as one of the speakers. It was Colt's article in last year's edition of "Shows of Tomorrow" published by RADIO DAILY that created enthusiasm for such a clinic.

### Debut

Frank White, now president of the Mutual Broadcasting System, made his first public appearance in his new role at the Radio Executives Club luncheon at the Hotel Roosevelt yesterday. Later in the day he was guest at a cocktail party tossed by the Mutual press department at MBS headquarters in New York.

### S-H Told To Choose One Of Two Requests

Washington Bureau of RADIO DAILY  
Washington—The FCC yesterday called upon Scripps-Howard Radio to decide within 30 days which of two conflicting applications it wants to process in the Cincinnati area. WOPO, S-H station in Cincinnati, has applied for a frequency shift from the 1230 band to the 630 band, and is in competitive hearing for the assignment with WLAP, Lexington, Ky., which would move from the 1450 band, and with the Queen City Broadcasting Company.

In addition, Scripps-Howard has

(Continued on Page 2)

### Dillon Leaves VA Bureau For New Government Post

Charles Dillon, former director of radio for the Veteran's Administration in Washington, has been named director of the Radio-Television branch, Office of Public Information, National Military Establishment, William Frye, director of information and special assistant to Secre-

(Continued on Page 3)

## NAB Pitchmen Perform Before REC Luncheon

With Justin Miller, president of NAB, as ringmaster some of the organization's best pitchmen gave an excellent demonstration of how you can be both Radio and TV minded at yesterday's luncheon of the Radio Executives Club at the Hotel Roosevelt.

Judge Miller, who confined his remarks to giving the radio executives an insight into the organizational setup of NAB, let Jess Wil-

## Succeeds Balcom; Marks Fourth Term As Head Of Manufacturer Ass'n; Five New Directors Named

### Management Theme Of Ohio Meeting

Station management problems will be the theme of annual meeting of the Ohio Association of Broadcasters, during their two-day Management Conference, which will be held at the Neill House, Columbus, on May 25th and 26th, Fred C. Bock of WADC, Akron, secretary-treasurer of the association, announced yesterday.

James C. Yocum, editor of the

(Continued on Page 4)

### Texas Stations Cover Fort Worth Flood Area

Fort Worth — One of the worst floods in Texas history was covered throughout Tuesday, by all radio stations in Fort Worth, Dallas, area.

KFJZ-Texas State Network carried two 30-minute wire recordings of eye-witness material gathered by

(Continued on Page 3)

### NBC Gets Exclusive Rights For Chi. Golf Tourney

Exclusive radio and television rights to the National Open Golf Championship, to be held at Medinah Country Club, near Chicago,

(Continued on Page 2)

Chicago — Raymond C. Cosgrove, executive vice-president of the AVCO Manufacturing Corp., of Cincinnati, yesterday was elected president of the Radio Manufacturers Association, succeeding Max F. Balcom.

This will be Cosgrove's fourth term as RMA president. He was head of the association for three consecutive years, 1944 to 1947, and directed the industry's wartime and post-war reconversion activities.

Cosgrove was also elected a mem-

(Continued on Page 5)

## Army May Sponsor Only Sports In Fall

Network programs sponsored by the Army and Air Force Recruiting Service next season may be confined entirely to sports broadcasts. The return of such programs next fall as "Skyway to the Stars" (CBS) and "Theater U. S. A." (ABC), now sponsored by the Army and Air Force, is in doubt.

It's understood that the 50 per cent cut (as has been recommended)

(Continued on Page 6)

## Michigan Broadcasters Plan State-wide Meeting

Kalamazoo, Mich.—Announcement has been made of the proposed agenda for the first general membership meeting of the Michigan Assn. of Broadcasters, at the Bur-

(Continued on Page 3)

### Resume Remotes

Boston — Settlement of IBEW engineers strike at Yankee Network headquarters resulted in the resumption of normal remote pickups of both radio and TV by WNAC from race tracks and baseball parks yesterday. The remote service was suspended during the 10-day period while the strike affecting Yankee stations was on.



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JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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Phone: Wisconsin 3271

CHICAGO BUREAU

Nat Green
Suite 905 139 No. Clark St.
Phone: State 2-2332

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FINANCIAL

(May 19)

NEW YORK STOCK EXCHANGE

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

NEW YORK NURB EXCHANGE

OVER THE COUNTER

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

News Program Renewed

Seeman Brothers, Inc., has signed a 52-week contract renewing their sponsorship of WNBC's 11:30 a.m. Sunday news with Charles F. McCarthy. White Rose Tea is the product advertised. The order was placed through J. D. Tarcher & Company, Inc.

ARTHUR EDDY

Public Relations — Publicity

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Hollywood

Gladstone 5305 — GLadstone 9082

★ COMING AND GOING ★

WILLIAM SCHUDT, JR., director of station relations for the Columbia network, will return over the week-end from a business trip which took him to CBS affiliates in Dayton, Toledo and Cleveland.

EDWIN K. WHEELER, assistant general manager of WWJ, Detroit, Mich., who has been conferring this week with officials of NBC, will leave for home tonight.

HENRY LA COSSITT, who reported the Berlin blockade for the Mutual network, will arrive in the States by plane today in time to participate in the web's special 8:30-8:45 roundup of news regarding the forthcoming Paris conference. Richard Callsen will be heard from the French capital.

KEN SPARNON, of the BMI field staff, will leave Monday for Richmond, Va. He'll attend the meeting of the Virginia Association of Broadcasters next Thursday and Friday at Tide's Inn, Irvington.

CHARLES COLLINGWOOD, White House correspondent for CBS, is back in Washington following two weeks in Germany, where he covered the lifting of the Berlin blockade.

RAY HEATHERTON, cmcc heard on CBS, off for Burlington, Vt., originating point of the military ball which will be aired over the network tomorrow.

E. RUDD, Australian broadcaster, is in New York visiting with Joseph D'Agostino, liaison engineer at NBC.

ANDREW M. WISWELL, vice-president and recording director for Muzak, left yesterday on a business trip to the West Coast. While there, he'll record Evelyn Knight and Ted Dale.

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

THEODORE GRANIK, of Mutual's "American Forum of the Air," is back in Washington to ready the premiere of his "American Television Forum," which will make its debut Sunday over NBC-TV.

HOWARD K. SMITH, European news chief for CBS, has left for London and Paris. He'll cover the Big 4 Minister meeting in the French capital.

HEIDY, of "Here's Heidy," kiddie program on WOR, has returned from Willimantic, Conn., where she spent a week.

NBC Gets Exclusive Rights For Chi. Golf Tourney

(Continued from Page 1)

on June 9, 10 and 11, have been awarded to NBC. it was announced by William Ray, news and special events manager of the NBC Central Division.

Portions of the tourney, one of the biggest in golfdom, will be fed to both the radio and television networks by NBC Chicago, Ray said.

Burrows' Comedy Series To Debut On CBS, July 4

Abe Burrows' new comedy series for CBS will make its debut Monday, July 4, in the 9:30-10:00 P. M. EDT. time period, the network said yesterday. Series, as yet untitled, will fill the last half-hour of "Lux Radio Theater" which goes on a hiatus for the summer months. Joan Davis' new series, "Leave It to Joan," will occupy the first half-hour, 9:00-9:30 P. M., also starting July 4.

S-H Told To Choose One Of Two Requests

(Continued from Page 1)

applied to purchase WVLK, Versailles, Ky., and move it in to Cincinnati. WVLK is on the 590 band with one kilowatt.

Besides calling upon Scripps-Howard to select one or the other application to prosecute, the Commission also reversed an earlier decision by its motions commissioner granting Queen City the right to amend its application to specify a new transmitter site.

Both Scripps-Howard applications will be dismissed, the Commission said, unless the applicant chooses one within the 30-day period.

Sportscaster Hospitalized

Montgomery, Ala. — Charley Zeanah, WSFA sports director, soon will undergo another bone operation. This is expected to be the last of several he has undergone during the last three years. He expects to return to WSFA in time to broadcast Alabama "U" football.

IF YOU WANT A RANCH HOUSE PLEASE PASS THIS BUY

Broadcast executive moving to another city. Charming New England home for sale—Shippan Point, Stamford—1 1/2 acres—500 yds. from Stamford Yacht Club—1/2 acre lawn. Gorgeous shrubbery!

4 Bedrooms—3 baths—second floor. Modern from cellar to attic—Cocktail—Den—Powder Room. Fireplace in living and dining room—Terrace. 2-car garage. Must be sold by June 15th.

\$60,000 VALUE—ONLY \$42,500 NOW

Beach privileges. More information.

Call PLaza 7-4870 or Stamford 3-7149

Are you buying lots of WATTS or listeners?

Sure, there are stations in Baltimore with more wattage than W-I-T-H. And to hear some of them talk, you'd think nobody in this rich market ever listened to any station but theirs.

But those claims won't stand up in the face of facts. We make no such claims for W-I-T-H. But we do claim this:

W-I-T-H delivers more listeners-per-dollar than any station in Baltimore. It covers 92.3% of the radio homes in the Baltimore trading area.

So if you want to make every penny count, buy W-I-T-H, the BIG independent with the BIG audience. If you want low-cost-sales in Baltimore, call in the Headley-Reed man today, and put W-I-T-H on your schedule.



W.I.T.H.

Baltimore 3, Maryland

TOM TINSLEY, President Represented by Headley-Reed

LOS ANGELES

By AL STEEN

**H**ERMAN ELLER, recently signed as a comedy writer for Al Burton's "Varsity Varieties" over KTSL, is reported to be the first full-time writer to be signed for a television show on the West Coast. Eller formerly wrote for the Groucho Marx show.

NBC's option on Elliott Lewis' "Voyage of the Scarlet Queen" expired last Sunday, but the network has asked for an extension because of new sponsor interest.

Jack Carson has dreamed up a new video idea and NBC is standing full cost of an audition. If set, the show will be kinescoped for eastern release.

Meredith Willson last week cut an audition at CBS for a new five-a-week quarter-hour series in which he would do no music but be featured as a humorist, relating stories in the style of his best-seller, "And There I Stood With my Piccolo."

Academy of Television Arts and Sciences will hold its second annual seminar on Nov. 1. Admission will be charged and exhibition space will be sold.

Patrice Neely is the latest member of KFI and KFI-TV publicity and promotion staff.

Low-cost daytime television has induced previously inactive Eastern accounts to try TV over KFI-TV. Kevin Sweeney, sales manager, reports that in the first two weeks of May, four national accounts which never have used television before have started on the station.

Jack McElroy's "Breakfast in Hollywood" is being prepared for television production over ABC's new station here in August. Sponsor interest is said to be high for "Breakfast in Hollywood" on film, but McElroy is gearing for live video as well.

Noel Madison, now in London, has been signed by Procter & Gamble to produce and direct 13 television shorts running 15 minutes each in the British capital, starting in June.

10 YEARS AGO TODAY

From the Files of Radio Daily

The Don Lee television station, W6XAO replaced 300-line equipment with 441-line apparatus to make possible the use of standard receivers in Los Angeles. . . . Negotiations have started with WIOD, Miami and AFRA which states that the Florida station has agreed to discuss working conditions and scales. . . . Representative Martin L. Sweeney (D., Ohio) in a speech inserted into the Congressional Record, criticized findings by the FCC super power committee which recommended limitation of broadcast power to 50 kw.

Beneke Band Signed  
By NBC Thesaurus

(Continued from Page 1)

lar as vocalist and tenor sax soloist with the late Glenn Miller, reorganized the band at the end of the war. Thesaurus secured the entire Miller library from Glenn's wife, who still holds an interest in the orchestra, and continued playing "Music in the Miller Mood"—even retaining the theme, "Moonlight Serenade."

Although both Miller and the Beneke band have recorded many of the original arrangements for RCA-Victor, neither has ever transcribed for a program service. However, in 1944, just before the then Major Glenn Miller went overseas, Thesaurus program manager, Norman Cloutier, had been discussing with him the possibility of doing a series of duets for Thesaurus.

The Beneke organization includes vocalists Glenn Douglas and Mary Mayo, Bob Mitchell and the Moonlight Serenaders and an 18-piece orchestra. Twenty-five selections, comprising such favorites as "In the Mood," "Kalamazoo," and "Chattanooga Choo Choo" have already been cut and programming is currently being readied to make them available with the July Thesaurus release.

Dillon Leaves VA Bureau  
For New Government Post

(Continued from Page 1)

tary of Defense Louis Johnson, announced yesterday.

Named as assistant to Dillon are Commander Harry Holton, Major Tom O. Mathews and Captain Bob Keim. They will handle news and special events; script and production and television respectively.

Special emphasis is being placed on TV operations to meet the growing demand of the television industry. Also, all radio programs previously broadcast under the auspices of the Public Information Offices will continue for the time being under the new setup.

Texas Stations Cover  
Fort Worth Flood Area

(Continued from Page 1)

KFJZ-TSN staffmen: Wally Blanton, Bill Hightower, Dave Naugle and Hal Thompson. Feature wire recording was made by Wally Blanton and Bill Hightower in motor boat on West Seventh Street, which was inundated with 15 to 20 feet of water. KFJZ, Ft. Worth, throughout the day cooperated with police, city and health officials airing various directives for rescue and salvage operations in the flooded areas.

"Sponsors "Lone Ranger"

Initial use of network radio will be made by American Bakeries Co. of Atlanta, Ga., for thrice a week sponsorship of the "Lone Ranger" over 35 ABC southeastern affiliates starting June 13. The 65-week contract was placed through Tucker Wayne & Co., Atlanta.

Michigan Broadcasters  
Plan State-wide Meeting

(Continued from Page 1)

dick Hotel, May 24, beginning with a business session at 10 a.m.

Slated for the morning sessions is a legislative roundtable discussion on the sales tax, the use tax and the radio-newspaper-television privilege law. Talks also will be given by C. Bruce McConnell of WHOT, South Bend, Ind., and former president of the Indiana State Assn. of Broadcasters; and Kenneth F. Schmitt of WIBA, Madison, Wis., and secretary of the Wisconsin State Assn. of Broadcasters. The morning sessions will include also a report and discussion on basketball broadcasting.

Socony Exec to Speak

The luncheon, scheduled for 12:30-2 p.m., will be followed by a roundtable discussion on "the national trend in advertising" with the principal speaker to be Ernest Jones of McManus, John and Adams. Gerald Vanek, public relations director of Standard Oil, will speak on "What's Your Hurry" at the luncheon.

CBS Adds Affiliate

CBS adds its 183rd affiliate on July 15 when KAVI, Amarillo, Tex., joins the network. The 1,000-watt station is owned by the Plains Empire Broadcasting Co. General manager is Carl Benefiel.

BEHIND THE MIKE

**H**AROLD STEIN again chosen as official photographer for the AFRA shindig—on his birthday, no less. He's also observing his 11th year in that capacity with Mutual.

Mike Ames, Dave Alber Slack, "guest-professor'd" at Dick Pack's N. Y. U. publicity class the other p.m.

Newest contender among east coast units producing motion pictures for television is the N. Y. firm of Media Productions, headed by John Houseman.

"County Fair" is well represented on the newsstands these days. Right now and within the next month there are layouts in Radio Mirror, Night and Day, Radio Best, Picture Show, Young America, plus a two-and-a-half page feature on their Junior Achievement promotion in the next issue of Look. (Take a bow, Hal Davis and Herb Landon.)

Red Benson planning to do stage adaptations of movies in summer stock this summer.

Al Jolson will be making Leslie House regularly when he gets here. His old pal, Sammy Hamlin, is the new co-owner there.

"Lopez Speaking," the Vincent Lopez show on DuMont, extended another 26 weeks.

faces • facts • figures • wins



**COST \$1.52\***

**MARTIN STARR**

For the cost of one movie admission, Martin Starr delivers an audience of more than 3,000 moviegoers.

The low cost of "Movie Starr Dust" (7:00-7:15 P.M. Mon., Wed., and Fri.) is secondary to the top draw movie reporting which draws never-ending praise from leaders in every phase of the film industry.

Recently in MOTION PICTURE HERALD, Walter Brooks, director, said this of Martin Starr—"But Martin Starr always has the best interests of motion picture theatres at heart, so we rise to how in recognition . . . and we wish that there were a Martin Starr in every town."

Call WINS, New York, BR 9-6000 or contact the nearest WINS-Crosley Sales Office for availabilities.

\*Cost per 1000 radio homes based on April Pulse, Metropolitan District Radio Homes BMB, and 52 week rate for ¼ hour time costs.

**WINS**  
50KW NEW YORK

CROSBY BROADCASTING CORPORATION

wins • faces • facts • figures • wins

## Name City, Date, Site For 17 NAB Regionals

(Continued from Page 1)

will cover local needs of members. A number of state association meetings have been planned to coincide with the NAB schedule. Non-members will be invited to attend the NAB sessions at the discretion of the district directors.

NAB President Justin Miller will be present at some of the meetings. NAB staff directors who will participate in the workshop sessions will be announced later.

The schedule has been arranged to allow staff directors attending to spend additional time in the larger cities in order to work with the local broadcasters and to assist in contacting non-members to increase the membership of NAB.

Hotel reservations for all meetings should be handled through NAB and not with the hotels direct, Arney said.

The full schedule of meetings, together with date and site, follows:

### First Series

District 7: Thursday-Friday, Sept. 8-9, at the Terrace Plaza, Cincinnati, Ohio.

District 9: Thursday-Friday, Sept. 15-16, at the Northernaire, Three Lakes, Wis.

District 11: Monday-Tuesday, Sept. 19-20, at the Radisson, Minneapolis, Minn.

District 10: Monday-Tuesday, Sept. 26-27, at the Savery, Des Moines, Iowa.

District 12: Thursday-Friday, Sept. 29-30, at the Allis, Wichita, Kansas.

District 13: Monday-Tuesday, Oct. 3-4, at the Adolphus, Dallas, Texas.

District 6: Thursday-Friday, Oct. 6-7, at the Peabody, Memphis, Tenn.

District 5: Thursday-Friday, Oct. 13-14, at the Roosevelt, Jacksonville, Fla.

District 4: Monday-Tuesday, Oct. 17-18, at the Carolina Inn, Pinchurst, N. C.

District 3: Tuesday-Wednesday, Oct. 25-26, at the Skytop Lodge, Skytop, Pa.

District 2: Thursday-Friday, Oct. 27-28, at the Berkeley-Carteret, Asbury Park, N. J.

District 1: Monday-Tuesday, Oct. 31-Nov. 1, at the Somerset, Boston, Mass.

### Second Series

District 8: Monday-Tuesday, Nov. 21-22, at the Book Cadillac, Detroit, Mich.

District 16: Monday-Tuesday, Nov. 28-29, at the Paradise Inn, Phoenix, Ariz.

District 14: Monday-Tuesday, Dec. 5-6, at the Utah, Salt Lake City.

District 17: Monday-Tuesday, Dec. 12-13, at the Benson, Portland, Ore.

District 15: Monday-Tuesday, Dec. 19-20, at the Mark Hopkins, San Francisco, Cal.

### Hoffman Joins Pope Firm

Robert Hoffman, formerly with Ziv and World Broadcasting, has joined Fortune Pope's Coastal Records Co. in a sales promotion capacity.



### Mainly About Manhattan. . . !

Some members of the Television Broadcasters Association would like to have George Shupert, Paramount TV executive, as the first full time paid president of the TBA organization. . . Olsen and Johnson reported looking for some top writers to script their forthcoming TV show on NBC. . . Prospects of a national FM network next fall are reported fading because of financial difficulties. . . A woman guest on "It Pays To Be Ignorant" almost broke up the show the other p.m. when Tom Howard asked her what she did before she was married. "I'm still doing it," was her eyebrow-raiser. . . Vaughn Monroe taking a month off for a Juno operation. . . Earl Wilson reports that the band biz is so tough that 10 leaders worked at a local hotel this week as a 10-piece combo. . . Les Gottleib has built "Sing It Again" into CBS' highest rated Saturday night show—but it still remains sustaining. . . Fred Allen's simile: As busy as a short-tailed bull in fly time. . . A ciggie company, which is dropping its current TV dramatic series, is looking to Martha Raye for a fall variety show. . . Jimmy Durante feels the same way as Ed Gardner about video—great possibilities but no hurry to get in. . . Frank Cooper, who's been ill on the coast, returning to New York this week.

★ ★ ★

"Strike It Rich" has passed the \$125,000 mark in cash giveaways, which is some sort of record in its less than two year period. Show has averaged some \$1500 weekly in actual cash prizes. Walt Frammer, its producer, is observing his 21st year in radio and as a birthday gift to himself is concentrating on television from now on, it sez here.

★ ★ ★

Henny Youngman brought his 9-year-old son, Gary, home from Brooklyn's Adolphi Hosp. a few days ago following an emergency appendectomy. The medico warned Henny that the kid should remain very quiet and particularly cautioned him against trying to be funny in front of the youngster for a few weeks. "Oh," cracked Henny's heir and severest critic, "that'll be easy for Pop!"

★ ★ ★

**BOULEVARDISTS AND MODELS:** Herb Sheldon creating much femme herba herba (he's that handsome) entering the Leslie House. . . Peter Lorre scare-conditioning the chit chatmosphere at Bill Bertolotti's. . . Comic Peter Donald, for the laugha Pete, dining in Sardi's on Sardi-day afternoon as the Bill Slater show airs.

★ ★ ★

**SMALL TALK:** Ted Granik's "American Forum of the Air" salutes World Trade Week on its Monday night airing from the Waldorf. Senators Owen Brewster, of Maine, and Claude Pepper, of Florida, will discuss U.S. responsibility to the world's undeveloped areas. . . First program Jane Barton created and helped produce for the Radio Bureau of N.Y. State just won top award in its class at the Ohio State Radio Institute. . . Marilyn Cantor, Eddie's daughter, starts a singing date at the Penthouse Club next week. . . Jack Perlis thinks Palace vaudeville hasn't a chance. Television'll kill it, he sez.

★ ★ ★

**MAIN STREET TREATS:** Irving Mansfield's new big-timer for CBS tagged "This Is B'way." . . Dun Dunphy's smooth handling of the TV assignment for the Yanks. . . Bob Berry's terrific job on WBAL, Baltimore, with his daily "Hi Jinks" and "Open House" stanzas. . . Todd Russell's emceeing of "Strike It Rich." . . Bob Lido's warbling with the Cavallero crew. . . Frankie Laine's way of toying with "Georgia On My Mind" via the Mercury label.

## Management Theme Of Ohio Meeting

(Continued from Page 1)

Ohio Retail Analyst, published in cooperation with the Business Research Bureau of Ohio State University, will be the principal speaker at the luncheon session on Wednesday, May 25. He will analyze the buyers market and offer suggestions to broadcasters for increasing time sales.

During the afternoon session of the first day, Paul Daugherty of the Ohio Chamber of Commerce, will discuss pending legislation before the Ohio state legislature. In the evening Ohio legislators and elected state officials will be guests of the association at the organization's annual dinner.

The Thursday session will be a "Station Management Problem Forum," with discussions on sales, programs, accounting, television and engineering. C. L. Weaver, president of the Ohio Chamber of Commerce, will address the noon-day luncheon on "The Crossroads of Business."

The annual election of officers will be held during the noon-day session on Thursday.

### Cotton Bowl To NBC

NBC has signed a three year contract for the exclusive broadcast and television rights to the New Year's Cotton Bowl football classic, Dallas, Tex.

## Send Birthday Greetings To—

May 20

Patricia Dunlap Robert Hansen  
Harold Stein L. B. Wilson  
Gail Patricia Gander  
Eldon A. Park

May 21

Dennis Day Horace Heidt  
Arthur Kemp Lucille Manners  
Leonard Stokes Frank Cooper

May 22

James Farrell H. Ward Wilson

May 23

Luise Barclay Helen O'Connell  
Hal R. Makelim Frank McHugh  
Artie Shaw Jack Eigen  
Lindsay MacHarrie Betty Garrett

May 24

Rachel Carlay Dwight Latham  
Wilbur Hatch Tony Barrett

May 25

Doris Kerr Helen Munroe  
Bill Robertson Virginia Simms  
William Miller Don W. Haynes

May 26

Margaret Fuller Frederic Mackaye  
Howard Parker Jules Alberti  
William Kephart



# EQUIPMENT

FM FAX

Section of RADIO DAILY, Friday, May 20, 1949

## Cosgrove RMA Prexy; Five New Directors

### Tourist Attraction

The RCA Exhibition Hall at New York's Radio City, which opened in May 1947, is celebrating its second anniversary this week. Some two and a half million visitors have passed through the Hall since its opening to view the newly created wonders in the field of radio, TV, records and equipment.

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### Shift From AM To TV Benefits Parts Mfrs.

Chicago—Addressing members of the RMA, attending their "Silver Anniversary" here, chairman A. D. Plamondon, Jr., told the RMA parts division that "the business of manufacturing parts for radio and television receivers has been good despite the transition in set production from radio to TV, particularly since January 1, 1949." In his annual report, Plamondon stated further that "while some producers of audio components have been adversely affected by this shift in receiver production, the radio-television parts industry as a whole, I believe, will gain, ultimately if not immediately, by reason of the change."

Plamondon said that 207 component parts manufacturers are now members of RMA and a current membership campaign is adding new members. Three new sections were formed during the past week, bringing the total to 21.

### Radiant Heat Installation

One of the few radio stations in the country with a radiant heating installation is WJAC, located atop a mountain, six miles from Johnstown, Pa. The new FM transmitting station remains comfortable amidst the severe mountain storms, due to the new heating system embedded in the building's concrete floor. The system employs about two and a half tons of wrought iron pipe coils through which hot water is circulated, converting the floor into a heating panel that maintains a comfortable room temperature for operating personnel.

## PRODUCTION PARADE

### Astatic Utility Kits

Three new cartridge utility kits manufactured by the Astatic Corp., Conneaut, Ohio, have been announced this week. The kits, ranging in price from \$159.80 to \$37.00 for the No. 1 kit, have a well labeled, immediately accessible arrangement, containing pickup cartridges, matched needles and a ready reference chart showing all type of cartridges.

### New Television Table

A new turntable for all table top and console type TV sets is being offered by Krenco Mfg. Co., Chicago. The new table, known as Tele-Turn allows the TV set to

### Lowest Priced RCA TV Set Announced

The RCA Victor Div. of Radio Corp. of America today announced a new 10-inch direct-view table model television receiver to retail for \$269.50, the lowest price for any comparable set in RCA's 10 years of commercial TV activity.

According to H. G. Baker, general manager of the RCA Victor Home Instrument Div., the set is priced \$55 less than any comparable set on the market with a 61-square inch expanded picture screen.

The new receiver (Model 9T240) can be transformed from a table model into the company's most modestly-priced TV console by addition of a matching table which retails for \$15.50.

Simplicity in cabinet design has been achieved by locating the 5 x 7" electro-dynamic speaker in the top of the cabinet, permitting styling of a solid-panel front surrounding the 10" picture screen. Set consists of 22 tubes, including kinescope, plus two rectifiers. All other developments and exclusive features found in previous RCA Victor sets are included in the new model.

### Tele-tone Employment Up

Tele-tone Radio Corp. this week reported an employment increase of 500 workers added to the payroll in the past 90 days and estimated that an additional three to four hundred persons would be put on the assembly lines in the next few months. S. W. Gross, president of Tele-tone attributed the job increase partly to the firm's new portable TV model with a seven-inch screen at \$149.95.

be turned to any desired direction for more efficient viewing. Unit is constructed from heavy gauge steel, with the top plate felt covered and so constructed that the TV set is ventilated.

### Jensen Loudspeakers

Eleven new loudspeaker models, additions to the Jensen Standard Series line were announced this week. This brings to 53 the total number of models offered in the Standard Series and provides a speaker size for 99 per cent of the TV and auto receiver replacement needs. New models include five ovals in 6x9 in. size, five 7 in. speakers, and one 5¼ in. model.

### Muter Treasurer; Baker To Head Engineering

(Continued from Page 1)

ber of the RMA board of directors along with five new directors. Nine other directors were re-elected.

The newly-elected directors are: J. B. Elliott, vice-president of the RCA-Victor division, Camden, N. J.; W. J. Halligan, president of the Hallcrafters Co., Chicago, and Richard A. O'Connor, president of the Magnavox Co., Fort Wayne, Ind., all representing the set division; R. L. Triplett, president of the Triplett Electrical Instrument Co., Bluffton, Ohio, representing the parts division, and A. Liberman, president of Talk-A-Phone Co., Chicago, representing the amplifier and sound equipment division.

### Directors Re-Elected

Re-elected directors are: Paul V. Galvin, L. F. Hardy, and E. A. Nicholas, of the set division; Lloyd H. Coffin, of the tube division; Dr. Allen B. DuMont, and Walter Evans, of the transmitter division; George R. Haase, R. E. Laux, and J. Hal Stackpole, all of the parts division.

Leslie F. Muter, president of the Muter Co., Chicago, was re-elected treasurer of RMA for the 15th term, and Dr. W. R. G. Baker, vice-president of General Electric Company, Syracuse, N. Y., was re-elected director of the RMA engineering department.

## TELEVISION FM • RADIO • ELECTRONICS ENGINEERS AVAILABLE

We have a number of exceptionally well trained and qualified graduates who having completed advanced training in F.M. and Television and hold first class radio-telephone licenses are available for immediate employment. For information, write, wire or call Employment Director.

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52 BROADWAY, NEW YORK 4, N.Y.  
BOwling Green 9-1120

## NAB Both TV & Radio Via REC Legerdemain

(Continued from Page 1)

Mitchell covered the advertising aspects of both services.

The programmed question and answer period never materialized. Luncheon guests who had private views on standards of practice, the write-off of radio and the future of TV didn't speak up. As a matter of fact many of them left the Henrik Hudson room following Judge Miller's opening remarks.

Speeches were limited to 10 minutes and most of the comments were a rehash of what was said during the recent NAB convention in Chicago. Willard who will become director of NAB's television department gave reasons why the organization's revenue in future years might come from television. Mitchell, just as enthusiastically, said that radio was a potent force and would be here for many years to come.

### Haverlin Retires

Carl Haverlin, president of BMI and retiring president of the REC, graciously turned over the gavel to John Karol, sales manager of CBS, who will succeed him as a president of the club. In retiring, Haverlin paid tribute to club associates who made his administration a pleasant one. He was especially grateful to Bill Hedges, NBC vice-president and former REC head, who gave him invaluable assistance the past year. RADIO DAILY was complimented by Haverlin for the consistent support given the club.

Seated at the head table were Kenneth Baker, active president of BMB; G. Richard Swift, manager of WCBS; Ralph N. Weil, general manager of WOV; J. Donald Wilson, program director of ABC; Robert Richards of NAB; Gordon Mills, business manager of Kudner Advertising Agency; Maurice B. Mitchell of NAB; Thomas R. McFadden, general manager of WNBC; Frank White, president of Mutual; A. D. Willard of NAB; John Karol of CBS and Richard Doherty of NAB.

### Frank Farrell To WTAM

Cleveland, Ohio—The latest addition to WTAM's announcing staff is Frank Farrell. He was 13 weeks at Radio City Music Hall, two J. J. Shubert Broadway shows and a tour with "Student Prince" and "Blossom Time." As staff announcer at WTAM he replaces Frank Frederics, now with WMAQ, Chicago.

## REX MARSHALL

Announcing  
"SUSPENSE"  
"WHO SAID  
THAT"  
ON TV  
SC 4-5700



## PICTURE OF THE WEEK



John Karol, sales manager of CBS and newly elected president of the Radio Executives Club of New York, received the good wishes of Carl Haverlin (right), retiring REC president, at yesterday's session of the luncheon club at the Hotel Roosevelt.

## Engineers Talking Pacts With CBS, WOR, WPIX

(Continued from Page 1)

with Local 1212 of IBEW for a new pact to replace the one which expires May 31. Representatives of both sides are holding their first meetings this week and the round robin is strictly in a preliminary stage at this moment. No real bargaining has yet set in.

The same IBEW local is about to write its first contract with WPIX, the Daily News television station, it was learned yesterday. Negotiations have been going on for a year.

## Godfrey Adds ¼ Hour To His Morning Show

Another quarter-hour (starting at 10:15 a.m., EDT) will be added to Arthur Godfrey's daily morning show over CBS, effective May 30. The 15-minute period will be sponsored by the Lee Pharmacal Co. of Beverly Hills for Spray-A-Wave. Agency is Dancer-Fitzgerald-Sample. This gives Godfrey four sponsors for his Monday-through Friday series.

## Army May Sponsor Only Sports In It

(Continued from Page 1)

in the recruiting service but makes it doubtful that the Army will sponsor any musical or dramatic programs. Sports broadcast will get top priority where decision has to be made on the show to be used.

At present the Gardner agency can make no definite plans next season until a new budget approved by Congress. The year starts July 1. When the budget is okayed, one of the first contracts is expected to be for Red Barber Saturday night sports comment "The Catbird Seat," on CBS, 6:30 p.m., EDT. The agency is considering signing the show for radio and TV and also giving it a new name.

If the deal goes through with the Barber show, it may be the first step towards the Army Air Force sponsoring football on Columbia next Fall. For the several years the recruiting service has sponsored "The Game of the Week" on ABC. The Gardner agency is interested in using part of the budget for television and will see if there are sufficient funds.

## Heidt Doubles Rating

Philip Morris and Biow are happier now that Horace Heidt has switched back into the 10:30 p.m., EDT, Sunday slot on NBC, a change which caused his rating to more than double. The band leader's Hooperating against Jack Benny 5.2 and now in the later hour is hitting 10.6. Share of audience jumped from 17.2 to 37.2.

## Medium Sized Advertising Agency offers

## MAN SIZED OPPORTUNITY IN TELEVISION

**IF** the TV bug has bitten you in a dozen different ways, if you've lived with TV the past couple of years . . .

**IF** you know most of the problems of effective time-buying, selling, programming, commercials . . . and some of the answers . . .

**IF** you are young, energetic, self-starting, bursting with ideas and the drive to implement them . . .

**IF** you want the challenging opportunity of heading up the TV department of one of New York's outstanding medium-sized advertising agencies . . .

Write complete details of background, age, salary requirements.

RADIO DAILY, BOX NO. 241, 1501 BROADWAY, N. Y. C.

# TELEVISION DAILY

Continuation of RADIO DAILY, Friday, May 20, 1949 — TELEVISION DAILY is fully protected by register and copyright

## NEW ASCAP DEADLINE JUNE 15

### TELE TOPICS

**FUNT**, whose wonderful "Candid Microphone" returns to the air soon, of some films yesterday that will be in the new series. They are vastly improved in quality and display unusual path, understanding, humor and imagination. One criticism of his old stuff—was too cruel on the subjects—has about about a change in that Funt will no longer place those caught by the camera in uncomfortable situations. . . . Funt is that one of the greatest headaches on the show is convincing viewers that the sequences really involve persons who are unaware of the camera and microphone plants. Many devices are used to hide the camera, including trick mirrors, said, but the greatest precautions are to be taken with children who are in spot installations that would fool adults. . . . Program is slated to start on NBC May 29, 7:30 p.m., for an initial week run. About four film sequences are used during the half-hour, with elaborate live introductions to each.

**ER CONSIDERABLE HASSEL** over time, the Olsen and Johnson show for has finally been set in the Tuesday leg on NBC now occupied by Berle. will start June 28 and switch to an spot in the fall. Kudner agency handles the show. . . . Household Finance any dropping "Backstage With Barry" on CBS after the May 24 airing. "Leave It To The Girls" has been picked up by General Foods on behalf of Well House coffee as replacement for "Gambol," over NBC beginning May 22. Martha Rountree is producer, Benton handles the agency. . . . "Fun For the Day," a baseball-type quiz packaged by L. Saphier and produced by Steve, will bow on ABC for Kleenex June 10, 9:30-10 p.m. FCGB is the agency. Ken Olsen will emcee and Ed Skotch do. Program will originate in Chicago.

**THE LORILLARD COMPANY** may switch the Old Gold Amateur Hour to CBS in the Fall. . . . When Fran Allison comes to New York with the Don McNeill show, she will fill in for her on "Kukla, Fran and Ollie." Everyone in town had been saying that Burr Tillstrom would bring the entire show east during that time. From may visit N. Y. when Kuk goes for the Summer, however. . . . Liberty is prepping a 16-page section on tele for the August issue. Gertrude Wilkinson is adding new accounts during the first week of to bring its total to over 100. The New York area, incidentally, now has 165,000 with new installations estimated at 100 monthly for the balance of the year. This would mean 200,000 receivers by the end of 31 and over 265,000 by the end of year.

### New Tape ET Device Adaptable To TV-Pix

A new system providing sprocketless lip synchronization on magnetic tape for TV films was announced yesterday by Rangertone, Inc., of Newark, N. J.

Principle provides for the recording on magnetic tape of the sixty-cycle current which operates both the magnetic sound recording equipment and the camera in such a way that it does not interfere with the normal sound recording. On playback, the firm said, this extra recording is used to hold the tape and film in strict synchronism throughout the complete run.

#### Demonstration Next Week

Method will be demonstrated by R. H. Ranger, president of Rangertone, at the Georgia Tech broadcast engineers conference, next week in Atlanta.

Many advantages are inherent in the system, Rangertone said: It provides high fidelity sound because of the use of regular magnetic tape; tape may be used directly to playback sound in sync with pictures in projection for tele, or it may be played back after editing and cutting to the regular film photographic recording for use with single system projection. Use of the tape as the intermediate even when the ultimate record is to be made on film minimizes losses in dubbing and reduces film costs, it was said.

### 6,000,000 Sets In Two Years Predicted By Balcom, Of RMA

Chicago — The RMA convention was told yesterday by President Max F. Balcom that there will be six million TV receivers in American homes by 1951. He predicted production of two million sets this year, but added that he is convinced that "radio is not doomed."

Balcom thanked FCC Chairman Wayne Coy for his "clarification of the issues involved in the proposed expansion of television broadcasting and his assurance to the public that TV service on the present VHF channels will not be disturbed and that consequently television receivers bought today will continue to give good service for many years to come.

"We recognize that extension of television service on a national basis to provide a maximum of service, impossible in the present limited

#### Jess vs. Jack

NAB and TBA will both be represented in a panel on television to be staged tomorrow at a special luncheon in Washington by the American Association of University Women at the Willard Hotel. Jess Willard will represent NAB and President Jack Poppolo, TBA. The Motion Picture Association will also be represented, as well as the American Association of Booksellers and the U.S. Office of Education.

### Stations May Share Empire State Tower

ABC is planning to transfer the transmitter of WJZ-TV from its present site atop the Hotel Pierre to the tower of the Empire State Building, if it can clear the proposal with NBC which now has an exclusive lease on the building for the WNBC antenna and transmitter, it was learned yesterday.

#### Negotiations Deadlocked

NBC has been paying \$75,000 a year to the Empire State for use of its tower. The building corporation has asked for a considerable increase, said to be over \$225,000. Negotiations between the two were deadlocked and the matter submitted to arbitration.

### Latest Extension Raises Hopes For Accord

Hope for settlement of the dispute between the TV broadcasters and Ascaph over a contract covering usage of and payment for Ascaph music on tele rose yesterday when it was announced that the society has extended until June 15 rights to use of its members' music.

Extension of the deadline means that Ascaph music will be reinstated on kinescope recorded shows. Ascaph material had been taken off kinescope shows this week when the deadline was June 1. Recorded programs are usually aired two weeks after the live presentation.

#### "Progress" Cited By Ahlert

Extension was granted at a meeting yesterday between Ascaph officials and representatives of the five networks at the society's offices. "Progress was made at today's meeting," Ascaph prexy Fred E. Ahlert said following the confab. "No final decision was reached, but discussions will continue," he added.

Representing the broadcasters at the meeting were Mark Woods, president of ABC; Joseph Ream, executive v-p of CBS; Mortimer Loewi, director of DuMont; Theodore Streibert, chairman of the board of Mutual, and Charles Denny, executive v-p of NBC.

Representing Ascaph, in addition to Ahlert, were Oscar Hammerstein, II, member of the board of directors; Herman Finkelstein, resident counsel, and Richard F. Murray.

#### Original Deadline Dec. 31, 1948

Original Ascaph deadline was Dec. 31, 1948. This was extended month by month as negotiations with NAB went on, until May 31. Last week negotiations with NAB were broken off and direct parleys with the network committee begun.

Ascaph said the latest extension was granted "in the earnest desire to keep the Ascaph repertory of musical compositions continuously available to the public."

### Bernsohn Elected Prexy Of Philly Tele Assoc.

Philadelphia—Al Bernsohn, of the RCA Victor publicity department in Camden, has been elected president of the Television Association of Philadelphia. Hal Lamb, of Geare-Marston, was chosen as vice-president; James Tabor, of the Foley agency, was named secretary, and Billie Farren was elected treasurer.

Ken Stowman, of WFIL-TV, was named chairman of the board of governors.

# RADIO DAILY

## PLUG TUNES

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

Terrific in England!  
**"IN A SHADY NOOK"**  
 (By A Babbling Brook)  
 STASNY MUSIC CO.  
 1619 BROADWAY NEW YORK CITY

ON THE WAY!  
**RUDOLPH THE RED-NOSED REINDEER**  
 ST. NICHOLAS MUSIC PUB. CO.  
 Sole Selling Agent: KEYS MUSIC, INC.  
 146 W. 54th St. New York City

On Records and Transcriptions  
**"HEY! MAMA"**  
 (He's Tryin' To Kiss Me)  
 ROYAL MUSIC CORP.  
 1587 Broadway New York, N. Y.

**CABARET**  
 D U C H E S S  
 I S K S  
**DUCHESS MUSIC CORPORATION**

## THE BEAUTIFUL BLONDE FROM BASHFUL BEND

From 20th Century-Fox's  
 "THE BEAUTIFUL BLONDE FROM BASHFUL BEND"

recorded by

THE MODERNAIRES ..Columbia  
 ART LUND .....M.-G.-M  
 TEX BENEKE .....RCA Victor  
 TWO TON BAKER .....Mercury

MILLER MUSIC CORPORATION

## WORDS AND MUSIC

By PINKY HERMAN

● ● ● **TIN PAN ALLEY OOPS:**—Sam Fox Music has been getting many calls for an oldie, "Lady Of Spain," so will give the hit of 1935 a revival . . . ditty was originally published in England in 1930. . . .  
 ● There's more truth than poetry in the new Edwin H. Morris number, "Enjoy Yourself" (It's Later Than You Think) . . . the philosophical ditty was penned by Herb Magidson and Carl Sigman. . . . ● Mark Schieck succeeds Jerry Johnson as Gen. Prof. Mgr. at Peer International. . . .  
 ● Ruby Newman is now booking bands into Chicago's Edgewater Beach Hotel . . . Ruby will, however, baton his own crew at the Boston Staller starting July 4. . . . ● New firm, St. Nicholas Music, tees off with "Rudolph The Red-Nosed Reindeer," by Johnny Marks, and "Happy New Year Darling," by Carmen Lombardo and J. Marks. . . . ● England's 'Alec Templeton,' George Shearing, doing a fine ivory-tickling job at Cafe Society. . . . ● Yale's great basketball star, Tony Lavelli, has placed three original compositions with BMI . . . numbers are, "You're The Boppiest Be-Bop," "Cocktail Time At Dusk" and "Scottish Lad And His Lassie." . . . ● Two San Franciscan Ork Pilots, Clancy Hayes and Carl Kalish, are the scribblers of "Weddin' Day," which Famous Music has started to exploit. . . . ● Tex Beneke Band signed to make series of ET's for NBC Thesaurus. . . . ● Via two fine recordings by Guy Lombardo and Art Mooney (Decca and MGM respectively) Shapiro-Bernstein's "Merry Go Round Waltz" is off to a flying start . . . number was clefted by Jimmy Kennedy and Arthur Finn. . . .

☆ ☆ ☆ ☆

● ● ● **Maestri** Matty Malneck and Milton DeLugg have placed their clever rhythmic novelty, "Be-Bop Spoken Here," with Blossom Music Corp. . . . number had already been recorded by Bing Crosby and Patti Andrews (Decca), Johnny Mercer and Peggy Lee (Capitol), Frankie Laine (Mercury) and Les Brown (Columbia). . . . ● That talented songstress in Washington, about whom we chronicled two weeks ago, is Gail Fletcher . . . easy on the orbs and delightful on the ears, she's a natural for TV. . . . ● Buddy Kaye, writer of "Full Moon and Empty Arms" has collabbed with Carl Lampl, who penned "Close To You," on a commercial ballad, "You're Finding Out" (How Much I Love You) which they've placed with Barton Music. . . . ● Peter Donald's definition of a wolf is "A guy who tries to pull the will over a girl's sighs," (foxy; no??). . . . ● Sarah Vaughan opens a six-week stand at Gotham's Bop City June 16. . . . ● Harmon Music quite excited about its new British importation, "St. Bernard Waltz," which they've acquired from Irwin Dash . . . Dave Kent and Ed McKaskey have been added to the firm's staff in Hollywood and Chicago respectively. . . . ● Wagners (Vi and Jerry) are making new friends via their WGRG and WBOX programs, aired nitely from the Kentucky Hotel down in Louisville. . . . ● Forster Music is reviving "Same Old Moon" which was a top-seller back in 1931 . . . ditty was written by Ed Rose and Bill Baskette. . . .

☆ ☆ ☆ ☆

● ● ● **ON AND OFF THE RECORD:**—Mel Torme's latest Capitol disk, pairing "You're Getting To Be A Habit With Me" and "There Isn't Any Special Reason" is a platter that captivates the ear. . . . Sonny Burke's Band lends smooth background mood which makes this item a must for deejays and juke box ops. . . . ● Tip to Harry Myerson of MGM: A novelty titled, "It Must Be LUV" is made to order for Judy Valentine . . . ditty is published by Manor Music. . . . ● Columbia has an ace in Duke Ellington's platter of two oldies, "Don't Get Around Much Anymore" flipped with "Singin' In The Rain." Vocalist Al Hibbler shines on the topside with the flipover an instrumental classic . . . deejays and jukes should latch, natch. . . . ● Emcee Johnny Olsen's fourth waxing for Victor will be "Get Together Polka," theme song of his ABCoast-to-coast Saturday morning series. . . . Producer George Weist co-authored the ditty with J.O. . . . ● Seena Hamilton is the new promotion and publicity director for Apollo Records.

☆ ☆ ☆ ☆

## PLUG TUNES

A H-I-T!  
**"A"—You're Adorable**  
 (The Alphabet Song)  
 LAUREL MUSIC CO.  
 1619 Broadway, New York 19, N. Y.

**Tony Martin Says:**  
**COMME CI, COMME CA**  
 (Come See, Come Sah)  
 LEEDS MUSIC CORPORATION

"A HIT Since . . ."  
**THE ONE I LOVE**  
 (Belongs To Somebody Else)  
 FORSTER MUSIC PUB., INC.  
 1619 Broadway, New York 19, N. Y.  
 216 S. Wabash Avenue, Chicago 4, I

A Great Ballad!  
**THEN I TURNED AND WALKED SLOWLY AWAY**  
 ADAMS, VEE & ABBOTT, Inc.  
 216 S. Wabash Avenue, Chicago 4, I

**My Heart Goes With You**  
 by Thomas G. Meehan  
**JAMES MUSIC, Inc.**  
 1650 Broadway Room 709 N. Y.  
 Solly Cohn, Mgr.

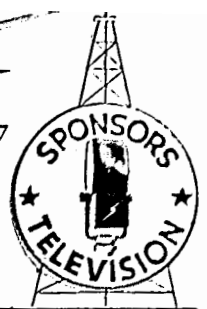
A Great Novelty Song!  
**I KISSED A GIRL AND MADE HER CRY**  
 Recorded on VICTOR  
 (Jimmy Brown & Joe Biviano Orch)  
**SUNSET MUSIC PUBLISHERS, Inc.**  
 1674 Broadway N. Y.

On Records and Transcriptions  
*The Lively and Sparkling*  
**"MADEMOISELLE HORTENSIA"**  
 RYTVOC, Inc., 1585 Broadway, N. Y.



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



OL. 47, NO. 37

NEW YORK, MONDAY, MAY 23, 1949

TEN CENTS

## REPORT BUYING POWER AT GOOD LEVEL

### ABC Gross Sales Up 18% Over 1st Period '48

Gross sales of the American Broadcasting Company for the first quarter of 1949 totaled \$10,218,410 compared to gross sales of \$9,631,418 for the first three months of 1948. The 1949 sales represents a 6.1 per cent increase over the same period a year ago.

Despite the increase in gross sales a decrease in net earnings was noted due to the network's rapid expansion in television. The estimated loss for the quarter ending March 31, 1949, is \$64,000, compared with the estimated net income (after Federal income taxes) of the same period of the previous year.

### Takes Alan Young Spot For Summer On NBC

The "George O'Hanlon Show," will be presented on NBC beginning Tuesday, July 12, 8:30 p.m., EDT, while the cast of the "Alan Young Show" is on vacation. O'Hanlon, star of the recent film shorts, "Behind the Eight Ball," will be supported on his radio show by a permanent cast including Lurene Tuttle, Sheldon Leonard and Willard Waterman. The "George O'Hanlon Show," from Hollywood, will be sponsored by the Lewis-Howe Company. The "Alan Young Show" will return to NBC Tuesday, Oct. 4.

### A. F. Recruiting Program Bows Out On Columbia

"Skyway to the Stars," CBS Sunday feature sponsored by Army Air Forces Recruiting Program, aired its final broadcast yesterday. CBS will fill the 4:30-5:00 p.m. Sunday time (Continued on Page 2)

### Gets Broncho Role

Hollywood—Don Harvey, 24-year-old film and radio actor has been chosen to play the title role in the new radio series "Broncho Billy" being waxed at NBC. The young Chicago born player was selected from a large group of contenders by G. M. Anderson the original "Broncho Billy" and first big western screen idol.

### Code Comment

A telephone survey of networks, agencies and stations in New York area the past week-end on the question of Standards of Practice adherence revealed that the advent of the NAB Code on last Thursday resulted only in routine acceptance. In most instances it was stated that broadcasters and sponsors alike were living up to the general terms of the Code but did not regard the NAB version as obligatory.

### Awards Announced By Chicago Ad Clubs

Chicago — Awards made by the Chicago Federated Advertising Clubs in its 1949 local program competition were announced last Thursday night at a banquet in the Terrace Casino of the Morrison Hotel.

WMAQ and the NBC tele station WNBQ received six firsts and an honorable mention. The radio programs, all of which won first place awards, were "It's Your Life," in the public service category; Jim (Continued on Page 5)

### Music-To-Drive-By Show On WNEW For Auto Club

The New York Automobile Club has returned to the air for its first postwar series, "Travel Time," designed primarily as a music-to-drive-by show, on WNEW, Sundays, 10-10:30 p.m.

J. P. Crossley, executive v-p of (Continued on Page 2)

## Industry Leaders Will Speak At NAB's Program Clinic

Washington Bureau of RADIO DAILY  
Washington—Harold Fair, NAB program director, has announced the speakers at the forthcoming Program Directors Clinic, to be held on the campus of Northwestern University, Chicago, June 27-29.

In addition to NAB personnel, Fair promised "nationally known experts, who have made important contributions to the broadcasting industry while performing outstand-

## Should Be Converted Into Actual Sales By Businessmen's Own Efforts, Says JWT Media Head

### Hofheinz And Hooper Nixed; Average, 667

Washington Bureau of RADIO DAILY  
Washington — The FCC Friday announced that Roy Hofheinz and his partner, W. N. Hooper, had batted only .667 last week, being turned down in their try for a new station on the 860 band with one kilowatt, night, and five kilowatts, day, in San Antonio, Texas. Last week the pair, who already own KTHH, Houston, and stations in Harlingen, Texas, and a substantial part of WTNB, Birmingham, (Continued on Page 4)

### Summer Replacement Set For Herb Shriner Feature

A 15-minute, across-the-board musical series starring singers Martha and Curt Massey will be the summer replacement for CBS' "Herb Shriner Time," sponsored by Miles (Continued on Page 2)

### Koste Opens Rep Office For Independent Stations

Jack Koste, formerly New York sales manager at Forjoe & Co., has established a new rep firm dealing only with indie stations. It's called Independent Metropolitan Sales and (Continued on Page 2)

The current period is one of "great opportunity" for business despite the fact that "we have done a fairly complete job of talking ourselves into a depression," Arno Johnson, vice-pres. and director of media and research at J. Walter Thompson, told the monthly meeting of the N.Y. Chapter of the American Marketing Assn. last week.

One of the reasons that people have been hesitant to buy, in spite of their increased ability, Johnson (Continued on Page 2)

### RMA Board Meeting Endorses 1949 Plans

Chicago—Plans for the continuation and expansion of RMA services during the coming year were set up by the board of directors at their post convention meeting held at the Stevens Hotel on Friday.

An appropriation of \$15,000 was approved to promote National Radio Week, October 30 to November 5. An elaborate plan of dealer pro- (Continued on Page 7)

### ABC Adds 2nd Religious Program For Sunday a.m.

For the second time in less than a week, ABC has announced the acquisition of a religious program to be broadcast in a commercial time period. This one is titled "The Voice of Prophecy" and will be aired on some 80 ABC stations from 9:30-10 (Continued on Page 4)

### Touring

CBS cowboy star Gene Autry will stage a show before 300 members of the Midwest Association of News Editors in Minneapolis, Sunday, May 29. Autry left Hollywood yesterday, stops over in Dallas, airs his CBS "Gene Autry Show" from Chicago May 28, flies to Minneapolis for the News Editors gathering, then heads for New York.



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JOHN W. ALICOATE : : Publisher

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

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WEST COAST OFFICES

Al Steen, Manager
6425 Hollywood Blvd. Phone: Gladstone 8436
WASHINGTON BUREAU
Andrew H. Oifer, Chief 6417 Dahlgren St.
Phone: Wisconsin 3271
CHICAGO BUREAU
Nat Green
Suite 905 139 No. Clark St.
Phone: State 2-2332

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FINANCIAL

(May 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, CBS C, Philco, RCA Common, FCA 1st pfd., Stewart-Warner, Westinghouse, Westinghouse pfd., Zenith Radio.

Wedding Bells

Virginia McGlynn, assistant to the employment manager of CBS, and Dan MacDonald, network announcer, were married Friday afternoon at St. John's Chapel, New York.

10 YEARS AGO TODAY

From the Files of Radio Daily

C. E. Hooper has developed a new type of survey service for station use called the "Cumulative Station Audience Reports." The new service will be available to stations in 40 cities. . . It has been disclosed by NBC that the purchase of talent by the web for new television programs is reaching a new all-time high, with programs being built from name talent submitted by talent agencies who are anxious to place some of the vaudeville acts now unemployed in television for build-ups via the new media.

Buying Power At High Level, Says Agency Media Director

(Continued from Page 1)

said, is perhaps "because businessmen themselves are not doing enough to convert purchasing power into purchases." He held "we have a high level of purchasing power" from current income plus a huge savings backlog and low consumer debt. He detailed seven points on consumer purchasing power, as follows:

"1. Total disposable personal income after taxes in the first quarter of 1949 at an annual rate of \$197 billion was over two and one-half times the 1940 level of \$75.7 billion and was up 7 per cent over the same period of last year.

"2. Real purchasing power after full correction for both taxes and prices is 53 per cent higher than in 1940 and is 6 per cent higher than in the first quarter of 1948.

"3. The surplus income available for discretionary spending or saving is four times as great as pre-war at the rate of over \$103 billion now compared to \$26.5 billion in 1940.

"4. The backlog of accumulated savings of individuals totalling over \$200 billion at the end of 1948 is over three times the 1940 level and has a real purchasing power at to-

day's prices about double the purchasing power of the savings that existed in 1940.

"5. Consumer debt is unusually low in relation to savings or to disposable income. Debt could be increased 100 per cent without exceeding the 1940 ratio to savings—it could be increased over 60 per cent without exceeding the 1940 ratio to disposable income.

"6. About 16 million families have moved up above the level of \$3,000 after taxes from the \$1,000 to \$3,000 level in 1941. Over 21 per cent of the families now have incomes over \$5,000 after taxes compared with 4 per cent in 1941 and over 50 per cent have incomes over \$3,000 compared to 16 per cent in 1941.

"7. Employment in the first quarter of 1949 was at an all time peak for this time of year and averaged 204,000 greater than the same period of 1948. About 14 million more civilians are employed in non-agricultural pursuits now than in 1940. Average weekly earnings in non-agricultural industries in the first quarter of 1949 were double the pre-war rate and 5 per cent higher than the same period of 1948."

Koste Opens Rep Office For Independent Stations

(Continued from Page 1)

has offices in New York and Chicago and others are planned.

Koste is president of IMS and Jack Mulholland is in charge of the Chicago office. First stations to sign up are WHHM, Memphis; KSTL, St. Louis; KITE, San Antonio; and WXLW, Indianapolis. IMS stations retain the right of qualifying any new member.

A. F. Recruiting Program Bows Out On Columbia

(Continued from Page 1)

vacated by 'Skyway' with a musical series tentatively titled "Music For You," with Caesar Petrillo's orchestra and vocalists Billy Leach and Connie Russell. Show will originate in WBBM, Columbia-owned Chicago station.

Re-sign Chesterfield Show

The "ABC Chesterfield Roundup," with Master of Ceremonies Zack Hurt, starts its fourth year over the Texas State Network on June 20, it has been announced at network headquarters in Ft. Worth. Heard Mondays thru Saturdays from 9:30-10 P. M., CST, the account has added East Texas coverage on June 20 renewal thru KPLT Paris, KCMC Texarkana, and KFRO Longview to the present list of outlets: KFJZ Ft. Worth, WRR Dallas, KTHH Houston, KABC San Antonio, KRIO McAllen, KNOW Austin, WACO Waco, KRBC Abilene and KGKL San Angelo.

Music-To-Drive-By Show On WNEW For Auto Club

(Continued from Page 1)

the Club, launched the series yesterday on the theme: "Make your motoring safer, more pleasant and less costly." "Travel Time" will offer listeners tips on tours, safety suggestions and news of interest to motorists.

Under the joint arrangement, WNEW will be given plugs in the New York Automobile Club's monthly magazine, "The New York Motorist." Large posters announcing the program will be displayed at the AAA headquarters in New York City and at its six branches, as well as at official AAA filling stations.

Summer Replacement Set For Herb Shriner Show

(Continued from Page 1)

Laboratories, starting Monday, June 6 and continuing for 13 weeks, it was announced Friday. Series will originate in Hollywood. Agency is Wade Advertising, Chicago.

New AP Members

Oliver Gramling, assistant general manager, announced the election of four additional stations to membership in The Associated Press, bringing the total in the United States to 1,014. The additional stations elected to membership are: KCBS, San Francisco, Calif.; KHBG, Okmulgee, Okla.; WBVP, Beaver Falls, Pa. and WRNO, Orangeburg, S. C. KHBG and WBVP had not previously used AP service.



Still Waters Run Deep

Don't let that pond-like stillness fool you. Those quiet waters are not a sign of inactivity at the famous Bonneville Dam out in Oregon. Actually, it delights engineers. It means that virtually, every drop of water behind the dam is being diverted through the generators to meet stepped-up power demands. It means maximum use of the falling Columbia River.

No, noise and thrashing around don't always mean something constructive or useful is being accomplished. Take radio in Baltimore. The station that does the job on sales in this 6th largest city does it quietly, easily and without much hullabaloo.

It's the successful independent, W-I-T-H, that delivers more listeners-per-dollar-spent than any other station in this big town.

Smart time buyers know this. They must. So many of them put W-I-T-H at the top of the list on so many accounts.



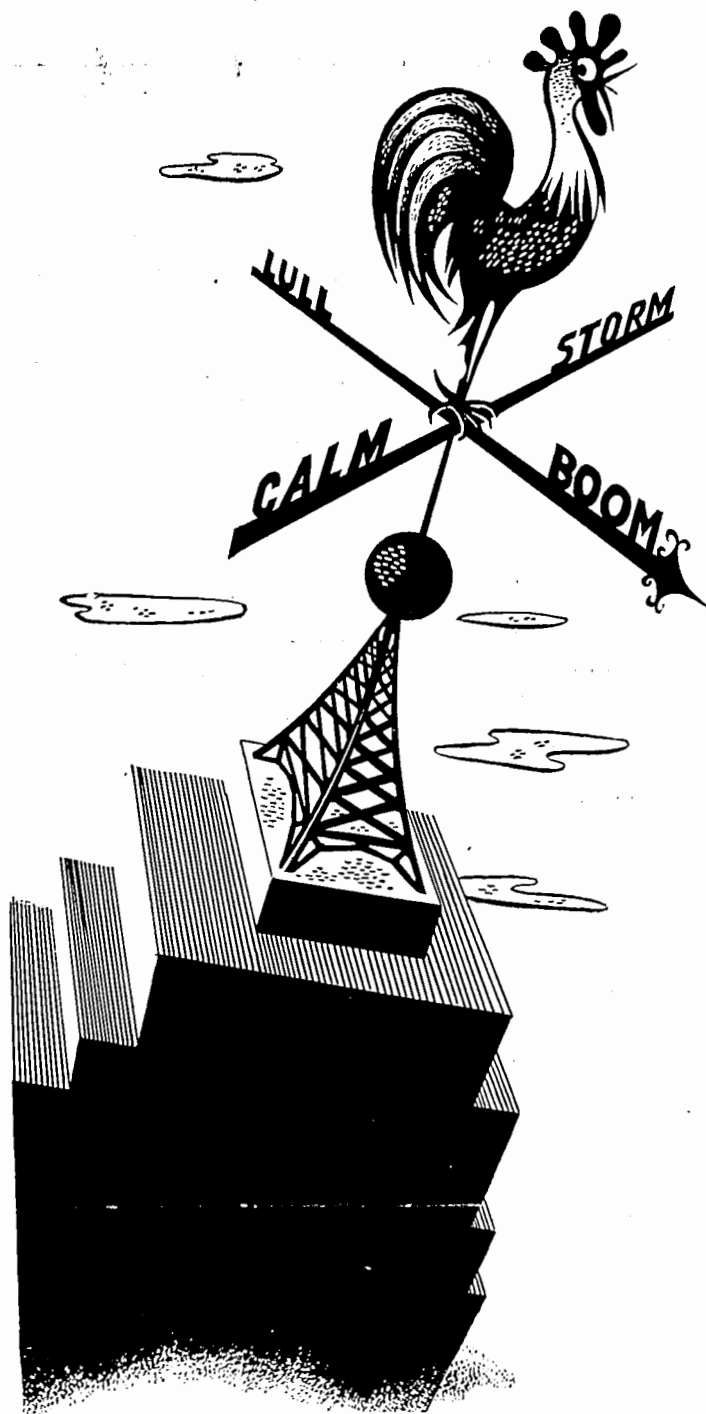
W-I-T-H

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Hoodley-Rood

The **WWJ** AM-FM market...

weathervane for the nation!



As Detroit goes, so goes the nation ... that's an old axiom in the business world. And Detroit is going great! Auto production for the first quarter of this year passed up all post-war records.

That means another boom year for the Detroit market ... and the *Detroit* market is the *WWJ* market.

WWJ, first radio station in Michigan, blankets the entire six counties that comprise the Detroit trading area. WWJ's top local talent, its NBC affiliation, and public service features which have won many national awards, assure attentive ears for advertisers on this medium that has enjoyed community confidence for 29 years.

FIRST IN DETROIT Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

Associate Television Station WWJ-TV

Basic NBC Affiliate



## SOUTHWEST

**A**DOLPH HOFNER and Wranglers, western group on KTSA, San Antonio, Monday through Friday for Pearl Beer, played host to a group of twenty soldiers from Lackland AFB hospital at their noon-time broadcast last week.

Corwin Riddell, well-known southwestern newscaster, is now being heard as newscaster over KTRH and KTRH-FM, Houston. Riddell was formerly with WOAI and KABC, San Antonio.

Cecil Bland of KTBS, Shreveport, La., a recent visitor to San Antonio and to the studios of WOAI where a "Young American's Club" program is being started for the Foremost Dairyland Co., sponsors of a similar program broadcast from Shreveport.

Eleanor Cooper, of the KTSA, San Antonio, continuity department who models in her spare time, "made the papers" in her first assignment here for Joske's of Texas. Miss Cooper, in a svelte cotton ensemble, was shown in the local dailies as part of a special style release layout by the store.

## ABC Adds 2nd Religious Program For Sunday a.m.

(Continued from Page 1)

a.m., EDT, starting June 19. The 52-week contract was signed through Western Advertising Agency of Los Angeles.

"The Voice of Prophecy" has been heard on MBS since early in 1942. It will continue to be broadcast on that network in addition to ABC. The sponsor is Voice of Prophecy, Inc.

Last week ABC announced that on June 19 it would begin broadcasting "The Old Fashioned Revival Hour" every Sunday from 8-9 a.m., EDT, under the sponsorship of the Gospel Broadcasting Association, a non-sectarian organization. Program will be heard over the entire ABC network of 272 stations. This program previously has been heard on Mutual but it went off that network in the fall of 1944.

## Hofheinz And Hooper Nixed; Average, 667

(Continued from Page 1)

were granted new stations in Dallas and New Orleans, both in the space of two days.

Eugene Roth was granted a conflicting application to change the frequency of KONO, San Antonio, from 1400 to 860 kc., boosting his power from 250 watts, unlimited, to the power sought by Hofheinz and Hooper.

While Commissioners Coy, Hyde and Jones felt that the long local residence of Roth was a determining factor, Commissioners Walker and Hennock voted to grant the Hofheinz-Hooper application on the ground that the programs the latter



## California Commentary. . . !

● ● ● Busiest guy in town is Bill Boyd, whose activities now include television, radio transcriptions, motion pictures, record albums and a new merchandising enterprise—all on Hopalong Cassidy. . . .

San Diego, which is able to pick up most of L.A.'s video shows, is having trouble beaming its new tele station's programs to Los Angeles because of its lower tower. Reno, however, can pick up KGO-TV from San Francisco. . . . The James Saphier agency has set a deal with Dave Kapp for Eileen Wilson, femme Hit Parade vocalist, to record on the Decca label. Her first records will be cut in New York when she goes East with the Hit Parade for which she has been re-optional. She will record with Gordon Jenkins. . . . Bill Stewart today takes over the Al Jarvis "Make Believe Ballroom" over KLAC while Jarvis goes on a three-week vacation. . . . Dick and Gene Wesson are readying their own five-a-week, quarter-hour video strip for Fall entry. Manager George "Bullets" Durgom is handling TV negotiations through GAC. . . . Jack Smith's CBS Oxydol show will receive the tape treatment the final week of the broadcast, June 27-July 1. . . . Procter & Gamble has denied the report that Noel Madison, now in London, has been signed to a contract to direct thirteen television shorts on British subjects. . . .

★ ★ ★ ★

● ● ● Jim and Marian Jordan, who leave the air for the summer on May 31, will host a party for the members of the show at their home on Thursday. . . . The King's Men, Fibber's replacement show, takes over on June 7. . . . Irma Glen, well known organist-composer, has been named musical director for George Ellsworth Mellon Productions. . . . Gordon MacRae starts a three-week personal appearance engagement at the Oriental Theater, Chicago, on June 9. . . . The Mal Boyd-Bob Joseph tele show, "Hollywood in Three Dimensions," is back on KTTV on a three-year contract with 26-week options. . . .

★ ★ ★ ★

● ● ● The old question of whether television hurts attendance at sporting events has been answered by Walter Marty, general manager of Agua Caliente. Marty reports that attendance at the races has gone up 16 per cent since KTTV started televising the Sunday races via film in March. . . . Television is reaching into motion pictures. William Cameron Menzies has been signed by KTTV as consultant on scenic production, while Menzies' assistant, Ed Haworth, has been appointed director of production facilities. . . . Buddy Clark has been signed by Paramount to sing the musical accompaniment to the main title of "Song of Surrender." . . . NBC press department is busy preparing added chores, since the network's Chicago publicity department has been cut to the bone. Hollywood office will service papers between here and Kansas City, while New York will handle from Kansas City eastward. . . .

★ ★ ★ ★

pair would provide seemed better than the KONO plans. Commissioners Webster and Sterling did not participate.

Miss Hennock wrote that the most important public interest factor to be considered is the program prospect offered by the competing applicants. On the basis of past performance, she said, she would go along with the programming to be provided by the licensees of KTHT,

Houston, rather than by KONO, San Antonio. The latter has "continually broadcast an excessive number of commercial spot announcements and has violated its own stated policy with regard to their length and the number of such announcements during any 15-minute period," she said. She also criticized KONO for sparse public service programs, and lauded the KTNT operations in Houston.

## CHICAGO

By NAT GREEN

"**B**ACKSTAGE REVUE," new variety show, made its bow on WBBM May 17. Show features the Skylarks, vocal quartet, and includes Earl Nightingale, program host; Jean Williams, vocalist; Charlie Agnew, trumpet virtuoso; Don Orlando, accordion, and George Ramsby, singer of western songs.

Stephen Fentress, of Evanston, Ill., has been awarded the second annual WGN-TV news internship, jointly sponsored by Spencer Allen, WGN-TV news director, and Kenneth E. Olson, dean of the Medill School of Journalism at Northwestern.

ABC's "Welcome Travelers" has started a Famous Landmark Contest in which landmark descriptions of landmarks, sent in by listener are to be guessed by persons who are called on the phone by Tom Bartlett.

Beginning May 30, FM static WXRT will devote its full schedule exclusively to classical music. For the past eight months the static has been devoting its daytime hours to an in-store broadcast service for one of Chicago's large grocery chains, and its evening hours have been programmed with classic music. Listener demand for a large schedule of classical music led to the change.

Bill Brundage, former chief sports for the AFPS, joined Roger Hornsby this week as co-announcer of the Chicago Cubs home game telecasts over WENR-TV.

Two NBC programs won awards in the annual program competition conducted by the Illinois Federation of Women's Clubs. The University of Chicago Round Table was selected as the best discussion program, and "Kukla, Fran and Ollie" won top honors in the television classification. The awards were presented May 17 at the federation's annual convention in Chicago.

WBBM is now broadcasting the "Sammy Kaye Showroom," 15-minute transcribed program sponsored by Chrysler-Plymouth dealers.

Eddie Hubbard, WIND disc jockey was guest speaker on the "G Seminar of Music" held at Roosevelt College, May 18. Eddie upheld the virtues of popular music against arguments of two other disc jockeys who took the stand for classical and jazz.

## On Benefit Circuit

Betty Clark, 12-year-old blind student of ABC's "Betty Clark Sings" radio program, performed at three separate benefit shows Friday (May 20) evening. She entertained at the World Youth Fund Benefit at the Railroad YMCA on 47th Street, the Newspaper Guild's Page One Ball at the Hotel Commodore and at the 2nd Annual Benefit Ball of the Charles B. Dillingham Theatrical Post of the American Legion, at the Riverside Plaza Hotel.



## Speakers Lined Up For Program Clinic

(Continued from Page 1)

programs, and John L. Sinn, president, World Broadcasting System, Inc.

**Copyright Execs Scheduled**  
Copyright societies, including SCAP, SESAC and BMI, will be presented by top executives. These include, by Herman Finkelstein, resident counsel, ASCAP; Kurt Jaddahn, general manager, SESAC; Carl Averlin, president, BMI, and Robert Burton, vice-president, BMI, will be devoted entirely to information on how to make better use of facilities and services.

Kenneth H. Baker, acting president, BMB, and director of research, NAB, is preparing a talk on conducting research and gathering facts in any community at a minimum cost.

### ET Shows to Be Covered

Recorded programs will be covered by Dick Redmond, program director, WHP, Harrisburg, Pa., and John Tinnea, assistant station director, KWK, St. Louis. During this meeting the various facets and requirements of ideal recorded programs will be stressed so that program directors may adapt successful formulae to their own use.

Charles A. Batson, editor of NAB's report on television, will be heard on TV. Batson will reveal the possibilities available to program directors in planning a program structure for television.

### Newsmen Included

A panel of top-notch news men, including John M. Cooper, director, radio department, INS; Phil Newsum, radio news manager, UP, and Tom O'Neill, news director, AP, with E. R. Vadeboncoeur, vice-president and general manager, WSYR, Syracuse, as chairman, will point out methods by which local stations can capitalize on special, feature program material provided by the various wire services.

Edgar Bill, president, WMBD, Peoria, Ill., will talk on "What Management Expects of the Program Director" in community relations, as a showman and as a business man.

### Will Treat Farm Service Programs

In the field of farm service programming, Chuck Worcester, farm director, WMT, Cedar Rapids, Iowa, will present practical ideas for providing listeners with a real service that builds an audience and shows a profit.

The "why" and "how" of public-interest programming will feature talks by Rex Howell, general manager, KFXJ, Grand Junction, Colo., who has received national recognition for his efforts in the field, while specific case histories of successful projects will be outlined by Bernice Brevik, public interest director, WDAY, Fargo, N. D., and Ed Wheeler, assistant general manager, WWJ, Detroit.

The importance of continuing work in the field of program promotion will be stressed by Lee Little, general manager, KTUC,

## ★ THE WEEK IN RADIO ★

TBA And NAB Spar For TV Supremacy

By VAL ADAMS

**B**ATTLE shaping up between TBA and NAB for television supremacy. TBA unhappy over NAB's plans to set up TV department with full time director. TBA is asking membership for additional \$100,000 to hire a paid president and enlarge operations. Possible presidents mentioned to date: Wayne Coy, Jack Poppele, Ralph Austrian.

Raymond C. Cosgrove of AVCO elected president of RMA, succeeding Max Balcom. It'll be Cosgrove's fourth term. . . . Supreme Court reversed Court of Appeals decision and upheld FCC's action of last year which refused to renew license of WORL, Boston. High court simply referred to the WOKO decision.

Justin Miller and NAB department heads worked both sides of the street at REC luncheon in New York. Their speeches pictured radio and TV as one big happy family.

. . . RCA completed arrangements to borrow \$60,000,000 through Lehman Brothers from investment institutions. Money will be used to prepay term bank loans with the balance added to working capital.

TV is the best thing that has happened to radio in 25 years, according to researcher Horace Schwerin. He says it will speed up the elimination of 90 per cent waste in commercials and 50 per cent waste in radio programming.

. . . Top money for talent at ABC last year went to Don McNeill who got \$180,229. Paul Whiteman was paid \$145,316 and Ted Malone received \$79,350.

IBEW opened contract negotiations with CBS. NABET resumed talks with WOR. . . . IBEW engineers halted their strike against Yankee Network. Yankee agreed not to put into effect its proposed 20 per cent pay cut. . . . Mystery series, "A Life in Your Hands," will be sponsored by Brown & Williamson over NBC as summer replacement for "People Are Funny."

Rep. Francis E. Walter charged FCC has failed to act on many important issues on deck for years. . . . Champions of both sides in oleo-butter issue seeking to get their views disseminated via free transcriptions. . . . NBC plans to revitalize Chicago as radio and TV production center. Niles Trammell indicated a number of sustaining AM shows will switch their origination to Chicago.

Public confusion over new types of records blamed for Capitol Records drop in sales and earnings. President Glenn Wallichs revealed net income for first quarter in '49 was \$40,413 compared to \$588,588 for the similar period in 1948.

WPEN, Philadelphia, dropped its membership in NAB. Ed Obrist said "tangible benefit no longer

Tucson, Ariz., who has been awarded numerous prizes for his practical, workmanlike approach to this phase of industry effort.

accrues either to the station or the association." . . . Happy Chandler ruled that a minor league baseball club cannot sell exclusive rights to a local station to broadcast a big league game. This means a minor league team has no property rights on the majors although it retains its own territorial rights.

Schwerin Research Corp. and NBC testing reactions of 13,000 home viewers in Chicago, Detroit and Cleveland to TV version of "Quiz Kids." Reactions will be matched with studio audiences in New York. . . . ILGWU's FM station, WFDR, went on the air in New York. . . . McCall's magazine using spot campaign May 26 to June 4 to plug Mrs. Eleanor Roosevelt's memoirs beginning in the June issue. Federal Advertising handles the account.

Seasonal decline noted in latest Hooperatings. . . . FCC asked Scripps-Howard Radio to decide within 30 days which of two conflicting applications it wants to process in Cincinnati area. S-H has asked for frequency shift of WCPO and also applied to buy WVLL, Versailles, Ky., and move it to Cincinnati. . . . Army and Air Force Recruiting Service may sponsor only sports broadcasts next season. Sports expected to get top priority in face of proposed budget cut.

## "Dr. Christian" Winners Announced Over CBS

For the eighth consecutive year, Jean Hersholt, the star of the "Dr. Christian" program, announced the winners of the 1949 Dr. Christian Award script competition on his CBS broadcast of Wednesday, May 18, 8:30-9:00 p.m., EST.

Russell F. Johnson of Thomaston, Conn., is the winner of the \$2000 first prize for his play "Stolen Glory." The winners of the three special \$500 awards are: Earl Hamner, Jr. of Cincinnati, for his play, "All Things Come Home;" Mrs. Lillian Kerr of Tillamook, Ore., for "Angel With A Black Eye," and Rod Serling, of Antioch College, Yellow Springs, Ohio, for his play, "To Live A Dream."

Ten outstanding scripts were awarded \$350 each: These winners are: Justine Kandarian, Burlingame, Calif.; Edgar L. Hay, Miami, Fla.; Marie Dow Gagne, New York City; Terry McCoog, Philadelphia; Aida Cromwell, Stamford, Conn.; Louis German, New York City; Margaret Lowery, Los Angeles, Calif.; Marjorie Fee, Omaha; Kenneth Hoffman, Burbank, Calif., and Halle Truitt Yenni, New York City.

The judges included: Irene Dunne, screen actress; Rupert Hughes, author; Sol Lesser, motion picture producer; Jean Hersholt, star, and Dorothy B. McCann, producer of the "Dr. Christian" program.

## Awards Announced By Chicago Ad Clubs

(Continued from Page 1)

Hurlbut, reporter-at-large, for news commentaries, and "The Hobby Horse Presents," in the juvenile division. The television awards went to "Walt's Workshop," first in instructional program classification; "Clifton Utley and the News" for news commentaries, and "The Weatherman Show," public service. Honorable mention, in special events, went to WNBQ for television coverage of the consecration of three bishops of the Catholic Church in Chicago.

Awards to WGN and WGN-TV were four firsts and six honorable mentions. WGN winners in the radio division included "Calling All Detectives," first in local drama category; "Comedy Playhouse," network drama classification, and "The Northerners," tied for first place in the music division. "Smoke Rings" and "The Enchanted Hour" received honorable mentions in the music category. In the public service classification, WGN's "Mr. Heartbeat" contest tied for an honorable mention. In the television judging, WGN-TV's "Chicagoland Newsreel" was awarded first place in the news category. In the local dramatic competition, "Cross Question" received an honorable mention, highest in the group since no first place award was made. Other WGN-TV honorable mentions included the Holy Name Easter Pontifical Mass which tied in the public service category, and the Cycloid Micromatic Reel film seen on WGN-TV and entered in the one-minute spot commercial classification.

WBBM received two firsts, "Melody Lane" in the variety classification, and Paul Gibson in women's programs. It received honorable mention for "Allied Sports Review" in sports division, and "An Everyday Story" in public service classification.

WENR and WENR-TV received three firsts and two honorable mentions. WENR's "Breakfast Club" was first in the variety division, and Paul Harvey received honorable mention in the news division. In television, WENR-TV received a first for "Super Circus" in the variety classification, and for "Music In Velvet" in the music division. In the children's division, "Uncle Mistletoe" received honorable mention.

## Radio-TV Workshop Planned By Adelphi

The Summer Radio Workshop of Adelphi College, Garden City, L. I., July 5-August 12, will include television in five of its eight sessions.

The studies will include: intermediate production and analysis of radio broadcasting, advanced radio drama production, intermediate and advanced script writing for radio and television, radio-television production laboratory, seminar on radio's role in society and art, television idea development seminar and actual production in radio and television, using outside broadcasting facilities.

## COAST-TO-COAST

**Vocal Quartet Joins WBBM**  
Chicago, Ill.—The "Skylarks," Chicago vocal quartet, have joined the talent staff of WBBM and will be heard in programs designed to display its interpretations of popular melodies. Included in the foursome are Elaine Rodgers, Eugene O'Brien, Pat Weaver and Maury Jackson. The three men also double with instrumental talents, Eugene playing bass, Pat the vibraphone and Maury the guitar.

**WLBH Granted New FM CP**  
Mattoon, Ill.—WLBH recently received its CP for a new FM station to operate on 96.9 mc. with 23 kw. ERP. The new three-kilowatt Gates transmitter was delivered May 16 and a Collins Eight-Ring FM antenna is being mounted on the present AM tower. Station owner, Ray Livesay, states that on or before August 1st they expect to be on the air with FM.

**KNBC Program Honored**  
San Francisco, Calif.—"Forests Aflame" KNBC's award-winning public service program had a new honor to add to its record. The National Board of Fire Underwriters for the second consecutive year has chosen KNBC to receive an honorable mention citation for outstanding service in fire prevention. The nine-week series of programs presented dramatic stories designed to bring home the message of forest fire prevention in an entertaining way. The program was recently awarded the George Foster Peabody award for public service by a regional station.

**WCVI Has Cancer Drive Show**  
Connellsville, Pa.—WCVI recently presented a two-hour cancer-drive program which featured a host of local talent in addition to many of the city's leading business and professional men. During the two-hour period, well over \$500 was raised, which is more than one-sixth of the total goal of \$3000 set for the city of Connellsville.

**WRNL Offers Golf Incentive**  
Richmond, Va.—Walt Hagen, Jr., son of the famous professional golfer and amateur champion in his own right, is currently giving Richmond's golfers a new incentive to improve their game. During his Sunday evening sport show heard on WRNL, he features the names of the week-end's low-score golfers for each of the six Richmond courses.

**"Heidy" Contest**  
A weekly drawing contest for the juvenile audience is being conducted by the "Here's Heidy" program aired over WOR, New York, every Sunday at 8:45 a.m. A Firestone Autocruiser goes to the child submitting the best drawing showing how he or she visualizes the animals or objects discussed on the broadcast.

## An Appraisal Of NAB

*Editor's Note: Offering constructive criticism for improvement of the functions of the National Association of Broadcasters, Edward C. Obrist, general manager of WPEN, Philadelphia, wrote a letter to C. E. Arney, secretary-treasurer of NAB, as a sequel to WPEN's resignation from NAB membership. The Obrist letter, a provocative appraisal of NAB and its departments, is published with permission of the broadcaster. The letter follows:*

"At the outset, please understand that no rancor is involved, and our withdrawal is not the result of anger or impulse. On the contrary, my associates and I have given much sober thought to it. The problem has been one of resignation vs. reform. In today's very tight and increasingly competitive market, the time and inclination to stump for complete reevaluation of the purposes and procedures of NAB is unfortunately lacking. But here they are for what they're worth.

"I contend that the industry has become too large to be adequately represented by or handled at its present annual convention or by its present by-laws and national organization. AM, FM, FAX, and TV are now in one big ring under the radio circus tent. These already varied interests are further complicated by the fact among them are Independents and Network affiliates, clear channel, regional and local operators, part-time and full-time stations, in small, medium and metropolitan markets. Few, if any of the metropolitan market operators are interested in FM. Their big 'going concern' problems are AM problems. On the other hand, FM's development is vital to smaller town or rural operators where the medium is looked upon with exuberant enthusiasm.

"If we are to believe what we read and are told, TV is an arch-rival of AM. If therefore should have no place on the agenda or in the treasury of the AM-FM broadcasting industry any more than should newspapers or transit advertising.

### COMMENTS ON CODE

"I also contend that no single code of ethics or practices can govern our vast industry and its various constituents. High school football teams have one set of rules, colleges another, the pro's still another. Each group stays in its own class, agrees on and enforces the rules and progresses admirably. What would happen at the pro-football turnstiles if grammar or high-school rules were invoked? I am not unconvinced that a somewhat similar or identical plan must be effected within our own industry. Isn't it rather far-fetched, in this radio day and age, to assume that a 250-watt independent can get along just as nicely as a 50-kilowatt network key station, each being subjected to the same rules, regulations and circumscriptions?

"As our industry grew, it seems vital that in certain circumstances, matters be submitted to referendum. This has been impossible under the present set of by-laws, and I believe that the time has now passed wherein a referendum would solve our many problems. At our last convention it might have defeated the RMB loan, the approval of which has caused much unfavorable reaction. At the Atlantic City Convention it would have defeated the code. Perhaps if a couple of things like that had occurred it would have thrown into clear, sharp focus the very acute and almost impossible problem we have of reconciling the differences inherent in our many operations. None of us wants to see measures defeated for the sake of defeat. We want to see things happen for the good of all.

**EMPHASIZES COMPETITIVE ASPECTS**  
"I look to NAB for strong, militant guidance in fighting my competition—not necessarily the stations in my area, but the competitors of our industry—the daily press, the magazines, TV, transit ads, billboards and any other media that compete for the advertising dollar. I look to NAB for program ideas, help and suggestions based on qualitative analyses in markets similar to my area. I look to NAB for

the publication of election results; certainly the availability of the figures on request. The democratic way is still best. I look to NAB for a final and sensible solution of the coverage problem, one that holds water, makes sense and with which all or nearly all stations can agree even if they do not actually support it. I look to NAB for a business convention, completely devoid of speeches that tell us how good we are, that urge us one year to 'get into FM' and later, to 'get into TV,' a convention that builds respect for our industry and business for the individual stations. I'd like to hear how bad we were during the previous year, from agencies, account executives and advertisers, so we can derive a modicum of benefit instead of false balm from our annual sessions.

"Perhaps this is Utopia. But why strive for less? I believe we can go a long way in that direction if we first of all break up and go back to our proper classes. FM and TV have their own conventions. They should stay there and do their own business in their own way. If they decide to set up research and promotion bureaus, excellent! Let them do so and pay the bill. TV is especially separate and distinct. It's selling hard against radio. Why mother our murderer? The National Association of Broadcasters should revert to its type, an association of AM broadcasters for the over-all advancement of the AM industry and the sole benefit of all individual AM stations in it.

### WOULD SEPARATE MEETINGS

"Further, it seems to me, AM broadcasters have problems that can best be solved by separate meetings or conventions. The Network affiliates should have their annual conclave; the Independents theirs, where the big fellows and the little ones in each class will have ample time in which to air their problems; sympathetic minds and interested ears to help them. These groups will elect their own representatives who will go to a smaller annual Association business convention for the purpose of pleading causes that have been agreed to in advance, and returning with evidences of concrete progress.

"Each group or representative should be respected equally and considered equally. If this is an indirect promulgation of more activity and more control and more power in the hinterlands and less power in radio headquarters at Washington, then so be it. These groups should adopt codes that pertain to their own classes. The association as a whole should then fashion a code to complement those that would generalize over and above these specific items and that would be representative of the industry at large.

"That, it seems to me, is the problem. You flatter me when you say that I would be among those out organizing a trade association were none in existence. But it's true, I guess. I would first define 'trade,' however, before I started. Since you have credited me with know-how gained through years in the field, and suggest it be used along constructive lines to help guide the association, I here do so in dispassionate, friendly manner. I think much of this is each individual station's fault. Perhaps some broadcasters more brilliant than I can take up where I've left off and do something constructive without creating the impression of open warfare within our ranks which I would be grieved to see. Perhaps you Association men in Washington should go to the broadcasting people to find out what, if anything, is wrong. I may be in among the smallest of minorities, but a lot of us heard a great deal of complaining at the Chicago confab, and a lot of broadcasters complained. They may not come forward to be counted, but I was one of them, and here I am. Here, too, I must stay, outside the ranks of NAB until such time as I see good, practical benefit accruing both to me and to the group by my return."

### Plaque Unveiled on WFDR

WFDR, the newest FM station in NYC, aired the unveiling ceremonies of a historical plaque at the Roosevelt High School in Hyde Park, yesterday, 9 p.m. The marker indicates that the late president attended school in the building. Mrs. Eleanor Roosevelt officiated.

## AGENCIES

**DIAMOND MATCH COMPANY**  
announces the appointment of McCann-Erickson, Inc. as its advertising agency. For the first time in its seventy-year history, Diamond Match Company is launching an extensive national advertising program. The advertising will be placed by the Chicago offices of Diamond and the agency, it was stated by Homer Havermale, regional v-p of McCann-Erickson.

**ROBERT V. WALSH**, formerly with American broadcasting stations WJIM, Lansing; WGFG, Kalamazoo and WPDJ, Clarksburg, West Virginia, has joined the radio staff of VanSant, Dugdale & Company Inc., Baltimore, Maryland. A native of New York City, he served in the Army Air Force three years and at the war's end an assignment with NBC in New York preceded his connection with ABC. Mrs. Walsh is the former ABC radio commentator, Ruth Lawson.

**DAVID C. STEWART**, secretary of Kenyon & Eckhardt, has been elected to the board of directors. He fills the vacancy left by the recent death of Otis Allen Kenyon.

**MRS. ELIZABETH MACKINTOSH**, formerly publicity director for Elizabeth Arden and promoter director for Dorothy Gray, has formed her own publicity company Office of Elizabeth Mackintosh & Associates is located in Manhattan at 667 Madison Avenue. Fanny Hearst (Mrs. John Randolph Hearst) is vicepee and Phyllis Riley is account executive.

**GREY ADVERTISING AGENCY INC.**, has added Roscoe Sturges to its roster of account executives.

## UN Language Reports Will Be Carried By WWRI

Lake Success, N. Y.—The Monday-through-Friday five-minute U. N. news reports in the Spanish language, prepared by the Latin-American Radio Division of the United Nations and shortwaved to South America, will be picked up "live" by WWRI, beginning today, 7:53 7:58 p.m.

The Spanish newscast will be a regular feature of WWRI's "La Vo Hispanna Del Aire," produced by Jose De La Vega, 5:30-8:30 p.m. daily. It will be the only station to-date in the United States carrying the program, it was disclosed at U. N. Radio headquarters.

## Renews WCBS Time

Joseph Martinson & Co., for Martinson's Coffee, has renewed its Monday, Wednesday and Friday sponsorship of WCBS' 7:45-8:00 a.m. news period featuring Harry Clark as reporter, for another 52 weeks effective May 30, it was announced by Don Miller, WCBS sales manager. Agency is Neff-Rogow, Inc., New York.

# TELEVISION DAILY

Section of RADIO DAILY, Monday, May 23, 1949 — TELEVISION DAILY is fully protected by register and copyright

## RECEIVER PRICES COMING DOWN

### TELE TOPICS

"BLIND DATE," the Bernard L. Schubert package that opens ABC's big Thursday night lineup, is, in spots, a mildly amusing show in which six all-American-type girls vie for dates with three models. The girls are lined up in two teams, each representing a different college—last week it was Rutgers and N.Y.U. They try to impress themselves to the girls over the phone, with each model picking one of two students. . . . Before each fellow is allowed to make his pitch to the babe, emcee Gene Francis snuggles up to him, pumps him about his school work and hobbies, and before he can offer much information, Gene Francis takes over. Her quips fly quick and fast. Only a few are funny, and winners are but a step or two away from the line. By and large the kids are fun to watch. They are brash and refreshing and sometimes talented. Last week one played the harmonica, while another did a few sleight-of-hand tricks. . . . Winners get an orchid and perfume to give to the girl, plus five bucks and a nite at the Stork, with chaperones. The three winners get theater tickets and a wrist watch, which should last longer than the nite at the Stork. . . . Fred Carr directs the show, with music by Glen Osser. Announcer is Walter Herlihy.

NORMAN LIVINGSTON, director of commercial program operations for WOR-TV, is expected to lower the boom on TV film producers and distributors at the May 26 meeting of the National Television Film Council. Recently returned from a visit to Hollywood and a tour of stations around the country, Livingston plans to blast the thinking and production efforts of film producers who, he feels, worry only about their own problems without bothering to acquaint themselves with the problems of broadcasters, to whom they would like to sell their product. Producers' lack of knowledge of broadcast operations is one of the biggest headaches in the business, he says. His informal talk, incidentally, will be titled "What A Television Station Looks For, And Can't Find, In Television Film."

CONTRACT FOR COVERAGE of Metropolitan AAGU boxing bouts Saturday nights from Ridgewood Grove was signed last week by WPIX, giving the News outlet summer sports pickups five nights a week, plus N. Y. Giants baseball game. . . . Most performed song on tele, according to the Accurate Reporting Service, is "It's A Big Wide Wonderful World." . . . WCAU-TV, Philadelphia, celebrates its first anniversary today. WCAU was the first station to join the CBS (AM) net and WCAU-TV was the web's first video affiliate. . . . BMI's Coast office will not stay open until 11 p.m. nightly as previously reported.

### RMA Board Meeting Endorses 1949 Plans

(Continued from Page 1)

motion was decided upon by the RMA advertising committee. Funds will be used for the joint sponsorship of the "Voice of Democracy" contest in co-operation with the NAB and the U.S. Junior Chamber of Commerce.

It was decided that the town meetings for radio technicians should be continued. Six meetings, sponsored by RMA, were held during the last 18 months and proved their value.

Television was the outstanding problem facing the industry, and the set division committee, headed by G. M. Gardner of Chicago, voted to collect information on the shipment of television receivers by manufacturers according to TV broadcasting areas, and to make the information available to the industry every three months. Statistics to be gathered will include types of television receivers being manufactured, and then the number of TV sets that include radio reception.

Action of set committee was approved by board of directors. It is planned to break down the TV set shipments into 49 television areas.

### WFIL-TV Boosts Rates

Philadelphia—Rate card number five, issued last week by WFIL-TV, increases the station's basic hourly rate from \$400 to \$550 for class A time. Increase is based on the more than 150,000 receivers in the Philadelphia area—the second largest TV market in the country.

### Coast TPA Elects

Hollywood—Mal Boyd on Friday was elected president of Television Producers Association and Mike Stokey was elected vice-president, each for two years. Gladys Rubens was named secretary, Maleese Black, treasurer. Directors are George Fogle, Syd Cassidy, Robert Coleson, John Slott and Mort Singer.

### ABC Thurs. Lineup Pulls High Ratings

ABC's new Thursday night program lineup has paid off rating-wise with "Stop The Music" in first place in New York on both Hooper and Pulse lists for the time period. Program is rated by Hooper with 22.6 for the first half-hour and 30.5 for the second. Share-of-audience for the two segs is 48.3 and 50.3, respectively.

"Blind Date," at 7:30, also is first for the time period on the Hooper list with rating of 13.5 and share of 35.2. Pulse rates "Date" 7.6 for the half-hour in second place behind a western film on WATV.

### "Crusade" 16.9

"Crusade In Europe" is rated 16.9 by Hooper with 26.3 share. Show is in second place behind Morey Amsterdam, with 19.8 rating on DuMont. Pulse rates "Crusade" 12.7.

"Actors Studio" is rated 10.3 with 16.5 share by Hooper, and 14.7 by Pulse. Program is third for the time, on the Hooper list behind the Bielow show on NBC, 21.8, and wrestling on WPIX, 16.7.

### The Week In Television

#### Hope Rises For Ascap Settlement

Hope rose for settlement of the differences between broadcasters and Ascap, when the June 1 deadline for use of the society's music on the air was extended to June 15. Extension was granted following a meeting between Ascap and top brass of the five nets. Latter took up direct negotiations with Ascap after discussions had broken off between NAB and the society. . . . Battle lines were drawn between NAB and TBA for position as No. 1 TV trade organization, with NAB setting up a tele department with full time director, and TBA asking members for an additional \$100,000 to enlarge the association and engage a full-time paid president. . . . Theater Owners of America urged movie producers to make trailers for local TV sponsorship by theaters. . . . Industry leaders became increasingly irked at FCC's failure to lift the freeze on applications which, Chairman Coy said, would be in effect through the summer. . . . Theater tele interests, it was reported, will attempt to obtain channels from the FCC in the space between 3,000 and 5,000 megacycles.

### Report Reduction On New Models; Expect Others

Complete reversal in the receiver sales picture has taken place during the past year, marked by drastic price reductions to the point where new table models introduced this spring are selling for at least \$100 less than comparable sets a year ago with greater cuts on larger sets.

It is believed certain that this trend toward lower prices will continue. Informed trade sources are of the opinion that further reductions in prices will be apparent by next autumn.

In addition to lower prices, most manufacturers have adopted, or will in the near future, an improved system of masking which utilizes more surface of the cathode ray tube and thus gives consumers more picture area for their money.

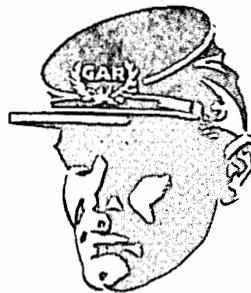
Another notable change has taken place in selling methods. A year ago or less, manufacturers couldn't make enough sets to supply the demand. Now large display ads offering many inducements to buy and emphasizing the lower prices are common in most areas.

Latest major manufacturer to put out a new low-priced model is RCA-Victor, which last week unveiled a ten-inch table model, with 61-square inch picture for \$269.50, the lowest price tag in the company's history. Admiral recently introduced a plastic console set with 10-inch tube selling for \$249.95, and most of the other manufacturers have either reduced prices on present models or brought out new sets considerably below previous prices.

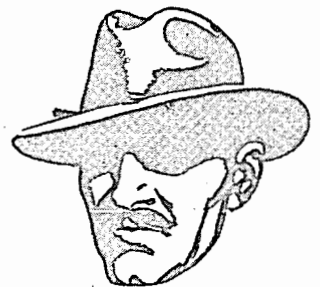
It was reported also that two of the major manufacturers, Philco and DuMont, are putting finishing touches on new lines, with almost all models bearing reduced price tags. It is believed that these sets will make their appearance within the next month or two.

### Wallpaper Sponsor Extends TV Coverage

The Trimz division of United Wallpaper, Inc., which recently purchased a 15-minute television package program for showing on WNBQ, Chicago, has ordered the program for three additional markets, WNBZ, New York; WNEK, Cleveland, and WPTZ, Philadelphia. The package is the 26-week transcribed "Paradise Island" variety series produced for TV by Jerry Fairbanks. The agency is MacFarland Avenue & Co., and John McPartlin handled negotiations for NBC.



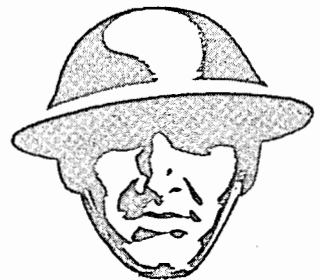
CIVIL WAR



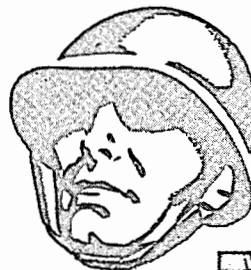
SPANISH AMERICAN WAR

"..... that from these honored dead we take increased devotion to that cause for which they gave the last full measure of devotion."

—ABRAHAM LINCOLN



WORLD WAR I



WORLD WAR II



50,000 WATTS  
CLEVELAND

50,000 WATTS  
DETROIT

50,000 WATTS (DAYS)  
LOS ANGELES

WGAR ★ WJR ★ KMPC

THE GOODWILL STATIONS

G. A. RICHARDS  
Chairman of the Board

FRANK E. MULLEN  
President

HARRY WISMER  
Asst. to the President



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 47, NO. 38

NEW YORK, TUESDAY, MAY 24, 1949

TEN CENTS

## BUSINESS URGED TO UP ADV. BUDGETS

### Manufacturer Using Radio In Negotiations

Portsmouth, Ohio—Radio was assuming a new role at station WPAY and FM in Portsmouth this week as the Selby Shoe Company bought extensive time in an effort to reach settlement of a strike called by more than 2500 employees.

Beginning Tuesday, the second day of the strike, the company utilized all commercial time on its regular daily noon newscast to present a message to the employees from a company official. Speaking for the company at the conclusion of the newscasts have been N. B.

(Continued on Page 5)

### Radio Gallery Of House Has 10th Birthday Fete

Washington Bureau of RADIO DAILY Washington — ABC Commentator H. R. Baukhage, was heard from the Capitol at the weekend on the tenth anniversary of the passage of the resolution which authorized the Radio Gallery in the House of Representatives. Robert Menaugh, superintendent of the House Radio Gallery, spoke on this and other programs, as did Harold McGrath of the Senate Radio Gallery, which

(Continued on Page 2)

### Capital Program Series May Become CBS Feature

"Dear Mr. President," 30-minute series aired over WTOP, in Washington, D. C., may become a CBS network feature within the near future, it was learned yesterday.

Series covers via tape recording and narrative, feature stories and human interest happenings around

(Continued on Page 2)

### Classical Favorites

Boston's first radio poll to determine classical music preference was released yesterday by radio station WBMS. The result of a four months' survey conducted with the station's monthly program subscribers, the poll elected Beethoven as its favorite composer by a wide margin. The Austrian master, Mozart, won second place, over Johannes Brahms, who was third. J. S. Bach followed in fourth place, and the Teutonic cycle was not broken until Tschaiakowsky placed fifth, in front of Richard Wagner.

### WITH Leads Stations In Baltimore Survey

Baltimore—A local indie, WITH, led all other stations in this area in four out of five types of commercial establishments surveyed for listenership by two seniors at the School of Business, Johns Hopkins University, under the direction of the dean and faculty of the school.

WCAO, the CBS affiliate, held the top-afternoon audience at beauty

(Continued on Page 5)

### New Directors Named To Philco Corp. Board

Philadelphia—At the annual meeting of stockholders of Philco Corporation, Leslie J. Woods and Courtney Pitt, vice-presidents of the corporation, were elected to the board of directors, and the following directors were re-elected to serve for

(Continued on Page 2)

### Webs Have 9 Correspondents Reporting Paris Big 4 Confab

Nine correspondents have been assigned to cover the Big Four conference of foreign ministers in Paris for their respective networks in this country.

Martin Agronsky of Washington, D. C.; Pauline Frederick of New York, and Robert Sturdevant, head of the Paris bureau, are representing ABC. Mutual will be supplied with the latest developments by

### NRDGA Exec. Suggests 10% Increase Over Current Funds To Maintain Present-Day Volume Levels

### Proposes Dropping Canada License Fees

Montreal — Possibility that Canada's radio license fee of \$2.50 per annum will be abolished was envisioned by Colonel George Drew, Progressive Conservative leader, who will be Prime Minister of the Dominion if his party wins in the coming general election.

Colonel Drew said at Newcastle, (Continued on Page 2)

### Commercial Radio Plans Of South Africa Delayed

Plans for inauguration of commercial radio broadcasting in South Africa have been held up pending the arrival of 14 transmitters which are being manufactured in the United States, Gideon Roos, director general of the South African

(Continued on Page 3)

### N. Y. Radio Announcers Averaged \$7,100 In 1947

New York radio announcers earned an average of \$7,100 in 1947, it was revealed in a new report announced yesterday by Robert R. Behlow, Regional Director of the Bureau of Labor Statistics, U. S. De-

(Continued on Page 3)

Syracuse, N. Y.—The need for an immediate 10 per cent average increase over current advertising appropriations to meet today's business conditions and to maintain current volume levels was cited by Howard P. Abrahams, manager of the Sales Promotion Division, Visual Merchandising Group of the National Retail Dry Goods Assn., at a luncheon meeting of the Syracuse Advertising Club yesterday.

The NRDGA official challenged the "American spirit of pioneering" (Continued on Page 5)

### Cantor Nixes Weekly TV And Leaves Pabst

First instance of a star parting company with his sponsor because the latter insisted on AM and TV shows every week has occurred in the case of Eddie Cantor and Pabst beer. After a three-year run, this will be Cantor's last season with the beer sponsor, a decision he made himself. Next fall Pabst will sponsor "Life of Riley" on radio and television over NBC.

Actually, Cantor came close at (Continued on Page 7)

### WNBC Program Changes Announced By Provost

Three changes in WNBC's morning program schedule designed to increase its entertainment and new service to listeners will become effective on Saturday, May 28, D. L. (Continued on Page 3)

### Admirer

Fran Allison—"Aunt Fanny" of the Don McNeill "Breakfast Club"—met a fan yesterday in an RCA building restaurant who complimented her on her television accomplishments as Fran of "Kukla, Fran and Ollie" on the NBC network. The 'fan' was none other than Norman Brokenshire, one of radio's veterans and best known announcers.

### Candid Photog

Ray Archer, sales executive of Sylvania Electric Products, Inc., is fast becoming one of TV's best candid cameramen. Archer photographs stars of TV programs appearing on the picture tube of his television set at Pleasantville, N. Y., develops them in his own dark room, and passes them on to the artists who were his subjects.

**RADIO DAILY**



Vol. 47, No. 38 Tues., May 24, 1949 10 Cts.

**JOHN W. ALICOATE** : : Publisher

**FRANK BURKE** : : : : Editor

**MARVIN KIRSCH** : Business Manager

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**WEST COAST OFFICES**  
At Steen, Manager

6425 Hollywood Blvd. Phone: Gladstone 8436

**WASHINGTON BUREAU**

Andrew H. Older, Chief, 617 Dahlonega Rd. Phone: Wisconsin 3271

**CHICAGO BUREAU**

Nat Green  
Suite 905 139 No. Clark St.  
Phone: State 2-2332

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

**FINANCIAL**

(May 23)

**NEW YORK STOCK EXCHANGE**

	High	Low	Close	Net Chg.
ABC	6 7/8	6 1/2	6 1/2	— 3/8
Admiral Corp.	19 3/8	18 7/8	19	— 3/8
Am. Tel. & Tel.	140 3/4	140 1/2	140 1/2	— 1/4
CBS A	17 5/8	17 1/2	17 5/8	— 1/8
CBS B	17 1/4	17 1/4	17 1/4	— 1/8
Philco	28 1/4	27 5/8	27 5/8	— 5/8
RCA Common	11 3/4	11 1/2	11 1/2	— 1/4
RCA 1st pfd.	69 3/4	69 3/4	69 3/4	— 1/4
Stewart-Warner	11	10 3/4	10 7/8	— 1/8
Westinghouse	22 3/4	22 1/4	22 1/2	— 1/4
Zenith Radio	28	28	28	— 1/8

**NEW YORK CURB EXCHANGE**

Hazeltine Corp.	12 7/8	12 3/8	12 7/8	— 1/8
Nat. Union Radio	2 7/8	2 3/4	2 7/8	— 1/8

**OVER THE COUNTER**

	Bid	Asked
DuMont Lab.	12 1/2	13 1/2
Stromberg-Carlson	10 1/2	11 3/4
U. S. Television	3 7/8	4 1/8
WCAO (Baltimore)	20	21 1/2
WJR (Detroit)	7 1/4	7 3/4

**Stork News**

Announcer Hugh James and his wife, the former radio actress Clementine Porrell, are parents of a son born May 22 in Lawrence Hospital, Bronxville, N. Y. Baby weighed 7 pounds and 14 ounces.



For **SALES MAGIC** in the "MAGIC CIRCLE" Hire **WIBW**

The Voice of Kansas **TOPEKA**  
BEN LUDY, General Manager

★ **COMING AND GOING** ★

**RAYMOND GUY**, manager of radio and location engineering at NBC, left yesterday on a short business trip.

**GLENN MARSHALL, JR.**, manager of WMBR, Jacksonville, Fla., a visitor yesterday at the New York offices of CBS.

**MRS. ELOISE H. HANNA**, president of WBRC, Birmingham, Ala., in town this week for conferences at NBC, with which the station is affiliated.

**VAUGHN MONROE** and the members of his band were in Cleveland last Saturday. They broadcast their CBS show from the campus of John Carroll University.

**JAMES McCONNELL**, director of NBC spot sales, off for Hollywood Friday to spend two weeks on business.

**VERNON ANDERSON**, general manager of KLOU, Columbia network outlet in Lake Charles, La., paid a call yesterday at the New York offices of the web.

**OWEN URIDGE**, manager of WQAM, American network affiliate in Miami, is visiting in New York at the moment.

**KEITH BYERLY**, general sales manager of WBT, Charlotte, N. C., is in Gotham conferring with officials of CBS Radio Sales on television matters. He'll leave for the Carolinas next week-end.

**New Directors Named To Philco Corp. Board**

(Continued from Page 1)

the ensuing year: Messrs. William Balderston, John Ballantyne, James T. Buckley, Harold W. Butler, James H. Carmine, Charles S. Cheston, Joseph H. Gillies, Larry E. Gubb, Larry F. Hardy, R. L. Heberling, Robert F. Herr, W. Paul Jones, Thomas A. Kennally, Wm. Fulton Kurtz, and David B. Smith.

**Radio Gallery Of House Has 10th Birthday Fete**

(Continued from Page 1)

will celebrate its tenth anniversary next February.

Baukhage also made the first broadcast from the Senate Gallery, reporting the declaration of war with Germany, and the first international broadcast in the house radio gallery.

**Capital Program Series May Become CBS Feature**

(Continued from Page 1)

Washington that the President does not always have time to hear and see.

"Dear Mr. President" was conceived by John Hayes, WTOP president, with scripting and tape editing done by CBS Washington newsman Robert Nichols.

**Special WHLI Program**

The status of mental health in New York State will be discussed by Dr. Frederick MacCurdy, commissioner of the N. Y. State Dept. of Mental Hygiene, in an interview over WHLI and WHLI-FM, Hempstead, L. I., today, 7:45 p.m. He will outline the 1949 expansion program authorized by the legislature.

**J. L. VAN VOLKENBURG**, vice-president of CBS in charge of television operations, left New York Sunday on a business trip to the West Coast.

**EDWARD STASHEFF**, assistant program manager of WPIX, will leave today by plane for Montreal, where he'll address the members of the American Psychiatric Assn. He'll discuss the inter-relation of television and medical-hygienic.

**HAL DAVIS** and **HERB LANDON**, Kenyon & Eckhardt publicists; **JOHN BATES**, radio supervisor; **LEN CARLTON**, producer, and **GEORGE MacGREGOR**, account executive, are in Albany for tomorrow's broadcast of "County Fair" on CBS.

**LeRoy MOFFET**, staff engineer for the development group at NBC, and **HOWARD GRONBERG**, staff engineer in the television department, are in Philadelphia. They are accompanied by C. A. ROSECRANS, of RCA television.

**PAULINE WARTSKY**, secretary to Davidson Taylor, vice-president and director of public affairs at CBS, sailed last Friday aboard the Caronia for a six-week tour of Europe.

**ROBERT STONE**, of the program service division at SESAC, is in Kalamazoo to attend the meeting of the Michigan Association of Broadcasters.

**JACK PERLIS**, radio-video publicist extraordinaire, has returned from Washington, D. C., where he attended the premiere of Theodore Granik's new NBC-TV show, "American Television Forum."

**KEN SPARNON**, of the BMI field staff, currently in Irvington, Va., for the meeting of the Virginia Association of Broadcasters, will go on from there to Louisville, Ky., to be present at the conclave of the Kentucky Broadcasters Association.

**Proposes Dropping Canada License Fees**

(Continued from Page 1)

New Brunswick, "when we return to office we will do away with any license fee on radios owned in this country."

Mr. Drew said there is no reason why people living in an area where there is no CBC station should pay a radio license fee. He repeated a charge that the CBC is a propaganda agency for the Government and that it competes unfairly with private stations.

**Owen Davis, Jr.**

Funeral services for Owen Davis, Jr., 42, NBC television producer, will be held tomorrow (Wednesday) in the Little Church Around the Corner at 12 noon. His body was found floating in Long Island Sound near Kings Point, L. I., last Saturday morning (May 21).

Davis went sailing Friday night with a companion, Herbert V. Anderson, NBC account executive. When their boat went aground on a sand bar, Anderson went below to sleep and left Davis on deck smoking his pipe. Anderson said he was not aware of Davis's disappearance until 5 a.m. when a police boat came along and offered to tow the Anderson boat.

**"What do we do now?"**



When a scared deer gets loose in a china shop, there's not much you can do except open the door and hope for the best.

But if you timebuyers want a sales kick in Baltimore, you don't have to trust to luck. Cold, hard facts and figures lead you straight to W-I-T-H, the bargain buy in this market.

Yes, sir! If you want to do a lot with a little bit of money, use W-I-T-H, the station that delivers more listeners-per-dollar than any other station in town. Get the full W-I-T-H story from your Headley-Reed man today.

**W.I.T.H.**  
AM Baltimore, Md. FM  
Tom Tinsley, President - Represented by Headley-Reed

**PROMOTION**

**Quotes Hooper**

To further exploit its "Duluth's Brightest Stars" campaign, KDAL is currently bombarding the trade with brochure on the theme "Hoopers Like This Don't Just Happen. KDAL and CBS Personalities Plus Long Range Promotion Made It Happen." The four-page, four-color mailing piece explains "In the Duluth-Superior Area" KDAL's Hooper Rating (October, 1948-February, 1949 Hooper Audience Index) places KDAL 25 per cent higher than the nearest competitor, undisputed first position."

Features of the piece are "Otto Mattick," KDAL character, decorated with a 25.4 per cent recognition rating in a recent survey of 300 national agencies, pictures of eight air stars with outstanding Hoopers, and the actual extract of the Hooper audience index, plus evidence of the "long range promotion," which made the audiences tune KDAL.

**Radio vs. Newspapers**

NBC has started mailing out to agencies, manufacturers and other prospective clients, 15,000 copies of a ten-page brochure promoting radio as against newspaper and magazine advertising, it has been announced by James McConnell, director of the net's spot sales department.

National spot radio is compared with the other four types of advertising in the form of charts, caricatures, and maps. The booklet points out that an average one-quarter hour program on one station alone reaches 32,300 adults compared to 13,300 newspaper readers.

**Subway Tieup**

Two special express subway trains, one from the Parsons Blvd. station in Jamaica, IND line, and the other from the Atlantic Ave. station, IRT, have been arranged to handle the crowds expected to attend the 15th anniversary celebration of NBC's Mary Margaret McBride at the Yankee Stadium, May 31.

**Pauline Frederick Series Slated For May 30 Start**

Pauline Frederick's forthcoming news series over the ABC network is scheduled to begin Monday, May 30, instead of June 6 as previously announced. Her program, "Pauline Frederick Reports," will be aired Monday through Friday from 8:50 to 9 a.m., EDT.

**SUMMER RENTAL**

Old country farmhouse in Bedford Village, Westchester County. About 1 1/2 hrs. from New York. 4 bedrooms, living room, den, two baths. A quiet spot for rest and recreation. Write Box 243, RADIO DAILY, 1501 Broadway, N.Y.C.

**Summer Series**

A new series of 17 weekly broadcasts with a summer stock flavor, and headlining leading screen players will be launched by CBS' popular dramatic show, "Prudential Family Hour of Stars," Sunday, June 5, 6:00-6:30 p.m., EDT. The series replaces for the summer the regular productions of "Family Hour of Stars," sponsored by Prudential Insurance Company of America. These broadcasts will resume on Oct. 2.

**N. Y. Radio Announcers Averaged \$7,100 In 1947**

(Continued from Page 1) partment of Labor. Radio singers, however, earned \$800 more in Los Angeles in the same year than their average of \$3,900 in New York City.

This report, "Earnings From Radio Performing," is the second in a series of three being prepared by the Bureau's Occupational Outlook Branch in cooperation with AFRA. Part one, "Employment and Unemployment" revealed that in the spring of 1948, about one out of every four radio actors, and one out of every six radio singers, was totally unemployed with the rate of unemployment in New York City second only to that in Los Angeles.

The second section, dealing with singers and actors for whom radio performing was the sole or main source of earnings, illustrated the strikingly wide range of income. While the top-paid fourth of radio actors reported earnings of over \$245 a week, at the bottom of the scale an equally large group made \$55. Since few shows using live talent originate in cities other than New York, Chicago and Los Angeles, earnings in smaller cities tended to be very much lower in the major cities.

**WNBC Program Changes Announced By Provost**

(Continued from Page 1) Provost, program manager, announced yesterday.

The new schedule calls for Tom Page's farm program to be heard from 5:30 to 6:00 a.m., as before, followed by a new program called the "660 Club" which will feature Tex Antonine and Charles F. McCarthy from 6:00 to 6:30 a.m. Mel Brandt will be heard in a newscast from 6:30 to 6:35 a.m.

Beginning at 6:35 and running until 7:30 a.m., with a news period from 7:00 to 7:05 a.m., Antoine will present a new show featuring records, time signals and weather reports, replacing Wally Butterworth. From 8:05 to 8:30 a.m., newscaster McCarthy will be heard in another new program of music and commentary.

**Wedding Bells**

Frank Dodge of the Arthur Godfrey staff, and Jacqueline Jones, CBS receptionist, will be married on Thursday, June 2. The couple will honeymoon in Bermuda.

**Commercial Radio Plans Of South Africa Delayed**

(Continued from Page 1)

Broadcasting Corporation, Johannesburg, advised RADIO DAILY yesterday.

Roos took issue with Col. Richard E. Meyer of Johannesburg, who recently was interviewed in New York about the operations of Lourenco Marques Radio. He questioned Meyer's claim of coverage in the Union of South Africa.

**Calls Claim Exaggerated**

"His remark that the Lourenco Marques Radio 'covers the Union of South Africa' is, to say the least of it, very optimistic," Roos wrote, "Even in South Africa they do not claim as much as that. Furthermore, in the interview I see no mention of the important fact that the Lourenco Marques service, directed at the Union, is a short-wave one, with all its attendant difficulties of erratic reception in a country with such high incidence of static as South Africa."

**Source Of Interference**

Montreal—H. O. Merriman of Ottawa says household electrical appliances are the major cause of irritating radio interference. In an interview the chief engineer of the Transport Department's radio division said interference from public-utility lines and electrical medical equipment has been controlled.

**SAN FRANCISCO**

By NOEL CORBETT

DICK TRACY couldn't do a more bang-up job in catching up with wanted persons as is Police Inspector Edward Comber doing on KP1X. Nabbed another one last week. Fellow was sitting in a bar over his beer and pretzels when zingo his puss came on the TV screen. Life is getting so that even a criminal can't have his privacy.

(The Highway 50 Association (50 circuits Lake Tahoe) now sponsors Ira Blue's "Blue Streak Final" on KGO Fridays. Alan Johnstone represented the station on the sale and Ned Burns is acct. rep. for John O'Rourke and Associates. Blue comments on sports and plugs the beauty of the Sierras.

In line with KSTN's coverage of all California race meets, Frank Arthur recreates actual running of all races at the Hollywood Park Meeting taking place at Santa Anita. The program is heard 6:30 to 7:00 nightly.

"Miss Bay Area Television," who will reign at the annual Bay Area Industrial Exposition June 8th, is being sought by KGO-TV and KP1X in twelve Bay Area counties. Winner will get the usual amount of gifts, publicity and a chance to appear on TV.

**SMALLER PRESSINGS - MORE PROGRAM = LOWER COST!**

Record Your Programs By The Sensational New

**COLUMBIA**

**LP MICROGROOVE METHOD**

More For Your Money!

- ★ Substantially Lower Cost Per Record
- ★ More Program Time Per 12" Disc Than On Present 16" Record
- 12" Record Plays 20 Minutes, each side
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Full Columbia Transcription Quality Maintained Throughout.

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## SOUTHWEST

**WILLIAM P. SMYTHE**, commercial and sales promotion manager for KCOR, San Antonio, has been also named general station manager. Charles F. Harris, formerly handling the manager duties has been named a vice-president of KCOR, Inc.

Ken Palmer, program director for KIPDN, Pampa, since 1947, has been named manager of the outlet, replacing John Michel who resigned to become manager of KTRY, Bastrop, La.

Charles Balthrope, owner and manager of KITE, San Antonio, has announced that he has signed and joined the newly organized Independent Metropolitan Sales group with headquarters in New York.

Application has been made to the FCC by the West Texas Broadcasters, Inc., at Plainview for a new standard broadcast outlet to be built at a cost of \$25,050 and which would operate daytime hours on 1570 kilocycles with a power of 250 watts. The principals in the group include Ed Holmes with 40 per cent interest; Byron A. Robertson with 20 per cent and Robin Baker with 40 per cent interest.

A new series of programs is to be aired over KLLF, Dallas, for a quarter hour each noon under the sponsorship of the Plastic Home Products of Dallas. Airings will be titled the "Plastic Party" and will have Jim Beck and Billy Jack Saucier and his Wagon Wheel Ramblers as featured entertainers.

G. Howard Hodge, New York millinery designer in Dallas for a visit, will be interviewed by Julie Benell on WFAA, Dallas. They will discuss the new trends in milady's hats.

Four young men have realized their dream last Saturday when KBRZ, Bryan, took to the air for the first time on that day with a power of 1000 watts. All are former war veterans. Joe A. Marinio is 22 and is president of the group and a veteran of two years with the Air Force. Pat McCusker is general manager, is 26 and served four and a half years as communications chief with the 345th Bomb Group. Dick Cousins served three and a half years with the 102nd Infantry and is program director. He is 26. Henry C. Hill is chief engineer, is also 26 years old and spent three years as a radio gunner in the Air Force.

### REX MARSHALL

Announcing  
"SUSPENSE"  
"WHO SAID THAT"  
ON TV  
SC 4-5700



### Mainly About Manhattan. . . !

● ● ● AROUND TOWN: Benny Goodman's new hour show for TV is down to the "how much will you really take" stage with at least one agency. . . Alan Courtney, one of the real pioneers in the disc jockey field (and still one of its most expert gabbers) is doing a nightly session down at WINZ, Miami Beach, Fla. . . NBC stations have banned Ray McKinley's platter of "Missouri Walkin' Preacher." . . Radie Harris doing a H'wood news period plus film previews on "H'wood Screen Test" via ABC-TV Sat. nights. . . Nancy Donovan, a click at the Versailles, landed a twice-weekly spot on Lanny Ross' Mutual daytime. . . TV viewers had their first look at Florence (beauty and brains) Pritchett on her "Leave it to the Girls" debut. . . Rumored that bandleader Gene Williams and Barbara Belle have reached an amicable settlement of his contract, with either Gen'l Amusement Corp. or Will Alexander taking over. . . Sid Franklin, noted H'wood vocal coach, has been imported to Gotham by Nick Schenck to guide the MGMogul's daughter, Mardi, in her new singing career. . . Another Godfrey alumnus, young comic Lenny Bruce, makes his B'way debut at the Strand Friday, just three weeks after winning the Godfrey-for-all. . . Despite his TV well-wishers, George Shupert isn't a candidate for presidency of TBA. . . Shupert is going to remain with Paramount. . . Catherine Mastice, whom Ben Gross 'caught' at her Town Hall debut a month ago and subsequently recommended for the Ted Steele TV stanza, will show her stuff on Milton Berle's show tonight. . . Ed Gardner arrives in town tomorrow to discuss new radio and television plans.



● ● ● Sammy Roen, publicity chief at MCA, like most of us at one time or another, suddenly got fed up with the business and bought himself an orange grove down in Orlando, Fla., figuring "to get away from it all." While down there he happened to meet the local radio station manager (WORZ). So wha' happen? Sammy and his wife are now doing a daily Mr. & Missus stanza right from their orange grove homestead.



● ● ● Final reports just in from Eddie Cantor's "Gifts to the Yanks Who Gave" campaign show this remarkable public service and humanitarian activity to be one of the biggest and most successful endeavors of its kind in history. It demonstrated once again that radio is a powerful means for accomplishing good, especially when used by such skilled entertainers and planners as Eddie. This latest drive netted more than 2,100,000 gifts, valued at some \$5,000,000. It brings the total for the drive (since its inauguration by Cantor in 1944) to 8 million gifts worth more than 20 million dollars for hospitalized service men and women. Cantor started this wonderful drive when he was visiting hospitals and saw the great need for Christmas cheer for vets. "I want to thank RADIO DAILY and everyone else who helped in publicizing this plan for their assistance," Cantor said. "And I pledge that this wonderful work will be continued as long as there is need for it." Cantor added that the successful culmination of the fifth annual drive was made possible through the support of and the financial backing given by Warwick & Legler, the account agency, and the Pabst Sales Co., sparked by Nate Perlestein, advertising director. Right now, Eddie is busy promoting the Green Cross safety drive throughout the nation. When any good cause is in need, he never fails to hear the call for help.



● ● ● WHEN THEY WERE SCHOOL KIDS: James Mason: He used to tie knots in the girls' hair. . . John Kieran: Used to mark the exam papers for the teacher. . . Clifton Webb: Voted the Most Likely To Succeed. . . Jack Benny: The class treasurer. . . Cary Grant: The teacher used to bring him apples.

## MEXICO

**LUIS G. DILLON**, veepee, Foote, Cone, Belding, now here, appoints Publicidad General SA exclusive representatives in Mexico. Ruthrauff & Ryan of Mexico handling American Embassy educational radio campaigns including dramatic series entitled "Tia Maria," recorded at RPM laboratories.

XETX, Casas Grandes in state of Chihuahua, joins RPM.

ZELQ, Morelia Michoacan, announces new 1,000-watt transmitter installation.

RPM celebrates eighth anniversary Tuesday, May 31st.

Mexican Broadcasters met for annual convention of National Chamber of Radio Industry in Mexico City the past week. RPM honored visiting affiliates with banquet served at Circulo Rodem, Clemente Serna Martinez, host.

First Inter-American Advertising Convention will open here next June second. Asociacion Nacional De La Publicidad making arrangements to receive United States delegates from AAAA as well as South Americans. Advertising will include radio and video development.

Alonso Sordo Noriega, Mexico's pioneer radio announcer and sport-caster, lately founder and president of Station XEX, died of a heart attack on May 14.

### Takes Zenith Post

Jack Ferren has been appointed director of industrial relations at Zenith Radio Corporation, Chicago. Ferren's appointment is the result of an expanded employee relations program now being put into effect by Zenith, and the need for correlation of the various phases of employee activities. Ferren has had 16 years experience in personnel and industrial relations. From 1946 to 1949 he was director of personnel at Stewart-Warner Corp., Chicago.

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



## WITH Leads Stations in Baltimore Survey

(Continued from Page 1)

at the time of the interviews, WITH led all others in audience during the same periods at independent grocery stores, drug stores, bars and taverns, and barber shops.

The survey's results were obtained from personal interviews in 345 independent grocery stores picked at random out of a total of 2,518 within city limits, 221 out of 494 drug stores, 352 out of 2,770 bars and taverns, 322 out of 1,500 barber shops, and 110 out of 1,300 beauty shops. Standard error of 2.5 per cent was within the poll.

55 Per Cent Have Radios

Of the total of 8,582 establishments in the five categories, 55.2 per cent or 4,736 were found to be equipped with radios. The survey was conducted by Frank P. Montgomery, Jr., and Francis G. Malone, between the hours of 12-noon and 6 p.m.

Of the percentage of radios actually playing in grocery stores at the time of the interviews, 42.3 per cent were tuned to WITH, 16.9 per cent to WFBR, with third place shared by WCAO, WBAL and WSID. On the basis of all radios, including those actually playing at the time of the interviews, WITH led with 16.3 per cent, WFBR with 6.7 per cent, WCAO, WBAL and WSID with 4.2 per cent.

WITH was tuned in by 34.6 per cent of the radios actually playing in drug stores or 10.4 per cent of all radios in drug stores. WBAL was second with 24.1 per cent and 7.4 per cent respectively. WSID was third with 13.9 per cent and 4.2 per cent in the two ratios.

WITH Leads In Bars

In the category of bars and taverns, 67.3 per cent of the radios actually playing were tuned to WITH. This represents 24.5 per cent of all radios, including those not actually playing in such establishments. WSID was second in audience with 14.5 per cent of radios actually playing or 4.5 per cent of all radios. Third place was taken by WBAL with 6.8 per cent of radios actually playing or 2.5 per cent of all radios.

A total of 49.3 per cent of radios actually playing in barber shops were tuned to WITH, equivalent to 14.5 per cent of all radios in this category of establishment. WSID followed with 16.2 per cent and 8.3 per cent, and WFBR with 11.0 per cent and 5.6 per cent respectively.

WCAO led all other stations in the evening audience at beauty shops. A total of 28.1 per cent of the radios

## NRDGA Spokesman Urges Adv. Budget Increases

(Continued from Page 1)

and asked: "What has happened to the American business man? This year, of all years, the one-hundredth anniversary of 1849 and its '49ers, is a strange time to be gloomy." He likened the conditions of 1949 with the situation which existed in the last century when "it took brawn and brains to secure fortunes."

In discussing the present buyers' or replacement market, Abrahams declared we are returning to normal in American business, adding that "we have always grown and prospered during such market conditions . . .

**Urges Competitive Thinking**

"To meet today's competitive situations," he said, "we must return to competitive thinking. Unfortunately, too many organizations, retailers too, have people in important positions who never worked in a competitive era. They do not know how to cope with it. Every store in the country, for example, has a large number of buyers appointed 4, 5 or 6 years ago. As buyers, their main function is to buy. These buyers began their careers and lived in a period when they didn't have to sell. They, along with other store people, must learn how to operate in 1949 competitive conditions. I have heard many business men indicate that they were going to seek executives of 45 to 50 years in age, men who lived through hard selling periods, to head their organizations and their departments. Those men, they feel, have the knowledge to meet the '49 problem."

Abrahams warned that retailers and manufacturers cannot coast along on the skimpy war and post-war advertising appropriations. "Today, we are allowing store and other industry controllers to booby trap us into thinking that we can secure 1949's buyers' market sales volume with 1946's sellers' market advertising percentage expenditures. You can't do it. Sales expense has climbed. Advertising, the super salesman, must be increased too if we want to sell the amount of merchandise which we must in 1949."

**Would Intensify Sales**

In calling for greater team-work within organizations to meet the conditions of an increasing competitive market, he called for the setting up of "complete, efficient follow-through methods" so that selling staffs will be fully aware of

actually playing in beauty shops were tuned to WCAO, or 13.1 per cent of all radios in such establishments. WITH was second with 25.7 per cent and 12.0 per cent, and WBAL was third with 19.1 per cent and 8.8 per cent in the two ratios.

Included in the survey were FM and out-of-town stations and the network affiliates: WCAO (CBS), WFBR (ABC), WBAL (NBC), WCBM (MBS). The indies shown on the survey reports were: WITH, WSID, and WBMD.

what is advertised in the newspapers, radio, direct mail or in the windows. "An unbelievable amount of sales are lost in retailing, as in every other industry, only because the salesmen were not informed. The best advertisements, prepared by the finest copy talents and illustrated by top artists, lose out if sales people are not informed about the selling messages and how to follow through.

"Knowing what we have to spend, and knowing how to do it, doesn't mean a thing unless we follow through. Every retail promotion manager has the responsibility today of discussing his sales producing program with his president and controller to be certain that he gets the necessary funds to do the right 1949 job."

"Every manufacturer's promotion manager has the responsibility today of doing the same thing plus determining how he can further help the retailer in distributing his products through cooperative advertising."

Abrahams called attention to the radio time salesman's responsibility of impressing his retail and national clients of the need to spend a buyers' market advertising appropriation in the buyers' market. In the case of retailers, he concluded, the radio time salesman should help his clients in program planning.

### Plan Juvenile Series

A new weekly half hour Saturday morning broadcast is scheduled to be heard over WOAI, San Antonio, under the sponsorship of Foremost Dairyland. As part of the program, a "Young American's Club" will be inaugurated. The club is being started in the belief that the local boys and girls are greatly interested in activities which concern fundamental American ideals.

The club will be open to boys and girls between the ages of two and 16 years. Those especially talented will appear on the program. Group singing will be held, and an orchid to "the best mother of the week," will be given. The sponsor's ice cream will be awarded the participants and half dollars will be given on the quiz feature.

According to officials of the local Dairyland plant, the club's aim is to foster good, wholesome American principles in boys and girls; to teach poise and self confidence, to discover talent that would otherwise go unnoticed, and to develop leadership.

Here to participate in the inauguration of the series of airings will be Lloyd B. Hughes, vice-president and district manager for Foremost Dairyland of Dallas; George H. Kimmon, manager of the Foremost plant in Shreveport, La.; Cecil Bland, of KTBS, Shreveport, and Mrs. Elma Wylie, director of the Young American's Clubs.

## Manufacturer Using Radio In Negotiations

(Continued from Page 1)

Griffin, president and general manager; E. J. Hoechst, director of industrial relations; William Hooley, vice-president and sales manager; and G. B. Carson, manager of engineering. The talks were recorded in advance of broadcast.

In addition, the company scheduled 46 spot announcements during the week to call employees' attention to the newscast on which each official would broadcast his particular message.

An unusual development was 12,000 WPAY continuity sheets going into the homes of all Selby employees, as the company secured the regular continuity sheets from the station on which to mimeograph for mailing copies of each day's talk by a company official.

Selby's has sponsored the 12:15 p.m. newscasts, Monday through Saturday, over WPAY for over ten years, using it to advertise the Selby Retail Store in Portsmouth and as a public relations service to the community.

### TV Set Production Schedule Increased

John Meck Industries, Inc., of Plymouth, Ind., manufacturer of television and radio receivers, has announced a stepup in television output to 80 per cent by dollar volume of total production. John Meck, company president, states that although within recent months the production schedule had called for 20 per cent television as compared with 80 per cent radio, continually increasing orders for video have made it necessary to alter radically plans for the firm's future output. He stated that the only future changes he anticipates will be in continued growth of television dollar volume to reach a production level of 90 TV to 10 radio, or even higher. He says his organization would shortly go into production on 16-inch and 12½-inch television receivers, as well as the 10-inch and 7-inch sets currently being turned out.

### CKCO Hires Consultant

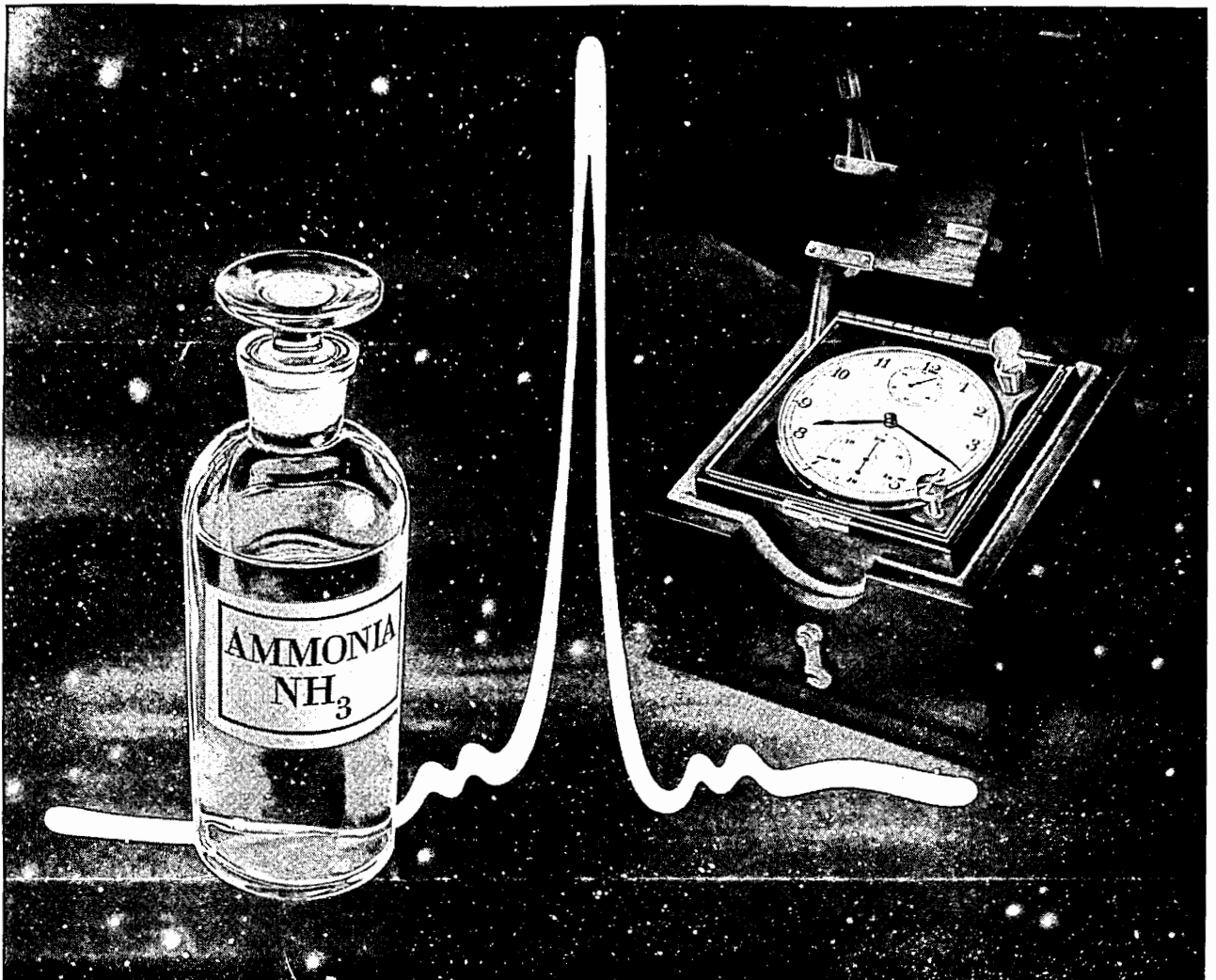
Montreal-CKCO, Limited, owners and operators of Radio Station CKCO Ottawa announced that J. K. Cooke has been retained as consultant of that radio station beginning May 30. He will advise the owners on programs, sales and technical problems. The company has applied to the Department of Transport for a change of call letters to CKOY Ottawa.

### SECRETARY

Network or agency experience essential. Must be capable of relieving busy Executive of detail work. Send resume stating age, experience, salary desired, etc. Box Number 244, RADIO DAILY, 1501 Broadway, New York City.

### WANTED

TRANSCRIPTION SALESMAN. SEND COMPLETE RESUME OF EXPERIENCE, BACKGROUND, EARNINGS AND PHOTO. REPLY BOX NUMBER 245, RADIO DAILY, 1501 BROADWAY, N. Y.



Using ammonia and radio waves, RCA scientists have devised a clock more accurate than the stars.

## *Your future will run on "Atomic Time"*

Imagine a clock which will lose or gain only one second in 20,000,000, and which — when further research is carried out — will vary no more than a second in 30 years!

Such a timepiece — constructed by the National Bureau of Standards on a principle conceived and demonstrated at RCA Laboratories — is now in operation. More accurate than the stars? Yes, because "star time" will vary when Mother Earth wobbles in her orbit.

The pendulum of RCA's clock is an atom

... at present, the nitrogen atom in an ammonia molecule ... though others may later be used. Vibrating at 23 billion 870 million times a second, it controls a system of radio waves and electrical impulses which operates the clock — locks them in tune with its own unvarying beat!

You will hardly want an "atomic clock" to get to the office promptly, or get your children to school. But scientists and engineers who must split seconds into millions of parts need this more accurate way of telling time.

The atomic clock is but one of the

many major achievements pioneered at RCA Laboratories. Such leadership in science and engineering adds *value beyond price* to any product or service of RCA and RCA Victor.

\* \* \*

*Examples of the newest developments in radio, television, and electronics can be seen in action at RCA Exhibition Hall, 36 West 49th Street, N. Y. Admission is free. Radio Corporation of America, Radio City, N. Y. 20.*



**RADIO CORPORATION of AMERICA**

*World Leader in Radio — First in Television*

# TELEVISION DAILY

edition of RADIO DAILY, Tuesday, May 24, 1949 — TELEVISION DAILY is fully protected by register and copyright

## BBC WORKING ON REMOTE EQUIP.

### TELE TOPICS

ANCE DAY, when the average home screen offers pictures in full color and larger than today's models, ballet should be an exciting experience. Ballet is at a distinct disadvantage. This was the case with the program presented by the Ballet Theater over NBC last night. Too often, through no fault of their own, the dancers looked like small, bearded dolls. Considering the limitations of a medium, however, the program was as good as well as could be expected. In their major work, the delightful "La Fille Malgache," director Garry Simpson wisely showed close-ups for the most part. Concentrated on a medium-long shot of the dancers, not the cameras, subtle movement. Camera closed in only where there was little or no action, and close-ups were highly effective. . . . In their other work was the short classic, "Le Quatre." Here brief use of super-close-up—a medium shot of the four dancers over a long shot—was very interesting. Occasionally, however, Simpson cut in on the ballerinas in half as she was dancing—a major offense on any dance program. Program was produced by Victor Keld. Dmitri Romanoff, of Ballet Theater, directed both works, and Max Goberman conducted the NBC orchestra. Don Pike was technical director.

CORDING TO actor William Prince, who stars in "Suspense" over CBS, a TV drama should prove to be an invaluable schooling ground for actors. The profession has known because of the rehearsal schedules. "Any rehearsal," Prince said. "The more rehearsals the better, especially when you are trying up for a one-shot performance. That has to be right." He feels that actors in other media have gotten especially in Hollywood where most acting is done in short takes and scenes repeated many times. "But the pace of television is completely different. There are no tryouts, no chances to improve your performance the next night. You have to be right. Best thing in the world that's happened to actors," he said, and went back to rehearsal.

ARGE AND GOWER CHAMPION have returned from vacation and will appear in the last Admiral show before hiatus. They may not be on the show in Fall, however, as a stanza of their plans. . . . Art Ford, WNEV, begins an hour-long variety show on WPIX Saturday, 11 p. m. . . . Rudy has signed Cliff Steward to produce a series of films for Vallee Video on the NBC may scan the U. S. Open tournament and the Poughkeepsie re-

### Cantor Nixes Weekly TV And Leaves Pabst

(Continued from Page 1)  
one point to going along with Pabst plan to put him in TV every Tuesday night in addition to the radio program on Friday. While he was reluctant all along to agree to more than two video shows a month, Pabst almost sold him on the idea of doing TV full time. A month ago Warwick & Legler, the Pabst agency, notified NBC that it wanted 9:30 p. m. Tuesday for a television program starting July 19 and that Cantor would take over Oct. 4.

"Artistic Impossibility"  
In the final analysis, the comedian said it would be an "artistic impossibility" to do a regular radio show and a television program simultaneously. He further declared he won't be ready for full-time TV until the fall of 1950. Cantor's radio show for Pabst is scheduled to end June 24.

"The Life of Riley," which Procter & Gamble previously announced it would drop at the end of this season, has been acquired by Pabst from Irving Brecher for radio and TV presentation next fall. The radio show, which stars William Bendix, will move up one hour to Cantor's time spot and be heard at 9 p. m. EST, Fridays. Televised version of "Riley" will originate in New York with another cast.

### WGN-TV Sells Golf Seg

Chicago — "Pars, Birdies and Eagles," new golf series featuring pros Jimmy Hines and Johnny Revolta, bows on WGN-TV Monday under sponsorship of St. Andrews and Mission Hills golf courses. Bob McKee will emcee the half hour show. Herbert S. Laufman will produce the series.

## Four-Way Tele Celebration Planned By WBKB June 16

Chicago — A mammoth television celebration by WBKB, Balaban and Katz pioneer station, will be held June 16. It was announced yesterday by John Balaban, director of the outlet. It will comprise four major parts. First, celebration of the eighth anniversary of WBKB, Chicago's first station. Second, WBKB will officially start operation of a new RCA 5-day superturnstile transmitter 700 feet tall.

### TV Hoedown

Television's impact is not confined to metropolitan areas according to a communique from the Texas prairies. Down in the little town of Weston, a country store is finding an increase in its butter and egg business because of a television set. "Everyone brings butter and eggs to the store with the new fangled device" reports our correspondent. The nearest movie theater at Celina reports a drop in business because TV at the country store has westerns on Monday and Friday. Ranchers and farmers, however, say they won't buy a set until the price is down to \$100.

## July 15 Tele Bow For WBT Charlotte

Charlotte, N. C.—July 15 has been set as the kick-off date for WBT-TV, first station here. A basic CBS affiliate, station will carry programs from all four nets on a non-interconnected basis.

Station is owned and operated by Jefferson Standard Broadcasting Co., a subsidiary of Jefferson Standard Life Insurance Co., of Greensboro. Charles H. Crutchfield is manager. Operating on channel 3, WBT-TV's transmitter is mounted on a 563-foot tower atop Spencer Mountain, 14 miles from Charlotte near the South Carolina border. Antenna is 1867 feet above sea level and 1294 feet above surrounding terrain. Engineers estimate that the station will provide satisfactory coverage to approximately 1,000,000 persons living within 50 miles of the transmitter. Authorized power is 16.3 kw. video, and 8.2 kw. audio.

## Main Project Is Light Weight Relay Gear

London — Working in collaboration with leading equipment manufacturers, BBC engineers are actively engaged in the development of light-weight television equipment for remote broadcasts. Aim of the project is to extend the scope of these operations and to increase the speed with which equipment can be set up so that spot news events can be picked up.

In particular, engineers report, an improved radio relay link has been developed to transmit signals from cameras in the field to Alexandra Palace for airing.

BBC engineers said the equipment, which works on the short wavelength of four-and-a-half centimeters, is now being tested. Clear pictures free from all interference are presently being received over a distance of seven miles, they said, and it is believed that equal results can be achieved at distances of 20 miles or more.

Advantages of these extremely short wavelengths, the engineers said, is that the antenna can concentrate the signal into a very narrow beam. Both transmitting and receiving equipment, they added, is light and very easy to carry.

## Motorola Dealers Sign KGO-TV Service Bouts

San Francisco—Motorola Dealers of Northern California have signed with KGO-TV for sponsorship of Army, Navy and Air Force boxing bouts originating from the Treasure Island gymnasium in San Francisco Bay. Tommy Greenhow will be behind the mike.

Contract, signed by W. J. Lancaster & Co., Motorola distributors, covers half of the pickups through Sept. 29.

## Balt. Nears 60,000

Baltimore—April sales of sets in the Baltimore area have brought the total to 57,635, according to a survey just completed by the Baltimore Television Circulation Committee. Sales for the month amounted to 6,159 sets, the report stated.

## WPIX Sells Movie Show

Meltoway Reducing Plan, Inc., has picked up the tab for "Hollywood In New York," weekly movie news and interview show with Lois Wilson, over WPIX. Sponsorship began May 21.

**NEW BUSINESS**

**WGN, Chicago:** The Kellogg Co., through Kenyon & Eckhart, three weekly station break announcements for "Pep," for six weeks from May 16; Gordon's (clothiers), through M. E. Recu Advertising Agency, renewal of "Dress Up Quiz," Sundays, for 52 weeks from May 29; Salerno-Megowen Biscuit Co., through Schwimmer & Scott, renewal of four station break announcements weekly for 52 weeks from May 30; General Aniline & Film Corp., through Young & Rubicam, Inc., four station break announcements per week for Anso film, for six weeks from May 24; Greyhound Bus Lines, through Beaumont & Hohman, Inc., five weekly station station break announcements for five weeks from May 16.

**WGN-TV, Chicago:** Croydon China Co., through Duess-Gordon Agency, a weekly one-minute film announcement for six weeks from May 20; Gillette Safety Razor Co., telecasting of two major turf classics, Preakness Stakes and Belmont Stakes, May 14 and June 11, respectively; Bristol-Myers (Ipana), through Doherty, Clifford & Shenfield, the "Lucky Pup" program, Tuesdays and Thursdays, for 52 weeks from June 28.

**WENR-TV, Chicago:** Business reported by WENR-TV includes one spot announcement weekly for 13 weeks for Nielsen's restaurant; one announcement weekly for 26 weeks for Goldenrod Ice Cream, through Goodkind, Joice & Morgan, and one spot announcement weekly for three weeks for Empire Colling Service, Inc., through Olian agency.

**WNAC-Yankee Web:** The S. C. Clayton Company, Boston, Mass., makers of ZA-REX, will promote the popular fruit drink mix each Tuesday and Thursday during the summer months in the 6 p.m. edition of the Yankee Network News Service over WNAC and the entire Yankee Network throughout New England. The airwaves campaign starts May 24 and continues through August 18. Chambers & Wiswell is the advertising agency placing the announcements on the five ZA-REX favorites.

**Will Broadcast Concerts**

A series of four Tuesday-night outdoor concerts at Union Square, designed to provide work for unemployed musicians out of the AFM recording and transcription fund, will be broadcast by WNYC, beginning today, 9-9:55 p.m.

**GOOD BUY**

Acct. executive and Asst. Producer, top New York package group. Available for agency TV department. Knows production organization, costs, rates. Write RADIO DAILY, Box 242, 1501 Broadway, New York 18, N. Y.

**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 G. Peatman, Director.

Survey Week of May 13-May 19, 1949

TITLE	PUBLISHER
A Chapter In My Life Called Mary	Shapiro-Bernstein
A Wonderful Guy	Chappell
"A"—You're Adorable	Laurel
Again	Robbins
Bali Ha'i	Chappell
Candy Kisses	Hill & Range
Careless Hands	Melross
Comme Ci Comme Ca	Leeds
Cruising Down The River	Henry Spitzer
Everywhere You Go	Lombardo
Five Foot Two, Eyes Of Blue	Feist
Forever And Ever	Robbins
1400 Dream Street	Martin
Havin' A Wonderful Wish	Paramount
How It Lies, How It Lies, How It Lies	E. H. Morris
Hurry, Hurry, Hurry	Dreyer
I Didn't Know The Gun Was Loaded	Lewis
If I Could Be With You	Remick
It's A Big Wide Wonderful World	Broadcast Music
Kiss Me Sweet	Advanced
Little Old Church Near Leicester Square	Oxford
My One And Only Highland Fling	Harry Warren
Red Roses For A Blue Lady	Mills
Riders In The Sky	E. H. Morris
Some Enchanted Evening	Chappell
Someone Like You	Harms
Someone To Love	Warren Publications
Streets Of Laredo	Famous
Sunflower	Famous
You Broke Your Promise	Pic Music

**Second Group**

TITLE	PUBLISHER
Always True To You In My Fashion	T. B. Harms
Beautiful Blonde From Bashful Bend	Miller
Because You Love Me	Remick
Coca Roca	United
Don't Cry, Cry Baby	Santly-Joy
I Don't See Me In Your Eyes Anymore	Laurel
I Love You So Much It Hurts	Melody Lane
I'll String Along With You	Witmark
Just In Case	Beacon
Merry-Go-Round Waltz	Shapiro-Bernstein
My Dream Is Yours	Witmark
Once And For Always	Burke & Van Heusen
Portrait Of Jennie	Chappell
Powder Your Face With Sunshine	Lombardo
Put Your Shoes On Lucy	Bourne
So In Love	T. B. Harms
Three Wishes	Herbert Music
Underneath The Linden Tree	La Salle
While The Angelus Was Ringing	Charles K. Harris
While We're Young	Regent
You're Mine	Porgie

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**AGENCIES**

**DONALD B. HAMILTON** has been named to head the Detroit office of Batten, Barton, Durstine & Born, Inc. He will succeed George Vonderlin, who now is an account executive in the Chicago office of the agency.

**AMERICAN MARKETING ASSOCIATION** New York Chapter, will hold its annual awards luncheon and presentation in the west ballroom of the Hotel Commodore on Wednesday, June 22. Reservation will close 24 hours before the meeting. Details of the affair will be announced shortly.

**RICHARD E. FISHER** has been named manager of public relations for the New York airports of American Airlines.

**AL PAUL LEFTON COMPANY, INC.**, has been engaged to prepare the advertising of the American Rubber and Rubber Co., Trenton, N.J., manufacturers of Amtico rubber flooring.

**Stork News**

Philip D. Lane, acct. exec. at Car Productions, announces the arrival of Marcia Beth Lane, from May 13, 1949. Gros weight on arrival was eight pounds seven ounces.

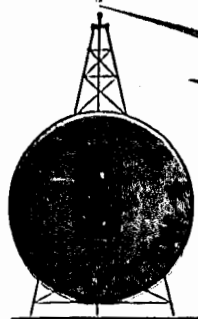


TELEVISION engineers call this the "Test Pattern" of WMAR-TV.

Set-owners call it a standard identification of finest in television entertainment.

Businessmen are discovering that it means the bit buy in television in Maryland!

**WMAR-TV**  
The Sunpapers Station  
CHANNEL 2 • BALTIMORE, Md.



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 47, NO. 39

NEW YORK, WEDNESDAY, MAY 25, 1949

TEN CENTS

## INDIES HIT MOVE TO BAN TIME-SHARING

### Gruen May Increase Annual Radio Budget

Probable purchase of the second half-hour of NBC's new giveaway show, "Hollywood Calling," by Gruen Watch Co., is not only good news for NBC but the entire industry as well. Such a move would herald the return of a national advertiser to radio on a big time basis. At one time Gruen was a heavy user of spot radio but at present its time buying is very small. Gruen, through Grey Advertising Agency, is using a few TV spots but here again it's far outdistanced by Bulova in expenditures.

Gruen's sponsorship of "Holly-  
(Continued on Page 3)

### McBride Anniversary Stunt Looms As SRO

Appearance of Mary Margaret McBride in Yankee Stadium on May 31—to celebrate her 15th radio anniversary—is being ballyhooed into one of the biggest stunts ever pulled off by a local station. To date a total of 141 distinguished persons—big names in the world of stage, screen, radio, sports, military service and literature—have accepted invitations to attend as platform guests.

It's just a coincidence but the  
(Continued on Page 4)

### AFA Adds Two Clubs To Its Membership

The Advertising Federation of America has admitted to membership two newly-organized clubs: the Women's Advertising Club of St. Petersburg, Fla., and the Advertising Club of Lubbock, Tex.

The Florida organization's offi-  
(Continued on Page 2)

### Imitator

Paul Gill, disc jockey from WCSH, Portland, Maine, came to New York on Monday and showed television a trick or two when it came to impersonations. Gill picked Arthur Godfrey's TV program to show Godfrey how he sounded and finished his CBS stint with imitations of Churchill, Amos 'n' Andy and Rochester, of the Jack Benny show.

### Presentation

Vice-presidents of the four networks and BMI officials presented the American editions of outstanding Brazilian composers to Brazilian President Eurico Gaspar Dutra on the occasion of His Excellency's visit to New York City, at his Waldorf-Astoria suite, last night.

The book-like leather box containing the music was presented by Herbert V. Akerberg, v-p of CBS; Joseph A. McDonald, v-p of ABC; William S. Hedges, v-p of NBC; James E. Wallen, v-p of MBS; Carl Haverlin, president of BMI; Col. Charles A. Wall, v-p of BMI, and Robert J. Burton, v-p of BMI.

### Philco Program Plans For Fall Uncertain

Philco is not planning a radio replacement for Bing Crosby on the ABC net in the fall, it was reported yesterday. Instead, the company is expected to expand its programming in the TV field and will probably launch a campaign of spot radio announcements. The company's decision to drop network radio is said to be motivated by the circumstances of Crosby leaving ABC to launch a new program on CBS this fall.

### Arthur Sinsheimer Dies; Was First REC President

Arthur Sinsheimer, first president of the Radio Executives Club of New York and widely known as an agency radio executive, died yesterday at Caledonia Hospital in  
(Continued on Page 3)

### CAB Ottawa Meet June 13; Invitation Extended To U. S.

Ottawa, Ont.—American broadcasters, station representatives, advertising agencies and advertisers have been invited to attend the annual meeting of the Canadian Association of Broadcasters, June 13-16, at St. Andrews-by-the-Sea, New Brunswick. T. Arthur Evans, CAB secretary-

### Eight Stations Protest FCC Adoption Of Any Rule Impairing Their Right To Seek Choicer Assignments

### Gene Autry No Longer Seeks To Buy KTSA

Washington Bureau of RADIO DAILY Washington—Gene Autry, cowboy star, notified the FCC yesterday that he is withdrawing from the competition for the right to buy KTSA, San Antonio, Texas, in favor of the San Antonio Express. The newspaper was bidding against Autry in an AVCO-type procedure, with Autry having negotiated a \$450,000 price for the station.

The Express has been seeking an AM outlet in San Antonio for some time.

Autry's move was taken with the  
(Continued on Page 3)

### Lux Theater Renewed On CBS By Lever Bros.

"Lux Radio Theater," dramatic series and the CBS's second oldest commercial program, has been renewed by its sponsor, Lever Bros. Company, Cambridge, Mass., for its 15th year on the Columbia network, it was announced yesterday  
(Continued on Page 5)

### Sisson Joining N. W. Ayer; Quits Other Agency Post

Edgar G. Sisson, Jr., has resigned as vice-president and director of radio of Pedlar & Ryan, Inc., to become director of radio and TV pro-  
(Continued on Page 3)

Washington Bureau of RADIO DAILY

Washington—A number of protests were registered with the FCC yesterday against adoption of any regulation or policy which would foreclose the seeking of better frequency, time and power assignments by stations now on the air on a share-time basis. Apprehension that the FCC  
(Continued on Page 3)

### Trade Mark Values Stressed By Speakers

Advertisers attending the 71st annual meeting of the U. S. Trade Mark Assn., at the Waldorf-Astoria Hotel yesterday, were urged to oppose measures "which would restrict the free functioning of our country" in order to protect trade marks in the future and were warned that "in every state-controlled economy, trade marks have  
(Continued on Page 5)

### Narcotic Addiction Theme On UN Program On ABC

The world-wide problem of narcotic addiction will be discussed in a special program, "Two Billion Strong," over ABC, May 28, 4:15-4:45 p.m., EDT, by Dr. Victor Vogel, medical director of the U. S. Public Health Service Narcotics Hospital  
(Continued on Page 3)

### Award

Princeton, N. J.—Dr. Irving Wolff, director of the Radio Tube Research Laboratory of RCA Laboratories, yesterday received the "Distinguished Public Service Award" of the Navy Department, in recognition of his achievements in electronics and radar. The award, includes a certificate signed by Secretary of the Navy, John L. Sullivan.



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JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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WEST COAST OFFICES

4625 Hollywood Blvd. Phone: Gladstone 8436

WASHINGTON BUREAU

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

CHICAGO BUREAU

Sulte 905 139 No. Clark St. Phone: State 2-2332

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

FINANCIAL

(May 24)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

Will Manage WMOX

The Midsouth Network has appointed Paul Mowery to the position of station manager of Stations WMOX and WMOX-FM in Meridian, Miss. Mowery succeeds Jerry Kerns. Prior to assuming his duties in Meridian, Mowery was production manager of WCBI, Columbus, Miss. He is a graduate of the radio school of the Univ. of Alabama, a world war II veteran, and experienced in all phases of radio station operation.

★ COMING AND GOING ★

JAMES RIDDELL, general manager of WXYZ, American network's owned-and-operated station in Detroit, is in New York for conferences with officials of the web.

NORMAN KNIGHT, Eastern manager of station relations for the Mutual network, is in Richmond, Va., for conferences with executives of WLEE. He'll also attend the meeting of the Virginia Broadcasters Association tomorrow and Friday.

JACK BUCHHEIT, sales promotion manager of WJAS, Pittsburgh, is here for conferences with the local reps.

PAUL SENFT, of the sales staff at George P. Hollingsbery Co., national representatives, left Monday on a business trip to Philadelphia, Baltimore and Washington.

ANDREW JAREMA, general manager of WKOP, Binghamton, N. Y., was welcomed yesterday at the offices of MBS, with which the station is affiliated.

WILLIAM REID, account executive for WCBS, is vacationing at Chappaqua, N. Y.

MURRAY ARNOLD, program director at WIP, Philadelphia, will be in Chicago Saturday and Sunday for the program directors clinic conducted by the NAB.

AFA Adds Two Clubs To Its Membership

(Continued from Page 1) cers are: Beth P. McNeely of Willson-Chase, president, and Elisabeth E. Dodge of the St. Petersburg Times, secretary. J. Culver Hill of Hemphill-Wells heads the Texas club and B. T. Formby serves as secretary.

Will Cover Banquet

The Liberal Party's annual dinner at the Commodore Hotel, today, 10-11 p.m., will be carried exclusively by WFDR, New York's newest FM station.

Finch Director Of C. F. G.

Clifton J. Finch, assistant treasurer of RCA, has been elected a member of the board of directors and treasurer of Camp Fire Girls, Inc., it has been announced by Mrs. James C. Parker, president of the youth organization.

10 YEARS AGO TODAY

From the Files of Radio Daily Radio and scenario writers are attempting to secure complete "television rights" to their output, following on the heels of claims by actors' unions for jurisdiction of television talent. . . . New York State broadcasters emerged from recent legislature's labors the winners in the passage of a so-called radio "Magna Carta" and the escape from a two per cent sales tax on business transactions, including radio advertising. . . . The FCC issued rules and regulations which give permission to include sponsored programs under certain restrictions to international broadcast stations.

EARL M. JOHNSON, vice-president of the Mutual network in charge of station relations and engineering, off to Atlanta, where he will address the delegates to the Broadcast Engineering Conference.

PORTER RANDALL and HAL THOMPSON, Texas State Network newsmen, leave June 15 on a trip to England and the Continent, where they'll interview Texans serving with the U. S. Air Force. They'll be away about three weeks.

HAROLD STEIN, entertainment - industry photographer with emphasis on radio, will leave tomorrow for a week of fishing at South Wind Lake, N. Y. MRS. STEIN will accompany him on the trip.

MILTON BACON, assistant to the general manager at WCBS, today will go down to Little Silver, N. J., in the Fort Monmouth area, where he'll address the members of that town's Women's Club.

GENE AUTRY has arrived in New York.

MICHAEL ROSHKIND, director of special events for ABC, left yesterday for Richmond, Va., where he'll supervise the network coverage and broadcast of the P.G.A. tournament at the Hermitage Country Club May 28-31.

ANNIE ROBINEAU, 20-year-old French girl chosen by the American Legion as Miss Poppy of 1949, will arrive by plane from France today at 1 p.m. At 3 p.m., she'll be on Bob Poole's MBS show and at 6 p.m. on Lyle Van's newscast.

TOM DOWD is in town. He's the manager of WWNR, Mutual network affiliate in Beckley, West Va.

JOE NASSAU, general manager of WAEB, Allentown, Pa., paid a call yesterday at the New York headquarters of the station's national representatives.

World Trade Week Airings Set By WRUL

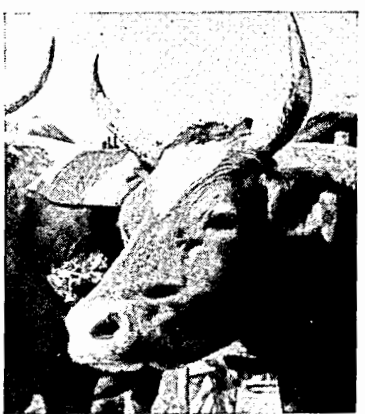
The address by Hon. Cornelius Vanderbilt Whitney, Under Secretary of Commerce of the United States, to be made before the Annual World Trade Luncheon at the Waldorf-Astoria Hotel in New York today, will be broadcast overseas by the World Wide Broadcasting Foundation over shortwave station WRUL.

Second Of A Series

The broadcast will be the second in a special series of shortwave programs marking World Trade Week (May 23-28) to be beamed overseas by the World Wide Broadcasting Foundation, a non-profit organization, dedicated to international peace and understanding and maintained through the contributions of public spirited citizens and corporations. Also to be heard on the broadcast will be a message from James S. Carson, Chairman of World Trade Week Committee, and James J. O'Brien, Secretary of the Department of Public Works of the City of New York and just recently returned from a trip around the world as the personification of Father Knickerbocker, a symbol of New York City.

The title of Secretary Whitney's address is "A Challenge to American Trade."

Load-pullers



There's one station in Baltimore that works like an ox for you. That's W-I-T-H, the BIG independent that covers America's sixth largest city like a tent.

W-I-T-H is the buy for advertisers that want to produce BIG results for LITTLE money. The reason is that W-I-T-H delivers more listeners-per-dollar than any station in town.

W-I-T-H covers 92.3% of all the radio homes in the Baltimore trading area. So if you're looking for low-cost results, call in your Headley-Reed man and get the W-I-T-H story.

KGW and KGW-FM PORTLAND, OREGON COMPLETE SCHEDULE SIMULTANEOUS SERVICE REPRESENTED NATIONALLY BY EDWARD PERRY & CO

W.I.T.H AM Baltimore, Md. FM Tom Tinsley, President • Represented by Headley-Reed

## Indies Protest At FCC Re Time-Sharing Ban

(Continued from Page 1)  
contemplates adopting such a regulation arose on the basis of the Commission's recent proposal to discontinue approving new share-time authorizations.

The concern about the Commission's intention has been increased by a recent letter from FCC Secretary T. J. Slowie which indicated that the discrimination against the share-timers might be definitely planned by the Commission. Slowie wrote lawyers for WIBW, Topeka, Kansas, that the suggested interpretation "appears to be unnecessarily narrow," but added that "it is contemplated that the rule would preclude an existing share-time or specified-hours station from changing frequency or increasing its power. It is suggested that you proceed upon the assumption that the proposed rule would have that effect."

The stations filed yesterday in an effort to protect their right to file for choicer assignments as they might become available, and asked for oral argument.

Filings were by WBNX, New York; WHAT, Philadelphia; WLS, WENR and WAIT, Chicago; WNOW, York, Pa.; WBAP, Fort Worth, Texas, and WFAA, Dallas.

WIBW declared the proposed policy "a form of punitive class regulation unjustified by the facts and unwarranted in law," terming it "onerous and prejudicial."

## Narcotic Addiction Theme On UN Program On ABC

(Continued from Page 1)  
at Lexington, Ky.; Dr. Nathan Eddy, chairman of the Expert Committee on Habit Forming Drugs of the United Nations World Health Organization; and Dr. Carleton Simon, criminologist of the International Chiefs of Police.

Voluntary patients and federal prisoners to be interviewed anonymously on the program include a "confidence-man," a woman incarcerated 135 times and a boy of 18. The program was scheduled in connection with the current session of the U. N. Commission on Narcotic Drugs.

## Nat'l Union Ups Meinken

Kenneth C. Meinken, president of National Union Radio Corporation, announces the appointment of Emil J. Maginot, as sales manager in charge of distribution sales.

### RADIO DIRECTOR ACC'T EXECUTIVE

Well-trained man, heavy experience national account contact, plans plus show production-direction (1500 shows with great names in radio) seeks job assisting principal medium-sized alert agency. Available early June. Reply Box 711, RADIO DAILY, 1501 Broadway, N. Y. C.

## Arthur Sinsheimer Dies; Was First REC President

(Continued from Page 1)  
Brooklyn. Sinsheimer headed the REC during 1939-40. He was one of the original 11 radio executives who attended the "bull sessions" at Stauffer's restaurant in New York City, which led to the organization of the club. In subsequent years he took an active interest in club affairs and served on many committees.

**Was Peck Agency Official**  
Prior to his retirement from the agency field he was radio-TV director of the Peck Advertising Agency in New York. During the past few years he has been radio and television consultant.

He is survived by his widow, his mother and two daughters.

Funeral services will be held on Thursday at 2 p.m., at 187 South Oxford, Brooklyn.

## Sisson Joining N. W. Ayer; Quits Other Agency Post

(Continued from Page 1)  
gramming with N. W. Ayer & Son. Sisson will be responsible for the creation and production in both media for the Ayer agency which is expanding its radio and TV department.

## Ramsey Will Direct Red Feather Drive

William M. Ramsey, director of radio for Procter and Gamble, will head the national Campaign Radio Committee for the 1949 Red Feather fund-raising drives to support more than 14,000 social, health, youth and welfare services of Community Chests in 1250 cities throughout the United States and Canada. The appointment was announced yesterday, by Henry Ford II, national chairman, Community Chests of America.

Mr. Ramsey succeeds M. J. Roche, Advertising Director of Lever Brothers Company, who served as Radio Chairman during 1947 and 1948.

**Radio And Video Co-operated**  
Appointment of Mr. Ramsey marks a major step in organization plans for radio promotion of the 1949 Red Feather campaigns. Last year radio cooperation in behalf of the Community Chests of America from advertisers and advertising agencies as well as the networks themselves, achieved an estimated one billion listener impressions and at least two million visual impressions via television. Network cooperation alone included an all-network half-hour show featuring President Truman, Henry Ford II and outstanding Hollywood celebrities, a special half-hour program presented by each of the networks individually, spot announcement appeals on sustaining programs and a closed circuit broadcast carried over the facilities of the Mutual Broadcasting System.

## Gene Autry No Longer Seeks To Buy KTSA

(Continued from Page 1)  
agreement that the Express repay him for out-of-pocket expenses amounting to about \$7,000.

The FCC also received an application for a new station in Menominee, Mich., on the 1490 band with 250 watts unlimited, from Rep. Alvin E. O'Konski. The Republican Congressman, who hails from Merrill, Wis., is licensee of WLIN, FM outlet in Merrill, and holds a permit for an AM station there.

A new commercial TV station was asked by the R. & L. Company, a partnership including J. E. Riley and H. H. Luce, for Eno, Nevada, on Channel 7.

## Ascap Prexy Speaker At National Press Club

Washington Bureau of RADIO DAILY  
Washington—The importance of fair return to the artist on his creative work was stressed in an address before the National Press Club yesterday by Ascap's president, Fred Ahlert, while the writing team of Richard Rodgers and Oscar Hammerstein, II, treated the Capital scribes to brief talks on their trade and five numbers from "Oklahoma" and "South Pacific." The NBC television duo, Earl Wrightson and Kyle McDonnell, sang the latter,

## Gruen May Increase Annual Radio Budget

(Continued from Page 1)  
wood Calling" is not yet official but it's understood the sponsorship will become effective in August. The program is expected to go in from 6:30-7:30 p.m., EDT, on Sunday. Premiere date is still to be set but it probably will be early in August. First half-hour of the show has not been sold.

**Production Plans Advanced**  
NBC and the Lou Cowan office are well along in their production plans for the program. Al Hollender, Cowan veepee, just returned from Hollywood where he made preparation for the participation of movie names in "Hollywood Calling."

with Rodgers serving as accompanist at the piano.

Ahlert reported 31,674,225 uses of Ascap music over the major nets last year, without giving figures for 2536 independent stations. He spoke also of the wide variety of free performance rights granted by Ascap for veterans' entertainment and benefits and public drives of various kinds.

He also mentioned the use of Ascap titles by the "Voice of America."

## For Profitable Selling—Investigate

**WDEL**  
WILMINGTON  
DELAWARE

**WGAL**  
LANCASTER  
PENNSYLVANIA

**WEST**  
EASTON  
PENNSYLVANIA

**WORK**  
YORK  
PENNSYLVANIA

**WRWA**  
READING  
PENNSYLVANIA

**WKBO**  
HARRISBURG  
PENNSYLVANIA



STEINMAN  
STATIONS

Clair R. McCollough, Managing Director  
Represented by  
**ROBERT MEEKER ASSOCIATES**  
Chicago San Francisco New York Los Angeles

## PROMOTION

### WBAY Becomes WTTT

Greater Miami's first independent station WBAY, has undergone a complete revision from ownership down to call letters. The station from here on in will be known to its listeners as WTTT.

General Manager of the station, David H. Freedman, announced changes in programming which will emphasize a music and news format. High spots will be specially programmed musical shows throughout the day from 8:00 a.m. to 2:00 a.m., running the gamut from hillbilly through popular to classical. News will be broadcast every hour on the half hour and in conjunction with the station's news format late racing results will be announced between 12 noon and 7:30 p.m.

To promote the new call letters an extensive promotional campaign was employed. A six-day run of teaser ads were prepared for the daily newspapers throughout the area. The ad for the sixth day read: "WBAY is now WTTT, fourteen ninety on your radio dial." For the progression of the campaign most of the ad copy was eliminated the first day from the ad and then each succeeding day a few more lines were added until the full ad was reached.

Five hundred three and one sheet billboards were scattered throughout the greater Miami area announcing the change of call letters. Airplanes bearing the same legend were flown over the area and a horse drawn flat wagon covered with signs and bearing an instrumental and vocal trio, drove thru the streets of Dade County entertaining the populace.

Promotional musical jingles announcing the change were cut by the Irving Fields trio. A half hour quiz show broadcast from the stage of the Olympia Theater on Monday, May 16th, climaxed the big promotional campaign. The show called "The Quiz of Three T's" was woven around the idea of questions concerning T's. Gifts included a trip for two to Havana, Cuba, a weekend for two at the President Madison Hotel on Miami Beach, all sorts of electrical appliances, men's and women's wearing apparel, luggage, footwear, etc.

### Word Game

A new word game, suitable for two or more contestants, titled "Predict-A-Word," has been invented by Drew Pearson, ABC Sunday evening radio commentator. "Predict-A-Word" is being sold through leading department, book and toy stores.

### Birthday For "Sing"

"Sing It Again" on CBS celebrates its first birthday next Saturday, May 28. Show claims the biggest jackpot in radio history—\$52,000 at present. "Sing" is emceed by Dan Seymour.



### Mainly About Manhattan. . . !

● ● ● We have come to the definite conclusion that despite the brainy predictions of the seers of our times about video and its expansive future, said expanse will not be at the complete expense of Big Brother Radio. In short, we're of the honest opinion that altho' the trend is in the direction of teleshow, radio as such needn't worry. Make no mistake, as an independent industry, the kilocycle realm is here to stay. There are varied and sundry reasons for our expression of this opinion. To begin with, it has been authentically reported that come what may, 40 per cent of the nation (even when the coaxial goes coast to coast) will forever be without video reception. Also, as interesting and amazing as the infant television is, it is not a medium which can ever make for many hours of endless presentation to the listener at home. Take it from us because we have studied it at close range. Video is too demanding—it wants your ears, eyes and concentration. Radio, on the other hand, allows you to carry on all the necessary daily functions. You can eat, knit, sew, cook, read, go about the office or household chores, drive your car, travel and still listen to radio with no trouble. Its news features, recorded programs, interviews and sportscasts do not require your eyes. And herein lies the stumbling block that television will never overcome. The person who becomes a nightly addict to video finds himself no longer reading a book, no longer reading a newspaper, with less time to exchange talk with his fellows and as a result, come the future only the top teleshow will attract the constant audiences. This, we add, is a prediction for the era when television as a novelty has worn off.



● ● ● Radio, about which we started this treatise, can look to a brighter future. More and more new talent will be developed as the years progress because the Jolson's are talking retirement and because the industry rates attention, development, larger budgets and has the largest audience it has ever enjoyed. News coverage of special events via the mike, plus its public service, sports and entertainment far outshines all other media when you consider that radio is on call every moment of our lives. Our hat's off to an industry which has long since rolled up its sleeves and gone to work and which needs only more confidence to prove itself the most vital educational and entertainment force of our times.



● ● ● AROUND TOWN: Pres. Truman will take to radio and TV in Oct. for a series of talks to the nation. He'll illustrate them with charts and graphs. . . NBC is deeply troubled by the antics of Martin & Lewis. Their attitude is beclouding a rosy future the network dreamed of a few months ago. . . Esquire mag. planning a rap at disc jocks for their failure to give credits on platters they spin. . . "Quick As A Flash" losing its bankroller (Helbros watches). . . Ben Gross wanted for a new TV idea called "Manhattan Knights." . . Benny Rubin's Friday night WNBT Hooper has jumped to 14.8. (It was 8.3 when he took over a few weeks ago). . . Harold Stein celebrated his birthday by going on the wagon. (So he wins a case of likker at the AFRA Ball). . . Lisa Kirk, who nixed her own NBC-TV stanza on medico's advice until Sept., missed getting the July Garland assignment in "Annie Get Your Gun" by two days. She signed an extension of her contract with "Kiss Me Kate" until Jan. 1st, two days before Metro execs sounded her out about the film. . . Al Schacht mulling over an offer to become a sportscaster for a local station. . . What gives with Fletcher Markle and Ford? (There's talk again that he won't be back on the series next fall). . . Ted Gramik saluted by Look mag. for his 21 years of public service programming. . . Columbia U. planning a graduate school of radio, video, etc.

## NEW BUSINESS

WMCA, New York: McKesson & Robbins, Inc., has started an eight-week campaign of spot announcements for Tartan sun-tan lotion. The deal, effective June 1, was handled by Benton & Bowles, Inc., for the pharmaceutical house and Mort Fleishl, account executive for the station.

A Monday-through-Friday schedule of participations on WMCA's "Mr. and Mrs. Music" has been purchased by National Outlet Stores, New York retailers of women's dresses. An additional schedule of spot announcements fill out the week. Tom Delaney, WMCA's account executive, and Manny Lester, head of the retail chain, negotiated the contract.

WNBT, New York: Contracts for 20-second TV station breaks have been signed with R. H. Macy & Co. for acceptable merchandise, and with the Ward Baking Company for Tip Top Bread.

The Macy deal, handled through Grey Advertising Agency, calls for the 5:30 p.m. station breaks, Tuesdays and Fridays, through Jan. 27, 1950. The baking company station breaks, handled through J. Walter Thompson, have been skedded for 6 p.m., Tuesdays, Wednesdays and Fridays, through Feb. 3, 1950.

### McBride Anniversary Stunt Looms As SRO

(Continued from Page 1)

guest list for the radio celebration is headed by Merlin Aylesworth who last month wrote a story for Look magazine titled "Radio Is Doomed." And just to show the influence of WNBC's woman commentator, another guest is Theodore C. Streibert (and his wife), president of WOR. It was on WOR that Miss McBride got her start 15 years ago.

Upwards of 80,000 ticket requests for the McBride party already have been filled, according to Estella Karn, Miss McBride's manager. This is in addition to various service and community organizations who will be represented at the Stadium in a body. Yankee Stadium seats 70,000 people normally but special seats are being added.

1906 *Henri* 1949  
CONFISEUR  
**FRENCH RESTAURANT**  
LUNCHEON from \$2.00  
DINNER from \$3.00  
COCKTAIL BAR  
*Famous French Candies*  
15 East 52nd St.  
AIR CONDITIONED



## Trade Mark Values Stressed By Speakers

(Continued from Page 1)  
fallen an early victim to government symbols."

The warning came from Leonard V. Trester, chairman of the committee on advertising of the U. S. Chamber of Commerce and the director of public policy of the General Outdoor Advertising Co. He also advised manufacturers to use advertising which would interpret their trade marks in the terms of public benefits derived from their use.

In discussing the manner in which American industry has demonstrated it can reach the public through brand advertising, Trester declared: "It may well be that the leaders of industry are relatively unknown to the public but it is also true that Betty Crocker and Elsie the Cow are better known and more highly regarded than any member of the Cabinet.

"Trade marks have won widespread acceptance because they stand for institutions in which the public believes," he continued. "Therefore, in order to obtain maximum good-will asset value, why not tell in terms of these household words the stories of the institutions behind them?"

"Why not interpret the trade mark in terms of consumer service by telling the public of the product improvements made over the years and the reductions in price made possible because of the demand stimulated. Why not tell them what is done through research constantly to improve the product for which your trade mark stands.

"Why not tell the public how many people elect our brands and what this means in terms of employment, high wages, fair earnings to stockholders and taxes paid to the Government.

"Why not tell what advertised brands mean to the dealer in terms of rapid turnover, greater store traffic and reduced need for sales effort."

## Quebec Independents Form New Association

Montreal—A group of privately owned radio stations in the province of Quebec has announced formation of a body to be known as the Trans-Quebec Radio Group, Inc. It comprises three basic stations; CKAC, Montreal; CHRC, Quebec, and CKRS, Jonquiere. Affiliated stations include CHNC, New Carlisle; CJFP, Riviere du Loup, and CKBL, Matane. The group announced that the stations will work together in such matters as advertising and diversity of programs.

### Stork News

New Bern, N. C.—Louis N. Howard, president of the Tobacco Network and owner of WHIT, New Bern, is the father of a new daughter, Bertha Neugass, born May 17,

## SOUTHWEST SIDELIGHTS

HOWARD W. DAVIS, owner and manager of KMAC, San Antonio, has announced that the outlet has begun operation on its new power and wavelength. It goes from 1230 kilocycles with 250 watts to 630 kilocycles with 5,000 watts. KMAC is San Antonio Mutual network affiliate.

The FCC has granted its approval of transfer of 50 per cent stock interest in KMAE, McKinney, from Clay E. Thompson, Jr., and Noel E. Thompson to George W. Smith, Jr., who had a 25 per cent interest in the outlet. The price was said to be \$13,147. Smith is president and general station manager.

Jack Roth, son of Eugene J. Roth, owner and operator of KONO, San Antonio, also associated with his father in the operation of the station, has been elected president of the newly formed San Antonio Junior College Alumni Association.

A new radio quiz show is being broadcast each Tuesday and Friday nights over WRRR, Dallas from the State Fair Midway. Marvin Williams is the quizmaster with contestants being selected from visitors at the fair.

Charles Wolfe expects and gets requests from all over the country on his all night "Owl Show," aired over KWKC, Abilene, local 24 hour outlet there. But this week he literally got one from "over" the country. It came from a MB-36 bomber crew flying across Texas. Wolfe received a telephone call from the C.A.A. Control Tower in Abilene Municipal Airport telling him that the crew of the plane had picked up the program and wanted to hear some numbers. Wolfe obliged with several platters.

Ralph Fritz, member of the WOAI, San Antonio news staff, who is a short story writer in his spare time,

has sold his fourth story within a period of a few months. Fritz specializes in western type of adventure stories.

Although the WFAA, Dallas-Interstate Theatres Talent Award series has been concluded, auditions to discover new talent in this area will be continued, according to an announcement made by Kelly Maddox, WFAA program director. Auditions will be held at the station each Tuesday. Winners in the recently concluded contest were the Varsity Four, a male quartet from Commerce, Tex.

Howard W. Davis, manager of KMAC and KISS (FM), San Antonio, has announced that KISS will increase its power to 50,000 watts on 99.5 megacycles, channel 258 with a six bay antenna mounted atop the 522 foot tower of recently installed KMAC antenna system of four towers. KMAC recently switched from 250 to 5,000 watts on 630 kilocycles.

Marking the observance of National Federation of the Blind Week, a special broadcast was originated by Carol Weaver over WRRR, Dallas, directly from the Dallas Lighthouse for the Blind.

On Sunday, June 5, the "Moments for Meditation" program heard for a quarter hour over KICOR, San Antonio, will begin its fourth continuous year on the air. Programs are conducted by Louis Candy and feature poems of cheer and inspiration read to an organ background. Program also features original poetry by KICOR listeners, from time to time.

Barbara Jean Franz has joined the continuity and program department staff of KYFM, San Antonio, according to Charles Lutz, KYFM manager. Miss Franz replaces Barbara Brown.

## Magnavox Net Earnings Decline During Fiscal Yr.

Net earnings of The Magnavox Company in the fiscal year ended February 28, 1949, were \$1,323,598, as compared with earnings of \$2,016,976 in the preceding fiscal year, Richard A. O'Connor, president, announced yesterday.

The latest year's earnings were equal to \$2.01 a share on 659,898 shares of capital stock outstanding, against \$3.36 a share on 600,000 shares outstanding a year before. A 10 per cent stock dividend was paid in January, 1949.

Net sales were \$24,402,206, compared with \$27,434,019 in the preceding year.

## Sports Ed On MBS

Jimmy Powers, sports editor of the New York Daily News, begins a weekly sports commentary over MBS on Sunday, June 5, from 5:45-6 p.m., EDT. Format will include interviews with sports personalities.

## San Antonio Mayor Mulls "Fireside-Chat" Hookup

San Antonio—San Antonio mayor-elect Jack White is planning to emulate the late President Roosevelt by going on the air for "fireside chats." Arrangements are being discussed by the mayor-elect and the management of KITE, San Antonio. Plans call for the "chats" to be heard over a combined local network arrangement.

Charles Balthrope, owner and manager of KITE has already offered free time and at the same time suggested that the talks be broadcast for five minutes several times a week instead of one long broadcast. Meanwhile it was announced that arrangements had been completed by Glen Krueger, KITE news director with White for broadcasting of brief remarks on each city council meeting. The plan calls for White to phone KITE after each meeting and make the report which will be recorded at the station for later use.

## Texas Stations Cover Tornado Damage

San Antonio—The KITSa news staff furnished San Antonio and South Texas listeners with an eye witness description of the devastation wrought by the tornado which struck Amarillo last week end.

With the first word of the disaster, Bob Knouse, KITSa newsman began lining up telephone circuits and succeeded in getting through to KGNC, Amarillo, for a report from program director of KGNC, Bob Watson. Watson's telephoned description was aired via tape recording on the 11 p.m. news giving KITSa the only first hand account of the catastrophe carried by any local outlet. An earlier report obtained little more than an hour after the twister struck, was relayed to KITSa listeners by Knouse on his 10 p.m. newscast.

KITSa remained on the air beyond its regular midnight sign off time to carry late news bulletins from the storm area. The following day, Eston Pace, KITSa early morning news editor again contacted Amarillo to make another tape recording of an on the spot report by Watson.

Finding out that reception conditions in the local area late Sunday produced a clear signal, KITSa aired the suggestion that listeners concerned over the welfare of friends or relatives in the Amarillo disaster locale tune direct to KGNC, Amarillo, giving call letters and dial setting. KGNC remained on the air all night broadcasting bulletins and personal messages from the storm victims to their friends and loved ones and also aided in the shifting of necessary rescue personnel.

## Lux Theater Renewed On CBS By Lever Bros.

(Continued from Page 1)  
by William C. Gittinger, CBS vice-president in charge of sales.

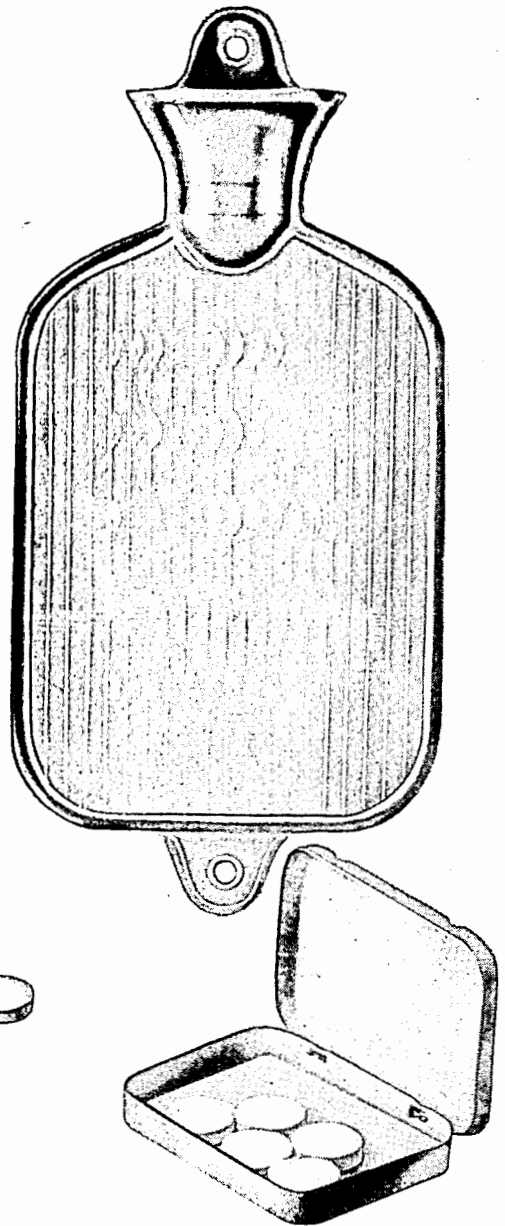
The Monday night, top-rated dramatic series, presenting adaptations of hit movies with top Hollywood stars in the featured roles, has been a continuous CBS network feature under Lever Brothers sponsorship since July, 1935. That date also marks the debut of Lever Brothers as a CBS sponsor. "Lux Radio Theater" will take a summer hiatus July 4 through August 22, returning for its 15th year on CBS, August 29.

J. Walter Thompson Co., New York, is the agency for Lever Bros. Company.

## Wedding Bells

Glady's Bunim, engineer in the CBS General Engineering Department, will be married to David Schreiber, an executive of the Drake-Nassau Corporation, Friday afternoon, May 27. Ceremony will be performed at Temple Isaiah, Kew Gardens, New York. Couple will honeymoon in the Adirondacks.

**DUMONT  
HAS NO  
AILING  
MOTHER-IN-LAW**



The Du Mont Television Network is unattached.

It got where it is with no help from radio, and is under no compulsion to support radio in its declining years.

Du Mont is selling television—the medium of today and tomorrow.

The task of upholding the fading glories of dead yesterday is left to those who are stuck with it.



TELEVISION  
**DUMONT**  
NETWORK

If you are looking ahead to a future in television, write or call: **DUMONT TELEVISION NETWORK**  
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# TELEVISION DAILY

Section of RADIO DAILY, Wednesday, May 25, 1949 — TELEVISION DAILY is fully protected by register and copyright

## DRUG CHAINS BUY DuM VAUDEO

### TELE TOPICS

TO A GREAT MANY PERSONS, including this reviewer, "Kukla, Fran and Ollie" is the most charming and most sophisticated show on the air. Its nine puppet characters, especially Kuk and Ollie, are so well developed that they are completely real to all of us. The main reason for this was revealed yesterday by Miss Allison who is in town with Don McNeill's "Breakfast Club." The puppets, she said, are very real people to herself and to their creator, Burr Tillstrom. In the show's brief rehearsal period, for example, when a cameraman asks Tillstrom to move one of the puppets, he addresses the puppet by name and it is the puppet that answers. Because the dolls are true personalities, Fran said, Tillstrom has refused all offers to merchandise the characters, despite the sensational sales records scored by "Howdy Doody" merchandise and other children's favorites. She said that neither she nor Tillstrom could think of the thought of seeing a counter full of Kukla and Ollie dolls in a drug store.

MAJOR ASSET of the show is its spontaneity. None of the dialogue ever rehearsed, Fran said, and the act is planned in barest outline. When the puppets appear on stage in unusual costumes, Fran sees them for the first time on the air. Only the musical numbers—Fran's duets with Kuk or Ollie are high-spot of every show—are rehearsed. One aspect of the program's publicity is bothersome to this department is constant reference to it in the press as a children's show. While the puppets undoubtedly have a strong appeal to youngsters, there isn't a child under 16 who fully appreciates the wonderful dialogue. The story line, however, often includes a moral or lesson for the young 'uns, and it never preaches and is never condescending. Tillstrom and Miss Allison have charted a course in good humor, informality and adult intelligence that might be followed by every show on the air.

ALMOST CERTAIN now that P. Lorillard will move the Old Gold Amateur Club, now on DuMont, to ABC in the fall on an AM-TV package basis. . . . A radio plant in Bloomington, Indiana, begin production of TV receivers in August. . . . Fort Pitt Brewing Co. has decided for a five-a-week news show on WJBU, Erie, and weekly boxing and wrestling over WDTV, Pittsburgh. BBDGO is the agency. . . . "Studio One" will do Ansky's "The Dybbuk," on June 1 over 5, with Arnold Moss as Azrael. . . . C will replace the departed Friday night pickup with coverage of the trotting races at Roosevelt Raceway. Trotters seen also on Tuesdays and Saturdays. Stern and Clem McCarthy handle depiction.

### New NBC Relay Aids Installed On RCA Bldg

NBC has completed installation atop the RCA Building of two radomes, large plastic dome-shaped structures, to provide an all-weather microwave radio relay receiving point for picking up remote broadcasts from a radius of approximately 30 miles, it was announced yesterday by O. B. Hanson, web vice-president in charge of engineering.



HANSON

Within each dome is a six-foot parabola which concentrates the short radio waves (7,000 megacycles—approximately equivalent to 1 11/16 inches)—toward a wave guide receiving element located at the parabola's focus. In this respect these super-high frequencies approach the behavior of light and principles analogous to optical practices of reflection and refraction are employed in their control.

Receiving parabola is mounted on a fixture which permits directing it both vertically and horizontally at the distant transmitting point. A similar parabola is used for transmitting; the idea being to concentrate all the radio energy into a beam aimed at the receiving point. Small amounts of power, about 1/10 watt, can be used.

Output of the primary receiving

Hooper's Top Ten		
(N. Y. C., May 8-14)		
Texaco Theater	WNBT	80.5
Talent Scouts	WCBS-TV	56.8
Toast of Town	WCBS-TV	51.9
The Goldbergs	WCBS-TV	51.5
Suspense	WCBS-TV	48.2
Broadway Revue	WABD-	
	WNBT	41.4
Godfrey Friends	WCBS-TV	40.9
Fireside Theater	WNBT	32.8
Winner Take All	WCBS-TV	29.3
Fred Waring	WCBS-TV	29.0

### Columbia Pix Subsid Enters Video Field

Screen Gems, Inc., subsidiary of Columbia Pictures Corp., formed last year for non-theatrical distribution of 16 mm. films, has added a TV department for production of filmed commercials.

Ralph Cohn and Jules Bricken, who formerly headed Telespots, Inc., will be in charge of the department. They are dissolving Telespots and will transfer its work to Screen Gems. They created the BVD spot commercial and are currently working on announcements for other national accounts.

The tele department will be located at 729 Seventh Ave., New York, in the same building which houses Columbia and Screen Gems.

element in the parabola is connected with coaxial cable to the main receiving equipment in a small receiving room on the 67th floor of the building and thence to the master control board.

## Press-Time Paragraphs

### CBS Revamps Sunday Night Lineup

"Hold It Please," Sunday night telephone quiz, has been yanked by CBS and will be replaced by "Mr. I. Magination." Latter show, now seen in New York only at 6:30 p.m., will move into the 7-7:30 spot and fed to Philadelphia, Baltimore and Washington. Other CBS Sunday casualties are "Scrapbook" and "Lamp Unto My Feet." The 6-7 p.m. seg will be filled by a western film.

### Time Sales Heavy For KSL-TV Bow

Salt Lake City—Major portion of time has been sold for the opening of KSL-TV here June 1, it was announced yesterday. Station, this city's second, will carry programs of CBS, ABC and DuMont. Ivor Sharp is executive vice-president; C. Richard Evans, General manager.

### Hudson Buys Newsreel On WJBK-TV

Detroit—Hudson Motor Car Co. has signed with WJBK-TV for sponsorship of the Telencus-INS daily newsreel beginning May 30. Ten-minute film will be aired across the board, 10 p.m. and will be augmented by five minutes of live local news. BSG&D is the agency.

### Sat. Night Stanza Bows June 4 In Ten Markets

"Cavalcade of Stars," new Saturday night variety show, will bow on DuMont June 4, 9-10 p.m., EDT, under sponsorship of drug store chains in each of the ten cities carrying the program. Carrying a talent budget in the neighborhood of \$8,000, program will feature Jack Carter as emcee and will use acts previously not seen on a TV network, it was said.

Drug chains will be represented by Drug Store Television Production, through Stanton B. Fisher agency. Commercials will be for various products on sale in the stores, with the chains themselves getting opening and closing plugs. Program will be produced and directed by Milton Douglas, with music by Sammy Spear's ork.

Participating chains and stations airing the show are: New York, Whelan's, WABD; Chicago, Walgreen, WGN-TV; Boston, WNAC-TV, Liggett; Philadelphia, WFIL-TV, Nevins Sun-Ray; Baltimore, WAAM, Reade's; Washington, WTTG, Peoples; Buffalo, WBEN-TV, Harvey and Carey; Detroit, WJBK-TV, Cunningham; Cleveland, WEWS, Gray's, and Pittsburgh, WDTV, Sun.

### "RFD America" To NBC Over Complete Network

"RFD America," farm quiz show produced by Louis G. Cowan, Inc., will be carried by the entire NBC network Tuesday, 8-8:30 p.m., EDT, beginning May 26. Program has been aired locally by the web's WNBQ, Chicago, and will continue to originate from there. It replaces "The Arrow Show," which folded on the net last week.

### Wedding Bells

Bob Douglas, featured singer on "Fashions On Parade" over WJZ-TV, was married Tuesday to Harriet Vine, sister of comic Billy Vine, in the chambers of Justice Ferdinand Pecora. Douglas will do his regular turn on the show tonight.

### WEWS Stanza Renewed

Cleveland — Rogers Jewelry Co. has renewed sponsorship of the Linn Sheldon show twice-weekly for 39 weeks on WEWS. Program features Sheldon and his wife, Vivian. Agency is Clifford and Thomas, of Akron.

BEHIND THE MIKE

STAN FREEMAN landed a feature spot on Abe Burrows' new series as a result of his click on Irving Mansfield's "This Is B'way."

It's a girl at the Tony Janaks. Singer Jeff Clark (Henry Morgan show) has the Bird Lovers of America Society in his corner.

Fredric Vonn, composer-pianist, readying a concert tour of Europe starting June 1st until Sept. 16th, featuring the 6 B's—Bach, Beethoven, Brahms, Boogie Woogie, Barrel House and Blues.

Loretta Schere, singing pianist at the King Edward Hotel's Blue Room, getting set for her own TV series.

Emcee Dan Seymour reports that the toughest Phantom Voice to guess on "Sing It Again," to date was Alf Landon's.

Guy Lombardo's new 5-year recording contract makes him a 20-year-man with Decca.

Irving and Norman Pincus' TV show, "Mr. I. Magination," is adult entertainment for children and is getting the endorsement of leading educators.

Mayor O'Dwyer's office has given Toni Harper, the 11-year-old songstress who created "Candy Store Blues" last year, permission to appear in a special concert at Carnegie Hall, June 11th.

Recommended: Clem McCarthy's WNBT'ing from the Roosevelt Raceway in Westbury, L. I.

New AM Radio Assoc. Reported Being Discussed

A new association of AM broadcasters is in prospect as a sequel to the NAB convention in Chicago and unrest among its members because of the emphasis being placed on TV by the organization's executive staff, RADIO DAILY learned yesterday.

During the past few weeks both members and non members of NAB have become critical of the NAB's public relations policy and in some instances a new broadcasters association has been proposed. Aware of the growing unrest, NAB has been canvassing its membership in an effort to find out just how much strength the dissenting members can muster.

Two factors have caused the trouble. One was the TV address of Wayne Coy, chairman of the FCC, at the Chicago convention and the stress placed on television at the various convention meetings. The other is the NAB move to set up a TV department at this time with A. D. Willard, Jr., as its director.

To counteract the criticism, NAB is using Maurice Mitchell, and the new Broadcast Advertising Bureau as indicative of the association's interest to promote commercial radio sales. Mitchell, however, indicated at a REC luncheon in New York last week that the new department would also be active in the promotion of television.

COAST-TO-COAST

WHAY New Radio Station New Britain, Conn.—WHAY, owned by The Central Connecticut Broadcasting Company and utilizing 5000 watts power on a 910 frequency began operations on May 23rd. The station will be on the air from 6:30 a.m. to midnight. WHAY's studios and offices are located at 22 Grove Hill with the transmitter and five towers in Farmington.

WTMJ And FM Program Cited Milwaukee, Wisc.—"They Can Come Back," a series of public service programs presented on WTMJ and FM in co-operation with the Wisconsin Association for the Prevention of Alcoholism has been given special recognition by the national headquarters of the American Vets of World War II. The award was "for outstanding service to the welfare of our nation."

Henry KMOX Dir. Public Affairs St. Louis, Mo.—Kilbourne A. Henry has been appointed to the post of Director of Public Affairs at KMOX, CBS outlet. He will handle public relations for the station and will supervise the farm, religious and education programs and activities. He joined the KMOX staff in December, 1948.

KTAR Staff Activities Phoenix, Arizona—John Snow, KTAR's news editor, will be among a group of Arizona radio and newspaper men to be guests of the U.S. Navy at Pensacola Naval Air Base, sometime by the end of this month. They will spend two days aboard an aircraft carrier in the Gulf of Mexico observing maneuvers. Andy Anderson, the station's chief engineer, was a member of a sheriff's air posse which recently aided in the search for a lost 9-year-old boy on the desert. Lad was found unharmed.

KFDM Patterns In Melody Beaumont, Tex.—Currently heard each Monday night from 8:30 to 8:45 p.m. on KFDM is a program called "Patterns in Melody" which features choral arrangements by South Park High School, Beaumont High School and Lamar College glee clubs. Assistant program director at the station, Conrad Bering, pens and produces the show.

KITO Goes Fishing San Bernardino, Calif.—KITO tape recorders were on hand at famous Lake Arrowhead for the opening of the trout fishing season on May 1st. Arriving at 3:30 a.m. the ABC outlet's program director Arnold Benum, along with sports director Hugh Sanders, recorded interviews with fishermen which were edited and compiled into a half-hour digest of before-and-after outlooks into the fishing possibilities at the many resorts which make the Arrowhead group.

WIP Police Messages Philadelphia, Pa.—WIP, the official radio voice of the Philadelphia police department, has allotted time during the program structure of the "Adventures of Frank Race" for messages from the police department to the general public which cite specific examples of police operations and urge listeners to co-operate in every way with city regulations and the combating of crime.

Marshall News Editor WSTV Steubenville, Ohio—Ruston E. Marshall is now the local news editor of WSTV, Mutual outlet. He has been in the employ of several Ohio newspapers for 17 years and was with WPAY for the last five years, as news and special events director.

WHDH Secretary Wins Trip Boston, Mass.—Jane Colson, secretary to the managing director of WHDH, was selected for top place in Glamour Magazine's recent survey for "Ten Girls with Taste." Jane won an all-expense paid trip to Europe and arrived in New York recently for a two-weeks' stay to be photographed in her complete new travel wardrobe for the trip, come next September.

AGENCIES

DOYLE DANE BERNBACH, INC. has been formed with offices, 350 Madison Ave., New York. Principals in the new agency are William Bernbach, president; Ned Doyle, executive vice-president; Maxwell Dane, vice-president and general manager. Bernbach and Doyle were formerly vice-presidents of Gray Advertising Agency, where Bernbach was in charge of all creative departments and Doyle was accounting executive on some of the agency's largest accounts. Dane for the last five years headed his own agency which was a member of the American Association of Advertising Agencies.

COURTLAND D. FERGUSON, INC., Washington, Baltimore, and Richmond Advertising Agency, with home offices in the National Press Building, Washington, D. C., announces the appointment of Lane Losey as copy director for the agency, succeeding Francis X. Timmons. Losey's previous connections were Batten, Barton, Durstine, Osborn and the Cities Service Advertising Department, both of New York.

ALFRED A. COUGHLIN and FRANK BURNS have been appointed producer-directors in the radio television department of the Kudva Agency, Inc.

If..

If you had a bang-up radio show... if you could place it on any station in New England... you'd still have the problem of what station to choose for best results.

Recently V. La Rosa & Sons, America's largest manufacturers of macaroni products, found themselves in exactly that position. They checked the market carefully, then selected WBZ in Boston. More than 8,000 requests for a recipe book proved the wisdom of that choice!

WBZ's crystal-clear 50,000-watt voice can do the same kind of selling job for you, in the six high-income New England states. For availabilities, check Herb Massé at WBZ, or Free & Peters.

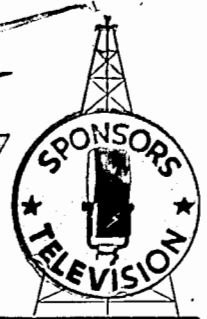
BOSTON 50,000 WATTS WBZ NBC AFFILIATE

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



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 47, NO. 40

NEW YORK, THURSDAY, MAY 26, 1949

TEN CENTS

## NAB NAMES 13 STANDING COMMITTEES

### Name Samuels V.-P., Of ABC On West Coast

Frank Samuels, general manager of the western division of the American Broadcasting Company, has been elected vice-president of the network. Robert E. Kintner, executive vice-president, announced yesterday following a meeting of the network's board of directors.

Samuels joined ABC as an account executive on June 7, 1943, and became sales manager on November 18, 1943, and one year later was made Pacific coast sales manager for the network. Last March he was named

(Continued on Page 2)

### Woods Named Vice-Pres., Of Philco Organization

Philadelphia—Leslie J. Woods has been appointed vice-president-director of research and engineering at Philco Corp., it was announced by William Balderston, president.

Woods joined the company in 1925 and was named the first television engineer when TV research work was begun in 1928. He was elected v-p of the company's industrial division in October, 1928.

### CBS May Switch "Sing" To "Ford Theater" Slot

CBS may switch "Sing It Again" into the Friday night full hour slot where "Ford Theater" cancels out July 1. Such a move is up for consideration although it would put "Sing" in competition with "Break the Bank" on ABC at 9 p.m., EDT.

There is some feeling at CBS that since the show hasn't met with a sale, even though it's been successful audience-wise, there is little to

(Continued on Page 3)

**In The Groove**  
Paul Whiteman, Guy Lombardo and Eddy Duchin are among the personalities who are featured in a two-reel picture titled, "It's In The Groove," which has been produced by the March of Time for June 10th release. Picture will tell the story of the ups and downs of the recording business and will trace the development of popular music on records.

### NBC May Separate AM-TV Sales Staff

Separation of radio and television sales staffs with NBC-owned and operated stations is reported under consideration as a result of a survey made of the sales operations within the organization.

Experiment of using the same sales force for both radio and TV time sales has been given a trial, and is reported not to have produced the desired results.

One factor which is said to be

(Continued on Page 2)

### Reeg Program Manager For WJZ And ABC-East

Leonard Reeg, former West Coast program executive of ABC and during the past few months acting program manager for WJZ and the eastern division of the American network, has been named to that post in permanent capacity, it was announced yesterday. He will report directly to J. Donald Wilson, vice-president of the web in charge of programs.

### Will Serve For Current Ass'n Year; Network Advisory Members Still Undesignated For 6 Groups

#### Proposes Adv. Fund For Watch Industry

A proposal to raise a \$500,000 advertising and promotion fund to help the watch industry compete for the consumer's dollar is being considered by leading American watch manufacturers. The suggestion was made by Benjamin S. Katz, president of the American Watch Assemblers' Association who is also president of the Gruen Watch Company, Cincinnati.

Mr. Katz declared that Gruen was

(Continued on Page 2)

#### Weaver, Y&R, To Speak At NAB Program Clinic

Washington Bureau of RADIO DAILY  
Washington — Harold Fair, NAB program director, said yesterday that Sylvester L. (Pat) Weaver, vice-president and director of radio-television, Young & Rubicam, Inc., has joined the list of radio industry ex-

(Continued on Page 3)

#### Heatter Program Renewed For 3rd Year On MBS

Renewal of Gabriel Heatter by the Noxzema Chemical Company on Mutual for the third year was announced yesterday by Jess Barnes,

(Continued on Page 3)

Washington Bureau of RADIO DAILY  
Washington — NAB yesterday announced the appointment of 13 standing committees for the current association year, with network advisory members still to be designated by network heads to serve with the employee - employer relations, engineering, legislative, program, public relations and

(Continued on Page 8)

### Summer Substitutes Set On Columbia Web

Several Summer replacements were set by the CBS network yesterday. "Earn Your Vacation," a quiz series with school teacher-participants competing for vacation trips as prizes, and with J. C. Flippen as emcee, starts Sunday, June 5, 9:00-9:30 p.m., EDT, and continues through July 24. This is the period vacated by the Helen Hayes "Electric Theater," sponsored by

(Continued on Page 4)

### Decline In New Orders Reported By G. E. Exec.

Schenectady — Reporting a substantial decline in incoming orders the past 60 days, L. R. Boulware, G. E. veepee in charge of employment of the company, indicated the company would have to make more

(Continued on Page 3)

## Tower-Limiting Suggestions Of NAB Informally Okayed

Washington Bureau of RADIO DAILY  
Washington — The NAB recommendation to reduce present restrictions and drastically improve proposed new limiting-criteria for broadcasting-tower height have been informally agreed upon in a meeting with the FCC aviation interests, the NAB engineering director, Royal V. Howard, said yesterday.

The NAB proposals would relieve broadcasters of many restrictions

now imposed, under which all tower sites must be approved, as well as the compulsion to mark and paint existing towers under 170 feet in height.

The informal conference at the FCC, at which NAB presented its proposed alterations in the recently published criteria, was presided over by Commissioner Edward M. Webster and Col. Edwin White, chief of

(Continued on Page 4)

**Internationalist Tom**  
Tom Williams, the Old Dirt Dobber of "Garden Gato," heard over the Columbia Broadcasting System, has extended his Order of the Green Thumb on an international basis, with an honorary membership for Mrs. F. Popple of Rosebud, Victoria, Australia. Mrs. Popple, Tom was informed, transformed two barren acres into a floral showplace.

**Honored**  
Simon Goldman, manager of WJTN, ABC affiliate in Jamestown, N. Y., has been honored by Syracuse University for "outstanding work in the management field of radio." Goldman was selected for the management award from among 500 Syracuse alumni in radio work. He graduated magna cum laude in advertising in 1935.



Vol. 47, No. 40 Thur., May 26, 1949 10 Cts.

JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : : Business Manager

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WASHINGTON BUREAU

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CHICAGO BUREAU

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FINANCIAL

(May 25)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

Godfrey Broadcast From Plane

Arthur Godfrey will be heard during his regular CBS morning show Friday (May 27) from the U. S. Navy plane "Constitution" flying over New York. Event is tied in with Naval Aviation Cadet Recruiting. Other CBS personnel aboard the plane will be "Mug" Richardson, Godfrey's Girl Friday, Lee Bland, special events director, and Max Reznik, engineer.



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The oldest and recognized as one of the leading Radio Schools in America, offers its specially-trained Radio and Television technicians to the Broadcast Industry.

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★ COMING AND GOING ★

FRED C. MUELLER, general manager of WEEK, Peoria, Ill., is in town for conferences at the offices of NBC, with which the station is affiliated.

IVOR KENWAY, vice-president of the American network in charge of advertising, promotion and research, today will go up to Albany to address the Advertising Club of that city.

VAUGHN MONROE and the members of his band will go to Hershey, Pa., where on Saturday they will air their CBS show from Hershey Park Ballroom.

TED OBERFELDER, director of advertising and promotion for ABC, will leave Sunday for Atlanta for confabs with clients, agencies and station executives. He'll be back in New York next Wednesday.

DOROTHY SEWELL, publicity luminary at WMGM, leaves tomorrow for a two-week vacation in Chicago.

HARRY WISMER, American network sportscaster, off for Richmond, Va., where he'll broadcast the P.G.A. tournament to be held Saturday through Tuesday.

NBC May Separate AM-TV Sales Staff

(Continued from Page 1) influencing the decision is the fact that it requires much more time by a salesman to effect a spot sales deal in television than it does in radio. Another is that it is difficult for a salesman to be both radio and TV-minded at the same time.

Wedding Bells

Helen Marie Korday, supervisor of NBC television personnel, was married Saturday, May 21, to Col. Charles A. Miller of the U.S. Army at the Fort Myer Chapel, Fort Myer, Va. They will reside in Washington, D. C. after June 25. Mrs. Miller has been with NBC since April 16, 1937.

Stork News

Boston—Bill Whalen, WCOP announcer, disc jockey, and sportscaster, is the father of twins, Kurt and Karen, born May 19.

10 YEARS AGO TODAY

From the Files of Radio Daily

WNYC is conducting experiments in "documentary radio" through a series of programs dealing with phases of city government. . . . CBS has made a special study of summer advertising, and as a result is anticipating an estimated gain of 1,700,000 "daily family listening hours." . . . House of Representatives passed a resolution authorizing employment of a superintendent for the new House radio gallery and the employment of a messenger for the radio gallery to be present during Congressional session. The new gallery set up to accommodate radio news reporters is intended to give radio men comparable facilities to those enjoyed by newspapermen.

EDWARD R. MURROW, Columbia network analyst, tomorrow will go down to Atlantic City to deliver an address at the 30th annual convention of the National Restaurant Association. His subject, "The Basis of Our Differences with Russia."

BILL BERNIS, roving reporter for NBC-TV, will return today from a brief trip to Baltimore.

LEE BLAND, director of special events at CBS, and MAX REZNIK, network engineer, today go down to Columbia, S. C., there to board a Navy Constitution plane to make broadcast arrangements for Arthur Godfrey's program which tomorrow will be broadcast from the big craft while flying over New York.

ED GREIF, of Banner & Greif, publicists, is in St. Louis on business.

ARTHUR HULL HAYES, Columbia vice-president in charge of the San Francisco office, is spending a few days in New York.

JOHN T. MURPHY, general manager of WLW-TV, Dayton, Ohio, now in New York, visited yesterday at NBC.

Eversharp Board Meeting Votes Strauss Removal

Chicago—The board of directors of Eversharp, Inc., sponsors of "Take It or Leave It" on NBC, voted to remove Martin L. Strauss, II, as chairman and to amend the bylaws to abolish the office, at a meeting in Chicago on Tuesday. Mr. Strauss, in a statement, said the directors "purported to remove him." He declared the action to "be illegal" and "born of spite."

Name Samuels V.-P., Of ABC On West Coast

(Continued from Page 1) general manager of the network's western division with headquarters in Hollywood.

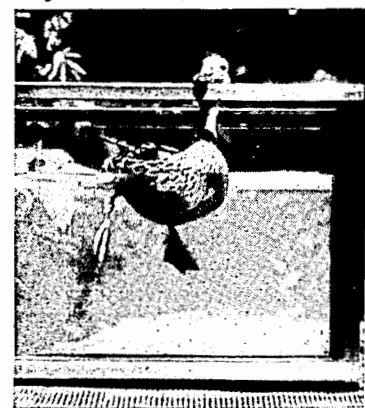
Prior to joining ABC, Samuel had wide experience in both the radio and newspaper fields. He was an account executive with the Central States Broadcasting and at one time was a member of the staff of the Chicago newspaper representatives firm of Arthur H. Hagg Associates. He also saw service as a member of the sales staff of the Omaha News Bee, Omaha, Nebr.

Proposes Adv. Fund For Watch Industry

(Continued from Page 1) ready to contribute \$100,000 to such a fund and that he has invited James G. Shennan, president of Elgin National Watch Company, to join in the plan. He also plans to extend invitations to Hamilton, Waltham and other watch manufacturing firms.

In announcing the plan, Katz said: "We believe it is highly essential that the watch industry obtain its share of the consumer dollar in competition with automobiles, television sets and electrical appliances."

Too wet for the duck



The water in this tank has been treated chemically to make it "wetter"—more effective in fire-fighting. And the poor duck finds that it's harder for him to keep afloat in it.

Advertisers are finding it harder to keep afloat these days in the tough, competitive markets. And in Baltimore they are turning to W-I-T-H to produce low-cost sales.

You can do so much with so little money on W-I-T-H! It's the station that's famous for delivering more listeners-per-dollar than any other station in town. So if you're looking for a BIG BARGAIN in radio time, call in your Headley-Reed man and get the full W-I-T-H story.



W.I.T.H. AM Baltimore, Md. FM

Tom Tinsley, President • Represented by Headley-Reed

# PROMOTION

## Atwater Kent Awards

Winners and runners-up in the 10th annual Atwater Kent Foundation singing auditions of the air—first since the millionaire philanthropist's death—will be heard over the coast-to-coast ABC network, today, May 26, from 10 to 10:30 p.m., EDT.

Atwater Kent, Jr., will appear on Atwater Kent Auditions to present cash awards totaling \$15,000, and explain the Foundation's continuing activities.

Established a decade ago to create opportunities for unknowns in opera, concert, light opera and musical comedy, this year's auditions honor winners from the ranks of 1,500 contestants, judged by 27 committees in preliminary trials, during March and April.

Auditions are open to non-professionals between the ages of 18 to 28. The two first winners will be awarded \$2,000 each.

## Heatter Program Renewed For 3rd Year On MBS

(Continued from Page 1)  
MBS vice-president in charge of sales. Heatter program is heard over 250 Mutual affiliates. Sullivan, Stauffer, Colwell and Bayles is the agency.

## Decline In New Orders Reported By G. E. Exec.

(Continued from Page 1)  
lay-offs. In a statement, Boulware said:

"We may have to make more lay-offs and have some temporary suspensions but we are doing all we can to minimize such possibility by the vigor of our advertising and selling efforts and by the attractiveness of our products."

He said the company "plans no widespread lay-offs and we see no developments immediately ahead that will sharply decrease over present level of employment which varies substantially at different locations but is on a company-wide average only about 7 per cent below our all-time peak."

## CBS May Switch "Sing" To "Ford Theater" Slot

(Continued from Page 1)  
lose by trying it in another time period. It's now heard from 10-11 p.m., EDT, Saturday.

The Ford Motor Co. announced yesterday, through Kenyon & Eckhardt, that it is not renewing "Ford Theater" on AM for next season but will concentrate on the TV version, also aired on CBS. Currently the television program is aired once a month but in October it will be stepped up to every other week. Tentative plans call for a weekly operation scheduled to start January, 1950.

## Weaver, Y&R, To Speak At NAB Program Clinic

(Continued from Page 1)  
cutives who will speak at the first national program directors clinic, in Chicago June 27-29.

Weaver will speak on "Sales Techniques," stressing the need for close co-operation between the program department of a radio station with the advertising agency. He will discuss ways for the program director to co-operate with the agency to stimulate business on the local level. He also will give details on program information required by the agency, including types of programs, talent, talent costs and program development.

Sharing the panel on sales techniques with him will be Maurice B. Mitchell, director of the newly-formed Broadcast Advertising Bureau, and Lewis H. Avery, of Avery-Knodel, Inc., station representatives, and erstwhile NAB advertising director.

## WSB Covers Airline Party

Atlanta, Ga.—During recent ceremonies at the Atlanta Municipal airport, WSB presented on-the-spot coverage of the christening of Eastern Airlines newest constellation the "Atlanta Flier." WSB announcer, Don Stevens, was on hand for interviews with Jerry Long, queen of the christening, Dan Sinkler, Eastern traffic and sales manager, and the man who became the airline's millionth passenger out of Atlanta.

# NEW BUSINESS

WWBZ, Vineland, N. J.—Donahy Jewelers have signed for 13 weeks of "Musical Gems," half-hour pop concert program. Farmer's Supply Co., Vineland, purchased ten minutes of Pete Taylor hillbilly program. Stratton Auto Service renewed for 52 weeks of newscasts. Richman Ice Cream Co. renewed for 13 weeks using participating spots placed through Cowan Advertising Agency of Bridgeton, N. J. Procaccino Department Stores of Vineland and Bridgeton purchased participating announcements for 26 weeks. Barbey's, Inc., brewers of Sunshine Beer, using three spots daily on "All Sports Parade." Mary Scarani Dress Shop renewed participating announcements for 52 weeks. Tradesmen's Bank and Trust Co. purchased five time signals a day for 26 weeks.

## Hogan, WIDE Correspondent

Biddeford, Me.—John F. Hogan, has been appointed WIDE's Washington correspondent. Hogan is a veteran radio newsman and a pioneer in the specialized field of radio news reporting and founder and first president of the National Association of Radio News Directors. He will broadcast a weekly program on WIDE from Capitol Hill and prepare direct wire reports.

# look — it can be done almost with PENNIES!

SAY YOUR ADVERTISING appropriation is just "small stuff". You're kind of leery about radio because you think of it in terms of "big" shows. That's nonsense.

Here at WOR we have personality powerhouses who are "big", but not in cost. For instance, take Martha Deane, a prize-winning, sales-making phenomenon. You can get this woman for \$600.00 a week, daytime on WOR. She can charm a majority of 29,000,000 people in 14-states. Maybe she can do for you what she did for a recent sponsor: Jumped his sales 200% above the same period during the previous year in the brief time of 7-weeks.

You can buy 5 spot announcements for \$500.00. Twenty-one of these recently sent 5,000 customers into one WOR sponsor's 10 retail stores.

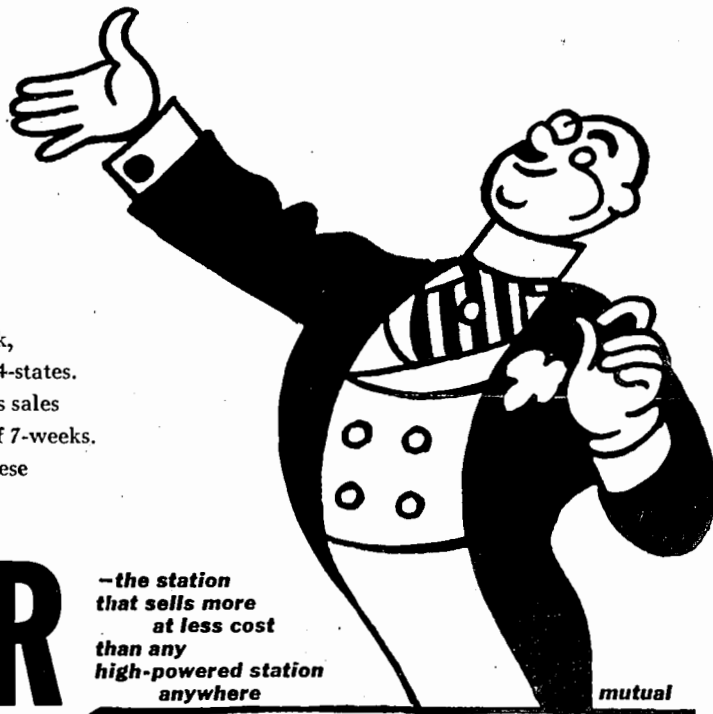
That's buying! That's the power of WOR!

How would you like WOR to sell your, or your client's wares that way for so little?

The place is

# WOR

—the station that sells more at less cost than any high-powered station anywhere



mutual

## Okay NAB Proposals For Tower Regulation

(Continued from Page 1)  
the Commission aviation division. The NAB proposals involved procedure methods for grants of permission to erect towers, as well as heights and markings of future and existing towers. They were proposed to avoid long delays in securing aeronautical approval of towers, and to permit formal FCC hearing in the event of aeronautical disapproval.

Most important of the NAB suggestions accepted by the meeting included provisions that nothing in the tower height regulations, "shall apply to those structures now existing or to those structures authorized prior to the effective date of these regulations, except where lighting and painting specifications are lessened by these regulations."

The same section also provided that "no change in any of these regulations or relocation of airports shall at any time impose a new restriction upon any then existing or authorized structure or structures."

The group meeting informally approved recommendations that antenna structures under 170 feet in over-all height above the ground do not require study, approval, painting or marking, except structures located in certain aircraft approach areas. It also agreed that in instrument approach areas, towers should not exceed 250 feet within five miles of any designated instrument approach runway. The original criteria had proposed 200 feet as a limit. The NAB recommendation was for 250 feet.

NAB argued that, in areas of Federal airways, towers up to 650 feet in height should not require aeronautical authorizations, regardless of the towers' locations, as this height is necessary to meet FCC, television and FM requirements. Aeronautical representatives at the meeting, however, held to the 500-foot limit stated in the original proposed criteria.

### Wedding Bells

Huntington, West Va.—Dorothy Thompson, WSAZ receptionist, was married Friday evening, May 20, to Robert Shaffold, Olmstead Falls, Ohio.

## LIBEL and SLANDER

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**INSURANCE**  
FOR THE WISE BROADCASTER  
OUR UNIQUE EXCESS POLICY

provides adequate protection.  
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CORPORATION**

Insurance Exchange Bldg., Kansas City, Mo.



### Windy City Wordage. . . !

• • • Before Gordon McRae, star of ABC's "Railroad Hour," leaves Hollywood for a three-week personal appearance at the Oriental Theater here, starting June 9, he will have recorded the six shows that will be broadcast during his eastern trip. . . . ABC's press department is happy over two awards won in the

### Chicago

Publicity Club annual picture contest—one for a cheesecake pic of Mary Hartline, "Super Circus" TV program band leader, and the other a picture taken on "Welcome Travelers." . . . Quiet and methodical Jim Secrest of the RMA was not in the limelight as much as many others at the silver anniversary convention in Chicago last week, but he had a lot to do with making the event a huge success. . . . Morton Bowe, featured singer on WGN's "Chicago Theater of the Air," and Met opera tenor, has been signed to co-star with Ann Ayars in the special Rodgers and Hammerstein show to be presented in Chicago's Grant Park July 23 and 24.



• • • Speculation as to whether Balaban & Katz planned to install Paramount's teletranscription systems in other theaters besides the Chicago Theater were set at rest by John Balaban, who said heavy cost of the equipment would not justify such installations. Use of the equipment in the Chicago Theater will be confined, for the present at least, to the showing only of events of importance.



• • • John T. Carey, WIND sales manager, off for a two-week vacation—strictly golf—at Asheville, N. C. . . . Willard M. Rutzen, widely known in the hotel business, radio, theatrical and social world, has been named manager of the Morrison Hotel. Rutzen has been associated with the hostelry for 24 years in an executive capacity. . . . Arthur C. Page, WLS farm program director, will conduct the "WLS Dinnerbell" program June 7 when it is broadcast from the Milwaukee (Wis.) Auditorium during the convention of the Central Retail Feed Association. . . . Management of the second annual National Television and Electrical Living Show is sending out elaborate promotional material for the show, which is scheduled for September 30 through October 9, at the Coliseum. . . . Marjorie Davis has joined the sales promotion staff of WBBM. . . . Jack Owens and his collaborator, ork leader Larry Fotine, last week introduced a new tune, "You're the Only One I Care For," which has hit possibilities. . . . Roy McLaughlin, manager of WENR, is winding up a vacation in Cuba and Florida.



• • • H. H. Frost, first president of RMA, demonstrated to members attending the silver anniversary of the association last week how wrong most predictions can be, by quoting a score of dire predictions made by so-called experts in the early days of radio, none of which came to pass. Same thing, he said, is happening with television, but he sees a bright future for both mediums.



• • • The third annual contest conducted by the WMAQ show "The Hobby Horse Presents," juvenile book program, drew more than 53,000 votes from young listeners, who voted for 2000 authors. The show, sponsored by Carson Pirie Scott & Co., department store, is written and conducted by Ruth Harshaw. . . . A new musical show, "The Story of Music," made its debut on FM station WMOR Sunday. Written by Paul K. Damai, music and radio critic, it features songs from the ancient Greeks and Hebrews down to the present time. . . . Gene Autry will bring his "Melody Ranch" gang to Chicago Saturday for a broadcast from the WBBM studios.

## Summer Substitutes Set On Columbia Web

(Continued from Page 1)  
Electric Companies Advertising Program.

On July 31 the Electric Companies will present "Meet Corliss Archer" as its commercial replacement for Helen Hayes. Series will be aired through October 2 with Miss Hayes returning on October 9.

"Young Love," a comedy series will go into the Monday, 8:30-9:00 p.m. spot vacated by "Arthur Godfrey and His Talent Scouts," starting July 4 and continuing through August 22.

"Yours Truly, Johnny Dollar," CBS mystery series dealing with the exploits of an insurance investigator, returns to the CBS network Thursday, July 7, 8:00-8:30 p.m. EDT, as the eight-weeks' Summer replacement for "F.B.I. in Peace and War." The FBI show, sponsored by Procter & Gamble Co. for Lava Soap, will return to the air Thursday, September 1.

### Judith Waller, Of NBC, Joins UNESCO Group

Judith Waller, director of public affairs and education for the NBC Central Division, has been appointed U.S. delegate to the UNESCO meeting on educational broadcasting which convenes in Paris, June 27-July 1.

Others on the committee will be M. Rene Dovaz of Radio Geneva; Dr. Zakir Husain of Aligarh University, New Delhi; Dr. Josef Kolar of Prague Radio, Dr. Arne Okkenhaug of Norsk Rikskringkasting Oslo, and Miss Mary Somerville of BBC, London. The meeting was called pursuant to a resolution by the third session of the UNESCO General Conference requiring the organization to complete for publication a study of school broadcasting and to promote developments in educational radio.

### "Rockabye Dudley" Back For 2nd Summer Series

A late-evening program of music and light conversation, "Rockabye Dudley," emceed by Dick Dudley will return for its second Summer series, Mondays, Wednesdays and Fridays, 11:15-11:30 p.m., beginning May 27, over WNBC.

**REX  
MARSHALL**

Announcing  
"SUSPENSE"  
"WHO SAID  
THAT"  
ON TV

SC 4-5700







THANK YOU! Says this little girl, and thousands like her, who are helped every year by YOUR contribution to the COMMUNITY CHEST . . . RED FEATHER SERVICES guard the health and welfare of babies, old people, children, sick folks, travelers, people in need, from the Atlantic to the Pacific.

**YOU MAKE THIS POSSIBLE WHEN YOU GIVE TO THE RED FEATHER!**

*This Space Contributed by RADIO DAILY*



## PLUG TUNES

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

America's Favorite Ballad!  
**A CHAPTER IN MY  
 LIFE CALLED MARY**  
 SHAPIRO - BERNSTEIN & CO. INC.  
 1270 Ave of the Americas N. Y. C.

Guy Lombardo—Art Mooney Pick  
**MERRY-GO-  
 ROUND WALTZ**  
 SHAPIRO - BERNSTEIN & CO. INC.  
 1270 Ave of the Americas N. Y. C.

On Records and Transcriptions  
**"HEY! MAMA"**  
 (He's Tryin' To Kiss Me)  
 ROYAL MUSIC CORP.  
 1587 Broadway New York, N. Y.

## CABARET

DUCHESS MUSIC  
 CORPORATION

MY ONE AND ONLY  
HIGHLAND FLING

From M.G.M.'s  
 "THE BARKLEYS OF BROADWAY"  
 recorded by  
 BUDDY CLARK—DINAH SHORE  
 Columbia  
 GORDON MacRAE—JO STAFFORD  
 Capitol  
 FRED ASTAIRE—GINGER ROGERS  
 M.G.M.  
 FREDDY MARTIN  
 RCA Victor

HARRY WARREN MUSIC, INC.

## WORDS AND MUSIC

By PINKY HERMAN

● ● ● **TIN PAN ALLEY OOPS**—Sinatra Songs is readying material on "It's Only Money," featured in Frankie's forthcoming RKO flicker of the same name which is skedded for release in September. . . . ● Abe Glaser returns to the music biz after a two-year absence . . . he'll plug the E. B. Marks catalogue on the coast. . . . ● Andrews Sisters booked into the Roxy in Gotham next month. . . . ● Dawson Music has a likely looking ballad in "In Tennessee" which Fred Waring introduced Tuesday on his NBCcast to coaster . . . number was authored by Ian Donez, Eli Dawson and Ralph Anderson. . . . ● WOR execs quite excited about a new half-hour program, featuring songs and patter by Red Benson and Julie Conway which is slated to bow in next month. . . . ● Jefferson Music going all out on the western "Single Saddle," clefted by Arthur Altman and Hal David. . . . ● The Bing Crosby platter of the oldie, "Save Your Sorrow" (for tomorrow), released last month may give this hit of 1925 another chance. . . . Al Sherman and Buddy DeSylva wrote the ballad, with Shapiro-Bernstein publishing. . . . ● Is CBS considering a TV series to star Kate Smith with the tee-off some time in October? . . . ● "Aldrich Family" NBCcelebrates its 500th broadcast today. . . . Jack Miller composed the background music and conducted the orchestra from the start. . . . ● Edwin H. Morris & Co., with "Riders In The Sky" up among the top-sellers, is grooming another click in the Paul Francis Webster-Sonny Burke ditty, "How It Lies, How It Lies, How It Lies." . . . ● After a year as deejay in Detroit, former bandleader Bob Chester will again pick up the baton. . . . ●

★ ★ ★ ★

● ● ● Arnold Shaw has effected a special tie-up on the Leeds Music ditty "Hot Canary" with the Sapphire Hosiery Co. Promotion material, platters and nylon stockings are being sent to 500 disk jockeys in key American cities. . . . ● Marguerite McClelland, lyric soprano, heard recently on James Melton's and other network programs, has been signed to star in "Music To Remember," the series to originate at WSM, Nashville. . . . ● The Lewis Music novelty, "I Didn't Know The Gun Was Loaded" is starting to catch on . . . number was penned by Herb Leighton and Hank Fort. . . . ● Tommy Valando's Laurel Music, in business less than two years, has been burning up the stem with no less than four hits to its credit . . . "Tell Me A Story," "Faraway Places," "A-You're Adorable," and "I Don't See Me In Your Eyes Anymore." . . . ● Frank Loesser's "Baby, It's Cold Outside," which he wrote as special material for his own use in entertaining at parties, is the fastest-climbing song in the country . . . published by Melrose Music. . . . ● Solly Cohn doing a fine promotion job on Thomas Meehan's up-tempo ballad, "My Heart Goes With You." James Music is the publisher. . . . ● Jester Music should find the goin' easy with its latest publication, "Somebody's Missin'" . . . the novelty, written by Les Barry, is a rumba with a boogie beat. . . . ● Doris Day wins the coveted singing role in the forthcoming Warner Bros. musical, "Young Man With A Horn," which Jerry Wald will produce with Lauren Bacall and Kirk Douglas, co-starred. . . . ● Hillbilly warbler Eddie Arnold signed to make two pictures for Columbia. . . . ● Music men are optimistic on an early agreement between ASCAP and TV execs.

★ ★ ★ ★

● ● ● **ON AND OFF THE RECORD**—Thrush Louise Carlyle makes an auspicious wax debut with listenable renditions of "Why Should I Worry?" flipped with Palling Around With You" for King Records . . . smooth assist by Tony Mattola Trio on both sides results in an A-I pancake. . . . ● Jack Williams, Victor exec, goes to Hershey, Pa., Saturday to present the millionth pressing of his "Riders In The Sky" to Vaughn Monroe . . . this makes three in the 'million class' for Monroe, the other two being "Ballerina" and "There I've Said It Again." . . . ● Coral has placed Jacqueline Lehrich in charge of special exploitation and disk jockey promotion. . . . ● Jack Killy's MGM pairing of "Weddin' Day" and "You Told A Lie," with vocal support by the Highlanders and background by the Buddy Weed Trio, makes for a highly useful item.

## PLUG TUNES

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

*Dick Haymes Says:*  
**COMME CI, COMME CA**  
 (Come See, Come Sah)  
 LEEDS MUSIC CORPORATION

"A HIT Since . . ."  
**SAME OLD MOON**  
 FORSTER MUSIC PUB., INC.  
 1619 Broadway, New York 19, N. Y.  
 216 S. Wabash Avenue, Chicago 4, Ill.

**A Great Ballad!**  
**THEN I TURNED AND  
 WALKED SLOWLY AWAY**  
 ADAMS, VEE & ABBOTT, Inc.  
 216 S. Wabash Avenue, Chicago 4, Ill.

A Swell New Rumba-Boogie  
**SOMEBODY'S MISSIN'**  
 keeps you jumpin'  
**JESTER MUSIC CO.**  
 1674 BROADWAY NEW YORK CITY

**My Heart Goes With You**  
 by Thomas G. Meehan  
**JAMES MUSIC, Inc.**  
 1650 Broadway Room 709 N. Y. C.  
 Solly Cohn, Mgr.

**THE STORY OF MY LIFE**  
 Records  
 Dinah Shore (Col.) Margaret Whiting (Cap.)  
 John Laurenz (Mercury)  
 Also Transcribed  
**MASSEY MUSIC COMPANY, INC.**  
 1619 Broadway New York City

On Records and Transcriptions  
*The Lively and Sparkling*  
**"MADEMOISELLE  
 HORTENSIA"**  
 RYTVOC, Inc., 1585 Broadway, N. Y.

# TELEVISION DAILY

Section of RADIO DAILY, Thursday, May 26, 1949 — TELEVISION DAILY is fully protected by register and copyright

## THEATER-TV PRACTICAL, SAYS FOX

### TELE TOPICS

**IN "BENNY'S PLACE,"** new Kelvinator-Vim stores stanza on WPIX, Benny Rubin presides over a lunch-counter while a succession of wildly assorted stooges parades in and out to swap bon mots with the proprietor and to take him for a few bucks. Gags fly thick and fast. A few would have been aided considerably by the presence of a full-sized studio audience, but most were beyond repair. ("Had your voice cultivated? . . . Sounds like it was ploughed.") Except for commercials and a song by Marian Carter, entire show was taken up by business between Rubin and the stooges, all of whom spoke as loudly as possible. They were Elaine Arden, as a female Parkyakarkus, Allan Walker, Milton Morse, Janet Walker and Jackie Coogan. . . . Integrated live commercial, well-handled by Joe Bolton, should have demonstrated the Kelvinator refrigerator which was on the set. Instead, Bolton merely stood nearby and talked about it. Film, aired later, was more interesting. . . . Produced by Jerry Rosen, program was staged by Eddie Nugent with camera direction by Sid Davidson. Script was by Rubin and Allan Walker. Account was placed direct.

**THE TBA SUB-COMMITTEE** working on a standard rate card for stations is nearing the end of its task and soon will submit the card to the full committee. . . . Carnation Co. and its subsidiary, Albers Milling Co., are about to take the TV plunge, via a spot campaign. Filmed commercials are nearing completion on the Coast. Erwin-Wasey is the agency. . . . Didja notice that seven of the first ten Hooperated shows in New York are on CBS? . . . Sylvie Hirsch, said to be France's top model, arrives in this country today and will guest on Kathi Norris' DuMont show tomorrow.

**WGN-TV IS SETTING** some sort of record for discovering tyro talent among members of its clerical staff. This week blonde Jarvis Dugan, of the station's script typing department, became the fourth staffer to go before the ikes when she played a femme fatale role in a "Chicagoand Mystery Players" presentation. Delores Marshall, former typist; Hildreth Mueller, secretary, and Bonnie Pritchett, receptionist, are others who have been used on the air. . . . Latest postal card count for "Stop The Music" is over 150,000. . . . According to Chicago paint manufacturer, Martin-Senour Co., color of walls has a lot to do with home reception. Middle and light-middle colors are best, they say, and the wall directly behind the receiver should be a flat finish. A small light is best—about 15 watts located to the extreme right or left of the viewer, below the level of the screen and directed toward the floor.

### CBS Names Ackerman Coast Program Chief

Harry S. Ackerman, CBS veepee and director of network programs in Hollywood, has taken on additional duties as program director of TV web shows originating on the West Coast, it was announced yesterday by vice-presidents J. L. Van Volkenburg and Hubbell Robinson, Jr. Ackerman's added assignment was prompted by plans for origination of CBS-TV shows in Hollywood next fall via kinescope recording. Web plans video stanzas for several of the top radio names it acquired during the past year. Ackerman has been with CBS since January, 1948. He was made a vice-president on Feb. 16, 1949. Before he joined the web he was with Young & Rubicam, joining the agency in 1936.

### Hoover Report On NBC

Washington—A graphic report on the 2,250,000-word report by the Hoover commission on the reorganization of the executive branches of the Federal government will be aired today for NBC television viewers on the "Camel News Caravan" at 7:45 p.m. EST. A full-color graphic to be presented President Truman today along with the Commission's final report has been adapted for TV presentation by designer Michael Fooner, who has developed a number of new visual reporting technics for TV.

## DuM. Ask Cincinnati Okay On 'Non-Competitive' Basis

Washington Bureau of RADIO DAILY  
Washington — DuMont yesterday told the FCC that if the Paramount consent decree is to be introduced into evidence in pending hearings in which Paramount seeks TV licenses, DuMont should automatically be given a license for Cincinnati, where its application is not competitive. The consent decree in the anti-trust case against Paramount and other film distributors would leave the Paramount picture company with only four TV stations—KTLA, Los Angeles, and the three DuMont stations in New York, Washington and Pittsburgh. The Commission has held DuMont to be under Paramount control—

### AM Plugs TV

WMTR (AM), Morristown, N. J. daytimer, has inaugurated a daily series titled "Television High-Lights," aired from 7:05 to 7:15 p.m., and featuring news of upcoming TV stanzas. Station signs off at 7:30 p.m. Stanza was originated by program director Jack Potts and has been sold, one night a week, to a local TV set dealer.

### Berle Leads Programs In Cleveland Survey

Cleveland—Milton Berle's "Texaco Star Theater" is a heavy favorite with Cleveland TV audiences, according to a survey conducted by the Ohio Advertising Agency of Cleveland. Berle won top place over baseball by a wide margin. Arthur Godfrey, boxing and The Goldbergs showed in that order. Wrestling, "Suspense," Fred Waring, Philco Playhouse, Broadway Revue and Kraft TV Theater finished strong, running in sixth to 12th places, respectively. News programs also rate high with Cleveland TV audiences, placing 19th in a list of 40 programs. Bright Joins ABC-TV Robert Bright has resigned his post at WPIX as art director, effective tomorrow, to join ABC-TV as a designer. He will join the network on June 6.

### Will Seek To Test Color Video For Movie Houses

Washington Bureau of RADIO DAILY  
Washington—Theater television with quality comparable to 35 mm. motion picture projection is today "not only possible but practical," 20th Century-Fox told the FCC this week in a progress report on its theater TV operations. Fox intends to press its tests of color for theater TV, it said, on the theory that because theater TV is not developed to the same extent as home TV, it might be much more feasible and less costly to bring color into theater video long before it is feasible for home reception. "It is believed that both the sequential and the simultaneous methods of color television, as applied to theater projection, are deserving of serious consideration and experimentation," Fox said. Prefers 6,000-10,000 mc. The account of its experimentation revealed that work in the bands above 10,000 mc. has been held back because of the difficulty in obtaining proper tubes, but Fox concluded that "that portion of the radio spectrum between 6,000 and 10,000 mc. would be the most adaptable for theater television use." A channel band width of 25 mc. was found sufficient for the sending of an 8 mc. signal by FM. The company found direct projection operation sufficiently well developed now for commercial installation. "It is believed that a multiple point-to-point intra-city distribution system of theater television could be established for such an operation with a minimum of two channels and that separate channels would not be required for each point-to-point link."

Chicago—The potentialities of Zenith's Phonovision are again being examined by 20th Century-Fox, it was learned on good authority here yesterday. Spyros P. Skouras, in Chicago for an exhibitors' meeting, accompanied by a group of top Fox officials, conferred with Comm. Eugene McDonald, Zenith president. It is understood that the entire group saw a demonstration of Phonovision.

### WATV Moves Offices

Newark, N. J.—Offices of WATV will move today to the station's Television Center in the Mosque Theater where studios are located. Old location was 11 Hill Street in the same building with parent outlet WAAT.

## Tornado Cover

Midwest stations gave emergency service to communities hit by tornadoes the past week-end. Among the stations reporting coverage were:

### Saw Twister Coming

Radio Station WBOW, Terre Haute, Indiana, scored a "beat" in its coverage of the tornado which ripped through the eastern part of the city Saturday, May 21st. WBOW broadcast a news bulletin and warning of the tornado at the very time it hit the city.

WBOW Announcer Omar Williams was playing golf at a course south of the city. He looked at the sky to see the twister approaching the city, tossing trees and buildings in its wake. Williams telephoned the station, where a newscast was in progress. A warning bulletin was incorporated in the newscast at the exact time the tornado hit the city.

WBOW gave impressive service in the public interest throughout the night. All programs were interrupted when necessary, to give bulletins and make appeals. The station also was instrumental in rounding up the National Guard, the Naval Reserve Unit, and the Auxiliary Police and Fire Departments. Through on-the-scene wire-recordings and telephone "beep" conversations, WBOW also brought prompt and complete news of the disaster to its audience.

### Covers Illinois Storm

St. Louis—WIL, 5,000 watt St. Louis independent, covered the tornado-stricken areas of southern Illinois, struck by storm forces on May 21st. Town of Wood River, Illinois, suffered heavy devastation. Vern King, Mel Kampe and Fred Beeler of the WIL Special Events staff, spent most of Saturday night and Sunday morning (May 22nd) wire-recording appeals of the Wood River authorities for aid and help. Mayor William Stonum, of Wood River, personally appealed to the Greater St. Louis audience, through WIL, to observe caution in visiting the area until relief agencies could begin rehabilitation. WIL recording facilities were set up in the basement of the Brushy Groves School, in the heart of the stricken town. The school itself was entirely demolished, with the exception of the basement. WIL also cooperated with the Greater St. Louis Amateur Radio Network, which maintained a traffic control system for the dispatching of needed supplies from surrounding cities. Several of the amateur operators were interviewed and explained their equipment.

**FOR SALE**  
**\$22,000**  
or  
**SUMMER RENTAL**  
**\$1,200**

Old world charm, dating 1789, Frank Vanderlip restored. Scarborough-On-Hudson station, 3 story brick, 5 bedrooms, 2 baths, garden. Write or phone; V. Sale, 12 Liberty St., Ossining, N. Y. Phone 2-4127

## Standing Committees Named By NAB For Current Year

(Continued from Page 1)

research committees. The NAB women broadcasters committee, chaired by Katherine Fox of WLW, Cincinnati, was named earlier in the month. Board committees were also named earlier.

Roster of the new committees follows:

**Educational Standards:** Ralph W. Hardy, KSL, Salt Lake City, chairman; Dr. Willis F. Dunbar, WKZO, Kalamazoo, Mich.; Armand Hunter, WFIL, Philadelphia; Judith Waller, NBC, Chicago; Wilt Gunzendorfer, KROW, Oakland, Calif.; Mrs. A. Scott Bullitt, KING, Seattle—one vacancy to be filled.

**Employee-Employer Relations Executive:** Leslie C. Johnson, chairman, WHBF, Rock Island, Ill.; C. L. Thomas, KXOK, St. Louis; Gunnar O. Wiig, WHEC, Rochester, N. Y.; Harold Essex, WSJS, Winston-Salem, N. C.; Clyde F. Coombs, KARM, Fresno, Calif.; William B. McGrath, WHDH, Boston; O. L. Taylor, KGNC, Amarillo, Texas.

**Engineering Executive:** A. James Ebel, WMBD, Peoria, Ill.; chairman; R. Morris Pierce, WGAR, Cleveland; E. K. Jett, WMAR, Baltimore; Oscar C. Hirsch, KFVS, Cape Girardeau, Mo.; J. R. Popple, WOR; John H. DeWitt, WSM, Nashville; K. W. Pyle, KFBI, Wichita, Kans.

**FM Executive:** Cecil D. Mastin, WNB-FM, Binghamton, N. Y., chairman; Matthew H. Bonebrake, KOCY-FM, Oklahoma City; Edward A. Wheeler, WEAW, Evanston, Ill.; Milton L. Greenebaum, WSAM-FM, Saginaw, Mich.; Victor C. Diehm, WAZL-FM, Hazleton, Pa.; William E. Ware, KFMX, Council Bluffs, Ia.; James M. Legate, WIOD-FM, Miami, Fla.

**Legislative:** E. K. Hartenbower, KCMO, Kansas City, chairman; Arthur Westlund, KRE, Berkeley, Calif.; Harold Ryan, WSPD, Toledo, O.; Harold Hough, WBAP, Fort Worth, Tex.; Paul Miller, WHEC, Rochester, N. Y.; R. G. Howell, KFXJ, Grand Junction, Colo.; Edward Breen, KVFD, Fort Dodge, Ia.

**Music Advisory:** Joseph McDonald, WJZ, chairman; Julius Brauner, CBS; Robert P. Myers, NBC; A. G. Meyer, KMYR, Denver; Walter Haase, WDRC, Hartford, Conn.; Frank White, president, MBS—one vacancy to be filled.

**NAB Committee of NAB-RMA Joint Liaison:** Everett Dillard, KOZY, Kansas City, Mo.; William Foy, WHAM, Rochester, N. Y.; James D. Shouse, WLW, Cincinnati; George B. Storer, WJBK, Detroit—one vacancy to be filled.

**Program Executive:** Robert D. Swezey, WDSU, New Orleans, chairman; Walter J. Brown, WORD, Spartanburg, S. C.; Linus Travers, WNAC, Boston; John S. Hayes, WTOP, Washington, D. C.; Wallace Kadderly, KGW, Portland, Ore.; William J. Beaton, KWKW, Pasa-

dena, Calif.; Wilton E. Cobb, WMAZ, Macon, Ga.

**News Sub-Committee:** Wilton E. Cobb, WMAZ, Macon, Ga., chairman; James L. Howe, WCTC, New Brunswick, N. J.; Sig Mickelson, WCCO, Minneapolis.

**Agricultural Broadcasting Sub-Committee:** Wallace Kadderly, KGW, Portland, Ore., chairman; Charles Worcester, WMT, Cedar Rapids, Ia.; Layne Beatty, WBAP, Fort Worth, Tex.

**Public Relations Executive:** Frank King, WMBR, Jacksonville, Fla., chairman; Ben A. Laird, WDUZ, Green Bay, Wis.; Merle T. Tucker, KOAT, Albuquerque, N. M.; J. Roy D'Abadie, WJBO, Baton Rouge, La.; S. C. Fante, Jr., KELO, Sioux Falls, S. D.; Victor Sholis, WHAS, Louisville, Ky.—one vacancy to be filled.

**Research:** Robert T. Mason, WMRN, Marion, O., chairman; Dr. Charles F. Church, Jr., KMBC, Kansas City, Mo.; William F. McAndrews, WRC, Washington, D. C.; Robert E. Summers, WFAA, Dallas, Tex.; Leonard Kapner, WCAE, Pittsburgh, Pa.; William B. Maillefert, WVET, Rochester, N. Y.; William B. Smullin, KIEM, Eureka, Calif.

**Sales Managers Executive:** John J. Gillin, Jr., WOW, Omaha, Neb., chairman; John M. Outler, WSB, Atlanta, Ga.; Gordon Gray, WIP, Philadelphia, Pa.; Eugene S. Thomas, WOIC (TV), Washington, D. C.; Arthur Gerbel, Jr., KJR, Seattle, Wash.; O. M. Schloss, WWSW, Pittsburgh; Simón Goldman, WJTN, Jamestown, N. Y.

**Unaffiliated Stations Executive Committee:** Ted Cott, WNEW, chairman; Melvin Drake, WDGY, Minneapolis; Bob Maynard, WSVS, Crewe, Va.; Lawrence W. McDowell, KFOX, Long Beach, Calif.; Patt McDonald, WHHM, Memphis, Tenn.; Ben Strouse, WWDC, Washington, D. C.; Lee W. Jacobs, KBKR, Baker, Ore.

## Special Radio Service Planned For Motorists

As a special service to Memorial Day week-end motorists, WOR will broadcast traffic information provided by city and state police officials. Complete, two-minute reports, will be broadcast at 4:57 p.m., in the 6 p.m., and 6:30 p.m. news, and at 7:27 p.m., 9:27 p.m., and on a flash basis if necessary.

In addition the station plans special weather information for yachtsmen, and tide reports for fishermen at 2:25 and 5:55 p.m. on Memorial Day.

## Returns To WQXR Post

Rex Benware, veteran WQXR announcer, returned yesterday to his chores at the station following an illness of more than a month.

## LOS ANGELES

By AL STEEN

**WARD INGRIM**, Mutual-Don Lee sales chief, will be away until June 16, visiting New York, Chicago and St. Louis.

Cy Howard will open the Fall season of "My Friend Irma" in New York where it will accompany the premiere of Hal Wallis' film version at the Paramount Theater on Sept. 19.

Cathy and Elliott Lewis are drafting a husband-and-wife situation comedy for offering to sponsors by mid-June.

Dennis Day's personal appearance tour will include four acts: Gale Robbins, the De Castro Sisters, Clark Bros. and the Acromaniacs. Tour opens in Hartford on June 28.

Evelyn Knight also preparing a p.a. tour beginning July 1.

Spike Jones and his gang are resting briefly here before hitting the road again. In their last tour, they grossed \$1,112,000.

Frank Pittman, producer of the "Fibber" show, is off to Knoxville, Tenn., on June 1, the day after the program closes down for the Summer.

KMPC's Bob Reynolds has been elected to the board of the Hollywood Advertising Club.

George Tibbles and Ramey Idriss, who wrote "The Woody Woodpecker Song," have written the theme song for KLAC-TV's new "Mickey O'Day Show," which made its debut on Tuesday.

Mutual-Don Lee's "Roy Rogers Show" will be aired throughout the summer months.

A mid-August blessed event is expected by the Milton Charles. He's the organist for ABC's "California Caravan."

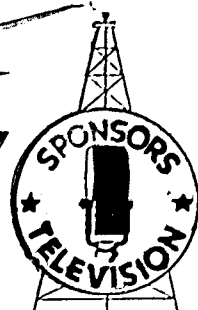
Country Washburne, Perry Botkin and Buddy Cole will be featured instrumental trio on the Johnson Wax Summer replacement program, starring the King's Men.

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



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 47, NO. 41

NEW YORK, FRIDAY, MAY 27, 1949

TEN CENTS

## UHF AND COLOR TV FORECAST BY FCC

### Sarnoff Forecasts Radio Opportunities

The rapidly expanding field of radio-electronics offers many opportunities to alert Americans for years to come, David Sarnoff, chairman of the board of RCA, told a graduating class of RCA Institutes yesterday.

He urged the 163 graduates at their commencement exercises to continue their studies and to read all they can about radio and its allied activities. "You will find many new and practical ideas that your text books have not had time to record, for this is a swiftly moving science, art and industry.

Sarnoff envisioned a wrist-watch

(Continued on Page 3)

### Grove Labs Buy Fitch Co., Both Heavy Radio Users

Purchase of the F. W. Fitch company of Des Moines, La., by the Grove Laboratories of St. Louis was announced yesterday by James H. Grove, president of the Grove Labs., in St. Louis. Both companies have been heavy users of radio time.

Grove will immediately assume management of the Fitch plants in Los Angeles, Jackson, Miss., Bayonne, N. J., and Toronto, Can. Com-

(Continued on Page 2)

### Carl George, Of WGAR, Heads Ohio Broadcasters

Columbus, Ohio—Carl George, vice-president and general manager of WGAR, Cleveland, was elected president of the Ohio Association of Broadcasters at the concluding session of its 14th annual convention here Thursday. The two-day

(Continued on Page 3)

### FCC Information Booklet Outdated

Titled "An ABC of the FCC" the Federal Communications Commission this week mailed out a question and answer booklet covering the personnel and functions of the Commission. The booklet lists Charles R. Denny as chairman of the Commission and Clifford J. Durr, Ray C. Wakefield and Ewell K. Jett as among the Commissioners. Denny left the Commission two years ago to become executive vice-president of NBC and Durr, Wakefield and Jett have not been members of the Commission for sometime. The U. S. Government Printing Office is credited with printing the booklet and it bears the seal of the FCC.

### CBS Cutting Corners On Program Budget

CBS is cutting its program costs and in recent weeks several of its own package shows have been replaced by dance band pickups and other musical programs. Some of the latter make use of house bands employed by CBS owned and operated stations.

While some of the shows dropped

(Continued on Page 3)

### AFRS Birthday Party To Be Broadcast Today

The Armed Forces Radio Service will celebrate its 7th anniversary today with a special "birthday edition" of its "Command Performance"

(Continued on Page 2)

### Lifting Of 'Freeze' In Late Fall And Expansion To UHF And Color-TV Announced By Commission

Washington Bureau of RADIO DAILY

Washington—Predicting the lifting of the freeze on TV in "the late fall," the FCC said yesterday it plans to open up the lower portion of the UHF band at the same time, and to permit narrow-band color TV for reception on present-type home receivers "with relatively minor adjustments."

A special statement issued yesterday pointed toward "a nation-wide assignment plan covering commercial operation in both bands."

The Commission has thus veered sharply in the direction of those who from the time of the imposition of the freeze September 29 of last year have held that it could not properly be lifted without simultaneous action to free UHF bands for commercial development. The decision to include in the announcement the statement of Commission thinking about color came as a surprise, however, indicating that demonstrations

by CBS of its color system during the past winter were extremely well received by the FCC.

What the Commission announced, in brief, is that in about six weeks

(Continued on Page 7)

### Four A's Gives Loan To Aid BMB Cause

American Association of Advertising Agencies has agreed to lend BMB \$15,000 to meet current operating expenses, it was announced yesterday by Frederic R. Gamble, 4-A president. This is the second loan granted to BMB within the last month—the other being a \$75,000 advance from NAB to assure completion of the second study.

Decision to grant the \$15,000 loan was made by the 4-A's operations committee. Last March the association offered to underwrite up to \$15,000 against a possible BMB tax

(Continued on Page 2)

### Four June Meetings Of NAB Committees

Washington—The NAB yesterday announced the dates for meetings next month of four board committees, all to be held in Washington. The first will be next Friday, when the Association of Women Broadcasters executive committee meets here, with the board of directors' membership committee to gather here the following Monday.

The FM executive committee will meet a day later, and the employer-employee relations executive committee on June 20.

### Memorial Day Programs Set On Webs And Stations

Memorial Day motifs and interpretations underlie the programming agenda for this week-end by the major networks.

For the fourth consecutive year Mutual will broadcast exclusively the description of the annual Memorial Day 500-mile Indianapolis Speedway motor classic. Seven broadcasting crews, headed by Bill Slater and Gene Kelly, have been assigned to cover the event. The se-

ries of broadcasts on the May 30th sports event will start at 11:45 a.m., EDT, 15 minutes prior to the scheduled start of the 33 speeding racers. Additional broadcast periods have been set at 1:30 p.m., EDT, at the approximate one-third distance; 2:45 p.m., EDT, or the two-thirds mark, and between 4 and 4:30 p.m., EDT, when the winning car is expected to enter Victory Lane. The addition

(Continued on Page 8)

### Swan Song

Bing Crosby's final "Philco Radio Time" aired over ABC next Wednesday will be a recap of the 15 top tunes of the past year. The show will be minus guests as Crosby will swing from one tune to another, aided by John Scott Trotter's orchestra. Program will be his last Philco broadcast. The Groamer moves to CBS in the fall.

### Public Service

Larry Finley is now an honorary citizen of Breckenridge, Texas. Immediately following the tornado that struck the Fort Worth area recently, the TV and transcription exec. who was in Amarillo at the time, hid himself to Breckenridge and did an 18 hour stint over KSTB, making pleas for food and clothing for the destitute.

# RADIO DAILY



## ★ COMING AND GOING ★

Vol. 47, No. 41 Friday, May 27, 1949 10 Cts.

JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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### WEST COAST OFFICES

Al Steen, Manager  
8425 Hollywood Blvd. Phone: Gladstone 8438

### WASHINGTON BUREAU

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

### CHICAGO BUREAU

Pat Green  
Suite 905 139 No. Clark St.  
Phone: State 2-2332

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

### No Paper Monday

Monday, May 30, is Memorial Day, celebrated in most of the states of the Union as a legal holiday. In observance, RADIO DAILY will not be published.

## FINANCIAL

(May 26)

### NEW YORK STOCK MARKET

	High	Low	Close	Chg.	Net
ABC .....	63 1/4	63 1/4	63 1/4	-	1/8
Admiral Corp. ....	20	19 1/2	19 1/2	-	1/8
Am. Tel. & Tel. ....	141	140 1/2	141	+	5/8
CBS A .....	18	17 3/4	17 3/4	+	3/8
CBS B .....	17 1/2	17 1/8	17 1/8	.....	.....
Philco .....	28	27 1/2	27 1/2	.....	.....
RCA Common .....	11 1/2	11 1/8	11 1/8	.....	.....
Stewart-Warner ...	10 3/4	10 5/8	10 3/4	+	3/8
Westinghouse .....	22 1/4	21 3/4	21 3/4	-	1/2
Westinghouse pfd. .	9 1/2	9 1/2	9 1/2	-	1
Zenith Radio .....	28 1/2	28 1/8	28 1/2	+	3/4

### NEW YORK CURB EXCHANGE

Hazeltine Corp. ....	12 1/2	12 1/4	12 1/4	-	1/2
Nat. Union Radio. .	2 3/8	2 3/8	2 3/8	.....	.....

### OVER THE COUNTER

	Bid	Asked
DuMont Lab. ....	11 1/2	12 1/2
Stromberg-Carlson ..	10 1/4	11 1/2
U. S. Television .....	3/8	5/8
WCAO (Baltimore) .....	18	24
WJR (Detroit) .....	7	7 1/2

### FOR SALE

\$22,000

or

SUMMER RENTAL

\$1,200

Old world charm, dating 1789, Frank Vanderlip restored. Scarborough-On-Hudson station, 3 story brick, 5 bedrooms, 2 baths, garden. Write or phone; V. Sole, 12 Liberty St., Ossining, N. Y. Phone 2-4127

GENE L. CAGLE, president of the Texas State Network, and CHARLES B. JORDAN, vice-president of the web, have arrived in New York on a short business trip. They're at the Chatham.

WIN ELLIOT and the members of the CBS "County Fair" program company, have returned from Albany, N. Y., where last Wednesday they broadcast their show from the stage of the Grand Theater.

ROD MACLEISH, scripter on ABC-TV, and GEORGE LEAMY, formerly associate director for the video web, have left for Louisville, Ky., where they'll combine business with pleasure by doing research for a TV-American series.

DON GARDINER, announcer and newscaster on ABC, on Monday will be the principal speaker at the Memorial Day exercises in Hartsdale, N. Y.

GRACE JOHNSON, manager of continuity acceptance for the American network, is leaving for Houston, Texas, to attend the convention of the Advertising Federation of America. She'll be back in New York June 6.

PAULINE FREDERICK, women's commentator on the American network, has returned from Europe, where she spent two weeks covering the lifting of the Commie blockade in Berlin and the meeting of the Foreign Ministers in Paris.

JAMES MILNE, general manager of WNHC-TV, New Haven, Conn., arrived in town yesterday for conferences at the office of the Columbia network.

JOE HASEL, American network sportscaster, today is in Philadelphia to telecast and describe the Roller Derby over ABC-TV.

WILLIAM A. TAYLOR, radio editor of the Musical Courier, will sail today aboard the Queen Elizabeth for a three-month tour of Europe. During his sojourn, he will make a survey both of radio and music activities.

ARLENE FRANCIS will leave for Hollywood following Saturday's broadcast of "What's My Name?" on ABC. She'll spend a few days in the movie capital with her husband, Martin Gabel, who is scripting the forthcoming Danny Kaye feature. Miss Francis will be back Tuesday.

### Four A's Gives Loan To Aid BMB Cause

(Continued from Page 1)

liability but later BMB asked the 4-A to make this amount an outright loan. The loan automatically cancels the 4-A commitment to underwrite the tax liability.

Terms of the 4-A loan are the same as those stipulated in the loan by NAB to BMB. The 4-A agrees, however, that NAB will continue to be in administrative control of BMB while any part of the loan is outstanding.

The \$75,000 advance from NAB was to be used to meet current operating expenses by BMB in April and May. It's understood that practically none of this money is left on hand now and that BMB needed the 4-A loan to carry it through the period of collating ballots in its second nation-wide study.

Within the last three months, BMB has been forced to raise \$180,000 on-the-spot money to meet immediate expenses. The first \$100,000 was taken from a reserve fund after subscribers agreed to underwrite this amount in case of a tax liability. It is hoped that the continuation of BMB subscriber fees—by those who have signed cancellation waivers—until next June will afford sufficient funds to pay NAB and the 4-A.

In commenting on the 4-A loan, Kenneth Baker, BMB's acting president, said: "This is renewed evidence of the importance attached to uniform audience data by the advertising agencies of the nation." He added, "We are confident that the second BMB Study will prove to be the most valuable document of its kind yet prepared for broadcasters and those purchasing the medium."

### Program Changes At WNBC

Three program changes at WNBC which become effective May 28 apply only to the Saturday morning schedule. Morning programs aired Monday through Friday are not affected.

### AFRS Birthday Party To Be Broadcast Today

(Continued from Page 1)

show, featuring Danny Kaye and Jimmy Durante, to be shortwaved to American bases throughout the world.

AFRS was started in May of 1942 and moved with American forces throughout the war. It was on the air in Japan 48 hours after Gen. Douglas MacArthur's advance elements moved into the islands. AFRS' "Spaghetti Network" operated the mobile station which moved with the advancing Fifth Army in Italy.

Two million transcription discs were used in its overseas stations during the war. Since V-J Day, AFRS has aired programs designed to aid the servicemen's return to civilian life. Present emphasis is on programs for occupation troops under the same orders issued when AFRS was created:

"Keep them informed on what's cooking here and abroad and keep them in good spirits for the period of their service."

### Grove Labs Buy Fitch Co., Both Heavy Radio Users

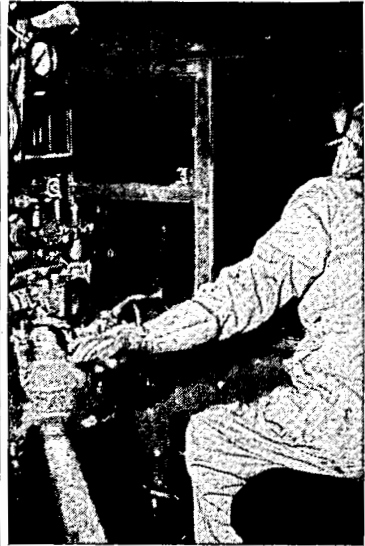
(Continued from Page 1)

pany's products include Fitch Dandruff Remover Shampoo, Fitch's Creme Shampoo and Fitch's Ideal Hair Tonic. The Grove products include Bromo Quinine Cold Tablets, Four Way Cold Tablets, Pazo Ointment and Kare Deodorant.

It is estimated that the total sales volume for the expanded Grove company will now be in excess of \$12,000,000 annually.

### KMON Joining ABC

KMON, a 5,000-watt station in Great Falls, Mont., will affiliate with ABC on October 1 as a member of the web's Mountain Group of stations. Owned by the Montana Farmer Broadcasting Corporation, KMON operates full time on 560 kc. Robert H. Warner is manager.



# "CLEAR!" "CLEAR?" "CLEAR!"

Railroads have a safety device in the engine cab to detect anything that might be on the track ahead. But from time to time, engineer and firemen check each other with "Clear!" "Clear?" "Clear!"

Good engineers don't take chances. Neither do the smart big league time buyers in radio. They keep on checking too — every step of the way.

And in Baltimore they continue to find that W-I-T-H, the successful independent, still delivers more listeners-per-dollar-spent than any other station in town.

And when W-I-T-H goes to work for a brand, there's always a clear track to speed up sales. Clear? Clear!



# W-I-T-H

Baltimore 3, Maryland

TOM TINSLEY, President  
Represented by Headley-Rood

# Sarnoff Forecasts Radio Opportunities

(Continued from Page 1)

radio and a miniature television set as examples of the new products, processes and services which will come out of the efforts of American scientists in the future.

### Sees Much Still to Be Done

"A serious error that must be avoided when considering the heights of achievement reached in electronics is to think that everything has been done," Sarnoff cautioned. "The radio-electronic developments I have mentioned here are but an index to the opportunities that exist. Progress calls for not only research scientists and experimenters, development and design engineers, but also for operators and technical repairmen, mechanics and testers. Each field offers chances for advancement, and it is encouraging to realize that from each branch of radio-electronics new trails will be blazed. . . .

"The science of electronics serves the people and industry in many ways, the full extent of its usefulness has yet to be measured. We think of electronics first and foremost as the heart of modern communications. Through its magic, we can transmit messages and music around the earth—and eventually television also will encircle the globe.

### Predicts New Fields to Open

"Already news as it happens and history as it is made are seen by many millions of Americans. There are 1,300,000 homes in the United States equipped with television. In comparison, 39 million homes have radio sets, and in the years ahead most if not all of these radio-equipped homes will have television. Therefore, as television spreads across the Nation, opportunities in manufacturing, installation and servicing will expand. Industrial and theatre television are big fields that are beginning to open. These, broadly stated, are the most obvious services of this great science with which you, through your education, have formed a professional alliance."

# Godfrey Scores D.A.R. On Negro Artists Issue

Arthur Godfrey, during his broadcast yesterday on CBS, criticized the Daughters of the American Revolution in Washington for refusal to allow his June 4th benefit performance to be presented in Constitution Hall because Negro artists were members of the Godfrey organization.

Godfrey characterized the D.A.R.'s action as "disgraceful." He said the Negro artists in his company would appear and that the production was being moved from Constitution Hall to the National Guard Armory.

The Godfrey show is being presented in Washington for the benefit of Attorney General Tom Clark's drive to raise funds to prevent juvenile delinquency.



## Mainly About Manhattan. . . !

● ● ● Billy (no shrinking violet, ho) Rose has a wire on his desk from Gon'l Foods reading: "Will \$10,000 buy you for television?" . . . Aside to General Electric; Now that the stores around town are offering 200 bux on any old trade-ins for your console model 840, what am I offered for my 1907 ico-box? . . . Herb Stein sez he can't wait for Harry Cohn to have to address Rita Hayworth as "Your Highness." . . . MCA preems new offices June 10th. . . . A quizmaster of a local indie reportedly has an annual outside income of \$250,000 and does his radio shows just for 'kicks'. . . . John Howard, film star, in town to complete negotiations for the airing of his radio series, "What Interesting People," with Denny Shane and gueststars. . . . What's cooking between Ed Gardner and Camels? . . . Parker Fennelly (Titus Moody on Allen's Alley) stars in a radio-TV series tagged "The Incredible Mr. Buchanan," produced by Robert Evans. . . . Willard Alexander has added Gene Williams' ork to his stable, which already includes Vaughn Monroe, Claude Thornhill, Ray McKinley and Dizzie Gillespie. . . . Howard Cordery, exec producer at ABC, has left the web to head the TV dept of John Nash and Associates. Cordery was with NBC for years and prior to that was a stage and film director. . . . Dan Duryea told Bill Slater on "Luncheon at Sardi's" that he's slapped his leading ladies in the movies for 8 years now and he's loved every dollar of it.



● ● ● Henny Youngman popped into the Carnival Club rehearsal the other p.m. and caught madcap Leo De Lyon warming up for his Thurs. night debut. Leo ran through a stream of noises and instrument imitations for a few minutes, which form the basis for his hilarious act. When he walked offstage, Henny grabbed him and kidded: "Hey, Leo, hear any new sounds lately?"



● ● ● Maxine Keith, who pens a weekly syndicated column, devoted a paragraph or two the other p.m. to our pet theme—radio vs. television and why you shouldn't sell radio short. Maxine blames radio itself for this near-hysteria where TV is concerned, and insists that radio is crying "Uncle" before a real blow has been struck. This defeatist attitude is reflected in programming, or lack of it. Few stations are trying out new shows and because of this what's-the-use attitude they're chasing away listeners faster than TV is grabbing them. Her advice to program directors is this: "Don't use the summer as a weed box—but plant good things that can flourish."



● ● ● MAIN STREET TREATS: The smooth, professional job turned in weekly by Les Tremayne and Alice Reinheart, one of the more recent Mr. & Missus teams. . . . Jimmy Powers' radio and TV reporting. (The guy's just as much a Power-house on the air as he is via his Daily News sports column). . . . Earl Wilson's latest tome, "Let 'em Eat Cheese-Cake," best by far of the columnist's efforts to date. . . . Jackie Eigen's bit on the Berle show. The lad's acquired plenty of that old professional poise and polish (with none of that Strand nervousness).



● ● ● SMALL TALK: Catherine Mastice, a click on the Berle show the other p.m., will sing at Leon & Eddie's Celebrity Night Salute to the comic Sunday night. . . . Herb Sheldon, who used to dream about becoming a cartoonist, guesting on Rube Goldberg's WPIX'er. . . . Dolph Traymon, a Godfrey winner, in Jan., writing the Fred Astaire Rhumba, which will be used as a promotional gimmick at the latter's dance studios. . . . Tony Pastor's kid brother, Stubby, bows in with his own ork at Pelham Heath Inn this week. . . . Life mag readying a Martin-Lewis spread. . . .

# CBS Cutting Corners On Program Budget

(Continued from Page 1)

represent a saving of several thousand dollars a week per program, CBS also has axed some packages to save a few hundred dollars a week. One show was dropped which represents a saving of about \$400.

Part of the program retrenchment can be related to a normal seasonal custom but this is not the whole story. The Goodman Ace show, "mr. ace and JAINE," just went off the air at a saving of \$3700 a week. Show, which was heard Tuesday at 10:30 p. m., EDT, probably will be replaced with a dance band pickup.

For several weeks the 10:30 p. m., EDT, period on Friday night has been filled with a dance band and this time slot from Monday through Friday is likely to be made available soon for such programs when the sponsors take their hiatus.

Here are some of the CBS shows which have been dropped and replaced by music:

"Red Barber's Clubhouse," Saturday, 10 a. m., EDT, replaced by "Music For You" from KMOX, St. Louis; "Escape," Saturday, 10:30 a. m., EDT, replaced by "Tell It Again" which in turn was replaced on Sunday at 1:30 p. m., EDT, by "Syncopation Piece," also from KMOX; "Yours Truly, Johnny Dollar," Friday, 10:30 p. m., EDT, replaced by dance band pickup; "Skyway to the Stars," Sunday 4:30 p. m., EDT, replaced by Caesar Petrillo's orchestra from WBBM, Chicago.

"You Are There," Columbia's dramatization of a historic event, is slated to go off the air—at least for the summer—June 12 and probably will be replaced by a musical series.

In addition to its other originations, WBBM, Chicago, is now feeding the network with two musical strips. One is "Music Please" aired 10-10:15 a. m., EDT, Monday through Friday. The other is "The Chicagoans" which Caesar Petrillo conducts every afternoon from 5:15-5:45 p. m., EDT.

# Carl George, Of WGAR, Heads Ohio Broadcasters

(Continued from Page 1)

confab was designed for station managers. Forty of Ohio's 55 radio stations were represented.

Al Albinger, station director of WCOL, Columbus, was elected vice-president and Fred Bock, commercial manager of WADC, Akron, was re-elected secretary-treasurer.

The OAB passed unanimously a resolution praising the NAB for organizing its new BAB.

General feeling among OAB delegates was that too much attention is being given to TV; that the new medium actually will complement aural broadcasting, not supplant it.

President-elect George started in radio at the age of 18, joining WGAR as an announcer in 1933. He succeeds E. Y. Flanagan, station manager of WSPD, Toledo, as state president.

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 RAY NOBLE • TAGLIAVINI • MONICA LEWIS  
 HE WORLD ON FIRE • MIMI'S FAREWELL (from "La Boheme") • DREA CHELSEA  
 KAY KYSER • MERRY MACS • GINNY SIMMS • HELEN FOREST • MARTHA TILTON  
 BARRY WOOD • HONEYMOON • D'ARD ON NELLIE'S HAT • COME TO THE  
 ACHER LAY HIS BIBLE DOWN • THE SONG • BORN TO LOSE • MY SHIRT  
 LILY PONS • WAITIN' FOR THE TRAIN TO COME IN • CAROL  
 ROBERT MERRILL • DICK HAYMES  
 MY MOTHER WAS A LADY • WITHOUT YOU • GIANNI SCHICCI • YOU WALKED  
 JASCHA HEIFETZ • YEHUDI MENUHIN • EDDIE DUCHIN  
 LAURENCE • QUITA LINDA • BABY, BABY ALL THE TIME  
 CIRCUS POLKA • CUANTO LE GUSTA • CLAUDE THORNHILL  
 BIDU SAYAO  
 MEMORY • A GAY RANCHERO • CANCION DEL MAR • OH, DIDN'T HE RAMPAGE  
 HARRY JAMES  
 LOUIS ARMSTRONG • GIVE ME THE MOON OVER BROOKLYN  
 NELLIE LUTCHER • SUN DANCE

FIN H... • MAD... • JESSICA DRAGONETTE • PLAY FID...  
 JAMES MELTON • A RHAPSODY  
 ZOOT SU...  
 KING COLE  
 FOC...  
 I HUNG MY H...  
 BARN...  
 RUDY VALLEE  
 F...  
 HIGH ON A WIND  
 ARTIE SHAW  
 I ONLY WANT A BU...  
 CONNEE BOSWELL  
 SEVEN COME ELEVEN • WE'LL BE TOGETHER AGAIN • NOT SO QU...  
 STOP...  
 MEREDITH WILSON • DEEP RIVER BOYS • CHARLES TRENET  
 ADRIANA LECOUVRE • NIGHTINGALE • DAVID ROSE • LODY • MY SISTER AND I • DUST ON THE BIBLE • CHARLESTON  
 I'LL HOLD YOU IN MY HEART • HO...  
 ANDRES SEGOVIA • GORDON JENKINS • MARGARET WHITING • CARMEN CAVALLERO  
 YOU MY WORD • A RO... GUY I • BY HECK • CANTO ARABALI • TUESDAY AT TEN • EL RANCHO GRANDE • LAZY R...  
 STRANGE FRUIT • JANE FROHMAN • SHEP FIELDS • HELEN TRAUBEL • JOHN CHARLES THOMAS  
 MY BEL... (from "Gianni Schicci") • AIN'T THAT JUST LIKE... ANDERSON • SWEETHEARTS OR STRANGERS  
 RUBINSTEIN • COUNT BASIE • TOMMY DORSEY • JO STAFFORD  
 LOUIS JORDAN • EMIL COLEMAN  
 BUDDY CLARK  
 PERCY FA...  
 CHARLIE BARNE...  
 DESI ARNAZ  
 JAN AUGUST...  
 MAURICE CHEVALIER • TONY PASTOR  
 BOB EBERLY  
 GENE KRUPA  
 CHARLIE SPIVAK  
 ANDREWS SISTERS  
 PAUL WHITEMAN  
 EVELYN KNIGHT  
 CARMEN MIRANDA  
 MISCHA ELMAN  
 XAVIER CUGAT  
 WOODY HERMAN  
 JIMMY DORSEY  
 EDIE CONDON  
 TED WEEMS  
 CARMEN CAVALLERO  
 TOMMY DORSEY  
 JO STAFFORD



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 ITS MUSIC HAS BEEN SO SPLENDIDLY  
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# RECORDINGS ARE A RECOGNITION OF QUALITY IN BOTH MUSIC AND ARTIST

WAINES' HYMN • MUSIC • DUERM • THAT SILVER HAIR • HEDDY OF MINE • SLIDE HAMP SLIDE • HAS MY NAME  
KE ELINGTON • LAWRENCE WELK • PHIL HARRIS • ROY ROGERS • ELLA FITZGERALD • RED FOLEY • WAYNE KING  
IGHT WE LOVE • BROADWAY • FLOOR OVER YOU • FRONT WANTED TO • BOT • LA COMPARSA • MENDRA  
ETHEL SMITH • LOUIS PRIMA • KIN • RIFF • LU  
KIN WITH Y SHADOW • WHEN T • D. • AMAPOLA  
ARRY GREEN • MIMI BENZELL  
ALTA RHYTHM BOYS  
I NEVER LOVE AGAIN • NORMAN CORDON  
ERRY COMO • THE H • RUSS MORGAN  
ADIANCE • AS • THE H  
HARIOTEERS • THE BEST MA  
OULD MAKE SH • IFU!  
LS BROTHERS • DINAH SHORE  
A MANIGUA • THE BR  
NE AUTRY • TEX RITTER  
GO TEARING BY • JOHNNY MERCER  
OF THE ISLAND • PIED PIPERS • INOCCHIO • EDDIE ARNOLD  
ART LUND • ROSE MURPHY • THE GUARD  
FRANKIE CARLE • MAMA INEZ • IT MAKES NO DIFFERENCE • TWILIGHT TIME • IN THE GOOD OLD SUMME  
CK FINA • JOE HOWARD • WALKIN' W • VAUGHN MONROE • SAMMY KAYE • PAUL WESTON • DANNY KAYE  
BOB CROSBY • HILDEGARDE • SISTER ROSETTA THARPE • FRANKIE LAINE • CONNIE HAINES  
GIRL OF THE GOLDEN WEST • DON'T FORGET YOUR MAN'S CASTLE • FLIGHT • BIG BASS • ELTON BRITT  
RED WARING • GUY LOMBARDO • ELLA MAE MORSE • BLUE BARRON • FRAN WARREN  
PUT VENDOR • FEWER MERCHANT • BLUE ECHOES • HT HAVE BEEN A DIFFERENT STORY • KEEP AN EYE • YOUR HEART  
DDY MARTIN • ERSKINE HAWKINS • MAXINE SULLIVAN • DENNIS DAY • DINNING SISTERS • DINAH WASHINGTON  
ANDY RUSSELL • THREE SUNS  
JACK SMITH • TONY MARTIN • RILEY SHEPARD • CAROL BRUCE  
ART MOONEY • JOHNSON'S SONG (I MEL TORME • ROY ELDRIDGE  
GGIN' • PEARL BAILEY • CHARLES KULLMAN • THREE FLAMES  
DY HOWARD • OZIE WATERS • SPADE COOLEY  
ALVATORIE BACCALONI • LOUISE MASSEY • RAYMOND SCOTT  
MARRY WAYNE • MARCEL GRANDJANY • TED STRAETER • JOHNNY BOND  
STARLIGHTERS • POLYNA STOSKA • RAYMOND PAIGE  
MANINI CAPRICE RO • SARI WALTZ • NEGRO • ONSENTI  
VE DUT • (I'm Butterfly) • I DREAM OF YOU • THERE'LL BE A HOT  
RENCE TIBBETT • MILDRED BAILEY • DICK JURGENS  
DEXTER



# AM TV EQUIPMENT FM FA

Section of RADIO DAILY, Friday, May 27, 1949

## Tech. Council Names Shepherd New Pres.

Dr. J. E. Shepherd, engineering director for electron tubes at the Sperry Gyroscope Co., and a director of the Institute of Radio Engineers, this week was named as the 1949-50 president of the Technical Societies Council. Shepherd is the fourth president to head the council, which was founded in 1946 and whose membership comprises 17 engineering, scientific and technical societies in the New York metropolitan area, representing a total of 25,500 members in that area.

Other officers elected were: vice-president, Dr. Robert Calvert, of the American Chemical Society, chemical patent attorney; secretary, Joseph J. Preisler, of the American Society for Metals, material standards engineer of the Sperry Gyroscope Co., and treasurer, W. H. Rivers, of the Society of Motion Picture Engineers, staff engineer of the Eastman Kodak Co.

## Portable TV Released By Emerson Radio

Emerson's first portable TV set, model 600, was distributed to dealers this week. Listing for \$179.95, set contains a 7-inch tube and is designed to operate on either AC or DC current. Cost of set includes an indoor aerial for installation on top of the portable case.

## ENGINEERS—CONSULTANTS

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## PICTURE OF THE WEEK



Chester Rackey and Kyle MacDonnell, NBC-TV, watch a demonstration by Robert H. Barnaby, NBC engineer, of relay equipment installed in one of two radomes atop the RCA Bldg., N. Y. Equipment enables web to receive video programs from temporary field locations within a 30-mile radius.

## Philco Radio Handbook Now Being Distributed

A new handbook on radio parts and components, full of practical information for engineers, technicians and servicemen, has just been published by Philco Corp. Book, priced at \$2.50, is being made available through Philco distributors.

## Chicago Electrical Show Sets Space-Sale Record

Chicago—The Second Annual National Television & Electrical Living Show, sponsored by the Electrical Association, which will open at the Chicago Coliseum, Sept. 30-Oct. 9 will feature a great many more exhibits than last year's event.

## PRODUCTION PARADE

### Reports Ample Tubes Available

Klystron tubes, widely used in microwave relay links, should be in sufficient supply to accommodate all new construction needs following the predicted lifting of FCC's ban on TV construction, according to W. J. Henderson of Sperry Gyroscope Co., Great Neck, N. Y. Henderson, manager of Sperry's industrial sales dept., adds that tubes in service are establishing favorable tube life records.

### Alliance Three-Speed Record Player

The Alliance Manufacturing Co., Alliance, Ohio, announced introduction of a new Three-Speed Record Player for 33-1/3, 45 and 78 r.p.m. turntable speeds. New Phonomotor assembly is furnished with either 8 in. or 9 in. turntable. To convert from 78 or 33-1/3 r.p.m. to 45 r.p.m., the Three-Speed unit utilizes an interchangeable disc. This is a reversible disc which will go on either way. The height is adjustable.

### Vee-D-X Antenna and Mount

La Pointe-Plascomold Corp., Unionville, Conn., have produced a four element Yagi array cut especially for each particular channel. Array features a stepped-up driven element, affording excellent match for 300 ohm transmission line. Another new Vee-D-X product is the all angle mount, which is well suited for mounting on side of houses near windows, affording manual rotation of antenna.

### Improvement In Motorola TV Sets

Picture "tearing" on TV sets, an annoying interference caused by passing cars and other man made static, has been almost entirely eliminated by an automatic device incorporated in three TV sets developed by Motorola, Inc., Chicago. Improvement maintains a more effective control of horizontal synchronization, preventing stray electrical impulses from making jagged breaks across viewing screen.

## Phone TV Developed By Remington Rand

A portable, wired TV system, applicable wherever long-range "eyes" are needed for industrial operation has been developed by Remington Rand, Inc., under the trade name Vericon. Device differs from commercial broadcast TV in that images are transmitted by coaxial cable, or "telephoned" from a small camera to as many as 10 separate viewing screens which can be located up to 5,000 feet away. Vericon requires no FCC license and no skilled technicians to install or operate it. Device plugs into a standard 110-volt outlet and is completely self-sufficient.

System's primary functions are its use for the remote observation of hazardous industrial operations, for televising virtually any type of educational demonstration, for quick and work-saving transmission of office records, and for monitoring anything from an industrial gauge to highway traffic.

## Jerrold Names Estersohn Company Sales Manager

Jerrold Electronics Corp. has appointed Harry Estersohn, formerly sound sales engineer of Lafayette-Concord Radio Corp., N. Y. as sales manager. The Jerrold Corp. is a manufacturer of television accessories.

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# TELEVISION DAILY

Section of RADIO DAILY, Friday, May 27, 1949 — TELEVISION DAILY is fully protected by register and copyright

## UHF, COLOR GET FCC GO-AHEAD

### TELE TOPICS

**WEEK-END ROUNDUP:** ABC is expected to wrap up the sale of the Peabody Award winner, "Actor's Studio," any day now. . . . CBS newsmen Doug Edwards will be guest speaker at the banquet of the first annual conference for radio news editors at Kent State University, Ohio, June 25. Problems of TV news coverage, as applied to radio men, will be discussed in a film prepared by Floyd Veidman, of WEWS, Cleveland. . . . Gilbert & Sullivan's "Mikado" will be done by NBC Sunday, 9 p. m. Fred Coe will produce, with Gordon Duff directing. . . . The NAB music committee will meet Tuesday to talk over the Ascap situation. . . . New children's film, "The Princess and The Dragon," has just been completed by Sterling Films. . . . New York City's crackdown on ticket specs will be described by Investigations Commissioner Murtagh when he guests on the WPIX "City Hall" stanza tomorrow.

**THE IMPRESSIVE RECORD** chalked up by the Admiral Corp. is neatly summarized in the following paragraph from the new issue of "Fortune," out today: In 1949 Admiral did more than pounce; it plunged. Figuring it could sell four times as many television receivers as last year, it set up facilities to produce 400,000 sets and priced them accordingly. The assembly plant on Cortlandt Street in Chicago has been churning out some 1,500 sets each day, and plans to hit 1,900 sometime this month. In the first quarter of 1949 Admiral's total sales increased 96 per cent over last year, virtually all the increase attributable to television. There are orders on the books for 104,000 television receivers for the second quarter. At this rate the company may grind out \$88 million worth of television receivers before the end of the year, which would make Admiral 70 per cent television. In grade language, Admiral is hot."

**NEW YORK'S** Junior Symphony, made up of 82 youngsters between the ages of eight and 16, has been signed for a tele series by World Video. If the shows sold, profits will go to a fund to help build similar organizations in other cities. The N. Y. group is backed by Nick Minuskin and conducted by Walter Mantani. . . . With talk about TV cutting movie attendance still going around, Edward T. Cheyfitz, special assistant to MPAA prexy Eric A. Johnston, said it still is too early to judge impact of tele on pix attendance. "So far," he said, "rainy weather keeps more people away from theaters than Milton Berle." . . . Sachs Quality Stores have signed for participations in The Fitzgeralds show over WJZ-TV. William Warren agency handles the account. . . . Latest survey by the NBC research department places total number of receivers throughout the country at 1,662,000.

### Lower Half of UHF Band To Be Opened In Fall When Freeze Is Lifted, Commission Reports; To Permit Narrow-Band Color Transmissions

(Continued from Page 1)

It will issue a notice of proposed rule-making to cover the contemplated use of the UHF band, with revision of the allocation of VHF channels. A statement permitting optional use of color would presumably be included.

Thirty days additional will be permitted for submission of comments and alternate proposals by the industry, with a hearing to follow in another couple of weeks. Within two weeks after that hearing, the Commission said, it will hold oral argument "preparatory to a final decision which will be given priority consideration."

That the freeze would last for several months more was a surprise to no one, but hitherto, Chairman Wayne Coy has insisted that the lifting of the freeze would be an action involving only the VHF band, with no direct relation to eventual commercial use of the UHF. Chairman Edwin C. Johnson of the Senate Interstate Commerce Committee has insisted, on the other hand, that it would be foolish not to combine the two developments.

#### Commission Explains Action

The Commission said yesterday it "finds these problems so closely related that it is not feasible to lift the present TV 'freeze' without first having more channels available and an over-all allocation plan. Accordingly, it proposes to utilize approximately one-half of the lower portion of the UHF band for regular television operation on 6 megacycle channels. This band has been available for operation on an experimental basis. The upper portion of the band will be kept open for television research such as stratovision, polycasting and high definition monochrome and color.

"The Commission also proposes to

afford an opportunity for the submission of proposals looking toward utilization of all television channels for 6 mc. monochrome or color on an optional basis in such a way as to permit reception on the ordinary television receiver with relatively minor modifications.

#### Statement by Commission

"The Commission desires to emphasize that if as a result of these proceedings it is shown that color television can be operated satisfactorily within a 6 megacycle channel in such a way as to permit reception on the ordinary television receiver with relatively minor modifications, the Commission will make provision for licensing stations both in the VHF and UHF bands when it is shown that sufficient receivers and parts are available to permit adapting monochrome receivers for color reception."

Set manufacturers were not expected to be greatly concerned at the prospect of opening UHF channels for commercial use, since that is something they have long contemplated. On the other hand, it was indicated in manufacturing circles here that there will be considerable resistance to the proposal for optional use of the six-megacycle band for color.

A large part of the industry is known to believe that the full possibilities of color television can never be realized in so narrow a wave length.

In the event that it is finally recognized that a superior color service must have bands of 15 megacycle or greater width, it was said yesterday, the contemplated action might mean that not enough of a UHF band is left for the unlimited nation-wide color service which will then be wanted.

## Fight Managers Nix Terms; Video Pickups In Doubt

Confusion was heightened yesterday over the future of TV pickups of boxing bouts promoted by Madison Square Garden when Ray Robinson and Kid Gavilan and their managers refused to sign for a June 17 match in the Polo Grounds because of the position of the Boxing Managers Guild that fighters receive half of the total TV take. Contract for the bout called for Robinson to get 40 per cent and Gavilan

17½ per cent of the total receipts—gate, newsreel, radio and tele.

The fight was not cancelled, however, and the matter will be negotiated by the Garden and the fighters' managers. George Gainford, Robinson's manager, may declare his fighter ready to defend his title without TV coverage, but Ned Irish, Garden veepee, has repeatedly stated that all fights under his auspices must have radio and tele pickups.

## WPIX, IBEW Sign Pact Covering Engineers

Contract was signed yesterday between WPIX and local 1212, IBEW, covering staff engineers, supervisors and assistant supervisors. Starting salaries for the three groups are \$70, \$150 and \$140, respectively. Staff engineers get increases up to \$125 at the end of the fourth year.

#### Headquarters Must Approve

Before it officially goes into effect, the contract must be approved by IBEW's national headquarters.

Pact is retroactive to April 1, 1949, and runs for two years. Wage scales may be renegotiated after one year, and any disputes during the life of the contract will go directly to arbitration.

Engineers are to be credited for previous experience—100 per cent for TV and 50 per cent for radio. Agreement provides also for two-week vacations for all members after July 1.

## TV In Theater Lounge Boosts Box-Office Take

Installation of large-screen television in the lounge of the St. James Theater in Asbury Park, N. J., has brought about overflow crowds for fights and other sports programs, and increasing ticket sales on days of baseball games, a spokesman for the Walter Reade theater circuit, said.

Receiver is a Telecoinc reflector-projection model with 48-square foot screen. All five Reade theaters in Asbury Park run trailers plugging the St. James installation. Other promotion includes marquee signs, lobby displays, newspaper ads and mailed programs.

### 'Mean Question'

Washington — Chairman Ed Johnson, of the Senate Interstate Commerce Committee, hailed the FCC color tele and UHF announcement. He refused to answer, however, when asked if there appeared to be any significance to the fact that the Commission meeting which resulted in the announcement was held in the absence of Chairman Wayne Coy. That, he said, is "a mean question."

## AGENCIES

**G**EORGE H. GIESE has been appointed vice-president of McCann-Erickson, Inc., and director of the agency's International Division, effective immediately, it was announced yesterday by Marion Harper, Jr., president. The division comprises 13 offices in Europe and Latin America, associate agencies in other parts of the world and a foreign department in New York. George H. Smith, Jr., continues as manager of the latter department.

**WWPA**, new CBS station in Williamsport, Pa., took the air on Sunday, May 22nd at 12:30 p. m. WWPA operates with 250 watts on 1340 kilocycles and is nationally represented by Burn-Smith Company.

**ALFRED PAUL BERGER COMPANY, INC.**, has been appointed advertising agency for Crestlee, Inc., New York, women's fashions.

**A. D. ADAMS**, former advertising-sales promotion manager for Air King Products Co., Inc., has formed his own advertising and public relations company. The new organization, A. D. Adams Advertising, is located at 24 Stone Street, New York 4, N. Y. Prior to his tenure with Air King, Adams was an account executive with Hickey-Murphy-St. George, Inc., New York advertising agency. In pre-war years, his diversified experience included copywriting and programming with WCAU, Philadelphia, and WTNJ, Trenton, N. J.

**WWBZ, VINELAND, N. J.** has engaged Joseph Hershey McGillvra, Inc., as national representative.

**RA-TEL REPRESENTATIVES, INC.** announce their appointment by WIBX, 5000 watt CBS outlet in Utica, N. Y., as spot sales representative for the Mid-West and South. Ra-Tel's Chicago, Dallas, Oklahoma City and Atlanta offices will serve WIBX.

## Army Enlistees Training For Radio In New York

Four army enlistees from the Armed Forces Information School, Carlisle Barracks, Pa., have started their 90-day practical radio training at four New York stations: WOR, WNEW, WMGM and WNYC.

Nineteen out of the 35 in the second group to be trained by the army as "public information specialists" reportedly selected the field of radio for the final phase of their training. The others chose newspapers and television for their media specialty. When their on-job courses are completed, they will report at army posts throughout U. S.

Those training in New York currently are: Pvt. Robert F. Zbasnik at WOR, Pvt. Erwin Nemer at WNYC, Pvt. William D. Treadwell at WNEW and Pvt. Norman A. Kramer at WMGM.

# Memorial Day Programs Set On Webs And Stations

(Continued from Page 1)

of one more broadcasting crew than last year, when six were used, has been prompted by the greatly increased speeds of the cars entered. The crews will be located at the Speedway Pagoda, the starting tower, the pits, the backstretch, Victory Lane, and at the turns.

### Preview Auto Races

A preview of the Speedway motor classic will be aired over Mutual as a special broadcast on Sunday, 10:30 to 10:45 p. m., EDT. At that time, Slater and Kelly will interview track officials, and some of the racing drivers and car owners. The program will originate from Indianapolis. Wilbur Shaw, a three-time winner of the contest and now president of the Indianapolis Speedway Association, will be heard on the program.

Mutual's "Mayor of the Town" program, titled "Parade Forward March," Sunday, 7:30 p. m., EDT, will tell the story of how the "mayor" (Lionel Barrymore) solves the Memorial Day parade for Springdale by getting a small army sidecar for a Civil War veteran.

"The Veteran Wants to Know" show, MBS, Sunday, 2:45-3 p. m., EDT, will feature a specially prepared statement by Secretary of Defense Louis Johnson. He will present his interpretation of the meaning of Memorial Day.

"Confederate Memorial Day—the Life of Jefferson Davis" will be the topic of the address scheduled by Representative John Rankin of Mississippi over ABC, Saturday, 5-5:15 p. m., EDT. The broadcast will originate in Washington, D. C.

### Special ABC Program

ABC has also scheduled a special Memorial Day program featuring the chief chaplains of the army, navy and air force for Sunday, 3:30 p. m., EDT. A service choir will be heard on the 15-minute dedicatory ceremonies in which tribute to the war dead will be paid by Rear Admiral William N. Thomas of the Navy, Col. Charles I. Carpenter of the Air Force and Lt. Col. Matthew Imire of the Army.

NBC's Jinx Falkenburg and Tex McCrary will be the narrators for "Death on a Weekend" Saturday, 4:45 p. m., EDT; rebroadcast over WNBC only, 5:15 p. m. This program, which won the National Safety Council award for "exceptional service to safety in 1948," was presented last year during the weekends of July 4th and Labor Day and also on New Year's Eve. The 1949 version has been written expressly for Memorial Day.

### Topical Drama on NBC

NBC's "Living—1949" will present a topical drama-document, "Death Takes No Holiday," Sunday (network except WNBC) 12:05 p. m., EDT. The documentary will reflect the facts behind the unnecessary toll of human life that rides in the wake of the automobile.

"Eternal Light," another NBC pro-

gram, will present "Man of Peace," to mark both Memorial Day and the festival of Shavuoth. The script, based on an early episode in the life of Solomon, will be broadcast Sunday, 12:30 p. m., EDT.

### CBS To Honor Grand Army

CBS-TV "will be there" when the Grand Army of the Republic pays its tribute to the nation's war dead with a parade up Riverside Drive, starting about 9 a. m., Monday. CBS-TV cameras will be set up in the vicinity of the reviewing stand at 88th Street and the Drive. The telecast will be directed by Dave Rich and will be under the supervision of Robert Bendick, assistant director of news, special events and sports.

The CBS television network's "Fred Waring Show," May 29, 9-10 p. m., will consist of patriotic song tributes. The "Tex and Jinx Preview" program on CBS-TV, May 30, 8-8:30 p. m., will be in tribute to the "fallen and missing." Also appearing on the show will be Douglas Dick, who plays the role of the "major" in "The Home of the Brave."

### Indies Plan Special Programs

Among the independent stations reporting special Memorial Day week-end programming, WNEW will begin its summer series of up-to-the-minute reports on traffic conditions. The traffic bulletins will be aired every Friday at 4, 5, 8, 9, 10 and 11 p. m., and Sundays every hour from 4 to 11 p. m. On Mondays, the reports will be broadcast at 6, 7, 8 and 9 a. m. On May 30, however, the bulletins will be aired every hour from 4 to 11 p. m. On May 31, additional reports will be broadcast at 6, 7, 8 and 9 a. m.

### Chief Chaplain to Speak

WHLI, Hempstead, will carry a Memorial Day address by Col. Charles Carpenter, chief of chaplains of the U. S. Air Force, as part of the Memorial Day services at the Cathedral of the Incarnation, Garden City, N. Y., May 30, 2:35 p. m. The Garden City High School Concert Choir under the direction of Francis H. Rehman will be heard on the program.

### Wedding Bells

Benton Harbor, Mich.—Carl Benson, member of the engineering staff of WHFB-WHFB-FM, Benton Harbor, will be married to Miss Alice Sill of St. Joseph, Michigan, at 4:00 p. m. Saturday, June 11, in the First Baptist Church of St. Joseph.

Benson has been with WHFB since its opening in 1947.

### Dreicer Going To Europe

Free-lance radio commentator Maurice Dreicer will leave New York on June 7 for a 10-week tour of Sweden, Norway, Denmark, France, Switzerland and Italy to gather broadcast material and wire-recorded interviews for WWRL.

## PROMOTION

### Agricultural Scholarship

Last year's vice-president of the Future Farmers of America, national farm youth organization, was the first student selected this year to receive one of the annual scholarships awarded by WNAX, Yankton, Sioux City. He is Osborne Arlic, Knox, North Dakota, a junior at North Dakota Agricultural College, Fargo.

The scholarship is one of 14 available from a fund of \$48,000, created by WNAX in 1943 and awarded to a boy and girl at each of several schools in the WNAX five-state area. Selection of students, who must be studying agriculture, forestry, home economics, is made by a faculty committee of the school involved and based on scholarship leadership, character and financial need.

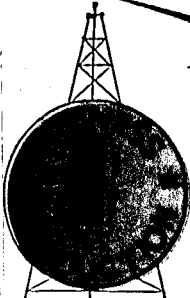
### New ABC Co-op.

First three ABC affiliates to announce local sponsorship for Pauline Frederick's news program which starts May 30 are WOH, Charlottesville, Va.; KRMD, Shreveport, La.; and WJBC, Bloomington, Ill.

Program is a co-op feature and will be heard from 8:15-9 a. m., EDT, Monday through Friday. MI, Frederick, who just returned from a tour of Europe, replaces George Hicks.

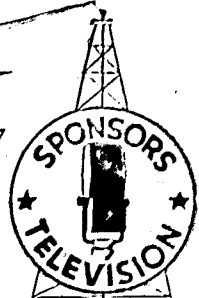
## Send Birthday Greetings To

May 27	
Cedric Adams	Evelyn Morin
Richard Sanville	
May 28	
Bob Hope	Al Jolson
Walter King	Andy Kirk
Phil Regan	
May 29	
William Hines	Jim Owens
Oliver Wakelield	
May 30	
Russ Brinkley	Norris Goff
Benny Goodman	Sidney Walton
Madeline Lee	Mel Blanc
Cornelia Otis Skinner	
Whispering Jack Smith	
May 31	
Fred Allen	Don Ameche
Hugh Studebaker	Joe Kelly
Jack Patrick Costello	
June 1	
Ray Heatherton	Werner Janssen
Frank Morgan	Marshall Pope
Erik Rolf	Milton Samuel
June 2	
Frank Arnold	Lillian Cornell
Tony Gilman	Ben Grauer
Walter Tetley	Hedda Hopper



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 47, NO. 42

NEW YORK, TUESDAY, MAY 31, 1949

TEN CENTS

## COLOR TELE REVIVAL EXPECTED IN FALL

### Share-Profit Clause Gets Net FCC's "No"

Washington Bureau of RADIO DAILY  
Washington—The FCC on Friday denied the application of the Yankee Network for consent to assignment of licenses of stations WAAB, Worcester, Mass., and WMTW, Portland, Me., to Radio Enterprises, Inc. The Commission concluded that "we believe in the instant case the lease agreement which allows the lessor to share in the gross revenues over and above \$12,000 resulting from the combined operation of WAAB and WMTW should not be approved, even though the Yankee Network,

(Continued on Page 2)

### Nielsen Ratings Reveal Seasonal Listening Drop

Latest national Nielsen ratings (for the week April 17-23) reveal seasonal declines in listening and all programs except two in the "Top Twenty" came up with lower ratings. The two evening programs which didn't drop off are "Fibber McGee & Molly" and Bob Hope.

Nielsen shows total radio usage is down three per cent from the previous report although listening is at the same level reported for the corresponding period a year ago. Running true to form, the multi-

(Continued on Page 6)

### New Mystery Series Set For CBS Network

"The Green Lama," a new mystery-adventure series, will make its debut over the CBS network, Sunday, June 5, at 5:30-6:00 PM, EDT. "Broadway's My Beat," now in the 5:30-6:00 PM spot, aired its final broadcast on May 29.

### All-American

An All-American football hero will replace the "All American Boy" during the Summer when Johnny Lujack of Notre Dame takes to the air in the segments of "Jack Armstrong," over ABC, Mondays, Wednesdays and Fridays, 5:30 p.m., beginning June 6. The new dramas, each a complete adventure, will be tailored for kids, 13-18 years of age.

### Shopper's Serenade

Chicago — A daytime schedule of shoppers' music will be broadcast to more than 150 Chicago area super-markets, as well as to the homes of FM listeners, by station WMOR, starting today. Known as in-store broadcasting, the service is being handled by Consumers Aid, Inc., the original store broadcasting organization in the middle west. Consumers Aid has performance and exclusive installation rights in the super-markets which include the Jewel food stores. The shopping music will be heard daily from 8:15 a.m. until 6:15 p.m. and until 5:15 a.m. on Saturday.

### Thornburgh To Head WCAU Operations

D. W. Thornburgh, CBS vice-president in charge of western division for the past 13 years, will resign this position on August 1st to accept the presidency of WCAU, AM, FM and TV in Philadelphia. Announcement of Thornburgh's election as president of WCAU, Inc., was made in Philadelphia by Richard W.

(Continued on Page 6)

### Robert Ripley Dead From Heart Attack

Cartoonist Robert L. Ripley, who had a long radio career on NBC and CBS, died Friday of a heart attack in New York. His age was 55.

Just a few months ago Ripley began a Tuesday night television

(Continued on Page 8)

### Eells Organization Purchases 800 Hours Of ET Programs

West Coast Bureau, RADIO DAILY  
Hollywood—Purchase of over 800 hours of transcribed programs for \$150,000 was announced the past weekend by Bruce Eells of Bruce Eells & Associates, "directors of the Broadcasters Program Syndicate, who service the nation's AM broadcasters with a transcribed syndicate program plan. The deal, reported to involve 3,200 sides of programs originally costing over

### FCC Statement On UHF And Color TV To Stimulate CBS Experiments In Polychrome Service

### Radio Listening High Despite Impact Of TV

Television has reduced average daily AM radio listening by only about 15 minutes after a lapse of from 9 to 12 months from the time the TV set was purchased, it was indicated in a survey of TV homes conducted by Sam Gill, director of research at Sherman & Marquette.

The poll, which started about one-and-one-half years ago with 700 radio homes as the base, showed 4.13 hours of AM listening before

(Continued on Page 8)

### Day To Stay With NBC Under Same Sponsors

NBC spiked rumors that the Dennis Day program might move to CBS in the fall by announcing Friday that the Day program has been re-signed by Colgate-Palmolive-Peet and will be heard on a 143-station network hookup in the fall on Sat-

(Continued on Page 2)

### Minn. Broadcasters Form Association

Minneapolis—Representatives of nearly 40 Minnesota radio stations met yesterday in Minneapolis to form the Minnesota Broadcasters

(Continued on Page 2)

Renewal of CBS' all-out pitch for color tele in the fall may be expected in the light of the FCC's announcement last week giving the go-ahead signal to UHF and narrow-band polychrome at that time. CBS is cooperating with Zenith in the project, it was reported, with the manufacturing firm

(Continued on Page 7)

### Bendix Buys Spots For Wash Machine

Bendix Home Appliances, Inc., in cooperation with its dealers, has contracted for 1,720 spot announcements, plugging its Economat, a new automatic agitator washing machine, over 86 stations, coast to coast, during a one-week period, beginning June 13, it has been announced by Judson S. Sayre, prexy.

The new product is the result of

(Continued on Page 2)

### WNOC Becomes WICH In Ownership Change

Norwich, Conn.—Effective immediately, WNOC becomes WICH under the new ownership of the Eastern Connecticut Broadcasting Company. This approval came from the FCC. The principal owners are John Deme, general manager WICH; Harrison C. Noyes and Clifford C. Oat, co-publishers of the Norwich Bulletin-Record Newspapers.

### Stateless Shaving

A new device, the Ranger Inverter, which changes AC current to DC, eliminates shaver-caused radio static and according to the Electronic Specialty Co., Los Angeles, manufacturer of the new electronic device, increases the power and smoothness of electric shavers. Ranger Inverter plugs into wall socket first, then shaver is plugged in.

# RADIO DAILY



Vol. 47, No. 42 Tuesday, May 31, 1949 10 Cts.

JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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### WEST COAST OFFICES

Al Steen, Manager  
6425 Hollywood Blvd. Phone: Gladstone 8436

### WASHINGTON BUREAU

Andrew H. Older, Chief 6417 Dahlgren Rd.  
Phone: Wisconsin 5271

### CHICAGO BUREAU

Nat Green  
Suite 905 139 No. Clark St.  
Phone: State 2-2332

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

## FINANCIAL

(May 27)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	63 3/8	63 3/8	63 3/8	3/8
Admiral Corp.	19 3/8	19 1/4	19 3/8	+ 1/8
Am. Tel. & Tel.	141	140 5/8	140 3/4	+ 1/4
CBS A	18	18	18	+ 3/8
CBS B	17 3/8	17 3/8	17 3/8	+ 1/4
Philco	27 3/4	27 3/8	27 3/8	+ 1/8
Philco pfd.	84	83	84	+ 1
RCA Common	11 3/8	11 1/8	11 1/4	+ 1/8
RCA 1st pfd.	69	68 7/8	68 7/8	+ 1/8
Stewart-Warner	10 5/8	10 5/8	10 5/8	+ 1/8
Zenith Radio	28	27 7/8	27 7/8	+ 5/8

### OVER THE COUNTER

	Bid	Asked
DuMont Lab.	11 3/4	12 3/4
Stromberg-Carlson	10 1/4	11 1/2
U. S. Television	3 3/8	5 3/8
WCAO (Baltimore)	18	24
WJR (Detroit)	7	7 1/2

# WEVD

5000 WATTS 1330 K.C.

PROGRAMS OF DISTINGUISHED FEATURES in

- ENGLISH
- JEWISH
- ITALIAN

3 RESPONSIVE AUDIENCES  
3 MARKETS WITHIN  
THE NEW YORK METROPOLITAN AREA

Send for WHO'S WHO Among Advertisers on WEVD

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

## Minn. Broadcasters Form Association

(Continued from Page 1)  
Association. John F. Meagher of Mankato, 11th District NAB Chairman, was elected president; C. T. "Swanee" Hagman of WLOL, Minneapolis, vice-president; and Mel Drake of WDGY, Minneapolis, secretary-treasurer.

The organization was formed to promote common interests and to combat unfavorable legislation, taxation, etc. on the state level.

Annual meetings will be held in September, the next being scheduled for September 21, 1949, subsequent to the NAB district meeting. Seven directors are being elected by mail following nominations made during the meeting.

## Share-Profit Clause Gets Net FCC's "No"

(Continued from Page 1)  
lessor, provides for no reverter of the license in its lease contract and disavows any intention of exercising any control over the lessee, its programs, policies and plans of operation of the station as a proposed licensee."

The profit-sharing clause, said the FCC, offers opportunity for control of the licensee.

The Commission also rescinded its order revoking the license of the Iowa Great Lakes Broadcasting Co., operating KICD, Spencer, Iowa.

## Day To Stay With NBC Under Same Sponsors

(Continued from Page 1)  
urdays from 10 to 10:30 p. m. Day's program takes a short summer hiatus beginning in July.

It was also emphasized that the Phil Harris-Alice Faye program under Rexall sponsorship would again be heard on NBC this fall and a network spokesman said there was some doubt as to whether either Day or Harris would be heard with Jack Benny when he resumes for CBS next fall.

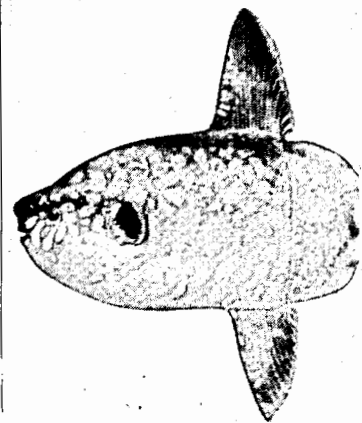
## Bendix Buys Spots For Wash Machine

(Continued from Page 1)  
two years of experimentation and research at a cost of \$2,500,000 according to Sayre. Public demonstrations are slated to begin June 6. The Economat will retail at \$179.95.

The advertising and promotion campaign includes insertions in newspapers in 152 markets. The agency is Tatham Laird, Inc, Chicago.

## New Pocket Radio

Development of a personable portable radio to sell at \$19.95 was announced yesterday by R. D. Payne, sales manager of Air King Products, Inc., Brooklyn. Known as the "Pocketette" the radio weighs only 1 pound 11 ounces and is 5 3/4 inches high x 3 3/8 inches wide and 3 inches deep.



## It is too a Sunfish!

That odd looking mounted specimen, if not seized in infancy, can grow from eight to thirteen feet in length, twelve or more feet in height, and may even exceed 2,000 pounds in weight. It's called a Mola or Sunfish. It's tough-skinned, tasteless and just about as useless as they come.

We're back to our old point again. It isn't what you look like . . . but what you've got on the ball and how useful you are.

Down here in Baltimore, as you probably know, it's the successful independent that meets those two essentials in radio.

It's W-I-T-H that delivers more listeners - per - dollar - spent than any other station in this big town.

If you're after low sales costs in the country's 6th largest city—W-I-T-H is the way to do it!

AM  FM

# W·I·T·H

Baltimore 3, Maryland

TOM TINSLEY, President  
Represented by Headley-Rood

## Get More Recording For Your Money

BY THE SENSATIONAL NEW

# COLUMBIA

(Lp) MICROGROOVE METHOD

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12" Record Plays 20 Minutes, each side—  
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A Division of Columbia Records, Inc. ©(C)

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# Fulton Lewis, Jr. sees **RED**

## **Finds Communist with Atomic Energy Commission Scholarship**

□ On his broadcast May 10 Fulton Lewis, Jr. first broke the story of Hans Friestadt, the Communist at the University of North Carolina working toward a Ph.D. in Physics with the help of a \$1,600 scholarship from the Atomic Energy Commission.

The Congressional stir created by the revelations resulted in an AEC ruling May 21 requiring non-Communist oaths for all persons certified for AEC fellowships.

*This is one more example of the Lewis zeal for uncovering unhealthy situations—and his capacity for getting them corrected. Other reporting jobs of outstanding value to the nation have been his fact-crammed criticism of the Canol project, his series about the Latin American Highway, and his part in speeding up the synthetic rubber program during the war, to name just a few.*

The Lewis capacity to influence listeners has been demonstrated time and time again. His OPA "mail-call" swamped Congress with thousands of letters; his more recent listener-vote on various phases of the Taft-Hartley bill resulted in an estimated 124,000 pieces of correspondence for Congressmen.

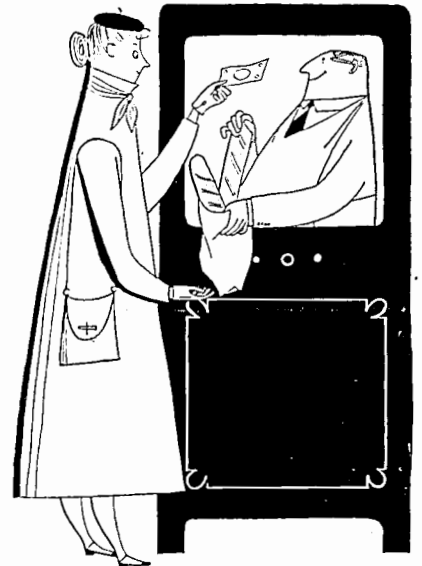
If you want a ready-made audience and a program with network prestige at local time cost with pro-rated talent cost, investigate now. Though currently sponsored on more than 300 stations, there may be an opening in your city for the Fulton Lewis, Jr. program. Check your local Mutual outlet—or the Co-operative Program Department, **Mutual Broadcasting System**, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago, 11).

1935

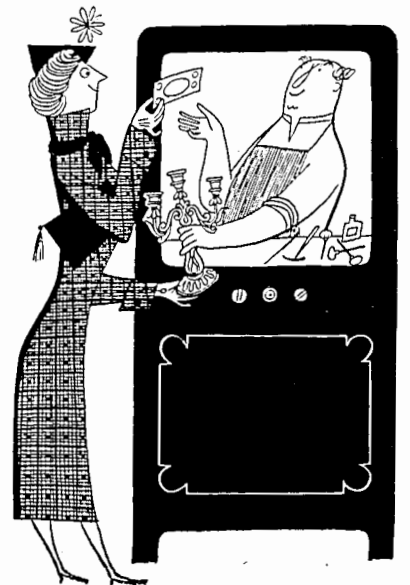
the butcher,



the baker,



the candlestick-maker





- and

the

Lincoln-

Mercury

Division

of the

Ford

Motor

Company

As any child with a television set can tell you—new and important sponsors are cropping up every day on the CBS Television Network.

**And for good reasons:**

CBS-TV advertisers have the largest average audience of all the networks.

CBS-TV advertisers have 5 of the 10 largest-audience programs in Television—four of them CBS package programs.

CBS-TV advertisers have scored the highest sponsor-identification in Television.

That's why value-conscious advertisers\* of soap and soup and motor oil, of appliances and cigarettes, tea and paper towels... indeed the whole gamut of modern business is now on

**CBS-TV**

\*To date the list of CBS-TV Network Advertisers and programs includes: *Ballantine, Tournament of Champions; Barbasol, Weekly News Review; Electric Auto-Lite, Suspense; Ford Dealers, Thru the Crystal Ball; Ford Motor Company, Ford Theater; General Foods, The Goldbergs; General Electric, Fred Waring Show; Gillette Safety Razor, Kentucky Derby, Preckness and Belmont; Gulf Oil, We, the People; Liggett & Myers Tob., Godfrey & His Friends; Lincoln-Mercury, Toast of the Town; Thomas Lipton, Inc., Talent Scouts; Popsicles, Lucky Pup; Oldsmobile, CBS News; Philip Morris Co., Ltd., Preview; Philips Packing Co., Lucky Pup; Pioneer Scientific Corp., Masters of Magic; Scott Towel Co., Dione Lucas; U. S. Rubber, Lucky Pup; Westinghouse, Studio One; Whitehall Phar. Co., Mary Kay & Johnny; Wine Advisory Board, Dione Lucas.*

## BPS Buys Library Of 800 Hours Of ETs

(Continued from Page 1)

quarter-hours including the "Speed Gibson," "Magic Island" strips and the famous Christmas series, "The Cinnamon Bear."

Eells heralded the transaction as a tribute to the combined purchasing power of broadcasters working together for their mutual good. The \$150,000 purchase price, for the entire list of programs, has already been underwritten from aggregate BPS station membership fees and leaves no further charge to be passed on to station members using the programs, other than the cost of pressings, Eells explained.

### Many Names Listed

It was explained that the newly acquired ETs were all produced since 1939 and include transcriptions by such stars as Bob Burns, Martha Raye, Phil Harris, Hanley Stafford, Ken Niles, Don Wilson, Donald Novis, Nadine Connor and many others.

Elaborating on the company's plans for distribution, Eells said:

"If all of the present 154 member stations request most of the shows, an over-all volume in excess of 185,000 pressings is anticipated. This total would further increase in proportion to the volume of new member stations added in ensuing months. As the volume increases, we anticipate the ultimate cost per double-faced disc should not exceed \$1.25. On this basis, cost to a member station for the 52 half-hour 'Ports of Call' dramatic-musical series, for example, would not exceed \$1.25 per week." Eells points out that if "Ports of Call" had to be produced under today's price conditions costs for the 52 half-hours would exceed \$1,500 per week.

Purchase of these established properties will not affect the Syndicate's continued production of new program series furnished to subscriber stations, except to expand them. The addition of this unusual volume of programming to the Syndicate roster should result in the subscriptions of at least 250 more stations immediately they are aware that membership entitles them to all the programs for their single weekly fee. This, he says, should bring fees aggregating an additional \$10,000 per week minimum. The additional funds will be promptly allocated to further current production. Presently under consideration, as Series No. 4 in the current group, is a night-time half-hour comedy series with Jack Bailey, starring M. C. of "Queen for a Day."

### Delivering New Series

In addition to the new library, BPS is already delivering its currently produced "Pat O'Brien from Hollywood," "Frontier Town" and "Adventures of Frank Race" series to its member stations. Under distribution arrangements each member station pays a single weekly fee equal to its one-time, national Class-A, quarter-hour rate, for the syndicate's entire program output.



## California Commentary . . .

● ● ● First instance of a television "sneak" preview of a video film locally was inaugurated last Tuesday evening when Jerry Fairbanks showed one of his "Paradise Island" subjects over KNBH. The film, which stars Danny O'Neil and features Anne Sterling, is the first of 26 subjects. . . . Speaking of Danny, he's now heading a new quiz, "On the Spot With Danny O'Neil," over KENO at Las Vegas, Nev. Show gives away \$7,000 in prizes every Saturday. Hudson Motors is the sponsor. . . . Various phases of the television film industry and its relationship to actors were discussed last week at a meeting of committees representing the Television Film Producers Association and the Screen Actors Guild. Huddles also are going on with the Screen Writers Guild. An agreement with all the guilds and crafts is expected shortly by the tele film producers. . . . Liberace, Mocambo pianist, planes to New York Wednesday for a guest appearance on the Standard Hour the next day and will be back for his stint at Mocambo on Friday. . . . A note from Tucson's KCNA tells how the station got behind a drive for the Crippled Children's Clinic. Bob Keyworth, assistant station manager, broadcast all the local shows from a downtown street corner throughout the day and, by plugging the drive, collected \$100 an hour for 18 hours. . . .

★ ★ ★ ★

● ● ● Miles Auer has joined the Stempel-Olenick agency and will handle talent for films, radio and television. . . . Richard Woolen will relieve Bill Johnson as ABC producer of "Mr. President," pending the return of Leonard Reeg, Pacific Coast production manager and regular producer of the program. Reeg remains indefinitely in New York. . . . The Modernaires are shuttling between the Sundown Club in Phoenix and Hollywood. Group appears on "Club 15" over CBS here and also is heading the Phoenix show. . . . Harry Von Zell is doing a comedy at Columbia Pictures and temporarily is relinquishing his emcee duties on CBS' "Meet the Missus." Harry Mitchell is pinch-hitting for Von Zell. . . . Gene Autry Productions has waxed two shows for audition purposes. It is titled "Adventures of Champion, the Wonder Horse" and is slated for a five-times-a-week 15-minute release. Autry doesn't appear on the show. . . . Henry Donovan is planning a kiddie preview of his new Telemount film series, "The Magic Lady," with Boko, the featured elf, playing host at the party on the California Studio lot. . . .

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● ● ● Film Shorts Producer Walter Lantz now exploring possibility of entering the video field. . . . George Burns and Gracie Allen will appear at the London Palladium for two weeks beginning Aug. 15. Writer Paul Henning and his wife will accompany them. . . . "Old Skipper," teen-age jamboree show, formerly aired over NBC in the East, is being revived by Jerry Lawrence and Don Hix for a series of film shorts, 16mm television and its original radio form. Hix again will play "Old Skipper" and Lawrence will produce. . . . Teddy Anguish, producer of the Doyle O'Dell "U.S. Marshall" film series for theater and television, is in the East with the first prints for release huddles. However, he also is parleying with a group which claims to own tele rights to a group of "Hopalong Cassidy" pictures, which Toby handles out here. . . . Frank Bull, KFVB mikerman, has obtained American television rights to Mexico City bull fights. . . . Kay Starr leaves for New York June 5 to star twice a week on the NBC Chesterfield Supper Club. . . . Century Theater Group Director John Claar and Del Sharbutt will cover their opening night performance of "The Fabulous Invalid" with both television and radio. . . .

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## Thornburgh To Head WCAU Operations

(Continued from Page 1)

Slocum, general manager of the Philadelphia Bulletin which owns and operates the WCAU radio and TV properties.

No decision regarding Mr. Thornburgh's successor will be made at this time. Mr. Thornburgh joined



THORNBURGH

CBS in 1930 in Chicago. In 1934 he became assistant manager under Leslie Atlass, vice president in charge of the central division of CBS. In June 1936 he was transferred to Los Angeles as vice president in charge of the western division of CBS. In this position, he has been general manager of station KNX, Hollywood, and the Columbia Pacific Network, now comprising 29 stations from Denver to the west coast. During his 13 years in the west, Mr. Thornburgh has been instrumental in the development of network broadcasting from Hollywood. When he arrived on the coast in 1936 only 2 network shows, "Hollywood Hotel" and "Lux Radio Theater" originated at the CBS stations in Hollywood.

At the present time, between 30 and 40 transcontinental programs are broadcast from Columbia Square each week.

Mr. Thornburgh also supervised construction of the Columbia Square headquarters of CBS in Hollywood and of station KNX; new radio transmitters for KNX, AM and FM; stations and transmitters for the CBS outlet at San Francisco and transmitters at Delano, California, for overseas short-wave transmissions which are operated by CBS for the government.

## Nielsen Ratings Reveal Seasonal Listening Drop

(Continued from Page 1)

weekly daytime programs reflect smaller seasonal declines in ratings than do the night time programs.

Here is a list of Nielsen's "Top Twenty" among the once-a-week evening programs:

(1) Lux Radio Theater 29.4, (2) Godfrey's Talent Scouts 22.8, (3) Fibber McGee & Molly 20.7, (4) My Friend Irma 20.1, (5) Walter Winchell 19.7, (6) Jack Benny 19.4, (7) Bob Hope 18.4, (8) Mr. Keen 17.9, (9) Suspense 17.3, (10) Mystery Theater 17.3, (11) FBI in Peace and War 17.0, (12) Inner Sanctum 17.0, (13) Mr. and Mrs. North 16.8, (14) Crime Photographer 16.7, (15) Mr. District Attorney 16.3, (16) Adventures of Sam Spade 15.1, (17) People Are Funny 15.0, (18) Amos 'n' Andy 15.0, (19) Big Story 15.0, (20) This Is Your FBI 14.6.

# TELEVISION DAILY

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## RENEWED PITCH FOR COLOR SEEN

### TELE TOPICS

**RFD AMERICA**, billed as "a farm show for city people," made its first appearance in the East last week, and proved to be a mighty interesting half-hour for us modern cliff-dwellers whose sole contact with the soil is provided by a window-box. Among the topics covered were: how to judge a good dairy cow; how to milk a lame; how to plant pineapple tops; how to carve loin of pork; how to recognize poison ivy, oak, sumac and other poisonous plants. Also present were four midge cattle ranging in weight from 200 to 300 pounds. . . . Even though these topics were interesting to city slickers (it must still be elementary stuff to farmers) the program could be vastly improved. It moved too slowly, and because they tried to cram in too many different subjects virtually none of them was allowed to develop. Use of three or four different subjects, with more time devoted to each, would, I think, greatly enhance the show. Elimination of direct questions and answers between emcee Bob Murphy and a three-man panel in favor of more demonstration also would help. . . . Program is a Louis G. Cowan package, produced by John Lewellen and directed by Don Meyer. Script is by Maryjean Isaac. Norman Barry announces. . . . Program is aired by NBC at 8 p. m. Thursdays, thus placing two Cowan shows in direct competition. His "Stop The Music" is on ABC at the same time.

**SPECIAL PROGRAM** marking production of the 1,000,000th picture tube at the RCA Lancaster plant will be carried on the full NBC web June 7. At one point in the show, the electron beam will be slowed down so that viewers will see first a spot of light in a corner of the screen. This gradually will increase and the picture will grow before one's eyes. Pickup from the Lancaster factory will show the tube assembly line and completion of the millionth kinescope—a 16-inch metal job. Ben Grauer will handle description from the plant. Pickup will be fed from Lancaster to Philadelphia via a special microwave relay link. Program will mark also inauguration of test pattern operation by WGAL-TV, Lancaster.

**ACTRESS VIRGINIA GILMORE** will join the Martin Stone staff this week to work on development of new programs. Other newcomers at the Stone office are Milton Neil, former Disney artist, as art consultant, and Bob Keeshan, who plays "Clarabelle" on the "Howdy Doody" stanza to handle special events. . . . WJAR-TV, Providence, goes on the air June 5. . . . "It Pays To Be Ignorant" bows on CBS-TV Monday as Summer replacement for Godfrey's Talent Scouts. . . . Call letters of WBT-TV, Charlotte, N. C., will be changed to WBT. Station goes on the air July 15.

### Pix Exec. Chas. Glett Named Don Lee V-P

West Coast Bureau, RADIO DAILY  
Hollywood — Appointment of Charles L. Glett, well-known motion picture executive, as vice-president in charge of TV for the Don Lee network was announced yesterday by Lewis Allen Weiss, board chairman, and Willet H. Brown, president of the web.

Glett, who takes over the newly-created post June 7, is presently managing director of the Motion Picture Center studios and formerly was vice-president in charge of production and studio operations for David O. Selznick. Most recent pictures with which he has been associated include Stanley Kramer's "Champion" and "Home of the Brave." His last film for Selznick was "Duel In The Sun."

During the war he served as a major in the Signal Corps, producing training and indoctrination films. Previously, he was vice-president of the Myron Selznick agency.

### Two Thurs. Nite Shows Sold By WAAM, Balt.

Baltimore—"I Saw It Happen," interview series aired in connection with "Crusade In Europe" has been purchased over WAAM by McCormick Co. Weekly ten-minute stanza features veteran who saw action in places covered by "Crusade." Emcee is Tommy Dukehart.

Martin J. Barry, local Lincoln-Mercury dealer, has signed to sponsor "Your Washington Columnist,"

### TV Box Score

On the air.....	64
CP's .....	56
Applications .....	327

### ATS Elects Officers, Name Halpern Prexy

David Hale Halpern, of the Owen & Chappell agency, was elected president of the American Television Society at a meeting of the organization last week succeeding Charles Durban, of U.S. Rubber Co.

#### Hyndman Vice-President

Donald Hyndman, of Eastman Kodak, was elected vice-president; Reynold Kraft, of NBC, secretary, and Archibald Braunfeld, of Braunfeld & Simons, treasurer.

Elected to the board of directors were: E. P. H. James, Mutual; Jerry Danzig, CBS; Durban; George Shupert, Paramount; Maurice Strieby, AT&T; Ralph Austrian, consultant, and Halsey Barrett, DuMont.

### KSTP-TV Boosts Rates

Minneapolis—New rate card has been issued by KSTP-TV, raising basic Class A rate from \$250 to \$300 per hour, effective June 15. Advertisers placing contracts before June 15 for schedules beginning before July 15 will be protected at the old rate through June 14, 1950.

chatter show with Holmes Alexander, McNaughton Syndicate writer. Both programs are directed by Ted Estabrook.

## The Week In Television

### UHF, Narrow Band Color Get FCC Go-Ahead

Freeze on TV applications will be lifted in "the late fall," the FCC announced and at the same time, the Commission will open the lower portion of the UHF band and permit narrow-band color transmission for reception on present home sets "with relatively minor adjustments." . . . Added impetus for color came from 20th Century-Fox which told FCC that it intends to press tests of color TV for theaters. Firm said also that quality of theater tele today is comparable to 35 mm. film projection. . . . Marked reductions in receiver prices were noted, with sets generally selling for at least \$110 less than comparable models of a year ago, with further price cuts expected in the fall. . . . Ten drug store chains in as many cities will sponsor new hour-long Saturday nite variety show over DuMont Beginning June 4. Jack Carter will emcee. . . . Harry S. Ackerman, CBS veepee, was named program director of web TV shows originating on the West Coast. . . . Fight manager refusal to sign long-term tele pact with Madison Square Garden increased confusion over future of fight pickups, with Gillette seeking renewal of its pact and other bankrollers reported bidding for the rights.

### Report CBS Plans Color Airings Next Fall

(Continued from Page 1)

to place on the market receivers capable of showing color and black-and-white pictures at the same time that the web begins transmissions in color.

The FCC's announcement that it will permit color for reception on present home receivers "with relatively minor adjustments" was seen in the trade as a sizeable victory for Columbia which reportedly has perfected a converter capable of receiving color on today's home models.

#### "No Comment" at NBC

While NBC's only official reaction to the Commission's statement was a flat "no comment," it was reported by informed sources that RCA is planning to stage a demonstration of its all-electronic color system. This would be more or less a repeat of a similar demonstration held several years ago at the height of the CBS-RCA battle over monochrome and color. It is expected, however, that while this time RCA will show advances in its system, it still will maintain that color is not yet ready for commercial development.

Also opposing exploitation of polychrome at this time is Dr. Allen B. DuMont. His firm has been experimenting with both mechanical and electronic systems for many years, he said, but it is his belief that color will not be perfected for at least ten years and perhaps not before 20 years. Dr. DuMont added that he knows of no color system suitable for home reception at this time and that none of the receivers on the market at present can be successfully modified for acceptable color reception.

#### Adapter Feasible, Says McDonald

A different viewpoint was expressed by Zenith's president, E. F. McDonald, Jr. "An adapter for reception of color television on existing receivers is entirely feasible," he said, "and can be provided whenever color-casting transmitters as proposed in the FCC statement are put on the air."

Meanwhile, Zenith and CBS are co-operating in demonstrations of surgical operations via color tele at the American Medical Association convention in Atlantic City June 6-9. This will be previewed today at press demonstration at the University of Pennsylvania hospital in Philadelphia.

Equipment to be used was designed by Dr. Peter Goldmark, of CBS, and manufactured by Zenith and Webster-Chicago.

## THE WEEK IN RADIO

### Protest FCC Proposal

By VAL ADAMS

**E**IGHT stations filed protests with the FCC against adoption of any plan barring share-time outlets from seeking better frequency, time or power assignments. One protester said the proposal is "a form of punitive class regulation unjustified by the facts and unwarranted in law."

Gruen Watch's probable purchase of NBC's new giveaway show seen as first step by the advertiser in making a major return to radio. Incidentally, Gruen's president, Benjamin S. Katz, proposes that the watch industry raise \$500,000 as a joint advertising and promotion fund. Gruen already has offered to put up \$100,000.

BMB granted \$15,000 loan by 4-A to meet current operating expenses. Bureau got \$75,000 advance from NAB in April. . . . CBS shaving the corners on its program budget. Upturn noted in number of dance band pickups and musical programs supplied by owned and operated stations. . . . Grove Laboratories bought F. W. Fitch Co. Both firms have been heavy users of radio time.

Frank Samuels, general manager of ABC's western division, elected a veepee of the network. . . . NBC considering separating its AM and TV sales staffs. They find it's difficult for a salesman to concentrate on both at the same time. . . . Roy Hofheinz and partner W. N. Hooper turned down by FCC for new station in San Antonio, Tex. Only a few days previous the pair were granted CPs in Dallas and New Orleans. Carl George, veepee and general manager of WGAR, Cleveland, elected president of Ohio Association of Broadcasters.

David Sarnoff, RCA board chairman, told RCA Institutes grads that booming radio-electronics field offers many opportunities to alert Americans for years to come. . . . Call for an immediate 10 per cent average increase in ad budgets sounded by Howard P. Abrahams, NRDGA's sales promotion manager. He said it's needed to meet competitive market and maintain current volume. . . . New York radio announcers earned average of \$7,100 in 1947, according to Bureau of Labor Statistics.

ABC gross sales hit \$10,218,410 in first quarter of '49, increase of six per cent. Net earnings dropped, however, and estimated loss for the quarter was \$64,000. . . . "George O'Hanlon Show" will replace Alan Young on NBC for the summer. Lewis-Howe Co. continues as sponsor. . . . Commercial radio plans delayed in South Africa pending arrival of 14 transmitters being manufactured in the U. S.

NAB recommendations to drop certain restrictions on radio and TV towers informally agreed upon in meeting with FCC and aviation interests.

## Robert Ripley Dead From Heart Attack

(Continued from Page 1)

program over NBC which was sponsored for a while by Motorola. It was sustaining at the time of his death. Ripley's final TV appearance occurred last Tuesday night, just two days before he was stricken. He entered Harkness Pavilion on Thursday.

On NBC 1931 to 1938

Ripley was starred on NBC from 1931 to 1938 in the "Bakers Broadcast," sponsored by Standard Brands every Sunday at 7:30 p.m., EST. In 1939 the "Believe It Or Not" creator switched to CBS under the sponsorship of the Nehi Corp. He was heard again over NBC from 1947-1948 on an afternoon program sold as a co-op feature.

The cartoonist was born in Santa Rosa, Calif., on Dec. 25, 1893. It was claimed that he was the first artist to send a cartoon by radio—a picture of the English Derby sent from London to the New York Herald-Tribune in 1927.

## Another Iron Curtain 'No' For 'Town Meeting' Visit

Efforts of George V. Denny, Jr., president of Town Hall and moderator of "America's Town Meeting" heard Tuesdays at 8:30 p.m., EST, over ABC and ABC-TV, to broadcast his program from Warsaw, Poland, have met with failure. Denny, whose program goes on a round-the-world broadcast tour this Summer, has announced that he had received the following note from Tadeusz Jaworski, first secretary of the Polish Embassy:

"In reference to my letter of

## Radio Listening High Despite Impact Of TV

(Continued from Page 1)

the installation of a TV set and 3.97 hours from 9 to 12 months after the TV set was installed.

A sharp reduction, however, was noted in the initial three months that TV entered the home. In the first three months, AM listening dropped to 2.14 hours daily, but rose to 2.92 hours in the three-to-six months period.

Survey Continuing

Of the 700 homes surveyed, 257 now have TV sets. One-hundred-and-eighty homes have had TV sets for a year. Gill told RADIO DAILY that the survey is continuing and that future releases will reveal other aspects of TV influence on family life.

"It is true that TV is a potent entertainment, educational and advertising medium and that it will have a profound effect upon the habits of families owning sets," Gill said. "But these changes in habits will not always have a negative reaction upon other media." He explained that the survey has shown thus far that TV has supplemented rather than detracted from entertainment in the average home.

March 25, in which I promised to notify you as soon as we should receive word from Warsaw regarding your plan for recording a radio program there, I am sorry to inform you that it would be impossible to arrange for such a project at this time. Thank you again for your interest."

Similar efforts by Denny to take the program to Russia and Yugoslavia have met with complete silence from these governments.

## CHICAGO

By NAT GREEN

**J**imie Spanos is leaving her job at WIND flack manager to local in New York.

Jean Williams, featured singer at supper clubs and theater shows, has joined the WBBM staff and is now heard on "Gold Coast Rhythm" and on her own quarter hour program each Tuesday and Thursday night.

Frances Norman of the Marlette Dutton Associates publicity office is off for a two-week vacation in New Orleans.

Miss Jarvis Dugan of the WGN script typing department, made her television debut May 22 on WGN TV.

Merle S. Jones, general manager of WCCO, Minneapolis; J. J. Beloungy, chief engineer at WCCO and Wendell B. Campbell, general manager of KMOX, St. Louis, visitors at WBBM.

"Ladies Be Seated" returns to five-a-week schedule June 13.

Harold Goldman, proprietor of the Goldman Hotel summer resort in New Jersey, is planning to use Chicago television to promote his resort.

Bernie Howard, head of Howar Radio Productions, has sold his "Name the Movie" program to Roche, Williams & Cleary agency to replace the Jo Stafford show on ABC. Sponsor is Revere Camera Co.

Don Herbert and John Leonard of "It's Your Life" staff spending some time at Moosehart gathering material for a special broadcast.

"The Windy City," musical variety show, returned to WGN May 2

## OHIO STATE UNIVERSITY'S 19th Institute for Education by Radio SPECIAL AWARD

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