

WEB SUES FCC ON 'GIVEAWAY' EDICT

'Voice' Adds Station For Soviet Coverage

Voice of America broadcasts in Europe will be strengthened beginning tomorrow with the addition to its relay facilities of a new high-powered medium-wave relay station, located in Munich, Germany.

The new station is designed to provide a powerful medium wave relay outlet for Voice of America programs into all parts of Europe, including European Russia and the satellite regions. It will thus augment the present coverage of these areas by the shortwave relays of the Voice.

The new transmitter will start its schedule by relaying "Voice" programs for 12½ hours daily during

(Continued on Page 6)

Ray Green, TBS Exec., Dies Suddenly At 35

Ray Green, executive vice-president of the Transcription Broadcasting System, New York, died

Tuesday night. Death was attributed to injuries suffered in an automobile accident last week, coupled with a serious heart condition. He was 35.

Green founded the Kermit-Raymond transcription service 12 years ago. The Transcription Broadcasting

System was established in February as Kermit-Raymond's sales organization.



GREEN

Reticent

Washington — FCC Chairman Wayne Coy reported to President Truman yesterday on the Paris Telecommunications Conference, from which he returned last month.

Coy said he did not discuss giveaways with the President, and would not forecast his own future plans.

TV 'Sneak Previews' Planned By Don Lee

West Coast Bureau, RADIO DAILY

Los Angeles—Sweeping changes in program policy have been announced by Charles Glett, vice-president in charge of Don Lee Television, in the first major move since assuming his post three months ago.

Effective Sept. 12, the present KTSL program schedule of Thursday through Monday night will be revised to Monday through Friday

(Continued on Page 6)

Seeks Data On Radio For Midwest Client

Paul Blackmore, president of the Blackmore Advertising Company, Des Moines, Ia., is writing radio stations throughout the country for data for spot-radio for a kitchen-item advertiser. He asks on what basis is sponsorship now available, what is the minimum acceptable contract, and what other national accounts are using their station Home-Maker programs or have recently used it successfully.

ABC Files Its Action In Federal Court To 'Enjoin, Set Aside And Annul' Regulations Of Commission

New Coaxial Cable Service Begins Today

A new coaxial cable which will add three more television channels between New York and Philadelphia will be placed in service today by the American Telephone and Telegraph Company.

The cable will be equipped to provide two more TV channels from New York to Philadelphia and one more in the reverse direction. This means that a total of five channels

(Continued on Page 7)

P. R. Broadcaster Speaks At Farm Bureau Session

Chicago—Jose Ramon Quinones, owner of WAPA, San Juan, Puerto Rico, visited Chicago on a dual errand—to address the board of directors of the American Farm Bureau Federation in the interest of selling

(Continued on Page 2)

'First Nighter' Folds; May Return Next Year

The "First Nighter," dramatic program sponsored on CBS by Campana's Italian Balm hand lotion, will leave the air after Sept. 29. However, a spokesman for Wallace-Ferry-

(Continued on Page 2)

ABC yesterday filed an action against the FCC in Federal Court, Southern District of New York to "enjoin, set aside and annul" the Commission's recently-announced regulations for giveaway programs. In its complaint, ABC charges that the FCC's definition of a lottery is inconsistent

(Continued on Page 6)

Am. Tobacco Co. Buys NBC 'Light Up Time'

The American Tobacco Co., in behalf of Lucky Strike cigarettes, has picked up the tab for a new Monday-through-Friday musical series, "Light Up Time," built around Frank Sinatra and Dorothy Kirsten, over NBC, starting Sept. 5, 7-7:15 p.m., EDT.

The series, which will originate in Hollywood, will be carried by the full NBC network of 164 stations;

(Continued on Page 2)

Quiz Kids Returning To NBC On Sept. 11

The Quiz Kids will return to the NBC network on Sunday, Sept. 11, appearing at 4 p.m. (CDT) instead of the former 3:30 p.m. The youngsters return to work after a vacation of 11 weeks.

Monday, Sept. 30, they make their

(Continued on Page 5)

Emphasis On TV Displays Will Feature Exposition

Chicago—Early reports of exhibit plans indicate that the Second Annual National Television and Electrical Living Show starring Eddie Cantor October 1 through October 9, at the Chicago Coliseum will present the greatest array of television sets and equipment ever displayed. According to Harry J. Alter, chairman of the Show Committee, the market for television sets should show definite improvements with

the advent of television in the home. An increasing number of TV programs are being planned for the afternoon hours this fall, and housewives will be watching programs at a time when they will not have to share TV sets with other members of the family group. Although household chores can be accomplished by the housewife while she listens to her favorite radio program, her

(Continued on Page 7)

Tienp

Minneapolis—Twenty hours of programs are originating from the Minnesota State Fair at Minneapolis this week through the facilities of WCCO. Station has capitalized on strong tie-in with the Minnesota Territorial Centennial and the 25th anniversary of the station's call letters. The fair is one of the most important annual events in the northwest.

TV Backfire

The CBS-TV promotion stunt of televising on a closed-circuit the Motorola Press Preview at the Waldorf-Astoria Hotel this week back-fired when the winner of the door prize was interviewed by the telecasters. The winner to the surprise of all, identified himself as Stanley Rotkewicz, associated with the NBC Television Newsroom.



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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 Dahloanea Rd.
Phone: Wisconsin 3271

CHICAGO BUREAU

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

SOUTHWEST BUREAU

Paul Girard, Manager
Tower Petroleum Bldg.,
Dallas, Texas
Phone: Riverside 5491

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

FINANCIAL

(August 31)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	6	5 7/8	6	+ 1/8
Admiral Corp.	18	18	18	+ 1/4
Am. Tel. & Tel.	144	143 3/4	143 3/8	+ 1/8
CBS A	18 3/8	18 1/8	18 3/8	+ 1/4
CBS B	18	17 3/4	17 3/4	+ 3/8
Philco	26 1/2	26 1/4	26 1/4	+ 1/8
Philco pfd.	85 1/2	85 1/2	85 1/2	+ 1/2
RCA Common	11 1/8	11	11 1/8	—
Stewart-Warner	21 3/8	21 1/4	21 1/4	— 3/8
Westinghouse	24 1/2	24 3/8	24 3/8	—

NEW YORK CURB EXCHANGE

Hazeltine Corp.	12 1/2	12 1/2	+ 3/8
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OVER THE COUNTER

	Bid	Asked
DuMont Lab.	13	14
Stromberg-Carlson	10 1/4	11 1/2

Two CBS Programs Renewed By Reynolds

R. J. Reynolds Tobacco Co. has renewed two CBS network programs for another 52 weeks. They are the "Bob Hawk Show," broadcast Mondays at 10:30-11 p.m., renewal effective Oct. 3, and the "Vaughn Monroe Show," heard Saturdays at 7:30-8 p.m., renewal effective October 1. William Esty Company, Inc., is the agency for both shows.

WTVN Joining ABC

Effective October 1, television station WTVN, Columbus, O., will become affiliated with the American Broadcasting Company. WTVN, owned by Picture Waves, Inc., is a metropolitan class station operating on Channel 6. The station will begin commercial operation on Sept. 29. Manager of WTVN is John Rossiter.

★ COMING AND GOING ★

FRANK BURKE, editor of RADIO DAILY, MRS. BURKE and daughter, MARY LOUISE, returned yesterday from a two-week vacation trip to Mexico City. While there they were guests of Senor Emilio Azcaraga, president of Radio Programas de Mexico.

SAM KAUFMAN, manager of exploitation and syndicate editor in the press department of NBC, is expected back today from a promotional trip to Syracuse.

ELDON PARK, vice-president and station manager of WINS; BILL LOSEE, sales manager; KIERAN T. MURPHY, commercial manager; JOHN NEAL, program head, and JOE BESCH, director of promotional activities, will leave tomorrow for Saranac Lake, where a five-day series of conferences will be held at Saranac Inn. All are accompanied on the trip by members of their families.

BARBARA WELLES, femme commentator on WOR, will leave by plane for England a week from tomorrow, and will broadcast her program of that day while in flight to London.

FRANK FALKNER, general manager of WBBM, Chicago, and ERNIE SHOMO, sales manager of the station, are in Michigan on a fishing trip.

FRED HAGUE, sales manager in the New York office of George P. Hollingbery Co., national station reps, and RAY TROTTER, of the sales staff, are leaving town. Trotter westward on a business trip and Hague northward to spend his vacation in Canada.

KATHERINE RIZZO, of the music library at WBBM, Chicago, will leave tomorrow for Washington, D. C.

ALMA DETTINGER, conductor of "Other People's Business" on WQXR Monday through Friday mornings, will return to the air next Monday following a one-month vacation which she spent in Cooperstown, Niagara Falls and the Thousand Islands.

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

'First Nighter' Folds; May Return Next Year

(Continued from Page 1)

Hanly, the agency handling the show, told RADIO DAILY the program will return to the air early next year.

It is "not uncommon" he added, for toiletry concerns to trim their radio budgets by dropping shows during the slack season. "First Nighter," which originates in Hollywood, began on NBC in 1930, and in 1938 switched to CBS.

Am. Tobacco Co. Buys NBC 'Light Up Time'

(Continued from Page 1)

the agency is Batten, Barten, Durstine and Osborn, Inc.

Sinatra and Miss Kirsten will offer present-day popular music in solo and duet. The orchestra will be under the direction of Jeff Alexander with Don Wilson and John Hiestand doing the announcing. Dave White will produce. Paul Dudley will write the scripts.

P. R. Broadcaster Speaks At Farm Bureau Session

(Continued from Page 1)

sugar grown on his island, and to study television. Puerto Rico has no television as yet, Mr. Quinones said.

Sugar growers in the island have more than 200,000 tons of sugar over their quota, the biggest crop in their history, he said. They are attempting to sell it to the U. S. government. Quinones left for New York after the local visit.

Aid Boy Scouts

For their August 26 "Hi Jinx" WNBC radio show and the September 5 CBS-TV Show "Previews," both featuring Boy Scouts themes, Jinx Falkenburg and Tex McCrary flew up to the Ten Mile River Scout Camps near Narrowsburg, N. Y., to make tape recordings for the radio program and films for TV. The trip was made in a 10-passenger Grumman Mallard which was donated complete with pilot Randy Moore for the flight. Landing on Crystal Lake at Camp Manhattan of the Ten Mile River Scout Camps, Tex and Jinx stepped out of the amphibian and went to work.

Carl Stanton Joins NBC

Carl M. Stanton, former head of nighttime radio and tele for Dancer-Fitzgerald-Sample, has joined NBC-TV. Previously he was an account exec for Foote, Cone & Belding and Lord & Thomas.

Miss Brooks, Fat Man, F.B.I. Lead Hoopers

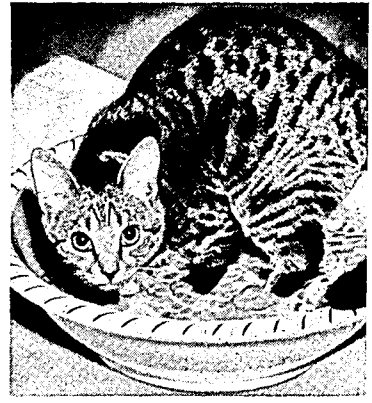
The August 30th Hooperatings of the "first fifteen" evening programs were led off by "Our Miss Brooks" with 11.1, followed by "Fat Man" with 10.7 and "This Is Your F.B.I." with 10.7.

- The runners-up follow:
4. Crime Photographer.....10.6
 5. Mr. Keen.....10.2
 6. Mr. District Attorney.....10.0
 7. Mr. Chameleon.....9.7
 8. Big Story.....9.5
 9. Adventures of Sam Spade.....9.0
 10. First Nighter.....8.6
 11. Curtain Time.....8.1
 12. Henry Morgan.....8.1
 13. Stop The Music.....7.4
 14. Break The Bank.....7.2
 15. Inner Sanctum.....7.1
 16. Meet Corliss Archer.....7.1
 17. Mr. & Mrs. North.....7.1

The average evening homes using sets of 22.5 reported was up 1.4 from last report, up 1.9 from a year ago. The average evening rating was 5.4, up 0.4 from last report, down 0.1 from a year ago.

"Available Homes" Rise
Evening available homes were 70.7, which was up 1.1 from last report, up 0.1 from a year ago. The current total evening sponsored hour index was 35 1/2 as compared with 35 1/2, last report, and 47 1/4, a year ago.

Strange Cat



Most cats bare fang and claw to resist water. But this unusual kitten really likes to take a bath.

There's something unusual, too, in the Baltimore radio market and it is Station W-I-T-H, the BIG independent with the BIG audience.

W-I-T-H is unusual because it delivers so many loyal listeners at such amazing low cost—more for fewer dollars than any other station in town.

This means you can do BIG things with a LITTLE money on W-I-T-H. So if you want low-cost results from radio in Baltimore, get your Headley-Reed man to give you the whole W-I-T-H story today.

WITH
BALTIMORE, MARYLAND
Tom Tinsley, President • Represented by Headley-Reed

TV...S.S.S.

When Mr. A. G. Doukas, VP of Metro Washers, had faith in TV to sell \$50 portable household units . . . some experts took the dim view . . . but he brightly signed up for the Art Ford Show on WPIX . . . 11-12 p.m. Saturday nights.

Viewers were asked to telephone for a demonstration . . . kept phone lines warm with leads . . . and almost 100% were converted to sales!

After three weeks, the advertiser found costs so low . . . he is about to double his expenditures . . . says TV is a Sensational Sales Success!

WPIX has a range of result stories advertisers ought to know more about . . . from 10c toiletries for women to \$400 air conditioning units bought by executives and professional men. Whatever your product or price range . . . WPIX makes sales . . . moves merchandise from shelves and selling floors . . . converts customers to cash.

W. B. DONER and COMPANY

Advertising

DETROIT CHICAGO NEW YORK

Eighteen East Forty-Eighth Street - New York 17, New York - MURRAYHILL 8-2034

Mr. John A. Patterson,
WPIX Inc.,
220 East 42nd Street,
New York 17, N.Y.

August 17, 1949

Dear Mr. Patterson:

There are so many things we don't know about Television Advertising it is heartening to be sure of one specific fact:

Our client, the Metropole Machine Corporation, makers of the Metro Washer, portable household washing machine, is enjoying sensational success with the Art Ford show on WPIX.

And we don't mean "High Hoopers" when we say sensational success. We sell a \$50 portable washing machine direct to consumers and we ask the WPIX audience to telephone for a demonstration appointment. After just three weeks on WPIX our cost per lead is so low that we, as you know, are about to double our expenditure.

But leads and sales are two different things. Even more gratifying is the fact that the leads from the WPIX audience are converted ALMOST ONE HUNDRED PERCENT into sales.

Mr. A.G. Doukas, vice-president of Metropole Machine Corporation, deserves full credit for taking the plunge into Television against the judgement of many so-called experts. His sales records show that he - and WPIX - correctly judged your audience.

So - the next time an advertising tyro says to you "Television is nice, but does it get results," you tell him about Metro Washers.

Sincerely yours,

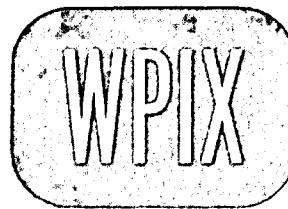
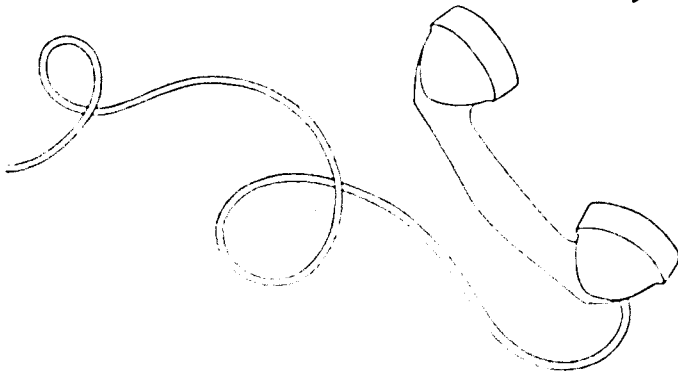
W. B. DONER and COMPANY

Charles M. Higgins
Charles M. Higgins
Executive Vice-President

. . . for full facts on open opportunities,

call Jack Patterson, Scotty Donahue,

or any WPIX representative . . .



CHANNEL
11

TELEVISION STATION of the NEW YORK NEWS

SOUTHWEST

TOMMY ALLEN, Oklahoma comedian, singer, disc jockey and ad lib artist, has just been signed by KOMA, 50 kw CBS outlet in Oklahoma City, to do his regular stint on his own show 3:45 to 5:30 p.m. across-the-board.

New promotional aid to the advertiser has been inaugurated by Tom Alyea, advertising and sales promotion manager of KOMA, Oklahoma City, Oklahoma. Druggists and grocers are contacted regularly and urged to display brands of products advertised on KOMA. Photographs are made of all point of sale and window displays for use in KOMA's "Food Trade News" and "Drug Trade News." Retailer and agency get a copy of each picture.

Latest addition to staff of KOMA, Oklahoma City, is John Arville as head continuity writer. Arville's past experience includes work in Manila, where he was captured during the Jap invasion. He later escaped, just before the prison and all inmates were burned, and aided U. S. troops in their landing.

Back on KTUL, CBS Tulsa, Oklahoma outlet, is Glen Condon, veteran newsman and ace Southwestern newscaster, after an absence of three years. Condon returns to air an exclusive feature "Condon Views the News" at 12:45 p.m. daily, and a news commentary at 5:45 p.m. Familiar to Oklahoma listeners are an active civic leader, political observer and news analyst, Condon is an ex-member of the State Legislature; former managing editor of the Tulsa World and for seven years published the Vaudeville News in New York City. In addition to his KTUL news chore, Condon is serving as publicity director for the Tulsa State Fair.

A safe bet for many a good television laugh, is the Dallas Bonehead Club, which goes in for "public service" that is bizarre to say the least. Credit for serving public interest is questionable but Dallas viewers are certain to enjoy pranks such as the Boneheads produced at the recent opening of a new Super-expressway in Dallas. After the Lone Star Governor and other dignitaries had officially opened the new artery, the Boneheads un-officially closed it because "It's much too beautiful to be soiled by all those nasty cars!"

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.



Windy City Wordage. . . !

● ● ● ABC here changed their phone number. It's now **ANdover** 3-7800. . . Bill Putnam and Al Morgan flew to New York to cut eight more sides for the "Jealous Heart" star. They came back yesterday.

Chicago

. . . Jack Owens sent wires to all disc jockeys here telling them adieu as he was New York bound and asking them to play his first batch of Decca platters. Seriously injured over the week-end in an auto accident at Benton Harbor, Mich., was Sid Bernstein, hard-working trade paper editor here. . . It's a boy for the Eddy Howards. . . Lawrence Welk recently cut some new discs at Universal's new Ohio Street studios. Mercury releases the Wolk discs. . . Chicagoans will trek to Lafayette, Indiana, on October 21st to see Danny Kaye, Paul Weston and orchestra, Jo Stafford and Artie Shaw and his band. The occasion is a Purdue University blowout. The Boiler-makers wanted Bing Crosby but Der Bingle refused \$75,000 for 5 shows.

★ ★ ★ ★

● ● ● Nearly all Chicago papers blasted Al Jolson to smithereens because of his failure to report for a much publicized appearance at the Railroad Fair when he was here in Chi. the other week-end. . . To Jolson's credit, however, he appeared on disc-jockey Marvin Gray's show on a local FM station owned by Bishop Sheil. . . After trying vainly all day to get Jolson for a guest appearance by contacting Al Rylander, Ralph Peck and some half-dozen other publicity personnel, Gray finally got to Jolson himself at the Ambassador and Jolson said: "Sure, I'll be happy to appear on the Bishop's station"—and came right over. . . Then, too, Jolson kept his scheduled appearance at the Oriental Theater with George Jessel and sang before 100,000 persons at the Chicago Tribune's "Music Festival." (The latter appearance was thrown on WGN-TV at the last moment and Jolson commented later that he looked like a "little cherub.")

★ ★ ★ ★

● ● ● Art Maus, WBBM engineer, and the missus are parents of a son, David, born at Passavant Hospital. . . Virginia Pleo, head of WBBM's typing department, was married last Sunday to Vincent G. C. Dexter, student at Illinois Tech. . . Millie Brksa, of the station's mail room, is vacationing in Denver, Col. . . The family life of John C. Drake, director of promotion and publicity at WLS, who has used a "family board of directors" to handle problems of discipline and family relationships for the past four years, is the subject of an article in the October issue of Pageant magazine. . . Newsmen Douglas Edwards, John Daly, and Ted Hanna will broadcast the Sohio and Tinnerman Trophy races, two of the most spectacular events in the three-day meet of the National Air races at Cleveland exclusively over CBS and WBBM Saturday and Sunday. . . Radio's oldest children's show, "Jack Armstrong, the All-American Boy," returns to the air Sept. 5 from 5 to 5:30 p.m., over ABC. Sponsored by General Mills, Inc., Minneapolis, the program enters its 18th year under the same aegis. Charles Flynn is "Jack," Dick York is "Billy," Patricia Dunlap is "Betty," and Ken Griffin is "Vic." It is written and directed by James Jewell, president of Jewell Radio Productions, and is heard Monday through Friday.

WHLI Sports Show Returns

Bob Zellner, sports editor of "Newsday," will resume his weekly sports commentary over WHLI, Hempstead, N. Y. on Saturday, Sept. 10, at 1 p.m. His show features news and previews of sporting events on Long Island.

WNJR Adds Acct. Executive

Newark, N. J.—Harry D. Goodwin, station manager of WNJR, Newark, has announced the appointment of John P. Watkins as account executive. Watkins was formerly associated with the Wright Aeronautical Corporation.

AGENCIES

TWENTY-SIXTH annual Advertising and Selling Course, of the Advertising Club of New York, opening October 10th, will have 27 lectures. These lectures will be followed by clinics on six different subjects: sales promotion, better selling, advertising copy, radio and television, advertising production, and advertising research.

THE GORHAM COMPANY, makers of Gorham Sterling, Gorham Silverplate, and ecclesiastical ware, Providence, Rhode Island, has appointed Robert Otto & Company, Inc., New York City, to handle their export advertising. Campaigns are being prepared for Latin America and the Philippines.

W. W. PLANKINTON COMPANY, INC., of New York has been appointed as a manufacturer's representative by the Zippo Manufacturing Company of Bradford, Pa., makers of pocket and table lighters, it was announced by Lee Minter, sales manager for Zippo.

DOYLE DANE BERNBACH INC. has been named by the B. V. D. Corp., effective Sept. 1.

WADE-FARNHAM PRODUCTIONS announces the opening of its new studio at 15 West 46th Street, New York.

DORLAND, INC., New York, has been appointed to handle all advertising for M. J. Breitenbach Company's "Pepto-Mangan." Spot radio and newspapers will be used.

COINCIDENT with its change in call letters from WFAK to WPAL (Charleston, S. C.), the station has appointed Independent Metropolitan Sales as its national representative, effective September 1, 1949.

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. N.Y. 19
HENRY GREENFIELD, Mg. Director

PROMOTION

KTSM Wishbone

A novel promotion piece is being put out by the merchandising and promotion department of KTSM, El Paso. A white plastic wishbone is tied to a bright blue folder. The folder headline reads "Wishing won't hit—But KTSM Will!" Promotion piece goes on to urge the reader to read in for full information on the station rates, coverage and market information.

Argentine Hams Present Trophy To Amateur Group

The Radio Club of Argentine has presented a bronze trophy to the International Amateur Radio Union, on the occasion of the latter group's 25th anniversary. The trophy is to be held for ten years, and then awarded to the member society of the Union judged to have done the most for amateur radio during that period.

The presentation was made at Lake Success by the Argentine ambassador, Dr. Jose Arce, to George W. Bailey, president of the IARU. The trophy will remain in the custody of Benjamin Cohen, assistant secretary general of the United Nations, in charge of the department of public information.

Salute To Vaudeville Planned By WCFL, Chi.

Chicago—The biggest names in "show business" in Chicago will appear on WCFL here in a special broadcast welcoming back vaudeville here to the Palace Theater Thursday night 8:15 to 8:45 p.m.

Gus Van, heading the Palace bill, will head a list of entertainers including Danny Thomas, Fran Warren, Willie Shore and many others.

Newspapermen who will co-emcee the tribute to vaudeville's return will be: Roy Topper, columnist with the "Herald-American"; Irv Kupcinet, conductor of "Kup's Column" in the Chicago "Sun-Times" and Hal Tate, Chicago representative for RADIO DAILY.

Canada Set-Sales Rise

Montreal—Sale of car radios and television receivers is running ahead of production, F. J. Seidel, president of Transvision-Television (Canada) Limited, told the company's annual meeting in Hamilton, Ont.

"Television production is not yet at full capacity," he said, "as the management is pursuing a policy of carefully planned expansion in this new industry."

He reported that the meeting came immediately following the biggest week of sales the company has experienced since the merger of Cub Aircraft Corp. and General Radionics, Limited, under the present name last winter.

Quiz Kids Returning To NBC On Sept. 11

(Continued from Page 1)

appearance in the NBC-TV network show at 9 p.m. (CST). The show is sponsored by Miles Laboratories, Elkhart, Ind., makers of Alka Seltzer.

The Wade Advertising Agency of Chicago, handles the account. Louis G. Cowan is owner-producer of the show.

Jersey Educator Discusses Surveys

Chicago — Frederick F. Stephan, professor of social statistics at Princeton University, told a University of Chicago seminar that highly accurate results can be obtained from sampling surveys, but at correspondingly high costs.

Social scientists have borrowed very accurate methods of drawing representative samples of the population from engineers and agricultural experimenters, Prof. Stephan told the seminar on communications and public opinion, but the quality of information depends on the skill of interviewers, cooperation of people approached, and technical perfection of the entire survey operation.

Problems of cost and accuracy are not completely solved, he pointed out, and much research is yet to be done before satisfactory control of the sampling operations is achieved.

NEW BUSINESS

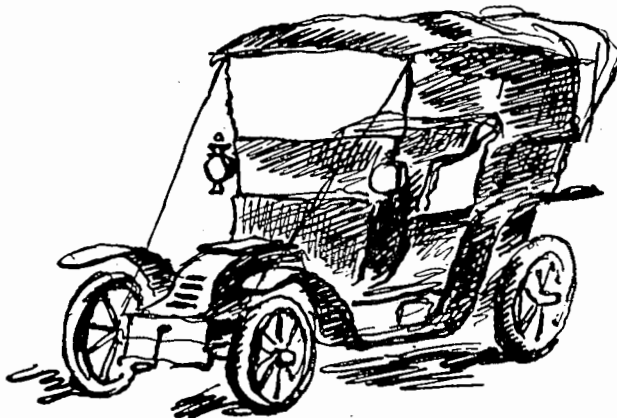
WOAI, San Antonio: O. R. Mitchell signed 52-week contract for 100-word spot announcements. Luther Ford & Co. of Minneapolis, a series of one-minute spot announcements Monday through Friday for Mrs. Stewart's Bluing. Series of spot announcements for Slag Beer. Thirty-six spot announcements per week for the Colgate-Palmolive-Peet Co. for Fab, Ajax Cleaner, Halo Shampoo, Vel and Colgate's Dental Cream. Spot campaigns are also being aired for Nu-Maid Margarine, distributed by the Mission Distributing Co., San Antonio; O. J. Beauty Lotion Co., of Shreveport; Kellogg Co., for Variety Package and for Murine Eye Lotion.

Fresh Air Fund Benefit Game Sked by WMGM

The 11th annual Herald-Tribune Fresh Air Fund football game between the Eastern College All-Stars and the New York Giants at the Polo Grounds, tonight, 8:15-11 p.m. will be broadcast over WMGM.

The sportscasters will be Connie Desmond and Bert Lee. Muntz TV will sponsor the broadcast. The Fresh Air Fund is a charitable organization for the benefit of underprivileged children of New York.

what's an auto got to do with Mrs. Murphy's chowder?



A LOT, SIR—really.

Please read carefully. It's a pretty thrilling thing:

It began in May, as many things are apt to do. It began with 1,735 personal interviews for WOR by Pulse, Inc. in auto-drivers' homes. WOR was rather lavish—it asked its questions in 12 metropolitan counties. Might as well be thorough, thought we.

We could trample you with facts and technique usage and a lot of etcetera. But that's all done in a very precise folio called "Audience on Wheels" which you may have for f-r-e-e, by asking.

WOR found that there are 1,493,000 cars on the roads of metropolitan N. Y., with radios in them.

Between the weekday, Mon. thru Fri.,

hours of 7 and 9 AM there are 1,064,800 people in the cars. Between the hours of 5 and 7 PM, there are 1,107,000 people. That's *people!*

During the average weekday ¼ hr., WOR found 193,300 people listening between 7 and 9 AM and 230,500 people listening between 5 and 7 PM.

And now, *the point*—MORE PEOPLE LISTEN TO WOR ON CAR RADIOS DURING THESE HOURS THAN LISTEN TO ANY OTHER MAJOR NEW YORK STATION. AS MANY AS 47,500 WERE FOUND TUNED NIGHTLY TO WOR'S "NEWS ON THE HUMAN SIDE", FOR INSTANCE.

These facts, Gentlemen, are not to be

sloughed—they add to thousands of chowder sales and candy sales and clothing sales and—Oh, anything.

Don't *you* want to sell a lot more for less? It's a normal thing to do.

Our address is 1440 Broadway, in New York.

WOR

—heard by the most people where the most people are

P.S. Remember—write, or phone, for your free copy of "Audience on Wheels."

'Voice' Adds Station For Soviet Coverage

(Continued from Page 1)

the peak listening hours in Europe. In other hours, it will be used to supplement the broadcasts of the Armed Forces Network in Europe which has a large local audience in addition to its G.I. listeners.

Uses 150 Kilowatts

The new station has a power of 150 kilowatts, which is considerably increased in terms of effective radiated power through use of special antenna and other technical improvements. It has been running tests for some weeks, with reports of "very good" reception from many points in Europe.

During these tests, reports indicate that Russian broadcasting stations are attempting to "jam" the new transmitter, but these efforts have thus far proved only partially successful.

Charles W. Thayer, head of the State Dept.'s international broadcasting division, said the new transmitter is not intended as and cannot be considered the answer to the Russian jamming campaign.

Great Distances a Factor

The majority of the Soviet audience, he pointed out, is accustomed to short wave listening. Distances are so great in Russia, and the population so dispersed, that the Russians themselves use short wave, with its greater range, to reach most areas of the Soviet Union. Thus, to keep their own people from hearing our programs, they must jam our short wave transmissions. The Soviet jamming campaign which began on a large scale on April 24 and which now uses over 250 "sky wave" and several hundred "ground wave" transmitters, is still effective, and further counter-jamming measures by the Voice of America are planned.

The new transmitter was part of the normal expansion program of the International Broadcasting Division, and would have entered into operation even if the Soviet government had not seen fit to try to blanket all VOA and BBC broadcasts to Russia.

Programs Formerly Were Relayed

Until the new station was completed, Voice of America programs originating in this country were relayed full or part time by more than 20 transmitters in various parts of Europe, a great majority of them short wave. The new Munich transmitter was intended to provide a strong, medium wave signal and thus to expand the listening audience beyond owners of short wave sets.

The new Munich transmitter will operate on 1195 kilocycles, 251 meters. It will relay Voice of America broadcasts each day from 1530 GMT (11:30 a.m., EDT) to 0400 GMT (midnight EDT). These are considered the best listening hours in Europe. During this period it will be broadcast 5 minutes each in Serbocroat, Bulgarian, Czech, Slovak and to Austria in German; 30 min-

'Giveaways' Issue In Court As ABC Sues Commission

(Continued from Page 1)

with established judicial interpretation, and that the Commission has exceeded the authority delegated to it by Congress. ABC takes the position that the FCC is not authorized to deny or revoke broadcasting licenses solely on the basis of a violation of its interpretation of existing law. The complaint further

Will Follow Suit

NBC has altered its original plans to stand on the sidelines and watch developments in the giveaway dispute and has decided to file a similar injunction suit against the FCC in the same court today, it was learned late last night. CBS, which was the second network to join ABC in questioning the Commission's authority, is expected to file suit within the next two days.

charges the Commission with violating a section of the Communications Act which stipulates that the FCC shall have no power of censorship over programs.

Questions FCC's Authority

The FCC's edict on giveaways, ABC's complaint charges, was "arbitrary, capricious, and an abuse of discretion." The Commission, according to the network, has taken a position contrary both to the First Amendment to the U. S. Constitution, and the Fifth Amendment. The complaint continues: "Under the guise of interpreting a statute enacted by Congress the Commission has usurped the power of Congress to determine what may and what may not be broadcast by means of radio communication and what sanctions and other penalties shall be imposed for violation of a statute," leaving the plaintiff "no adequate remedy at law."

ABC pointed out that it has spent "substantial sums of money" in building up among the public, advertisers and broadcasting stations "a valuable reputation and good will" for the stations it owns and operates, and for the programs broadcast by its stations and made available to affiliates.

Among these programs, the network continued, "are several of which the central feature in each case is the conduct of a contest in

"Sheriff" Stays On ABC

The Pacific Coast Borax Company has renewed, for 52 weeks, "The Sheriff" over the ABC network. The dramatic program, heard Fridays at 9:30 p.m., EDT, advertises the company's Twenty Mule Team Borax and Boraxo. McCann-Erickson is the agency.

utes each in Slovene, Hungarian, Rumanian, Polish and Spanish; 45 minutes in English, one hour in Italian and six hours in Russian, much of the last being recorded reports to counteract jamming.

which prizes are awarded to the successful contestants." Some of these programs, ABC conceded, "would come within the terms of the Commission's rules defining the types of programs which the Commission 'will in any event consider' as violation of Section 1304 of the Criminal Code. . . ." None of these programs, however, the network insists, "constitutes a lottery, gift enterprise or similar scheme in violation of said Section."

Would Affect Web Business

Enforcement of the FCC rules on giveaways "will immediately, adversely and irreparably affect" its business, ABC said, since it will be unable to continue to broadcast many of its present programs after Oct. 1. Further, the ABC complaint said, its property rights and the good will of the public, other stations and advertisers, will be "substantially, adversely and irreparably affected."

In addition to an injunction permanently setting aside the FCC order, ABC asks for such further relief "as the Court may deem just and equitable." When it comes to trial the ABC suit will be heard by a panel of three Federal judges especially convened for the purpose.

TV 'Sneak Previews' Planned By Don Lee

(Continued from Page 1)

nights. All potential new program packages will be given previews of closed circuit before an audience after detailed on-camera rehearsal. Studio audiences will fill out preview cards with suggestions, similar to movie sneak previews. After production revisions, the show will get a one-time beaming to home looker with simultaneous recording on film. Film then will be submitted to clients as sample of a thirteen-umblock with emphasis on production quality.

Don Lee film-recording setup details will be announced soon.

The Mt. Lee plant will be closed down and all studio program operations will originate from Mutual Don Lee Hollywood studios, where video circuits already are installed awaiting linkup with the cable. A motion picture workshop is established with acting, writing and production personnel taken directly from the film industry. Top people with special skills will join the test tube laboratory to bring about marriage of movie techniques and television.

Intensification of color research by Don Lee will bring like activity to TV studio stage production with careful attention to costume, scenery and makeup.



KMTV Brings Television to OMAHA . . .

On Sept. 1, KMTV Brings Omaha Top-Flight Programs from THREE GREAT TELEVISION NETWORKS!

CBS—The Columbia Broadcasting System
ABC—The American Broadcasting Company
The DuMont Television Network

With the basically sound program schedule of KMTV (only tested and proved shows), with 3000 sets in homes, with TV installations averaging over 400 per week . . .

THE FUTURE OF OMAHA TELEVISION IS BRIGHT!

For the first time, TV advertisers can now reach into the heart of Roger Babson's Magic Circle— "the richest and safest area in the United States."

KMTV Television Center

Omaha 2, Nebraska
National Representatives: Avery-Knodel, Inc.

TELEVISION DAILY

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

TV DISPLAYS WILL HOLD SPOTLIGHT

TELE TOPICS

ARTHUR GODFREY landed back in New York yesterday with 60,000 feet of motion picture film taken in Latin American countries while on a goodwill tour with Captain Eddie Rickenbacker and officials of the Eastern Airlines. . . . Arthur confided at a press conference in Mexico City the other day, that the films will be used in fall television programming on CBS. . . . Among the shots are scenes of the Mexican revolution, bull fight in Mexico City and picture impressions of the cultural life in the Latin American countries.

MEMBERS of a TV studio audience will be spellbound, but literally, when Dr. Franz J. Polgar, well-known hypnotist, launches a new series on CBS-TV on Friday, Sept. 16, 7:45-7:55 p. m. Trimount Printing Co., makers of Clipper Craft clothes for men, will sponsor "The Amazing Polgar." . . . Annabelle Dean has been named director of research for International Trans-Video Co., New York. Her first chore will be a survey of TV markets and audience participation programs, and a reviewer reaction to the FCC's proposed rules on giveaway shows. . . . The "Suspense" video series returns to CBS-TV on Tuesday, 9:30-10 p. m., with a production "Lunch Box" starring Lon McCallister. Electric Auto-Lite Co. takes the tab. . . . Dorothy Doan brings her "Vanity Fair" back to CBS-TV on Monday, after a summer hiatus, as an across-the-board feature, 6:30 p. m. On WCBS-TV, New York City, the show is slated to begin Tuesday, because of a Dodgers' double-header scheduled for Labor Day.

RCA VICTOR has inked a deal with Martin Stone Associates, licensing agent for the "Howdy Doody Show" serially on 22 NBC-TV stations, to record an album starring "Howdy Doody" and narrator Bob Smith in an original story with musical background. The album will be featured in RCA Victor's "Little Nipper" series of children's records. . . . A new "Howdy" sponsor, Poll-Parrot Shoes, enthusiastic over results obtained following a single day's sponsorship. After an announcement that a "Howdy Doody" album would be given away with each purchase, block-long lines formed outside Poll-Parrot stores in the New York area and as far west as Illinois and Missouri. . . . "The Nature of Things," Dr. Roy K. Marshall's video series of scientific demonstrations and lectures, moves to a new spot on the NBC log starting Monday, when it will be heard from 10:30 to 10:45 p. m., an hour later than before. . . . Standard Oil Co. of Indiana has signed for a 3-week sponsorship of the Chicago Bears waterback Shows on WFNR-TV, Chicago, starting Sept. 27, 8:30 p. m. Films of the Bears-Green Bay Packers game of Sept. 25 will be shown, with a live post-mortem by the Bears' line coach.

'Suspense' Will Add Five More Stations

Toledo—"Suspense," video dramatic series sponsored by the Electric Auto-Lite Co., will be seen over two additional CBS-TV stations, making a total of 12, when it returns to the air Sept. 6. This was disclosed here by H. D. Bissell, advertising manager for Electric Auto-Lite.

Within a month, Bissell said, three more TV outlets will be added to the network carrying the show. WNHC-TV, New Haven, Conn., and WRGB-TV, Schenectady, will carry "Suspense" starting Tuesday. The show is also seen in Boston, New York, Philadelphia, Baltimore, Washington, Cleveland, Toledo, Detroit, Chicago, and Los Angeles. WHIO-TV, Dayton; WBNS-TV, Columbus, and WKRC-TV, Cincinnati, will pick it up starting Oct. 4.

Robert Stevens directs the "Suspense" video series, telecast Tuesday nights at 9:30.

New WFIL-TV Transmitter In Operation Next Month

Philadelphia—Early in September WFIL-TV will place in operation their newest transmitting headquarters in Roxborough which the station estimates will bring improved video viewing to four and one-quarter million persons in the general Philadelphia signal area.

On Monday of this week, 22 workmen hoisted a 75-foot, three and one half ton antenna atop a 570-foot steel tower adjacent to the station's new transmitting headquarters at the foot of Culp Street. A ground elevation of 264 feet brings the total rise to 909 feet above mean sea level.

Station estimates that an area of almost 900,000 persons will be added to its present coverage pattern of 3,341,569 persons.

New Coaxial Cable Service Begins Today

(Continued from Page 1)

will now be available to carry programs in the southbound direction and two for northbound transmission.

At Philadelphia, the new cable joins another coaxial link leading to Baltimore and Washington. Over this route, which was originally engineered to connect with the New York-Philadelphia span and which has been in service for some time, another television channel will be added to carry programs to the nation's capital.

Telephone conversations and television programs are carried inside the cable by small copper tubes called coaxials, which are about the size of a fountain pen. In the new cable between New York and Philadelphia there are eight of these coaxials, a pair of which is capable of carrying about 600 simultaneous telephone messages or two video programs. In addition, ordinary telephone wires are packed into the cable with the copper tubes to carry some of the shorter haul telephone messages along the route and to assist in the control of the cable's complex operating equipment. The entire cable is about as big as a man's wrist.

Boxing Show Is Sold On WENR-TV, Chicago

Chicago — WENR-TV's "Tomorrow's Champions," weekly boxing card at the Rainbow Arena, will be sponsored by the Local Loan Co. of Chicago starting Sept. 20. A 52-week contract was placed through the Van Hecker Agency.

The Berghof Brewing Co., present sponsors of the program, will continue to pick up the tab through Sept. 13.

WNAC-TV Notes Biz Upturn In Food And Beverage Sales

Boston—WNAC-TV has announced the signing of four new contracts indicating an increase in use of television by food and beverage firms.

Ward Baking Co. will sponsor a 52-week series of one-minute films, Monday through Friday starting Sept. 20. The agency is J. Walter Thompson. Pepsi-Cola Co. has bought a series of 20-second films every night but Friday, for one year,

starting Sept. 5, through the Biow Co. The House of Old Molineaux, Inc. (wines) will sponsor a series of 20-second films every Saturday for 13 weeks, effective Sept. 24. Morris F. Swaney, Inc., is the agency in charge.

The Weston Biscuit Co., Inc., signed for a 13-week series of 20-second films each Tuesday, starting Sept. 13, through Calkins & Holden.

Many Exhibitors Sign For Chi. Exposition

(Continued from Page 1)

work stands still while she watches a TV program. The solution is undoubtedly more labor-saving electrical appliances in the home.

Another trend this year is a return to the "reason-why" selling of the thirties. Labor-saving, sanitation, freedom from drudgery are but a few of the many themes being developed. Exhibitors are using an educational approach in telling their stories, emphasizing laboratory or research work in the development of new or unusual applications of electricity for making life easier, more efficient and more pleasant.

Chicago, selected to be the site of this National Television and Electrical Living Show, is in the heart of the trading area that represents 36 per cent of the nation's population, 37 per cent of the nation's wholesale establishments, and 38 per cent of the nation's retail establishments. This trading area has been identified by the 1949 National Market Study compiled by a trade paper as ". . . the most perfectly balanced economic area to be found anywhere in the world." Thus, the show offers an unparalleled opportunity to manufacturers in the field to present and to sell their products before a vast audience.

To assure a large turnout at the Show, the various committees have arranged many outstanding features. The Eddie Cantor Headline Show will feature an all-star cast of entertainers three times daily in the theater of the Coliseum. Other events that will be of particular interest to the attending public are the General Electric "House of Magic" show, a one-hour presentation scheduled at frequent intervals each day; miles of educational, demonstrating and entertaining exhibits showing the newest advances in electrical living equipment; hundreds of television sets in actual operation; and Chicago-land and network TV programs telecast directly from the Coliseum Theater all week.

A "Miss Television" will be selected from a number of entries sponsored by the exhibitors, and all the Chicago papers are planning special editions devoted to the show, with pictures and stories of all the events.

The price of admission to the public for the entire show—covering everything—is \$1.00, including tax. Television station executives and TV equipment manufacturers will be admitted free. Show hours are from 1 to 11 p. m. daily, including Sundays.

RADIO DAILY

PLUG TUNES

On Records and Transcriptions

TELL ME WHY

RYTVOC, Inc.

1585 Broadway New York 19, N. Y.

You'll LUV this novelty!

IT MUST BE L U V

MANOR MUSIC COMPANY

1619 Broadway New York City

Nothing Can Stop This!

"FOREVER WITH YOU"

by the writer of "My Happiness"

FORSTER MUSIC PUB., INC.

1619 Broadway, New York 19, N. Y.
216 S. Wabash Avenue, Chicago 4, Ill.

A HIT Is Born!

"BLUE FOR A BOY— PINK FOR A GIRL"

Vaughn Monroe on RCA-Victor

Al Gallico Music Co. Inc.

501 Madison Ave., New York, N. Y.

Disc Jockeys: Record for Your Brewery
and Beverage Accounts

Come Wet Your Mustache with Me

on Records

Capt. Stubby's Buccaneers (Decca)

Bottoms Up Quartet (20th Century)

Disc Jockeys Write for Record

Evan Georgeoff Music Pub. Co.

1650 BROADWAY NEW YORK CITY

EVERY TIME I MEET YOU

from 20th Century-Fox's

"THE BEAUTIFUL BLONDE

FROM BASHFUL BEND"

Starring BETTY GRABLE

Written, Produced and Directed by

PRESTON STURGES

recorded by

MARGARET WHITINGCapitol

PERRY COMORCA Victor

BUDDY CLARKColumbia

DICK HAYMESDecca

ART LUNDM-G-M

GLORIA CARROLLDance-Ton

LEO FEIST, INC.

WORDS AND MUSIC

By PINKY HERMAN

● ● ● **STARDUST ON THE SUN:**—Every so often a great song comes along to carve a niche in American Music. We could probably name a hundred but to save time we'll merely mention a few including Oscar Hammerstein's "Old Man River," Frank Silver's "Yes We Have No Bananas," DeSylva, Brown & Henderson's "That's Why Darkies Were Born," Hoagy Carmichael's "Stardust," George Gershwin's "Rhapsody In Blue," Irving Berlin's "White Christmas," Ted Koehler's "Stormy Weather," Harry Von Tilzer's "Wait Till' The Sun Shines Nellie," Dick Gerard's "Sweet Adeline," Charles K. Harris' "After The Ball," Joe E. Howard's "I Wonder Who's Kissing Her Now" and Jack Norworth's "Shine On Harvest Moon." . . . Perhaps we're sticking out our neck but we've just heard the Frankie Laine Mercury platter of "That Lucky Old Sun" (Just Rolls Around Heaven All Day) and predict that this Haven Gillespie-Beasley Smith number has that something, that certain quality which makes for hidom—then standardom (if we may be permitted to coin a new word.) Although Smith, musical director of WSM, Nashville, has written many good numbers including last year's hit, "Beg Your Pardon," this is his finest work. Gillespie, however, has another tune (written several years ago with J. Fred Cools) titled "Santa Claus Is Comin' To Town" which duly rates as a standard. . . . Robbins is the publisher of "That Lucky Old Sun."

☆ ☆ ☆ ☆

● ● ● **TIN PAN ALLEY OOPS:**—Like carrying coal to Newcastle would be any attempt of ours to add further superlatives to the Hammerstein-Rodgers score for "South Pacific." . . . four of the songs, namely "A Wonderful Guy," "Bali Ha'i," "Some Enchanted Evening" and "Younger Than Springtime" have been and will probably remain for a long time, high among the nation's best sellers. . . . Chappell has another potential hit in a popular ditty, "Goodbye My Love," penned by Carley Mills and Dewey Bergman. . . . ● Bill Lawrence, producer of "Screen Guild Players," in town with several packages including a swell comedy series starring Laurel & Hardy. . . . ● Lenny Herman's Band comes into town Sept. 15 for a lengthy stay at the Village Barn with beaucoup air time. . . . ● Jules Von Tilzer, head of Harry Von Tilzer Music Co., is reviving the hit song of 1929. . . . number is "Take Your Finger Out of Your Mouth" (I Want A Kiss From You) written by Joe Schuster and Duke Yellman. . . . ● Borney Bergantine, writer of "My Happiness," has another Hit Parade contender in the ballad "Forever With You" which he placed with Forster Music. . . . ● Ex-Maestro Isham Jones, currently prexy of Bantom Music and Bantom Records, will head East from his headquarters in Hollywood next month. . . . ● Al Gallico's new firm kicks off with a clever song by Hal David and Arthur Altman. . . . tune, "Blue For A Boy—Pink For A Girl," with an assist by a Vaughn Monroe, Victor platter, can become a quick click.

☆ ☆ ☆ ☆

● ● ● **ON AND OFF THE RECORD:**—For several years Johnny Desmond has been knocking at the door and his latest MGM waxing, pairing "Don't Cry Joe" (Let Her Go, Let Her Go) with "The Last Mile Home" could open the door for the new "Breakfast Clubber." . . . with fine background by Tony Mattola's Quartones and a trumpet solo by Bobby Hackett on the top side, this platter will get prompt and continued attention by deejays. . . . ● Sarah Vaughn's latest Columbia disk should do well since both sides, "That Lucky Old Sun" and "Make Believe" are both lyrical and melodic which is the Vaughn gal's forte. . . . supported by a vocal group and Joe Lipman's Band, this platter is deejay and juke box stuff. . . . ● Hottest singer-instrumentalist (saxophone) since Fats Waller is lad named Fat Man Robinson, currently featured in nite spots up in Boston. . . . Record execs. should give the lad a listen. . . . ● Leeds Music's little dynamo Doc Berger is the daddy of deejay contactmen. . . . Doc personally knows more platter spinners than any other man in the music biz. . . . ● Dolph Hewitt's rendition of "I Wish I Knew" for Victor should do plenty for him.

PLUG TUNES

I'LL KEEP THE LOVELIGHT BURNING
(In My Heart)

LAUREL MUSIC CO.

1619 Broadway New York City

SOME DAY

(You'll Want Me To Want You)

DUCHESS MUSIC CORPORATION

Making Our Debut With A Hit!

"A NEW SHADE OF BLUES"

MAYPOLE MUSIC CO.

22 E. 67th St. New York City

Phone: REgent 7-4477

I WISH I KNEW

Should step right out in front—

Just recorded for RCA-VICTOR

by DOLPH HEWITT

ADAMS, VEE & ABBOTT, Inc.

216 S. Wabash Ave. Chicago 4, Ill.

My Heart Goes With You

by Thomas G. Meehan

— ◆ — ◆ —

JAMES MUSIC, Inc.

1650 Broadway Room 709 N. Y. C.

Tony Martin's

"CANCEL THE FLOWERS"

Ink Spots'

"I DON'T WANT TO SET THE WORLD ON FIRE"

Cherio Music Publishers, Inc.
1585 Broadway N. Y. C.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 48, NO. 45

NEW YORK, FRIDAY, SEPTEMBER 2, 1949

TEN CENTS

RADIO-RECEIVER SALES UP IN CANADA

AIMS Plan Meeting In Chicago, Sept. 21

Plans for a fall meeting of the Association of Independent Metropolitan Stations which will bring together representatives of 25 stations located in major markets throughout the country have been completed for September 21-22 at the Stevens Hotel in Chicago.

The two meetings of AIMS have been called to pass on applications for membership, discuss group promotion and sales projects and to arrange the exchange of program features produced by members.

AIMS members attending, according to advance notice, include Pat McDonald, WHHM, Memphis; Ben

(Continued on Page 8)

Filmed 'Life Of Riley' On NBC-TV For Pabst

West Coast Bureau, RADIO DAILY

Hollywood—"Life of Riley" will be filmed on 35mm in a series of 39 half-hour shows for television under the Pabst beer banner. Deal was signed yesterday by Irving Brecher and NBC with Filmtone, Inc., which has a new filming process offering lower costs. The first video showing of "Riley" is scheduled over the NBC network Oct. 2. Shooting starts Saturday.

Murine Buys Kennedy Sat. News On MBS

Murine Company, Inc., for its eye cash, has signed a 52-week contract with Mutual for the 7:55-8 p.m. Saturday program, "John B. Kennedy—News," starting Sept. 24.

The agency is Batten, Barton, Durstine & Osborn of Chicago.

Goin' Home

Frank Stanton, CBS president, flew back to his Alma Mater, Ohio State University, Columbus, O., to attend commencement exercises and to receive an honorary Doctor of Law degree today. He received both his M.A. and Ph.D. degrees at the University. He was also at one time a faculty member of the school's psychology department.

Postponed

Attorneys for both NBC and CBS delayed filing their separate actions against the FCC's edict on giveaway shows until today. Last minute minor revisions of the petitions for an injunction against the Commission was understood to have caused the postponement of filing in Federal Court, Southern District of New York.

Gen. Foods Renews Two CBS Web Shows

General Foods Corporation's renewal of two CBS network shows, "My Favorite Husband" and "The Goldbergs," and the realignment of five CBS package shows in the web's Fall schedule were announced yesterday.

Both renewals, which become effective on Oct. 7, were on a 52-week basis. "My Favorite Husband" is aired Fridays, 8:30 p.m. "The Goldbergs" is broadcast the same week day at 8-8:30 p.m. The agency for

(Continued on Page 6)

Gibbs Veepee At KMPC; Heads Inside Operations

West Coast Bureau, RADIO DAILY

Los Angeles—Appointment of Earl E. Gibbs as vice-president of KMPC in charge of overall inside operations has been announced by G. A. Richards. Gibbs is a widely-known organizational expert.

The status of Bob Reynolds as station chief remains the same, but he will devote greater time to sales.

Mullen Retained By WPIX As Television Consultant

Frank E. Mullen, nationally known radio and television executive, has been retained by WPIX, the New York News television station, as a consultant, F. M. Flynn, president of WPIX, Inc., announced yesterday.

Mullen, formerly president of the Richards radio stations in Detroit, Cleveland and Hollywood, and prior to then executive vice-president and general manager of the National

Increases In Set Sales For Provinces Reported By Government Bureau; Ontario Dominion Leader

(By Staff Correspondent, R. D.)

Montreal — Ontario led the rest of Canada in purchases of radio receivers in the first five months of this year when manufacturers' sales were boosted by more than a \$1,000,000. Car radios were the most popular buy with table model sets rating second in the sales. The Bureau of Statistics has re-

(Continued on Page 6)

Quaker Oats Extends Sponsorship On MBS

Quaker Oats Co. has increased its sponsorship over MBS to 1½ hours, representing total annual billings of more than \$1,200,000, by extending to a full hour its "Man On The Farm" program, over 400 Mutual stations, Saturdays, 12-12:30 p.m., EDT, effective Oct. 8.

In its new 60-minute format, the program will remain an audience participation show, directed mainly

(Continued on Page 2)

Technicians' Pay Boost Averts Strike At WTOP

Washington Bureau of RADIO DAILY
Washington — Forestalling what looked for a time like a possible strike, John S. Hayes, WTOP manager, and Laurence J. Holt, business manager of IBEW Local 1215, on Wednesday night reached an agree-

(Continued on Page 2)

Ruth Lyons Promoted To Crosley TV Post

Cincinnati—Ruth Lyons, emcee of WLW's "Morning Matinee" and "Fifty Club" programs was made program director of WLW-TV, Crosley video outlet in Cincinnati, and

(Continued on Page 7)

Get More TV Outlets, Miss Hennock Urges

Washington Bureau of RADIO DAILY
Washington—Frieda B. Hennock, FCC Commissioner, said yesterday that she thinks the most important of the current television problems is to get stations on the air.

Emerging from a White House session with the President she told reporters that whether the service

(Continued on Page 8)

New York FM Stations Invited To Join Parley

WFDR, New York, FM outlet of the International Ladies Garment Workers Union, has initiated a joint station campaign to bolster FM operations in the New York area.

Morris Novik, WFDR consultant, and Frank Gunther, of Radio En-

(Continued on Page 2)

Shmoo Is One

A special broadcast over WINS, New York, at 10:45 tonight will mark the first birthday of cartoonist Al Capp's brain-child, the Shmoo. In addition to Capp himself, guests on the show will include NBC's Tex and Jinx, Columnist Robert Ruark, and Comic Morey Amsterdam. The program is a rebroadcast of a benefit staged Tuesday.

RADIO DAILY



★ COMING AND GOING ★

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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
WASHINGTON BUREAU
 Andrew H. Older, Chief 6417 Dahlonega Rd.
 Phone: Wisconsin 3271
CHICAGO BUREAU
 Hal Tate, Manager.
 360 N. Michigan Ave.
 Phone: Randolph 6-6650
SOUTHWEST BUREAU
 Paul Girard, Manager
 Tower Petroleum Bldg.,
 Dallas, Texas
 Phone: Riverside 5491

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FINANCIAL

(September 1)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	6	6	6	0
Admiral Corp.	18 3/8	18	18 3/8	+ 3/8
Am. Tel. & Tel.	144 1/8	143 7/8	144 1/8	+ 1/4
CBS A	18 3/4	18 3/4	18 3/4	+ 3/8
Philco	26 3/8	26 1/4	26 3/8	+ 1/8
RCA Common	11 1/4	11 1/8	11 1/4	+ 1/8
RCA 1st pd.	71 1/2	71 1/2	71 1/2	+ 1/4
Stewart-Warner	11 3/8	11 1/4	11 1/4	0
Westinghouse	24 3/8	24 1/8	24 3/8	- 1/4
Westinghouse pfd.	97	97	97	0
Zenith Radio	25	24 3/8	25	0

NEW YORK CURB EXCHANGE

	Bid	Asked
Hazeltine Corp.	12 1/2	12 1/2
OVER THE COUNTER		
DuMont Lab.	13	14
Stromberg-Carlson	10 1/4	11 1/2

Technicians' Pay Boost Averts Strike At WTOP

(Continued from Page 1)

ment on working conditions for WTOP and FM. Negotiations had been under way for several months, with a Wednesday midnight deadline finally proclaimed by the technicians' union.

Under the new contract which becomes effective Sept. 4 and remains in force until October 1, 1950, the top scale of staff technicians with five years service was set at \$127.50, supervisors at \$152.50, and assistant supervisors at \$146. These are increases of \$2.50 per week.

The present vacation schedules were retained in the new contract. Certain working conditions were adjusted to the mutual satisfaction of both parties.

BEN GROSS, radio columnist of the New York Daily News, on Monday will go down to Washington, D. C., where he will act as moderator on "The American Forum of the Air" over the Mutual network.

DREW PEARSON, American network commentator, is taking a short vacation. During his absence Ed Thorgersen is substituting on the Adam Hat program.

ROY T. CHAPMAN, commercial manager of KTSM, El Paso, will leave Texas next Monday for West Virginia, where he will attend the forthcoming NBC meetings at White Sulphur Springs.

JACK BANNER and **ED GREIF**, publicists, have left on a business trip to Chicago and Cincinnati.

MARNE SNYDER, staff announcer at WJUR, Newark, N. J., has left by plane to join his wife and son, who are vacationing in Hull, England. He'll be abroad for three weeks.

URSULA HALLORAN, font of info in the press department of NBC, left by plane last night for Pittsburgh, where she'll spend the next few days in promotional work at KDKA. The Smoky City, incidentally, is Ursula's home town. She plans to be back in New York next Tuesday.

ED MURPHY, general manager of KLRA, Little Rock, Ark., is in town for conferences with the national representatives of the station.

EDGAR ANZOLA, Venezuelan radio pioneer, has arrived in Mobile, Ala., for a six-month tour of United States and Canada. He is accompanied by his family.

MARGARET CANAVAN, of the music department at WBBM, Chicago, leaves Monday for a look at New York's Gay White Way.

BOBBY BYRNE and the members of his orchestra, who have been touring the country, will return to New York this week for some radio and television appearances.

Quaker Oats Extends Sponsorship On MBS

(Continued from Page 1)

to rural listeners. The same cast of writers, producers and talent will be used.

Quaker Oats Co.'s other half-hour program over MBS is the Roy Rogers Show, Saturdays, 6-6:30 p.m. EDT.

The first half hour of the "Man on The Farm," to be aired 11:30-12 noon, will be used to advertise "Mother's Premium Oats." The second half hour, 12-12:30 p.m., will advertise "Ful-O-Pep Foods." Sherman & Marquette, Chicago, handled the account. The broadcast will originate at the sponsor's research farm at Libertyville, Ill.

Paul Kees Appointed

Paul Kees has been named assistant to the managing director of the National Appliance and Radio Dealers Assn., with headquarters in Chicago. Kees is a former president and director of the Association. He will devote his time to making contracts with appliance, radio and television manufacturers in the interest of dealer welfare.

New York FM Stations Invited To Join Parley

(Continued from Page 1)

gineering Labs., acting as local directors of the FM Assn., have invited representatives of 23 FM stations in the metropolitan area to attend a luncheon meeting on Thursday, Sept. 8, at New York's Park Sheraton Hotel, for the purpose of planning an FM hypo.

The problem of lagging sales of FM sets is expected to be discussed, along with general industry problems.

It also is thought possible that a local FM association will take shape at Thursday's meeting.

Jell-O Names George Plass Advertising Associate

George R. Plass has been appointed associate advertising manager for the Jell-O Division of General Foods Corp.

Plass formerly was associate advertising manager of General Foods' Minute and Certo division. Before that he was advertising assistant in the Jell-O division.



Ha! Ha! Meow!

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

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

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

50,000 watts at 800kc.

Now covering a 17,000,000 population area at the lowest rate of any major station in the Detroit Area!

"WIN With CKLW"
 MUTUAL

CKLW

Detroit and Windsor

J. E. Campeau, President

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



W-I-T-H

Baltimore 3, Maryland

TOM TINSLEY, President Represented by Headley-Reed

MEMO TO:

**WORLD-Station
Affiliates Only!**

*Another Sensational
WORLD 1st Will Be
Sent You on...
...September 2nd!*

WATCH FOR IT!

CHICAGO

By HAL TATE

GUS VAN, "The Grand Old Man of Vaudeville," heading an eight-act vaudeville bill at the Palace Theater, will be the star on WGN's "Let's Have Fun" show, from WGN at 12 to 12:30 p.m., Labor Day. The program is sponsored by Goldblatt's, and will spotlight the 35th anniversary of the department store chain.

"Meet the Press" will be telecast over NBC on Saturdays at 10 to 10:30 p.m., beginning Sept. 10. The last of the Monday programs will be at 10 p.m., with James V. Carey, secretary-treasurer of the Congress of Industrial Organizations, as the guest speaker.

New spot business announced by WENR-TV: Artistic Foundations, through Hirshon Garfield, two spot announcements weekly for 13 weeks; the Exchange National Bank through the Lawrence Advertising Agency, one spot announcement weekly for six weeks.

Switches: Lois Proctor replaces Carol Howard, who left Chicago to join ABC TV's Hollywood division as the capacity of television program operations manager; and Nancy Goodwin, also of ABC TV's Chicago community department, to KECA-TV.

NBC gossip: Jack Ryan, touring to Omaha and Des Moines on business; his assistant, John Keys, for the same reason to Indianapolis; Norman Felton, Chicago TV director, in the hospital for observation; M. W. Rife, Chicago field engineers supervisor, back home after several weeks in Europe on a survey for the "Welcome Travelers" show, now playing to American troops there.

Cliff Johnson and his family, of the "Listen to Cliff" show on WBBM (7:30 to 8:00 a.m., CDT) are back in town after a holiday at Fox Lake.

WTOP Tops Ratings

In the first regular bi-monthly Pulse report for Washington, D. C., WTOP won 48 per cent of all quarter-hours against 21 per cent for the next station. WTOP officials pointed out that this confirmed a July Hooper report which gives WTOP 25 per cent greater audience than the next station.

The breakdown of the Pulse report in "quarter-hour wins" showed WTOP leads daytimes 54 per cent to 25 per cent; nighttimes 36 per cent to 14 per cent and total week 48 per cent to 21 per cent over the next station.

No Paper Monday

Monday, Sept. 5, is Labor Day, celebrated throughout the Union as a legal holiday. In observance, RADIO DAILY will not be published.



Mainly About Manhattan. . . !

● ● ● **AROUND TOWN:** Fred Allen telling pals he won't do any guest shots before the first of the year. . . Murine bought a five-minute nightly stanza featuring Hy Gardner and "favorite story" of celebs to be aired via Mutual. . . Bing Crosby in "Emperor's Waltz" set for Lux Theater on the 26th. . . Ralph Nelson, director of "Mama" on CBS-TV, auditioning professional actresses, 8 to 10 years old, for a running part in the family life comedy. . . Hugh James to narrate ABC-TV's "Crusade in Europe" beginning next Thursday. . . AFRA cutting down on the number of honorary cards being handed out. . . Morey Amsterdam's Cadillac convertible stolen recently soon after it was washed in his garage—and Morey figures it must have been washed with vanishing cream. . . Hope Emerson has a tome coming out in a couple of months dealing with her life in showbiz. . . What's cooking between Esso and Kosty? . . Jack Gilford toying with the idea of a radio and TV show using a format similar to the "Meet the People" show in which he scored his first B'way success. . . Ford Dealers also buying films of top Eastern football games for televising. (They've already arranged for Big Ten shots to be played up in the mid-west). . . Jackie Miles sez they call those test shows "dry runs" because of the taste they leave in the performer's mouth.

★ ★ ★ ★

● ● ● Drew Pearson, Lawrence E. Spivak, Mae Craig and Ed Folliard looking forward tonight to a real "Klan-Bake" on "Meet the Press" when they face Lycurgus Spinks, newly-appointed Imperial Emperor of the KKK. It took all of producer Martha Rountree's supersuasion to land this No. 1 on the Sheet Parade to leave his old neighbor-Hood and trek to Washington for the broadcast.

★ ★ ★ ★

● ● ● **THAWTS WHILE THINKING:** With Dorothy Kilgallen, Earl Wilson, Danton Walker and Ed Sullivan covering the European beat this summer, they oughta call 'em "Abroad-way" columns. . . Roger Brown, of the Earle Ferris emporium, can take a low bow for the success of the Motorola Party the other p.m. at the Waldorf. Out of 550 invites, 479 press lads and lassies showed up. . . Can't think of anyone who can sing a pop song, a religious tune and a folk song with the ease, consistency and sincere expression of Bing. That is, no one person is so adept at all three. . . J. Carrol Naish, whose "dialectricks" in "Life With Luigi" are super, is one of the greatest underplayers in radio. D'ya notice how he lets Alan Reed (also a line-reading great) get the big bolfolas? . . Time was when you loved to get your daily scores from Ford Frick, a great sports commentator with an unexplained cry in his voice.

★ ★ ★ ★

● ● ● Those who have tried arguing a point with Bill Slater know how futile it is to try and win a joust with the cagey ex-West Pointer. The guy simply can't be trapped. The other day at Sardi's, one of the boys threw up his hands in exasperation, saying: "One thing about Bill Slater, you can't win an argument even if you're right." But the old Colonel came right back. "Of course you can," he said, "because I'll be in there helping."

★ ★ ★ ★

● ● ● **SMALL TALK:** Monica Lewis in town long enough to make her first TV appearance of the season Sunday night on Dick Kollmar's NBC series. . . Current issue of Newsweek's "Letters" dep't leads off with a comment on the current Washington scene by our boy, Jack Perlis, the eminent Harvardman and drum-beater around town. . . European radio bidding for the services of American radio writer, Mari Yanofsky, who just returned from a three-month trip to the continent.

★ ★ ★ ★

AGENCIES

TELEVISION CONSULTANTS, INC. has named Bill Glasscock head of its newly-created Radio-TV department. Glasscock formerly was producer of the "Morton Downey Show" for D'Arcy Agency.

EARLY COMPANY of New Haven, Conn., manufacturer of "Flap-jack," the patented billfold has appointed Arthur H. Miller to handle publicity and public relations.

ROBERT M. O'DONNELL has joined the executive staff of Ruthrauff & Ryan, Inc. He formerly was account executive with Fuller Smith and Ross.

PECK ADVERTISING AGENCY INC., has been appointed by Frances H. Leggett & Co. for Premier brand food products. Radio will be used.

LEVY ADVERTISING AGENCY Newark, has been named by the Jack Woodford Press, Inc., book publishers.

MARK LARKIN has moved his public relations and publicity office to the Newsweek Bldg., 152 W. 42nd St. He was formerly at 9 Sniffer Court. In addition to publicizing advertising agencies and their clients, he will handle Independent motion pictures and producers, radio and television.

New D. J. At WCOG

Greensboro, N. C.—Dick Swanson has been named master of ceremonies for the "Rise and Shine" program heard daily on WCOG from 6-9 a.m. Swanson handles his commercials straight, spins his own records and answers the telephone himself.

HOW YOUR STATION CAN HELP FIGHT POLIO

Polio has struck harder this summer than in many previous years. Your station can contribute to the community's welfare by helping to create a calm, informed attitude about the disease.

Facts about polio are dramatized in a 15-minute transcribed program offered to radio stations free of charge as an educational public service by The Mutual Life Insurance Company of New York. The program is based on authentic information from the company's Medical Department.

The script is written by Gretta Baker and produced by Chick Vincent. Richard Stark is the narrator. You can obtain a transcription within a few days by writing to: *Medical Dept., THE MUTUAL LIFE INSURANCE COMPANY OF NEW YORK, 34 Nassau St., N. Y. C.*

AM-TV-EQUIPMENT-FM-FAX

Section of RADIO DAILY, Friday, September 2, 1949

Motorola Makes Bid In Luxury TV Field

Motorola, Inc. made a bid for entry into the luxury television set field this week with five new video sets shown at a press preview in New York's Waldorf-Astoria Hotel. The price range is \$395 to \$825. Seventeen other television sets in the medium and low price field were also displayed.

Motorola's "Masterpiece Series" is topped by the Gainsborough—a radio-television-phonograph combination with a 16-inch viewing screen, dual 12 and five-inch high fidelity speakers, a three-speed record change, and full range sound reproduction on AM, FM, phonograph and television channels. The set retails at \$795 in mahogany, \$825 in blond avodire wood.

The new TV line as a whole embodies 11 new inventions developed by Motorola during the last two years at a research expenditure of more than \$1,000,000, according to Paul V. Gavlin, president of the company.

These include "Magic Focus," an electronic device said to keep the picture sharp in its entire area; a new sensitizer circuit; the "Bilt-In-Tenna"; a noise rejector; a new transformer-less system for focusing the picture tube, and six other innovations. For Motorola's seven-inch portable video set, a small indoor antenna with a telescoping dipole was developed by company engineers.

PRODUCTION PARADE

New RCA Mobile System

The communications section of RCA's engineering products department has announced a new highly-selective two-way mobile communication system for operation in the 30-50 mc. portion of the frequency spectrum, known as "The Fleefone." The new system is a companion to the recently-announced RCA Carfone mobile equipment for use in the 162-174 mc. band. It is designed for use in police and fire protection, forestry, public utilities, transportation, the petroleum industry, and the federal government departments which are licensed to operate in the lower frequency band. It is available at RCA, Camden, N.J., or at local field representatives.

GE Appointments

General Electric has announced two new appointments in its transmitter division—C. G. Roberts as product manager for broadcast and television equipment, and F. P. Barnes as sales manager of communications equipment. Roberts will be responsible for coordinating advertising, sales promotion, manufacturing and engineering for both broadcast and television lines. Barnes will be responsible for sales, advertising, and sales promotion of land-mobile communications equipment. He joined General Electric in 1937, and Roberts in 1928.

Tele-tone Cleveland Showing

Tele-tone Radio Corp. has reported an enthusiastic response among its dealers in Cleveland following the first in a series of regional distributors conventions in that city. Ten television receivers and several new table model radio sets were previewed during the Cleveland meetings. Morton M. Schwartz, Tele-tone's general sales manager, estimated that orders totaling more than \$500,000 were taken during the first day of the convention. The TV sets range from 10" tube table models through 12½" and 16" table and console sets.

AM-FM Coverage Map

Zenith Radio Corp. is making available to all FM stations and all AM stations with FM affiliates a new, official coverage map showing the areas of AM and FM reception throughout the U. S. The map was compiled by Caldwell-Clements, Inc., from material supplied by the FCC, the FM Assn., and the Clear Channel Broadcasting Service. First published in the August issues of Radio and Television Retailing, and Tele-Tech magazine, the map indicates all areas where FM signals can be heard dependably.

Demonstrate Woundwood Antenna

Radio dealers, broadcasters, and test engineers have been invited to attend a demonstration of a new type of antenna mast on Tuesday, Sept. 13, at 2:30 p.m., at the transmitter site of WNYC, New York, located in Greenpoint, Brooklyn. The mast, a Woundwood antenna distributed by the Special Purpose Products Co., is constructed of cylindrical plywood developed for wartime military use.

Bell Opens Davenport Branch

Martin Sugar, president of Bell Television, Inc., New York, has announced the opening of a branch office at 120½ West 3rd St., Davenport, Iowa. A pioneer in the special installation of large-screen television sets, Bell has made installations in hotels, chain restaurants, clubs, institutions, and super-markets. The firm also offers round-the-clock servicing of television sets.

RCA Dallas Rep Named

Edward J. Meehan, Jr., has been appointed RCA Broadcast Equipment Field Sales Representative in the Dallas, Texas region. Meehan has been an RCA sales engineer since 1946, and is widely known as director of RCA's television clinic training programs. He worked on design of radio countermeasures and other equipment at Harvard's Radio Research Laboratory in 1942-43, and did advanced development work at the Radiophysics Laboratory of the University of Sydney, Australia.

Raytheon Names Distributor

The Raytheon Manufacturing Co. has appointed the D. W. May Corp., Newark, as its exclusive distributor of television receivers in northern New Jersey, and Rockland, Orange and Richmond counties of New York. The May Corp. will hold dealer and press showings of the complete Raytheon 1950 TV line in a few days. As a feature of its sales plan, the firm offers dealers a full 60-day price guarantee on all Raytheon receivers bought during any current season.

TV Installation Aid

A two-way communications system for use by television and radio installation crews is in production by the Wheeler Insulated Wire Co., Inc., Waterbury, Conn. According to the manufacturer, the installations of television sets is made simpler through vocal contact with the serviceman adjusting the antenna on the roof, and the man at the TV receiver. The system consists of two high impedance sound-powered, high-fidelity telephone handsets. It requires no batteries or other power supply.

Magnetic Recording Dominance Weighed

Chicago—The possibility of the phonograph being replaced by magnetic recorders was raised here this week by Marvin Camras, physicist in charge of magnetic recording research at the Armour Research Foundation of Illinois Institute of Technology.

Camras, who holds 38 U. S. patents in the magnetic recording field, with 87 others pending, says, however, that "at the present time there is no direct competition between the two since one is not a direct substitute for the other." This situation will continue, he said, "until pre-recorded entertainment is available for over-the-counter sale."

Before such over-the-counter sales become a factor, he added, standardization of tape and wire speeds, and interchangeability of spools and reels from different makes of machines is necessary. He believes the fact that magnetic recording is rapidly replacing disc-type transcriptions in broadcasting may pre-empt a similar trend in general recording, "since broadcasters are interested first in high-quality reproduction."

"Magnetic records are adapted for longer playing times," Camras pointed out. "This is an advantage for classical and high quality music works, since the entire selection, perhaps the entire score from a musical show, can be played through without a break."

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1833 M STREET, N.W.
WASHINGTON 6, D. C.

Radio-Receiver Sales Increasing In Canada

(Continued from Page 1)

ported that in the first five months 240,900 radios were sold in Canada for \$18,002,000 compared with 180,200 for \$16,779,200 in the corresponding period of last year.

In the month of May the gains of earlier months continued and number of receiving sets sold by producers in the month showed a sharp rise of 49 per cent over the corresponding period of last year. Sales in May amounted to 50,100 units with value of \$3,537,100 as compared with 33,600 units sold for \$2,828,400 in the same month last year.

Provincial totals for the month were as follows, those for May last year being in brackets: Newfoundland 300 (nil) units; Maritimes 2,600 (2,200); Quebec 7,500 (9,600); Ontario 30,500 (12,500); Manitoba 2,000 (2,600); Saskatchewan 1,500 (1,700); Alberta 2,700 (1,400) and British Columbia 3,000 (3,600).

Ontario buyers during the five months period spent \$3,280,782 more money on radios than they did a year ago. They paid \$11,098,268 for 138,803 radios, compared with \$7,817,241 during the corresponding period a year ago for 81,125 units.

Next in line, was Quebec where 40,428 units were purchased for \$2,511,399, a drop from the 41,053 units at \$3,718,846 during the 1948 period.

The rest of the provinces trailed, some registering slight gains for the five months, others losses.

Totals follow with those for the corresponding 1948 five months period in brackets: Maritimes 15,224 units for \$934,348 (12,067 for \$891,682); British Columbia 13,498 for \$1,085,685 (17,684 for \$1,818,619); Alberta 13,296 for \$953,393 (9,637 for \$932,070); Manitoba 10,802 for \$199,126 (11,621 for \$970,912); Saskatchewan 8,519 for \$602,848 (7,029 for \$629,832); Newfoundland 315 for \$16,613 (nil).

To Head AMA Seminar

Ernest de la Ossa, NBC's director of personnel, will serve as chairman of a three-day seminar on "Administration of the Personnel Department" to be held at the Fall personnel conference of the American Management Association, Sept. 28-30, at the Waldorf-Astoria Hotel.

Renewal

"Greatest Fights of the Century," film versions of the outstanding boxing matches in the past 50 years, will resume for the 2nd year on the NBC tele web beginning Friday, Sept. 9, under the sponsorship of Chesebrough Manufacturing Co. The films will be shown each Friday immediately following telecasts of the boxing matches at Madison Square Garden, which also start on NBC-TV Friday, Sept. 9.

★ ★ Memo On Mexico ★ ★

By FRANK BURKE

Editor, RADIO DAILY

TOVIAL Emilio Azcarraga who must have been the fullback during the tandem plays of his college football days is Mexico's No. 1 radio, movie and television personality. Don Emilio is a man of great personal charm, a hard bargaining business man in the clinches, and one who reflects great devotion to his country and his people. . . . Unlike many American millionaires he is modest, hospitable and human. . . . he is Mexico's master showman, one of its first citizens, friend to everyone.

★ ★ ★ ★

AN attempt to characterize him is a challenge. . . . to meet him and associate with him is the only way one can fully appreciate the spell of his great personality. . . . when he speaks of John Royal, vice-president of NBC, he refers to "my dear friend Juan." . . . when he refers to American tourists he says "why look here we have a statue of George Washington, your first President, why we love you Americanos." . . . Don Emilio has two chauffeurs and a garage full of cars. . . . yet he prefers to drive his own car and prides himself in 20 years of driving without an accident.



AZCARRAGA

SENIOR Azcarraga's success is not based entirely on his own business acumen. . . . he

has surrounded himself by able executives who direct his vast entertainment empire. . . . For instance, Clemente Serna Martinez, who comes from Don Emilio's hometown, Monterrey, is president and general manager of Radio Programas de Mexico, which links 80 stations in a transcription network. . . . his able assistant is El Sr. Adrian R. Lajous who administers the network's business. . . . Senor Duran, who has the looks and charm of a son of the Emerald Isle, is Don Emilio's personal assistant. . . . Duran was a general in the days of the revolution and is a master of the art of public relations. . . . Homero Rios D, who like Senor Martinez, hails from Don Emilio's Monterrey, heads up publicity and promotion at RPM.

★ ★ ★ ★

RADIO Station XEW is the key station of the Azcarraga operations in Mexico. . . . from early morning to midnight a full schedule of "live" programming employing over 350 musicians, radio artists, and upwards of 100 technicians and announcers, give Mexican radio listeners the finest in musical, dramatic, variety, quiz and news programs. . . . American advertisers are heavy time buyers both on XEW, XEQ and the RPM transcription network. . . . Among them are Canada Dry, Colgate-Palmolive-Peet, Sterling Drug, Pepsi-Cola, RKO Pictures. . . . such agencies as Grant, McCann-Erickson, Young & Rubicam have Latin American staffs in Mexico City and conduct advertising business from there for all Spanish speaking countries.

★ ★ ★ ★

FROM a purely personal angle we doff our chapeau to Senor A. C. Guzman who heads the artist bureau of XEW and has the task of rotating musicians, dramatic artists and other entertainers on the weekly schedule of programs. . . . to efficient, hospitable Amalia Gomez Zepeda, Don Emilio's secretary, who is tops in the secretarial category. . . . to the enterprising staff of XEQ who had a wire recorder at the press conference of Captain Eddie Rickenbacker and caught the spirit of the American goodwill aviation mission. . . . to our own Arthur Godfrey for his modesty for the Rickenbacker affair by remaining in the background, letting spotlight shine on pal, Captain Eddie. . . . to Senor Adrian Lajous and his charming wife for a delightful evening at El Patio where we heard Mexico's Bing Crosby—Pedro Vargas—and were enthralled by authentic Spanish dancers. . . . to all the seniors and senoritas who made our visits to the shrines, pyramids, cathedral, Acapulco, bull fights, markets and other historic and cultural spots a never-to-be-forgotten memory of Mexico's boundless hospitality.

Gen. Foods Renews Two CBS Web Shows

(Continued from Page 1)

General Foods is Young & Rubicam. Of the five CBS package shows realigned in the Fall schedule "Luigi," series starring J. Carroll Naish, now heard Sundays at 8:30 p.m., will move to Tuesdays at 9:30-10 p.m. beginning October 4. "Escape" adventure series, will go into the Thursday, 10:30-11 p.m., slot starting Oct. 6.

The Abe Burrows program, which was heard Mondays at 9:30-10 p.m. in the second half of the Lux Radio Theater spot until the latter show returned last Monday, will return to the air on Fridays, Sept. 9, in the 9:30-10 p.m. time period. "Young Love," which had the Monday, 8:30 p.m. spot until "Arthur Godfrey Talent Scouts" came back last Monday, will shift to Fridays at 10-10:30 p.m., also on Sept. 9.

"Johnny Dollar," adventure series which was heard Sundays at 6:30 p.m., will move to Saturdays at 7:30 p.m., in order to make way for "Our Miss Brooks," which will go into the 6:30 p.m., Sunday, spot for Colgate-Palmolive-Peat, Sept. 11.

Decca Dividend

Directors of Decca Records, Inc. at a meeting yesterday declared regular quarterly dividend of 12 1/2 cents per share on the capital stock payable September 30, 1949.

Send Birthday Greetings To—

September 2

Barbara Jo Allen Bill Bacher
Fred von Ammon
Raymond R. Morgan

September 3

Betty Arnold Annie Canova
Nicholas Agentia Dale Cross
Estelle O. Stoddard

September 4

Owen Jordan Les Little
Alan Ward

September 5

Robt. A. Bories R. C. Morenus
Harold Sanford John Henry
Norman Sichel Jerry Law

September 6

John Chas. Thomas Billy Mills
Marie Green James E. Sauter
Paul Tremaine Bob Anthony
Phil McHugh Paul Lavalle

September 7

Alan Devitt Dan Russell
John A. Stewart

September 8

A. Bernard Chappel Joe Bolton
Jack R. Overall Nora Sidney
Clifford C. Harris Geo. Monina
John Harold Ryan Milton Watson

TELEVISION DAILY

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

MULLEN BECOMES TV CONSULTANT

TELE TOPICS

FRANK McNEILL, ABC's personable master of ceremonies of the "Breakfast Club" show, after a looksee of New York television programming and techniques of production, has decided to table plans for entry into the TV field until 1950. McNeill evaluates the situation this way: "While I think that considerable progress has been made in programming, I am convinced that many things will be accomplished in the next year and I will be wise to wait until 1950 to take a whack at the new medium."

WPIX is to be congratulated on procuring the services of Frank Mullen as the station's TV counsellor. Mullen, for many years general manager of NBC, did the TV spadework for the network and thoroughly conversant with all phases of the video art. . . . besides he is an able administrator and has a wide circle of friends in both the radio and TV fields.

TV BUSINESS is on the upturn in Chicago. NBC reports a renewal of the Friday news telecast by Better Brands of Illinois for Miller High Life Beer through the Frank C. Nahser, Inc., agency. In addition spot business has been placed for the Bowman Dairy Company through J. Walter Thompson agency and the O'Ceard Corporation, through Young and Rubicam, Inc., has bought 13 one-minute film announcements on a one a week basis for 13 weeks.

WHILE FCC Chairman Wayne Coy has been noncommittal on his plans since returning from Paris, the trade is placing wagers that he will accept the post as aid president of the Television Broadcasters Association. . . . Coy is reported to have virtually agreed to take the job providing the salary terms are met. . . . Rumors are that the TBA post will pay around \$35,000 a year.

FIRST MIDWEST showing of RCA's new theater television equipment will be feature of the annual joint convention of the Theater Equipment and Supply Manufacturers Association meeting at the Hotel Stevens, Chicago, September 26-28. . . . Al Morgan's Show viewed on WGN-TV, Chicago, since April, will become a DuMont network feature on September 6 when the Chicago outlet feeds it to the Eastern web from 7:30 to 8 p.m., CDT. . . . Ernie Simon, WBKB comic, back from a Honolulu vacation, and has resumed his daily program on the Chicago station. Flora Campbell and Chester Stratton will be costarred in "Respectfully Yours" on the Kraft Television Theater on NBC on next Wednesday, 9:00 p.m., EDT.

PICTURE OF THE WEEK



Plagued with TV and radio writing assignments, Masterson, Reddy and Nelson, Hollywood's prolific writers and producers, took their work to the barbershop of the RCA building yesterday. Left to right are John Reddy (being shaved), John Masterson, getting a haircut and John Nelson pointing at the script. The trio of barbers are real—not stooges.

WDAF-TV, Kansas City, Planning Oct. 16 Kickoff

Kansas City, Mo. — WDAF-TV, Kansas City Star outlet, will begin regular commercial program operations Sunday, October 16, Dean Fitzer, station's general manager said yesterday.

The station has set a program schedule of four hours nightly, seven nights a week. Kinescope programs will be aired from all four networks.

Regular test pattern operations will begin on WDAF-TV Sept. 11.

ASCAP Extends Time For Use Of TV Music

ASCAP yesterday extended through Sept. 30, 1949, the right to the use of its members' music on television, pending final agreement with the television industry as to the rates of compensation.

During the first eight months of this year there were almost continuous discussions between representatives of the television industry and representatives of the Society, and extensions were given from time to time.

TV Eye Strain Is Denied

Conclusive proof that television viewing is not harmful to the eyesight is contained in a pamphlet issued by the Information Research Committee of the Television Broadcasters Association. This four-page booklet contains the professional opinions on the effects of TV viewing as expressed by the nation's leading ophthalmologists and optometric and medical associations. The pamphlet also offers recommendations for best viewing conditions.

Will Assist WPIX In Operations Of Station

(Continued from Page 1)
Pittsburgh, in 1923. In 1926 he joined NBC. Eight years later he joined the Radio Corporation of America and was elected vice-president in 1939. He rejoined NBC in 1940 as vice-president and general manager and in 1946 was made executive vice-president. Mullen resigned his NBC post in 1948 to join the Richards chain and remained in that post for over a year.



MULLEN

In commenting on the retention of Mullen, Robert L. Coe, WPIX station manager, said that his appointment was "part of the already announced program of the New York News station to develop a strong local television operation."

"Mr. Mullen's outstanding experience in radio and television in New York City will be made available to WPIX," Coe said. "He will aid in the completion of the plans we have for further development of WPIX."

Mullen, who has been vacationing at his summer home at Westport, Conn., expressed pleasure in his new association, yesterday. "I am pleased to be retained as counselor to WPIX. The potentialities of the station are great as an independent operation in the New York City area and I know that with the support of the New York Daily News that the station's future is assured."

Ruth Lyons Promoted To Crosley TV Post

(Continued from Page 1)
program director Bernie Barth will assume new duties as coordinator of television program activities, according to Robert Dunville, vice-president and general manager of the Crosley Broadcasting Corporation. In addition to her new duties, Miss Lyons will continue to handle her "Morning Matinee" and "Fifty Club" programs over WLW, it was stated. "Fifty Club" aired from Cincinnati's Hotel Gibson over WLW, five days weekly will begin regular telecasts on WLW-T, September 12. Barth who became WLW-T program director on March 1 will coordinate all Crosley programs.

SOUTHWEST

THE FCC has approved transfer of KNET, Palestine, from Gordon B. McLendon, head of the Palestine Broadcasting Co., to a corporation consisting of Billy Averitte Laurie, 50 per cent stock; Leita Moye Laurie, 49 per cent and Ann Laurie Spencer, 1 per cent. Sales price is said to be \$32,500. Laurie is owner of KEBE, Jacksonville, and at one time was owner of KNET.

Howard W. Davis, owner and general manager of KMAC and KISS-FM, San Antonio, formally opened the new building in downtown San Antonio which houses the studios and business offices. There are a total of 27 air conditioned studios and offices which occupy the entire third floor of the building. The rebuilding and remodeling project took two and a half years to complete. Studios contain latest type equipment.

Felix H. Morales has filed with the FCC an amended request with reference to his original application for a new standard broadcast station at Houston which he would operate on 1510 kilocycles with 1000 watts daytime. He has changed the request to the 1480 frequency and change of studio location from Houston to Pasadena.

The St. Mary's Broadcasting Co., will file exceptions to the initial FCC decision granting the Metropolitan Broadcasting Co., a license for a new outlet in Alamo Heights, a suburb of San Antonio, and denying their application for the same facilities, which was vacated by KMAC here.

Red River Dave, singing cowboy, heard over WOAI, San Antonio, will have his first disc for MGM Records released around Sept. 9. Dave recorded "First Love" written by a San Antonio composer, John Currie, coupled with one of Dave's own compositions "Wrong Number." Dave signed a contract this summer with MGM while he was in New York on a vacation trip. For his first recording session he sang three of his original tunes.

A group of outstanding stage, screen and radio stars from Mexico were on hand to help KCOR, San Antonio observe its fourth anniversary which was in the form of a stage revue given last Sunday at the Municipal Auditorium. Panseco and Gamboa of XEQ, Mexico City; Maria Luisa Carbojol of XEW, Mexico City, were among the artists. Others included Manolin and Schelinski, comedians of radio and screen; Ave-lina Landin, vocalists; Manuel Bernal, famous poet; pianist Pepe Agueros, singer Eve Garza and El Trio Los Pepes were among some of the other outstanding talent. Raul A. Cortez is president of the outlet which was the first in this area to present Latin American programs, and the first to serve more than 700,000 Spanish speaking listeners with programs directed at them primarily in this area.

Indies Plan Meeting In Chicago, Sept. 21

(Continued from Page 1)

Strouse, WWDC, Washington; Hugh Feltis, KING, Seattle; Bob Venn, WMIE, Miami; Steve Cisler, WKYW, Louisville; Sherman Marshall, WOLF, Syracuse; Roy Albertson, WBNY, Buffalo; John Englebrecht, WIKY, Evansville; Al Meyer, KMYR, Denver; Frank Devaney, WMIN, St. Paul; Ralph Stufflebam, KSTL, St. Louis; John Hurley, WNEB, Worcester; Pete Schloss, WWSW, Pittsburgh; Elroy McCaw, KPOA, Honolulu; Gene Kelly, WXLW, Indianapolis; Charles Balthrop, KITE, San Antonio; Cole Wylie, KREM, Spokane; Jerry Sill, WMLL, Milwaukee, and Dave Baylor, WJMO, Cleveland.

Get More TV Outlets, Miss Hennock Urges

(Continued from Page 1)

will be in polychrome or monochrome is a matter of secondary importance, with the prime objective being the speeding of nationwide commercial service.

Miss Hennock said she discussed her work at the Commission with the President, making a routine report on FCC problems. She would not discuss her visit beyond saying she did not talk of giveaways or color TV.

Emerson Reports Rise In Current Net Profit

Sharply increased earnings have been reported by the Emerson Radio and Phonograph Corp. and Subsidiaries for the 39-week period ended July 30, 1949. Consolidated net profit, after taxes, was \$2,256,718, equal to \$2.82 per share on the 800,000 shares outstanding.

Consolidated net profit for the like period ended July 31, 1948, after taxes, totaled \$1,326,290.64, equal to \$1.66 per share on 800,000 shares outstanding.

Snellgrove Heads CKBB
Barrie, Ont. — Canada's newest radio station, CKBB, Barrie, went on the air Wednesday for the first time.

The new station, located in the Home Appliance Building, is a 250-watt station, operating on a frequency of 1,230 kilocycles.

Manager of CKBB, Ralph Snellgrove, is president of the Canadian Association of Broadcasters. He was previously manager of CFOS, Owen Sound.

To Air Political Talk

Seven New York stations will carry an address on Wednesday by Newbold Morris at the Hotel Astor, officially opening his Mayoralty campaign. WJZ, WMCA, WQXR, WINS, WMGM, and WFDR (FM) will air the talk from 7 to 7:30 p.m. WEVD will record it for broadcast at 8:30 p.m.

Two Winners Announced In MBS "Forum" Contest

Washington Bureau of RADIO DAILY

Washington—The "American Forum of the Air" announced yesterday that two Navy veterans, both college students, are winners of a nation-wide contest sponsored by the forum in co-operation with the Young Democratic Clubs of America and Young Republican National Federation.

John L. Fishbern, Young Republican of Dayton, Ohio, and Frederick M. Garfield, Young Democrat of Syracuse, N. Y., were chosen from entries submitted by Young Democrats and Young Republicans from coast to coast. The contest was limited to people between the ages of 21 and 28, who were required to submit written statements on the subject "Why I Am a Young Republican" or the subject "Why I Am a Young Democrat." Selection of the winning essay in each of the two categories was made by a board of judges composed of Sen. Estes Kefauver, Democrat of Tennessee; Sen. Joseph McCarthy, Republican of Wisconsin, and Norman Thomas, noted Socialist leader.

The Ohio and New York youths will appear on the "American Forum of the Air" program of September 12 debating the question, "What Are the Fundamental Issues which Divide the Republican and Democratic Parties Today," over the Mutual network.

NEW BUSINESS

WMAQ, Chicago: A 15-minute period on Sundays by Greystone Press Corporation for its "Do It Yourself" program. The transcribed series will be heard from 11:15 to 11:30 p.m. (CDT) beginning Sept. 11. The 13-week contract was placed through H. B. Humphrey Company.

Spot announcement and station break business was topped by an order from R. J. Reynolds Tobacco Company (Camel Cigarettes), through William Esty Company, Inc., New York, for five one-minute transcribed announcements weekly, beginning Sept. 2 for 52 weeks. The Maryland Pharmaceutical Company (Rem and Rel), through Joseph Katz Company, Baltimore, ordered 104 one-minute live announcements at the rate of four weekly for 26 weeks beginning Sept. 26, and the Kellogg Company, through Kenyon and Eckhardt, Inc., N. Y., placed an order for 104 transcribed station breaks to be heard twice weekly, for 52 weeks beginning Sept. 24.

Other spot business included an order from Schick, Inc. (electric razors) for 39 transcribed station breaks to be heard three times weekly for 13 weeks beginning Sept. 19; and from Garrett and Company, Inc. (Garrett Wines) through Ruthrauff and Ryan, Inc. for 30 one-minute transcribed announcements to be heard three times a week.

THE HIGHEST-RATED PERIOD IN CHICAGO

IS ON

W-I-N-D

SUNDAY • 2:30-3:00 P.M.
CUBS BASEBALL BROADCAST

11.6*

W-I-N-D'S only Giveaway is the Best Buy per Dollar

24 Hours a Day • 560 KC • 5000 Watts

*HOOPER, JUNE-JULY 1949



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 48, NO. 46

NEW YORK, TUESDAY, SEPTEMBER 6, 1949

TEN CENTS

NBC CONVENTION OPENS TOMORROW

"Successors To Coy" Now Being Discussed

Washington Bureau of **RADIO DAILY** Washington—Speculation was rife here at the week-end that Wayne Coy will leave his post at the helm of the FCC shortly to accept a \$35,000 job as head of the Television Broadcasters Association. At the same time, three names were prominently mentioned as possible successors to Coy as FCC chairman. Coy, meantime, continued to maintain his silence, and it seemed likely that his colleagues on the Commission do not know with certainty just what his plans are. Prominently spoken of to succeed

(Continued on Page 6)

Nighttime Listening Decline Is Reported

The Pulse reports a decline in radio listening in six metropolitan areas for the July-August measurement period, with evening listening falling off more than morning and afternoon. The Pulse measurement covered New York, Philadelphia, Boston, Chicago, Cincinnati, and Washington.

"Stop the Music" continued to lead the Top Ten ratings, followed

(Continued on Page 2)

Pope Leaves WHOM; Succeeded By Brother

Fortune Pope, general manager of WHOM, New York foreign language station, is retiring from the radio post to devote his full time to his duties as vice-president and treasurer of the Colonial Sand and Stone Company. Pope will be succeeded at WHOM by his brother, Gene

(Continued on Page 2)

Spot Campaign

St. Louis—The Gardner Agency is reported to have bought time on approximately 500 stations for a recruiting campaign in behalf of the U. S. National Guard. Spot campaign is being launched this month. John Naylor, Jr., is handling the business as the National Guard account executive of the Gardner agency.

Birds Eye Planning Wide AM, TV Drive

The Birds Eye-Snyder Division of the General Foods Corp. this month will launch "the largest and most extensive advertising campaign in the history of the frozen food industry," featuring radio and television spots, magazine and outdoor poster advertising.

Budget-wise, Birds Eye will spend approximately 10 per cent more than its record-breaking advertising appropriations of last year, according to a company spokesman. Spot radio

(Continued on Page 7)

Stanton Receives Degree From His Alma Mater

Columbus, O. — CBS President Frank Stanton returned to his Alma Mater, Ohio State University, on Friday to collect an honorary Doctor of Laws degree, and to hear himself eulogized for "his scholarly attainments, his original contributions to knowledge and to the advancement of radio, his broad, human under-

(Continued on Page 2)

Affiliates Gathering In West Virginia To Discuss Radio-TV Policies Of The Network

(By Staff Correspondent, R. D.)

White Sulphur Springs, West Va. — Assurances from President Niles Trammell and Charles R. Denny, executive vice-president, that web will continue to vigorously exploit AM radio as a commercial medium despite the growth of television will highlight the third annual convention of

(Continued on Page 8)

Showcase Broadcasts Set By Mutual Web

The first concrete plans to evolve out of Mutual's program-revamping conferences between president Frank K. White and v-p in charge of programming William H. Fineshruber call for four special preview or "showcase" broadcasts promoting the net's across-the-board juvenile shows and a new "Gabriel Heatter Opportunity Show" series designed to develop fresh talent and new programs.

In an obvious effort to maintain

(Continued on Page 8)

Gorin Named Treasurer Of RCA By Board Action

Ernest B. Gorin, budget director of Radio Corporation of America since April, 1949, Friday was elected treasurer of RCA succeeding Arthur B. Tuttle who was appointed direc-

(Continued on Page 2)

NARSR's Membership, AM-TV Directory Out

The National Association of Radio Representatives has mailed out its first directory of members and the stations they represent to time buy-

(Continued on Page 7)

Radio, TV Highlight 4-A Conclave Agenda

Radio and Television highlight the agenda for the annual Eastern Conference of the American Assn. of Advertising Agencies, to be held Oct. 4 and 5 at the Hotel Roosevelt, New York.

Present plans, according to Ray Vir Den, president of Lennen & Mitchell and chairman of the New York Council of the 4 A's, call for

(Continued on Page 7)

Re-Hire Fired Employees, NLRB To Tell 2 Stations

Washington Bureau of **RADIO DAILY** Washington—NLRB trial examiner Thomas L. Wilson, recommended at the week-end that WCOG, Greensboro, and WAYS, Charlotte, N. C., be ordered by the board to

(Continued on Page 8)

CBS And NBC File Briefs On FCC 'Giveaway' Edict

Both CBS and NBC followed in the footsteps of ABC by filing their separate petitions Friday in the U. S. District Court for the Southern District of New York seeking an injunction against the FCC's edict on giveaway shows.

All three Bills of Complaint were substantially the same in wording.

NBC's Bill of Complaint, similar to that of CBS, said, in part: "Plaintiff and others filed briefs in opposi-

tion to the proposed rules and participated in oral argument before the Commission on October 19, 1948. The Commission did not present any arguments or adduce any evidence at that hearing or at any other time in support of its proposed rules."

NBC's brief also pointed out it "now broadcasts and has contracted to continue to broadcast in the future, certain programs, some of

(Continued on Page 6)

Stormy Forecast

In what was hoped to be no forecast of things to come, the honorary title of "Chief Lightning" was conferred upon Chas. S. Partridge (Nemo), WOR's weather forecaster, at the annual pow-wow of the Shinnecock Indians near Southampton, Long Island, last Saturday. Chief Running Bull, the tribe's medicine man, officiated.

Dividend

Following the meeting of the Board of Directors of the Radio Corporation of America held Friday in New York, Brig. General David Sarnoff, chairman of the board, announced that a dividend of 87½ cents per share has been declared on the outstanding shares of \$3.50 Cumulative First Preferred stock, for the period from July 1, to Sept. 30, 1949.

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 6417 Dahlgren Rd.
Phone: Wisconsin 3271

CHICAGO BUREAU

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

SOUTHWEST BUREAU

Paul Girard, Manager
Tower Petroleum Bldg.,
Dallas, Texas
Phone: Riverside 5491

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

FINANCIAL

(September 2)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	6	6	6	
Admiral Corp.	183 3/8	183 3/8	183 3/8	
Am. Tel. & Tel.	144 1/4	144	144 1/4	+ 1/8
CBS A	183 3/8	183 3/8	183 3/8	- 1/8
Philco	263 3/8	263 3/8	263 3/8	
Philco pfd.	85 1/2	85 1/2	85 1/2	
RCA Common	11 1/2	11	11 1/2	
Stewart-Warner	11 1/2	11 1/4	11 1/4	
Westinghouse	24 1/4	24	24	- 1/8
Westinghouse pfd.	97	97	97	
Zenith Radio	25	24 3/4	25	

NEW YORK CURB EXCHANGE

Nat. Union Radio 2 3/8 2 1/4 2 1/4 - 1/4

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	13	14
Stromberg-Carlson	10 1/4	11 1/2

Gorin Named Treasurer Of RCA By Board Action

(Continued from Page 1)

tor of foreign investments. Gorin joined RCA in June, 1944, as administrative assistant to President Frank M. Folsom, then vice-president in charge of the RCA Victor division, Camden, N. J. In the following year he became budget director of the division.

★ COMING AND GOING ★

WALTER WINCHELL, American network commentator, who during the past seven weeks has been vacationing, will return to the air next Sunday for his 18th consecutive season of broadcasting.

WELLS CHURCH, director of news broadcasts for CBS, and **BOB BENDICK**, of the special events department, will return today from Cleveland, where last Saturday, Sunday and Monday they broadcast the National Air Races.

HARRY MARBLE, of "Hits and Misses" and the Margaret Arlen program on WCBS, off for a two-week vacation at Sumner, Me. During his absence his shoes will be filled by George Bryan and Bill Shipley.

HARRY FEENEY, Columbia's gift to the trade papers of the industry, today will return from his second vacation of the year and will resume the distribution of his journalistic largess to the Fourth Estaters of the radio field.

GORDON GRAHAM, assistant program director at WCBS, is vacationing.

DALE MILLER and **JIM BURROWS**, director of the American Legion Junior Sandlot Baseball Organization, are in Omaha, Nebr., where they are conferring with Dick Welne, station manager of KBON, on plans for the "championship" broadcast which this week will originate at KBON and be heard over the Mutual network.

DREW PEARSON, American network commentator, who had been vacationing, returned to New York and resumed his American network programs Sunday. Ed Thorgersen, radio and sports commentator, has been signed as announcer on the program.

LYMAN CLARDY, director at WCBS, off Friday for Europe. He'll be away a month and will visit England, France, Switzerland and Holland.

BILLY ECKSTINE, singer, and **MILTON EB-BINS**, his manager, left over the week-end for the West Coast, where they will confer with officials of M-G-M.

Nighttime Listening Decline Is Reported

(Continued from Page 1)

by "Leave It To Joan," a summer replacement, "Inner Sanctum," "Escape," "Mr. District Attorney," "Breakfast With Burrow" (another newcomer), "Crime Photographer," "Gangbusters," "Mr. Keen," and "Your Hit Parade."

Zenith Names J. A. Miguel International Div. Mgr.

John A. Miguel, Jr., formerly with RCA, has been appointed manager of the International Division of the Zenith Radio Corp.

Making his headquarters in Chicago, he will be in direct charge of Zenith's export trade with foreign distributors and over overseas customers. While associated with RCA, Miguel served as regional director for the Far East, and earlier as general manager of its Mexican subsidiary.

Haverlin Recuperating

Carl Haverlin, president of Broadcast Music, Inc., is recuperating on the Coast from a minor operation. He had gone to Hollywood on a business trip, and is planning to attend the NAB District meetings, beginning with the opening of the series by District 9, at the Northern-aire Hotel, Three Lakes, Wisconsin, Sept. 14-16, and following a few days later with District 11, at Minneapolis.

Attendance at the NAB meetings however, will depend upon whether the BMI prexy's physician discharges his patient in sufficient time.

Stork News

A son, Rand William, was born to Mr. and Mrs. William Forest Crouch of Katonah, N. Y. on Sunday, August 28th at White Plains Hospital, White Plains, N. Y., weight 8 lbs. 9 ozs. This is their third child. Father is vice-president in charge of production of Special Purpose Films, Inc., of 16 East 58th Street, New York City.

Stanton Gets Degree From His Alma Mater

(Continued from Page 1)

standing, his unusual executive ability and administrative gifts in a technical field of high social responsibilities. . . .

The degree was presented by Dr. Bland L. Stradley, vee-pee of the university, where Stanton taught psychology. He took his M.A. and Ph.D. degrees at Ohio State, after getting his B.A. at Ohio Wesleyan. He left the Ohio State faculty in 1935 to become research director for CBS, and by 1946 had risen to the network's presidency.



STANTON

Pope Leaves WHOM; Succeeded By Brother

(Continued from Page 1)

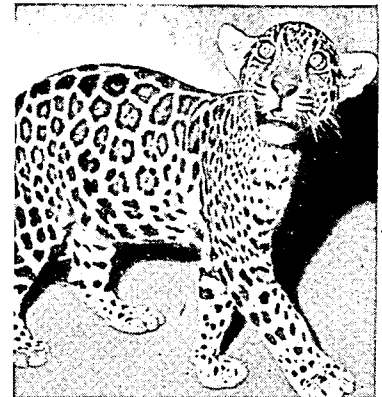
Pope, Jr., editor of Il Progresso Italo-Americano, daily Italian language newspaper published in New York.

Fortune took over the management of WHOM when the Pope interests acquired the station from the Cowles organization in 1946. Under his direction the station obtained 5,000 watts fulltime power and constructed new New York studios.

Gates Sales Mgr. WIDE

Biddeford, Me.—James Gates has been named sales manager of WIDE. Prior to joining the sales force of the station in October, 1948, he was employed by WCAX, Burlington, Vt.; WESX, Salem, Mass., and KRDO in Colorado Springs, Colorado.

"Well, I'll be darned!"



Timothy, the jaguar from South America, seems to be overcome with amazement at what he sees. Maybe Tim is seeing for the first time one of the new hair-dos our young ladies are sporting these days.

Many businessmen are amazed when they see how much their sales have increased after advertising over W-I-T-H. This might be due to the fact that W-I-T-H covers 92.3% of all the radio homes in the Baltimore trading area!

Remember W-I-T-H, the radio station that produces amazing results. Call in your Headley-Reed man, he'll tell you the whole W-I-T-H story.



W I T H

BALTIMORE, MARYLAND

Tom Tinsley, President • Represented by Headley-Reed

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

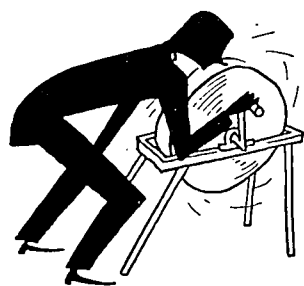
Every day is Labor Day for Jamison and he loves it.

According to our man Jamison, a good radio and television representative is a fellow who makes things easier, more efficient and more profitable for other people. And, of course, the types of other people he is particularly interested in are:

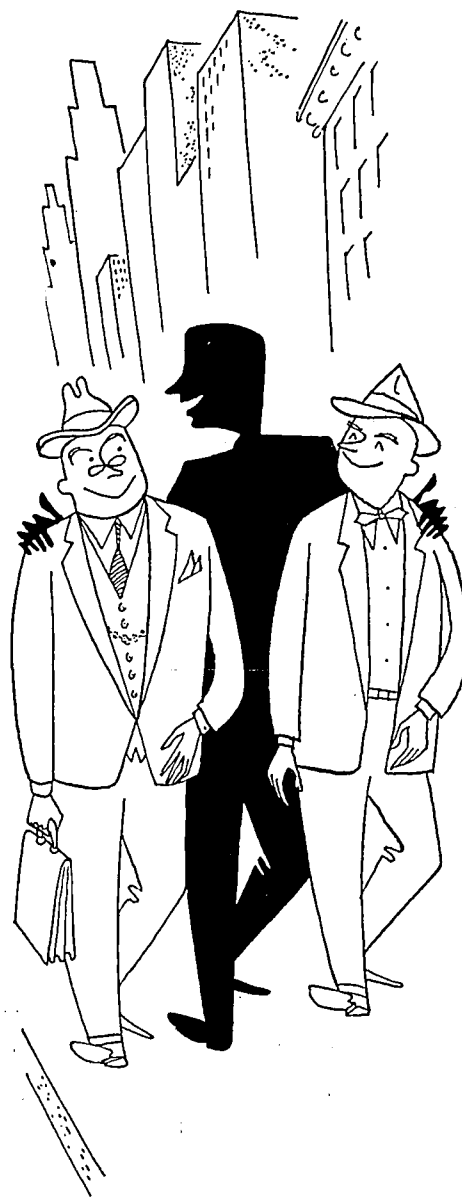
- 1) broadcast advertisers . . . and
- 2) broadcasting stations.

"We representatives," he often says, "are in business for just one thing . . . TO GIVE SERVICE. National Spot Broadcasting is an exceedingly complex medium . . . often involving hundreds of different stations, each on a separate contract. Few advertisers, and even fewer stations, are equipped to make all their own arrangements. But firms like Weed and Company, with offices in every major time buying center across the nation, are in a position to render a unique and valuable two-way service.

"Performing this service expertly requires hard work and plenty of



it . . . which undoubtedly accounts for my own personal success, as well as the outstanding position of Weed and Company in the field."



Weed

and company

*radio and television
station representatives*

new york • boston • chicago • detroit
san francisco • atlanta • hollywood

CHICAGO

By HAL TATE

HARRY CAMPBELL, farm director, and **Christy Flynn**, engineer, of WBBM, are in Indianapolis to make tape recordings of the Indiana State Fair. Their recordings will be recorded and heard on Sept. 10 from 3:30 to 4 p.m., (CDT).

George Watson, star of WBBM's "Gold Coast" shows, and **Art Mercier**, WBBM announcer, were guests of **J. L. Van Volkenburg**, CBS vice-president in charge of television, over Labor Day at his summer home at Ishpeming.

Visiting WBBM and the Chicago office of Radio Sales last week were **George Hartford**, director of sales for WTOP, Washington, and **George G. King**, sales manager of KTTV, Los Angeles.

William Halligan, Jr., has been promoted to the post of communications sales manager of the Halli-crafter Company. . . . **The Frederick, Franz**, and **MacCowan Agency** will handle the **Blue Cross and Blue Shield** radio program. . . . **John H. Kelly**, copy director of the **Roche, Williams & Cleary** agency, is now vice-president. . . . **Bev Dean**, WBBM producer, is at **Green Lake, Wis.**, for the international education meeting, and will conduct a radio workshop there.

First transcriptions of the new **Larry Fotine Orchestra** will be in the September release sent to subscribers of the **World Broadcasting Company's** transcribed library service. **Fotine** is currently playing at the **Melody Mill** here, and getting nice notices. He also records for **Decca**.

Don Herbert, "It's Your Life" interviewer and co-producer, will spend several days at the **St. Charles reformatory** for material for a show. Hope they don't figure it's his life, and keep him there!



California Commentary . . . !

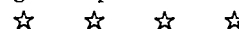
● ● ● Installation of a new type Zoomar television lens is being made at **KECA-TV** in preparation for telecasting local collegiate grid games next month. Boasting a much faster speed than earlier models, the

Hollywood

lens will be first in use of a new type perfected for coverage of night games, according to **Jerry Fairbanks**, president of the Zoomar firm. **Ray Lindsay**, head of **Fairbanks' camera research department**, is supervising installation. . . . **William Keighley**, of **CBS' Lux Radio Theater**, and his wife, the former **Genevieve Tobin**, will commute between **Hollywood and New York** during the winter months. They will occupy their **Manhattan apartment several days each month**. . . . **Betty Falk**, **Don Lee** receptionist, and **Earl Stevens**, of the **Don Lee TV staff**, will be married **Sept. 10** at the **First Methodist Church** in **Hollywood**. . . . **Myron McNamara**, for the last two years sales manager of **6000 Sunset Recording Studios**, has joined the sales staff of **Universal Recorders** and will work with Sales Manager **William Lindsey**. . . . **Allan Jones** off to **London** to record another 13 weeks of the **BBC programs**, in addition to the commercial half-hours sponsored by **Lever Bros.** . . . **Ziv** discussing new deal with **Margaret Whiting** to cut a new program series for its radio library, similar to the **Barry Wood show**. . . . **Dick Haymes** and his attorney, **N. Joseph Ross**, are setting up their own **TV production firm** to turn out formats confined to **musicals and children's stories**. . . . **Norman MacDonnell**, new director of "Suspense," was a **uniformed guide** at **CBS 10 years ago**. . . . **Phil Harris** and his gang are back from a **six-week fishing trip** through the **Northwest**. . . . **University of California Extension** is starting an evening course in **elements of sound recording**, designed for **motion picture, electrical and radio engineers**, at **Hollywood High**, starting **Sept. 14**.



● ● ● The **D'Arcy Advertising Agency** has opened a **Hollywood office** to handle the **Edgar Bergen radio show**, which tees off a new **Sunday series for Coca Cola** on **Oct. 2**. New office will be next door to **Bergen's own office** on **Hollywood Blvd.** **Paul Louis** and **Dario Soria** will be the execs. in charge. . . . **Ken Niles** will be **Joan Davis' regular announcer** for **Roi Tan cigars** when "Leave it **Joan**" bows over **CBS** on **Sept. 9**. . . . Printed reports last week to the effect that **Samuel Goldwyn** was preparing to produce films for **NBC television** were described as bunk by **NBC spokesman**. . . . **Innes Harris**, **Young & Rubicam commercial supervisor**, has been transferred from the **Hollywood office** to **New York**. And **Wilder Wylie** is a new commercial writer for **Y & R** in **Hollywood**. . . . Off to the **NBC convention** in **White Sulphur Springs, W. Va.**, are **Sidney Strotz**, **Hal Bock** and **Jennings Pierce**. . . . **Russell Burroughs**, former commercial manager of **KBMT** in **San Bernardino**, has been named **business supervisor** of **NBC's Western Division program department**.



● ● ● We caught an advance showing last week of the television films produced for **Procter & Gamble** and distributed by **General Television Enterprises**. Four films were shown—"Germelshausen," "Charlotte Corday," "Vain Glory" and "Smooth Fingers." If these are representative of what the series has to offer, tele viewers are in for a treat. They are well produced, expertly cast and entertaining. Teleplay produced the first two mentioned and **Ace Pictures** made the latter pair. Pictures run 12 minutes and a lot of story is packed into them. They should do well. . . . The **Carnation Co.** opened its new national headquarters Tuesday with guided tours and a mammoth buffet and cocktail party. . . . **Hal Roach** says he'll spring an important television announcement shortly.



SOUTHWEST

AL CLAUSER, pioneer western radio tunesmith is back on **KTUL, Tulsa**, after two years absence on the **Texas State Network** and **KFJZ, Fort Worth**. For years manager of one of the most popular western bands, this time **Clouser** is doing a solo act on **Homespun Philosophy**, backed up with his guitar and recordings for background.

Clyde Rembert, managing director, **KRLD, CBS Dallas**, and **Jim Crocker**, assistant manager, are deep in the throes of arranging the **NAB District 13 convention** at the **Adolphus Hotel** in **Dallas** on **October 3rd and 4th** and warn those who expect to attend, that reservations are pouring in and "first come—best served."

Kenyon Brown, managing director of **KWFT, Wichita Falls, Texas**, is on a fast vacation and business trip to the **West Coast**.

Charles Clough, manager of **KWFT, Wichita Falls, Texas**, and **Paul Girard**, regional representative, are on a fast swing through the **Gulf Coast cities**.

Featuring interviews made last month with **Texas "Yanks"** overseas with the **U. S. Army Air Forces**, **Porter Randall** and **Hal Thompson**, **KFJZ-Texas State Network** newsmen, are currently presenting a weekly half-hour series of programs over **TSN stations 8:30-9 p.m., CST Tuesdays**. Relatives and friends of those interviewed are notified prior to broadcast date by **Clyde Pemberton, KFJZ, Fort Worth, commercial manager**.

Howard H. Fry, formerly of **WMOH, Hamilton, Ohio**, has taken over duties on the commercial staff of **KFDM, Beaumont**. He is also a member of the board in the **Beaumont Broadcast Corp.**, owners and operators of the outlet.

HOW YOUR STATION CAN HELP FIGHT POLIO

Polio has struck harder this summer than in many previous years. Your station can contribute to the community's welfare by helping to create a calm, informed attitude about the disease.

Facts about polio are dramatized in a 15-minute transcribed program offered to radio stations free of charge as an educational public service by **The Mutual Life Insurance Company of New York**. The program is based on authentic information from the company's **Medical Department**.

The script is written by **Gretta Baker** and produced by **Chick Vincent**. **Richard Stark** is the narrator. You can obtain a transcription within a few days by writing to: **Medical Dept., THE MUTUAL LIFE INSURANCE COMPANY OF NEW YORK, 34 Nassau St., N. Y. C.**

WEVD
5000 WATTS 1330 K.C.
PROGRAMS OF
DISTINGUISHED FEATURES in
• ENGLISH
• JEWISH
• ITALIAN
3 RESPONSIVE AUDIENCES
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THE NEW YORK
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GINGER ROGERS



SPENCER TRACY



JOAN FONTAINE

5th Season Starts September 11

THEATRE GUILD ON THE AIR



ROBERT
MONTGOMERY



LORETTA YOUNG

NOW ON NBC * 8:30 P. M. (EDT) SUNDAYS

To bring the theatre's best to America's radio audience, United States Steel presents distinguished stars of stage and screen... in full-hour performances of Broadway's hit plays... produced by The Theatre Guild.



RICHARD WIDMARK



**NEW TIME!
NEW NETWORK!**

RADIO DRAMA AT ITS BEST!

... and **GEORGE HICKS** *speaking for* **U. S. STEEL**



U. S. STEEL HOUR

Two More Webs File On Giveaway Edict

(Continued from Page 1)

which will, and all of which may, fall within the terms of the Order.

"In the 36-week period, September, 1948, to June, 1949, there were at least six such programs broadcast over NBC, utilizing a substantial number of hours weekly of radio time, over a network of up to 130 stations, with yearly billings in excess of three million dollars." The Bill of Complaint alleged further that "NBC has developed some of these programs itself and has invested substantial sums in the preparation of such programs."

In its petition, CBS declared that it "has invested large sums of money in developing and furnishing a radio network program involving the award of prize or prizes to members of the radio audience. Said programs do not in any way violate Section 1304 of the United States Criminal Code (18 U.S.C. Sec. 1304) which prohibits the broadcast of any lottery, gift enterprise, or similar scheme.

"Plaintiff is presently furnishing at least two such programs to its radio network stations on a sustaining basis and one such program on a commercial basis."

CBS described in detail its current giveaway shows and stressed the point that "no consideration is given by any contestant."

All three networks alleged that if the FCC edict is not enjoined, they would "suffer irreparable damage and injury." They emphasized the "popularity" and "public approval" of their giveaway programs, and pointed to the "goodwill" which such shows have created for the network stations.

The attorneys representing NBC in the injunction are Cahill, Gordon, Zachry & Reindel, 63 Wall Street, New York. Columbia's attorneys in the action are Rosenman, Goldmark, Colin & Kaye, 165 Broadway, New York.

Clement Joins WDVA

Danville, Va.—Filling the vacancy left by Jim Adams who has accepted an announcing position with WPTF, Johnny Clement has joined the staff of WDVA as announcer. He was previously associated with WARD and FM, CBS outlet, and broke into radio with WHLF. He received his training in the Radio Workshop of N. Y. U. and at the National Academy of Broadcasting in Washington.

WBAL
means business
in Baltimore

★ THE WEEK IN RADIO ★

Upturn Seen in Daytime Sponsorships

By AL JAEGBIN

A RADIO DAILY survey showed that fall prospects for sponsorship of daytime programs on the four major networks are better now than they were a year ago, with NBC having only 6¼ hours left to sell during an entire week, CBS with 9¼ hours, ABC with 13¼ hours and Mutual with 8¼ hours plus participations on 14 hours worth of co-op shows.

Philip Morris, a heavy daytime advertiser, shifted its million-dollar network sponsorship from MBS to ABC, effective about the middle of October. However, Mutual regained some of this loss in revenue when Quaker Oats Co. increased its "Man On The Farm" program to a full hour to bring the cereal firm's sponsorship on the web to 1½ hours, representing total annual billings of more than \$1,200,000.

Mutual also garnered some new business from the Murine Company which will sponsor the five-minute Saturday news broadcasts of John B. Kennedy under a 52-week contract. Rhodes Pharmacal Co. will enter radio for the first time on Sept. 20 when it will begin sponsorship, in behalf of its headache tablet, Imdrin, of Gabriel Heatter over 150 MBS stations, twice weekly.

In turn, ABC added Serutan to its roster of advertisers with the signing of a contract for a new four-times-per-week program on which Victor Lindlahr will discuss food problems, beginning Sept. 11.

NBC grabbed its share of new business by signing the American Tobacco Co., for sponsorship of a new Monday-through-Friday musical series, "Light Up Time," which began yesterday, 7-7:15 p.m., EDT. Another NBC sponsor, Miles Laboratories, will bring back the web's "Quiz Kids" on Sept. 11 at 4 p.m., CDT, instead of at its former 3:30 p.m. spot. NBC's Radio-Recording Division reported that the sales for "Touchdown Tips," a transcribed grid series, are 33 per cent above the number of confirmed orders on the books at this time last year.

The scoreboard on inter-network "raiding" was marked up again during the week when Carnation Co. announced it would shift its "Contented Hour" from NBC, where it has been since its debut in 1932, to CBS on October 2. CBS also announced 52-week renewals for "Gangbusters" and two daytimers, "The Romance of Helen Trent" and "Our Gal Sunday." Included in Columbia's new contracts were renewals by General Foods Corporation of its two shows, "My Favorite Husband" and "The Goldbergs." But on the downside of the CBS ledger was announcement that Campana will drop the net's "First Nighter" program for at least one year, effective Sept. 29.

Inter-network rivalry was put aside during the week when three webs, ABC, CBS and NBC decided

to fight the FCC's edict on giveaways. ABC took the first concrete step on Wednesday by filing its petition for an injunction against the FCC in Federal Court, Southern District of New York. The other two webs delayed filing their separate Bills of Complaint because of minor details in the wording of their briefs.

A report by the NAB showed that profits to broadcasters during 1948 were down, continuing a trend started in 1946, and that operating expenses, of which wages were the largest part, were up.

Sales of radio sets in Canada during the first five months of this year increased by more than \$1,000,000 over the corresponding period of last year, according to the Bureau of Statistics in Montreal. . . . In the United States, the July turnout of home receivers was the lowest of the year, with a number of plants shut down entirely for vacation periods. . . . Zenith Radio Corporation, which shut down for a two-week vacation, reported "indications that the radio and television industry is experiencing a sharp pickup," even though the firm's shipments for the quarter ending July 31 were down 10 per cent from those during the same period a year ago.

RADIO DAILY's editor Frank Burke, who was winding up his vacation last week in Mexico, reported from Mexico City that the Mexican government was understood to have asked the U. S. State Department to postpone the NARBA conference at Montreal. . . . More than 150 American government radio and industry technicians agreed that the U. S. delegation to the NARBA conference should refuse to go along with any move to narrow the present 10-kilocycle AM bands. . . . The Voice of America strengthened its position in Europe with the addition of a new high-powered medium-wave relay station at Munich, Germany.

Off Air For Two Hrs.

Birmingham, Ala.—WKAX was off the air recently for two hours when its transmitter cable was cut. Ralph M. Tanner, general manager of the station said an 8-inch section was sliced from the cable which carries program lines from the downtown studios to a transmitter station. Earlier, Tanner reported the transmitter and a number of radio tubes had been burglarized.

WROL Football Contract

Knoxville, Tenn. — WROL has signed an exclusive contract with newly-formed Knoxville Professional Football Club for broadcasting descriptions of all games played this season. Allen Stout, the station's director of sports and special events will handle the play-by-play description chores for the Sunday afternoon games.

"Successors To Coy" Now Being Discussed

(Continued from Page 1)

him are Commissioner Frieda Henneck, general counsel Ben Cottone and the former NAB president Neville Miller. Miss Henneck, it is understood, is interested either in the Commission chairmanship or Federal judgeship in New York. She is believed to have discussed both these possibilities with President Truman, Thursday, although she will not comment in detail upon her visit.

Cottone is a personal favorite of Coy, and has substantial industry backing for the Commission chair. He has a lengthy record of New Deal legal posts, and is thoroughly familiar with Commission procedures and cases.

Miller, former mayor of Louisville, is now practicing law in Washington. It is said that Vice-President Alben Barkley is ready to advance Miller for the FCC post. Miller's brother has been very close to Barkley in Kentucky, and Miller himself is well known to the Vice President from his Kentucky days.

WCSI-FM 2nd Birthday

Columbus, Ind.—The week of September 1 through 8 has been set aside by WCSI-FM to celebrate its second anniversary. The station is preparing several special salute programs and WCSI sponsors are making plans to run congratulatory newspaper and radio ads. Several record manufacturers are planning to run special trade paper ads about WCSI.

WHOK Appointments

Lancaster, Ohio — According to recent announcement, Bob Respress has been named chief announcer and promotion director of WHOK. Dave Collins has been appointed music and farm director and Paul Miller is special events director.

**NEED RECORDING
TAPE IN A HURRY?**

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

**CALL
OR WRITE**

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

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

TELEVISION DAILY

Publication of RADIO DAILY, Tuesday, September 6, 1949 — TELEVISION DAILY is fully protected by register and copyright

COLOR TV TESTS SET FOR CAPITAL

TELE TOPICS

BATTLE ROYAL is in prospect on the subject of color television when the hearing gets underway on September 26. CBS is keeping its mechanical scanning converter under wraps and RCA is reported to have an armed guard around its electronic color experimental labs at Princeton, N. J. The merits of both systems will be weighed by the Commission, and it is expected that the FCC may take a strong stand toward the granting of commercial TV licenses.

KECA HAS ANNOUNCED eight new staff additions at KECA-TV, its Hollywood station: art director—Dorcy Howard; assistant art director—Lumir Mathauser; floor manager—Jerry Franks; scenic artist—Tom Jay; studio director—Seymour Weiss; program assistants—Dick Darley, Ed Finkel, and Dick Brown. . . . An all-day TV sets-in-use high for the Philadelphia area was recorded last week during an American Legion parade, Radox reports. Between 9:45 and 10 p. m., 83 per cent of all Philadelphia sets were on, and 60 per cent were turned to the parade.

MAXINE KEITH has been named program coordinator for the new TV series, "Tonight On Broadway," which will debut on October 2 and will feature highlights of Broadway shows. Miss Keith will act as liaison between the Fact Finding Committee of the legitimate theater unions and the producers of the Broadway shows which are to be televised.

WDSU-TV cameraman and an announcer, Ken Muller and Fred Paul, were taken into the teeth of the Florida hurricane last week to get the first films of the disaster shown in New Orleans, and probably the first seen anywhere on television. The two were aboard a plane of the Navy's Hurricane Search Squadron, which first circled the storm area and then headed down the coast to shoot 16 color films of the devastated area. . . . WJIG, the New York Daily News station, has scheduled an exclusive telecast of the 24th Charistic Congress of the American Church Union from New York's Cathedral of St. John the Divine, on Sept. 15 starting at 10:30 a. m. The Lord Bishop of London will deliver the sermon, and the Bishop of Long Island will be the celebrant.

NEW YORK HOUSEWIVES tuned to WABD at 11 a. m. today will get a chapter or two on gastronomy from the comparable Gaston Magrin, head chef of the Ile de France, who will create one of his culinary epics before the DuMont cameras. . . . Charles E. Wilson, president of General Motors, is guest speaker on Thursday's episode in the "Crusade in Europe" series over ABC-TV at 9 p. m. The telecasts are sponsored by Life and Time.

Birds Eye Planning Wide AM, TV Drive

(Continued from Page 1)
time will be bought on 99 stations in 51 cities across the country. Television spots are scheduled on 27 video stations in different cities.

Radio and television promotion will be coordinated with campaigns in other media to provide "multiple impact" upon the consumer, the Birds Eye spokesman said. Young & Rubicam is the agency for Birds Eye foods.

NARSR's Membership, AM-TV Directory Out

(Continued from Page 1)
ers at advertising agencies throughout the country.

The directory lists 626 AM stations and 63 television outlets now represented by NARSR members. It is proposed to make the directory an annual publication for service to advertisers and agencies.

WTVN To Headley-Reed

WTVN, Columbus, O., has appointed the Headley-Reed Co. as its exclusive national television representatives. WTVN is owned and operated by Edward Lamb, owner-operator also of WICU, Erie, Pa. The video station is slated to begin regular operations on Channel 6 on Oct. 1, as an ABC and DuMont affiliate.

Dumont On WABF

Allen B. DuMont Labs., Inc., has signed for six hours of recorded programs weekly on WABF (FM), New York. DuMont show will be heard each Saturday, 6 p. m. to midnight.

Theater TV First In L. A., Fox, Paramount Tell FCC

Washington Bureau of RADIO DAILY
Washington—Theater television on a large-scale commercial basis probably will be used first in Los Angeles, the FCC was told Friday by both Paramount and 20th Century-Fox. The film companies said they are ready to proceed with commercial service in the California metropolis as soon as video can be authorized, with color an early possibility.

Fox reported that it is ready to equip 24 theaters in the Los Angeles area for TV networking, while Para-

Radio, TV Highlight 4-A Conclave Agenda

(Continued from Page 1)
division of the conference into nine separate panels, thus: 1—radio and television; 2—sales promotion; 3—media; 4—creative; 5—contact and service; 6—mechanical production; 7—management; 8—public relations, and 9—research.

Leading speakers from industry and from the advertising field will be featured at each session, Vir Den said, with moderators and participants in the individual panels to be announced shortly. The conference will end with a dinner at New York's Park Lane Hotel on Wednesday evening, Oct. 5.

Chairmen Listed

Chairmen of the nine panels, in the order named, are: Arthur Pryor, Jr., of BBD&O; Thurmond L. Barnard, of Compton Advertising; Newman F. McEvoy, of Newell-Emmett Co.; John Schneider, of Lennen & Mitchell; William Berchtold, of Foote, Cone & Belding; George Finlay, of Federal Advertising; T. Hart Anderson, of Anderson, Davis & Platte, Inc.; Edward F. Thomas, of Geyer, Newell & Ganger; Fred B. Manchee, of BBD&O.

WGN-TV Skeds Wrestling

Chicago—Wrestling bouts at the Midway Arena will be seen and heard over WGN-TV every Tuesday night, beginning Sept. 6, from 8:30 to closing. Jack Brickhouse, sports director, and Harry Creighton, sports announcer, will narrate the bouts. The series is sponsored by Fohrman Motors. The Malcolm-Howard Agency, Chicago, handles the account.

CBS Will Use WOIC Facilities For Tests, Sept. 26

CBS, at the request of the FCC, will begin a series of color television tests over WOIC, its Washington, D. C. video affiliate, on or about Monday, Sept. 26.

Data obtained by CBS as a result of the tests will be made available to the Commission for the color video hearings scheduled to begin in Washington on Sept. 26. The network's plans were disclosed in a letter sent Friday by Frank Stanton, CBS president, to Paul A. Walker, acting FCC chairman. Stanton said that CBS will consult with the FCC staff in placing sets in the Washington area to receive the color transmissions.

The camera equipment and several of the receivers were developed and built by the network for the Smith, Kline and French Laboratories, which used them to demonstrate medical and surgical techniques to professional groups. Smith, Kline and French is making the equipment available to CBS for the Washington tests.

Additional receivers are being built on rush orders for the CBS tests by the Air King Products Co., Inc., the Astatic Corp., the Birtman Electric Co., and the Tele-tone Radio Co. About 30 receivers of different types will be used. Twenty-five will receive color signals in color, color signals in black-and-white, and black-and-white signals in five sets will receive only color. The tests are to be made during hours that will not conflict with the regular schedule of WOIC.

Survey Shows TV Sets In 97% Of L. A. Taverns

Los Angeles—A survey of 3,000 local taverns by KTTV, the CBS-Los Angeles Times station, has disclosed that all but 3 per cent have installed television sets. The survey was made with the cooperation of the California Tavern Assn.

A breakdown of replies to a KTTV questionnaire showed that 35 per cent of the sets were RCA, and 25 per cent were Philco. Other brand names prominently represented were General Electric, Crosley, and Richard, a local retailer who markets a special large-screen TV projector.

Friday is the best business night for video-equipped Los Angeles taverns, followed by Saturday, Thursday, Monday and Tuesday, in that order.

NBC Affiliates Meet Opening Tomorrow

(Continued from Page 1)

NBC Affiliates which gets under way here tomorrow at the Greenbrier Hotel.

Broadcasters representing 170 affiliated stations as well as network executives from New York, Chicago, and Los Angeles are on hand for the five-day convention which will open tomorrow with an address by President Trammell.

It is expected that the NBC president will define the network's policy in its relation to radio and TV planning and will point to the Fall advertising and promotion campaign as indicative of the web's continued interest in radio. He is also reported prepared to give a comprehensive outline of NBC's network television planning and will include a progress report on station operations in key center cities served by the web.



TRAMMELL

President Trammell's statement will answer broadcasters located in areas not being served by television who have been apprehensive about NBC's policy. They have felt that the network had been putting too much emphasis on the potentialities of TV at the expense of commercial radio.

Forty Come From N. Y.

Forty network executives from the New York office are on hand to participate in the affiliates convention proceedings. The roster of web executives from Manhattan follows:

Niles Trammell, Charles Denny, John MacDonald, Harry Kopf, William Brooks, Sydney Eiges, Sylvester Weaver, John Royal, Charles Hammond, William Hedges, Gustav Margraf, Thomas McCray, George Frey, James Gaines, Carleton Smith, Easton Woolley, Burton Adams, George Robinson, Norman Blackburn, Thomas Knobe, David Adams, Josef Dine, Ernest de la Ossa, Frederick Wile, Sheldon Hickox, Robert Myers, Sheldon Coons, James Nelson, Hugh Beville, Bill Stern, Philip Hirsch, Sidney Desfor, Albert Walker, Norman Cash, Paul Rittenhouse, Paul Hancock, Charles Bevis, Thomas McFadden, Charles Baker, Ruth White, Stephen Flynn and Russell Johnston.



DENNY

Central division headquarters of NBC located in Chicago, is represented by I. E. Showerman, Jules Herbuveaux and Mrs. Herbuveaux, A. W. Kaney and Jennings Pierce.

NBC Convention Registrants

The roster of representatives of NBC affiliated stations who are gathering at the Greenbrier Hotel, White Sulphur Springs, West Va., for the network's third annual affiliates convention which opens tomorrow, follows:

- William C. Barnes... WMVA—Martinsville
- Miss Barnes... WMVA—Martinsville
- John W. Schultz... WMVA—Martinsville
- Eddie E. Jones... WSOC—Charlotte
- Hunter Marshall... WSOC—Charlotte
- Roger Pence... WFBC—Greenville
- Harold H. Thomas... WISE—Asheville
- Douglas Featherstone... WCRS—Greenwood
- Dan Crosland... WCRS—Greenwood
- J. D. Saumenig... WIS—Columbia
- Robert E. Bradham... WMTA—Charleston
- Harben Dandel... WSAV—Savannah
- John T. Hopkins III... WJAX—Jacksonville
- Eugene D. Hill... WORZ—Orlando
- C. G. Baskerville... WFLA—Tampa
- S. O. Ward... WIAK—Lakeland
- Virgil Trimm... WEAT—Lake Worth
- Mr. Eubanks... WEAT—Lake Worth
- Robert Rounsaville... WEAT—Lake Worth
- John M. Outler, Jr... WSB—Atlanta
- James M. Cox... WSB—Atlanta
- Addison F. Martin... WKPT—Kingsport
- W. A. Wilson... WOPI—Bristol
- Eloise S. Hanna... WBRC—Birmingham
- Howard E. Pill... WSEA—Montgomery
- Miss Pill... WSEA—Montgomery
- Miss Ivey... WSEA—Montgomery
- William O. Pape... WALA—Mobile
- Howard K. Martin... WALA—Mobile
- J. Holliday Veal... WCOA—Pensacola
- Harold Wheelahan... WSMB—New Orleans
- Miss Wheelahan... WSMB—New Orleans
- Sylvan Fox... KSYT—Alexandria
- George H. Thomas... KVOI—Lafayette
- T. B. Lanford... KPLC—Lake Charles
- Roy Dabadie... WBO—Baton Rouge
- Douglas L. Manship... WBO—Baton Rouge
- Charles P. Manship... WBO—Baton Rouge
- Wiley P. Harris... WJDN—Jackson
- P. K. Ewing, Jr... WMX—Natchez
- F. C. Ewing... WGRM—Greenwood
- Henry Slavick... WMC—Memphis
- E. Y. Baxter... KOAM—Pittsburgh
- Archlie J. Taylor... KANS—Wichita
- William Wyse... KWBW—Hutchinson
- P. A. Sugg... WKY—Oklahoma City
- James Moroney... WYFA—Dallas
- Martin B. Campbell... WFAA—Dallas
- Harold Hough... WBAP—Fort Worth
- Aubrey Jackson... KGNC—Amarillo
- Cecil K. Beaver... KTXN—Shreveport
- James A. Noc, Sr... KNOE—Monroe
- Jack Harris... KPRC—Houston
- Oveta Culp Hobbs... KPRC—Houston
- Hugh A. L. Hall... WOAT—San Antonio
- Frank Smith... KRIS—Corpus Christi
- Byron W. Ogle... KRGV—Weslaco
- F. E. Fitzsimonds... KPRV—Bismarck
- S. S. Fox... KDYY—Salt Lake City
- Karl O. Wylser... KFSM—El Paso
- Walter E. Wagstaff... KIDO—Boise
- E. B. Craney... KNLE—Butte
- E. B. Craney... KNLL—Missoula
- E. B. Craney... KNLA—Helena
- E. B. Craney... KNLE—Great Falls
- E. B. Craney... KNLO—Bozeman
- Ed Yocum... KGHL—Billings

NBC located in Chicago, is represented by I. E. Showerman, Jules Herbuveaux and Mrs. Herbuveaux, A. W. Kaney and Jennings Pierce.

West Coast Represented Sidney Strotz, vice-president in charge of the western division, accompanied by Mrs. Strotz heads the Hollywood contingent. Hal Bock and Mrs. Bock are also on hand.

The Washington office of NBC is represented by Frank "Scoop" Russell and William McAndrews. John Elwood is here from San Francisco and Lloyd Yoder from Denver. NBC's Cleveland operations are represented by Joseph Jenkins and John McCormick.

- William B. Ryan... KFI—Los Angeles
- Earle C. Anthony... KFI—Los Angeles
- Thomas E. Sharp... KFSD—San Diego
- John Merino... KFSD—San Diego
- H. Quenton Cox... KGW—Portland
- O. W. Fisher... KOMO—Seattle
- Ray Baker... KOMO—Seattle
- Richard O. Dunning... KHQ—Spokane
- Paul R. Bartlett... KERO—Bakersfield
- Gene De Young... KERO—Bakersfield
- Ewing C. Kelly... KCRA—Sacramento
- Lorin P. Thurston... KGU—Honolulu
- M. A. Mulrony... KGU—Honolulu
- Mark Egan... KGU—Honolulu
- Ernest B. Loveman... WPTZ—Philadelphia
- Rolland V. Tooke... WPTZ—Philadelphia
- William McNeilly... WKTV—Utica
- Michael Fusco... WKTV—Utica
- John New... WTAR—Norfolk
- W. O. Murrell... WORZ—Orlando
- A. X. Pangborn... KGO—Portland
- Walker O. Miller... WGAL—Lancaster
- Paul W. Morency... WTIC—Hartford
- Wilmer C. Swartley... WBZ—Boston
- Rart Rowan... WGY—Schenectady
- R. B. Hanna, Jr... WGY—Schenectady
- Roy Willpott, Jr... WGY—Schenectady
- H. C. Wilder... WSYR—Syracuse
- E. R. Vadeboncoeur... WSYR—Syracuse
- William Fay... WJAM—Rochester
- A. H. Kireloper... WBen—Buffalo
- Robert Thompson... WBen—Buffalo
- J. E. Baudino... KDKA—Pittsburgh
- H. C. Burke... WBAL—Baltimore
- J. B. Conley... KYW—Philadelphia
- R. E. White... KYW—Philadelphia
- Walter E. Benoit... KYW—Philadelphia
- W. J. Scripps... WWJ—Detroit
- Harry Bannister... WWJ—Detroit
- E. K. Wheeler... WWJ—Detroit
- George Storer... WSPD—Toledo
- Lee B. Wallis... WSPD—Toledo
- Daniel C. Park... WIRE—Indianapolis
- Wayland Fullington... WIRE—Indianapolis
- William P. Robinson... WLW—Cincinnati
- Marshall N. Terry... WLW-T—Cincinnati
- James Leonard... WLW-C—Columbus
- J. T. Murphy... WLW-D—Dayton
- George Norton... WAVE—Louisville
- Nathan Lord... WAVE—Louisville
- Harry Stone... WSM—Nashville
- J. H. DeWitt... WSM—Nashville
- Walter Damm... WTMJ—Milwaukee
- Russ Winnie... WTMJ—Milwaukee
- George Burbach... KSD—St. Louis
- Ernie Sanders... WOC—Davenport
- Roloh Evans... WOC—Davenport
- William Wagner... WOC—Davenport
- Paul Lovet... WHO—Des Moines
- W. W. Woods... WHO—Des Moines
- Harold Fulton... WHO—Des Moines
- Jack Kerrigan... WHO—Des Moines
- Stanley Hubbard... KSTP—St. Paul
- Lyle DeMoss... WOW—Omaha
- M. M. Meyers... WOW—Omaha
- C. Allen Bengtson... WJNR—Binghamton
- Dale L. Taylor... WENY—Elmira
- B. Walker Sennett... WERC—Eric
- Jacob A. Young... WERC—Eric
- Charles E. Denny... WERC—Eric
- Henry Diefenbach... WGKY—Charleston
- A. Davis... WGKY—Charleston
- R. M. Venable... WGKY—Charleston
- Pat T. Flanagan... WHIS—Bluefield
- Hugh I. Shott, Jr... WHIS—Bluefield
- Walter W. Krebs... WJAC—Johnstown
- George C. Gable... WFBG—Altoona
- T. W. Metzger... WMRE—Lewistown
- James S. Woods... WMRE—Lewistown
- Aurelia S. Becker... WTBO—Cumberland
- Wilbur M. Havens... WMBG—Richmond
- Walter A. Bowry... WMBG—Richmond
- Robert Harrington... WSAV—Harrisonburg
- Carl Mark... WTTM—Trenton
- B. Bryan Musselman... WSN Allentown
- Raymond A. Gaul... WRAW—Reading
- Elwood Anderson... WEST—Easton
- Chair McCollough... WGAL—Lancaster
- J. Robert Gullek... WGAL—Lancaster
- Harold E. Miller... WGAL—Lancaster
- David J. Bennett, Jr... WKBQ—Harrisburg
- Victor K. Strine... WOPR—York
- Nancy C. Dielm... WAZI—Hazelton
- David M. Baltimore... WBRF—Wilkes-Barre
- Louis G. Baltimore... WBRF—Wilkes-Barre
- George E. Joy... WBRK—Williamsport
- H. Allen Campbell... WTAC—Plint
- Jon McKinley... WTAC—Plint
- Milton L. Greenbaum... WSAM—Saginaw
- Stanley W. Barnett... WOOD—Grand Rapids
- J. Robert Kerns... WLOK—Lima
- Helenae Foellinger... WGL—Fort Wayne
- Pierre Boucheron... WGL—Fort Wayne
- Ferrall Rippetoe... WBOW—Terre Haute
- Martin Leich... WGBF—Evansville

Showcase Broadcast Set By Mutual We

(Continued from Page 1)

Mutual's position in the face of increased inter-network rivalry, the web's four "showcase" program will focus audience attention on it 5 to 6 p.m. juvenile shows, including Bobby Benson's "B-Bar-B Ranch," the "Straight Arrow" series, "Captain Midnight," "Tom Mix and His Ralston Straight Shooters," and the regular Sunday afternoon show "Juvenile Jury." The promotional programs will be aimed at increasing the number of adult listeners as well as the children audiences. The "showcase" programs started on Sept. 4, 3:30-4 p.m., EDT, when "B-Bar-B Ranch" was featured.

Winner To Get Contract

The coast-to-coast Gabriel Heatter show will start off as a regular Saturday series of 13 weeks each on Oct. 1, 8:30-9 p.m. A \$5,000 radio or television contract will be the major award presented to the winning personality or "act" at the conclusion of each 13-week cycle. A \$1,000 savings bond will be awarded to the winner of each week's competition. Weekly audition sessions will be held to select four entertainers, the most promising talent for each broadcast.

Heatter will conduct the program introduce the participants and to the "human interest" stories behind their bids to fame. He will assist also in the final screenings of auditionists and will supervise the scripting for each broadcast. Nora Stirling will assist Heatter in the scripting chores. Production will be under the supervision of Herbert Rice. Sylvan Levin will conduct augmented variety orchestra using arrangements especially written for the performer.

Re-Hire Fired Employees, NLRB To Tell 2 Station

(Continued from Page 1)

reinstated with back pay four employees discharged last winter. If firings, he found, were the result of an attempt to organize employees, the two stations into membership the IBEW.

In a detailed 28-page accounting Wilson went through the story of the abortive attempt to organize employees of the two stations and found the station management had clearly discharged the men as result of their union activity.

- Vernon Nolte... WHIZ—Zanesville
- Clay Little... WHIZ—Zanesville
- Kenneth F. Schmitt... WIRA—Madison
- Howard Dahl... WKBH—La Cro
- Joseph Mackin... WMIAM—Marine
- William E. Walker... WMIAM—Marine
- Frank Loveman, Jr... WMIAM—Marine
- Fred C. Mueller... WBEK—Peo
- J. Gordon Vardell... KGBN—Springfi
- S. C. Fante, Jr... KELO—St. Clo
- Fred Schlipplin... KFAM—St. Clo
- G. David Gentling... KROC—Roche
- Walter C. Bridges... WEBC—Duluth-Super
- John Alexander... KODY—North Pla
- Campbell Arnoux... WTAR—Norf
- Richard H. Mason... WPTZ—Ralei
- Harold Essex... WSJS—Winston-Sal

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 48, NO. 47

NEW YORK, WEDNESDAY, SEPTEMBER 7, 1949

TEN CENTS

FUTURE OF CANADIAN RADIO IS ISSUE

RMA Confab To Plan Video Exhibit For FCC

Washington Bureau of RADIO DAILY
Washington—Plans for the television presentation of RMA at the forthcoming FCC hearings will be explored September 15 and 16 as United States and Canadian RMA clippers gather at the Greenbrier, White Sulphur Springs, W. Va. The RMA television committee, of which the past president, Max F. Balcom, is chairman, will meet during the two-day conference to complete preparations for the RMA presentation and to consider other TV prob-

(Continued on Page 3)

Mutual Sales Increase Reported By Officials

The MBS "sales curve seems to be hitting a turning point," with new programs exceeding \$2,000,000 in billings and renewals more than \$3,000,000, according to a joint statement released yesterday by Mutual's president Frank White and the web's v-p in charge of sales Jess Barnes. "Perhaps even more important from a long-term viewpoint," White said, "is the surprising increase in

(Continued on Page 8)

Barker Signed By Don Lee For TV Production Post

West Coast Bureau, RADIO DAILY
Hollywood—Cecil Barker, production aide to David O. Selznick, has been appointed executive producer for Don Lee television system, effective immediately. For 12 years Barker has been associated with Selznick studio and during last four years has been executive production

(Continued on Page 2)

Paid Listings

Chicago—In Tuesday's issue, The Chicago Tribune established the precedent of accepting paid advertisements for top billing in its radio page. Other Chicago newspapers, The Sun-Times, The Herald-American, and the Daily News are expected to follow the Tribune's move. The Tribune will continue to follow the unpaid listings, but the advertising stations will be given larger type, and at the head of the column.

NBC Affiliates Meet For 3rd Convention

White Sulphur Springs, West Va.—The third annual convention of broadcasters from NBC-affiliated stations will get under way at the Greenbrier Hotel this morning when Niles Trammell, president, outlines the web's radio and television planning. Representatives of 171 affiliated stations are on hand for the meetings which will continue throughout Saturday.

Other speakers for the opening

(Continued on Page 3)

Fails In Channel Swim; Flounders On Short Wave

Shirley May France, the high school junior who failed to swim the English Channel, was interviewed in a shortwave broadcast from Dover, England, in Mel Allen's "Today in Sports," over MBS last night, 7:45 p.m., EDT.

Her mother also was included in

(Continued on Page 3)

CAB And CBC File Briefs With Gov't On Function Of Radio In Canada; Views On Operations Differ

4A Urges Promotion Of Distrib. Processes

The major opportunity and responsibility of advertising in moving goods fast enough and in large enough quantities that our economic welfare may be served, with special emphasis on obtaining "full and favorable public understanding" of the processes of distribution, was urged in a resolution released yesterday by the operations committee of the AAAA board of directors.

According to AAAA president

(Continued on Page 8)

Thesaurus Department To Transfer To RCA

NBC's Thesaurus Musical Program Service and Syndicated Programs will be transferred to RCA Victor and will be integrated into its Custom Record Division, it was announced by J. G. Wilson, executive v-p

(Continued on Page 3)

Tape Recorder At WIP Used In Radio News Beat

Philadelphia—Sam Serota, news and special events director of WIP, carrying a new type of portable tape recorder, scored a news beat yesterday when he covered the 12 killings

(Continued on Page 2)

Ottawa—In separate briefs submitted to the Royal Commission on Arts, Letters and Sciences, the CAB called the existing radio situation in Canada "undemocratic" and "unfair," and the CBC, in contrast, declared that "a true Canadian radio can only be maintained through direct

(Continued on Page 5)

Gillette To Sponsor Fights On ABC Web

Gillette Safety Razor Company for the fifth consecutive year will sponsor the broadcasts of the Friday night boxing bouts from Madison Square Garden over the ABC network, it was announced yesterday by J. P. Spang, Jr., president of Gillette.

Bill Corum and Don Dunphy,

(Continued on Page 6)

NBC And Brecher Sign 'Riley' For AM And TV

NBC and Irving Brecher, originator and owner of "The Life of Riley," have entered into a long-term agreement by which the network acquired complete rights to the program for radio and television use. Brecher will produce the feature for NBC on an independent basis.

Formerly carried on radio only,

(Continued on Page 3)

New Color TV Brief Filed By RCA With Commission

Declaring that the new all-electronic system of color television is completely compatible with present receiving sets, Dr. E. W. Engstrom, vice-president in charge of research at RCA Laboratories, yesterday filed an engineering statement on color TV with the FCC.

The statement reveals that the new electronic system operates entirely within a 6 megacycle channel without degradation of the quality

of the received pictures. It points out that no changes in present transmission standards are required and transmitting stations can change at will, either from color to black and white or the reverse.

"In our laboratory setup," Dr. Engstrom explained, "we have obtained the same resolution when reproducing the color transmission on a black and white receiver as one

(Continued on Page 7)

Close Harmony

John Maragon, a central figure in Washington's "five percent" hearings, will appear—with his attorney—on "Meet the Press" over the NBC-TV network on Saturday night at 10 p.m. This marks the first time that a guest facing a battery of newsmen on the program has been allowed to bring his lawyer along. The attorney is Myron Ehrlich.

Versatile

Dr. Harry Hagen, originator of "True or False," has turned inventor. Hagen, a practicing physician before he entered radio, has developed a safety device for infants designed to prevent them from falling from the crib or smothering in the bedclothes. His brainchild, a diaper-like affair that goes around the tot's middle, will be marketed nationally.

RADIO DAILY



★ COMING AND GOING ★

Vol. 48, No. 47 Wed., Sept. 7, 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 Dahlonaga Rd.
Phone: Wisconsin 3271

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

SOUTHWEST BUREAU
Paul Girard, Manager
Tower Petroleum Bldg.,
Dallas, Texas
Phone: Riverside 5491

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

FINANCIAL

(September 6)

NEW YORK STOCK MARKET

	High	Low	Close	Net Chg.
ABC	6 1/8	6	6 1/8	+ 1/8
Admiral Corp.	18 1/2	18 1/4	18 3/8	+ 1/8
Am. Tel. & Tel.	144 5/8	144 1/4	144 3/8	+ 3/8
CBS A	18 3/8	17 5/8	17 7/8	- 1/8
CBS B	18	17 5/8	17 7/8	- 1/8
Philco	26 1/2	26 3/8	26 1/2	+ 1/8
RCA Common	11 1/4	11	11	- 1/4
RCA 1st pfd.	70 3/4	70 3/4	70 3/4	0
Stewart-Warner	11 3/8	11 1/8	11 1/8	+ 1/8
Westinghouse	24 1/2	24 1/8	24 1/8	+ 1/8
Westinghouse pfd.	97 1/4	97 1/4	97 1/4	+ 1/4
Zenith Radio	24 3/4	24 3/4	24 3/4	- 1/4

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	13	14
Stromberg-Carlson	10 1/4	11 1/2

Disputes Claim

Chicago—Peter A. Cavallo, Jr., for the J. Walter Thompson Company, disputes the claim of the Morris B. Sachs Amateur Hour of being the oldest Chicago commercial radio program in celebrating its 15th anniversary on Aug. 28, as stated in the August 25 issue of RADIO DAILY. "The Northerners," sponsored by the Northern Trust Company, observes its 19th anniversary on Sept. 13, Cavallo asserts. It has always been produced by J. Walter Thompson, he said, over WGN.

KGW
KGW-FM
PORTLAND, OREGON
AFFILIATED WITH
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

SAMUEL CHERR, vice-president and merchandising director of Young & Rubicam, with headquarters in New York, has arrived in Mexico City, where he is making plans for the new campaign for Nash cars.

MILTON CROSS, American network commentator and oracle on subjects musical, has returned from his vacation and will resume, among other chores, his Sunday afternoon web program of operatic excerpts.

DONALD A. STEWART, general manager of WDTV, Pittsburgh owned-and-operated outlet of DuMont Television Network, is spending this week in New York for conferences with web officials.

PAUL HENREID, featured in "Rope of Sand" and other recent films, arrived in New York yesterday for his appearance on last night's "Cavalcade of America" over NBC. He plans to return to Hollywood today.

BERNARD DUDLEY, director of sales and chief of television development at MPO Productions, Inc., has left for New Hampshire to join his family in the celebration of his parents' 45th anniversary.

E. O. WILSCHKE, operating manager of Altex Service, has left on a trip to the West Coast.

MILT KORF, engineer at WBBM, Chicago, today will leave for a vacation in Colorado.

LOUISE ALBRITTON, film star and wife of Charles Collingwood, radio commentator, has arrived from Hollywood to star in the Philco Playhouse, which will be heard on NBC Sunday.

C. A. BENGTSOn, general manager of WINR, Binghamton, N. Y., is in town for conferences with the national representatives of the station.

ED SPENCER, general manager in the New York office of George P. Hollingbery Co., has returned from his vacation.

CHET CAMPBELL, of the NBC-Chicago press department, is visiting briefly in New York.

CHARLES BECKMANN, vice-president in charge of radio and films for Moss Associates, advertising agency, is back at his desk following two weeks at the Cavalier Hotel, Virginia Beach.

LEOPOLD KLEINER, interior decorator heard regularly on "Market Melodies" over WJZ-TV on Fridays, will leave today for Chicago to appear on four radio and video shows and to form a branch of his own business in the Windy City.

ERIC GODAL, newspaper cartoonist who appears frequently on radio and television, has left for Provincetown, Mass.

MIKE JABLONS, of Gainsborough Associates, publicists, has returned from a two-week vacation at Lake Placid.

Tape Recorder At WIP Used In Radio News Beat

(Continued from Page 1)

by Howard Unruh, crazed veteran, in Camden, N. J.

Serota was rushed to the scene of the shootings by Murray Arnold, WIP program director, when first news flashes of the tragic event reached the station. Armed with a Stencil-Hoffman battery operated tape recorder the newsman went to Camden where he interviewed eye witnesses to the shootings, police officials and the district attorney.

First tape recordings were aired

Barker Signed By Don Lee For TV Production Post

(Continued from Page 1)

assistant to Selznick. This is first major personnel move in Don Lee's projected television plans and in line with Charles Glet's policy to staff television operations with key personnel with top flight motion picture background.

by WIP at 12:30 p.m., later some of the interviews were featured on the Mutual Newsreel coast to coast at 6:45 p.m. on Lyle Van's news program on WOR in New York.

FOR THE FIRST TIME!

Here is your sensational opportunity to get all-important experience before LIVE television cameras.

TAKE ADVANTAGE OF THIS PROFESSIONAL TRAINING

We have developed a hard-hitting, professional service to give you every possible phase of training "ON CAMERA."

YOU ARE THE FUTURE IN TELEVISION!

Assure your success as a seasoned performer before a LIVE camera. Casting directors, aware of our facilities, are in constant touch with us.

Television can't miss — make certain you don't.

Sign up — today! Enrollment is limited.

Rates are easily within your reach.

Schedules may be arranged for your convenience.

CLAUDIA FRANCK STUDIOS
316 West 57 St., New York 19, N. Y. • Circle 7-6394



Claudia Franck Enterprises, Inc.



The Lion's Share

This is a picture of a baby lamb and a baby lion. At this tender age the lamb needs four times as much milk as the lion. So the lamb really gets the lion's share.

There's a sure way for you to get the lion's share of business in Baltimore. You just buy W-I-T-H, the BIG independent with the BIG audience.

W-I-T-H regularly delivers more listeners-per-dollar than any other station in town. And that means that you can produce BIG results from SMALL appropriations on W-I-T-H.

For the full W-I-T-H story, call in your Headley-Reed man today.



W-I-T-H
Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

NBC Affiliates Meet For 3rd Convention

(Continued from Page 1)

Monday's session will be Martin Campbell, chairman of the SPAC and manager of WFAA, Dallas and the following NBC officials: Harry G. Kopf, administrative vice-president in charge of sales; Hugh M. Beville, Jr., director of research; Thomas C. McCray, national program director; Easton C. Woolley, director of stations departments; Bill Stern, director of sports; Charles Hammond, vice-president and assistant to the president, and Sydney H. Eiges, vice-president in charge of press.

On Thursday morning there will be a closed meeting of the NBC affiliates, with Campbell presiding, followed by an afternoon discussion of subjects developed during the morning meeting.

Friday's speakers will include Charles R. Denny, executive vice-president of NBC; Sylvester L. Weaver, vice-president in charge of network television; George H. Frey, national sales director, and Norman Blackburn, national program manager for television.

Henry Morgan, NBC comedian, will be master of ceremonies at a Friday evening show, introducing some of the network's top talent.

There will be a panel discussion of television station operations on Saturday morning, with Carleton D. Smith, director of television operations, presiding. Trammell will bring the convention to a close at the luncheon Saturday.

NBC And Brecher Sign 'Riley' For AM And TV

(Continued from Page 1)

The show will be back this Fall both as a network broadcast and a television series sponsored by the Pabst Sales Company for Pabst Blue Ribbon Beer.

The AM show, which started on the air Nov. 11, 1944, will return Friday, Oct. 7, from 9-9:30 p.m., EST, with Bill Bendix in the starring role of Riley. The new video version of the show will begin Tuesday, Oct. 4, and will be seen from 9:30-10 p.m., with Jackie Gleason as Riley.

The radio series will originate in Hollywood. The television show will be filmed in Hollywood, flown to New York and telecast from this point.

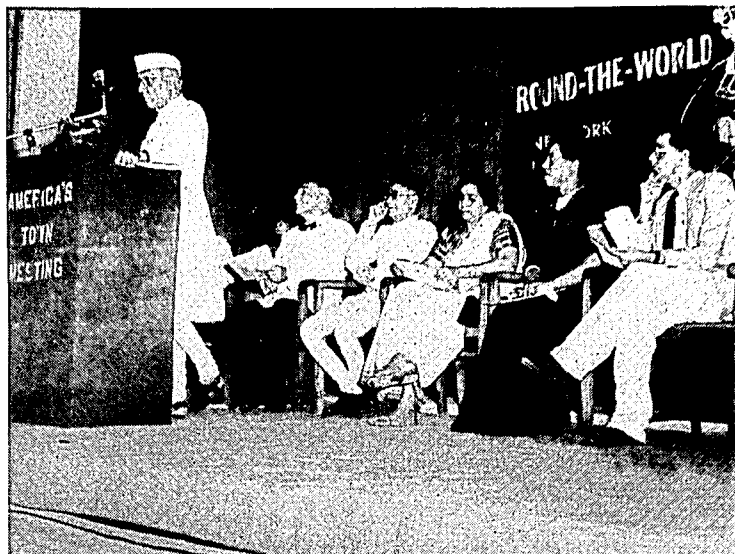
Galen Drake Renewed

Pillsbury Mills, Inc., has renewed the Galen Drake program over ABC for 52 weeks, effective October 3. The program is heard at 1:15 p.m., EDT, Monday through Friday.

STATION MANAGER

Available with 21 years of experience in station management, engineering, and television. Write Radio Daily, Box 266, 1501 Broadway, New York City.

PICTURE OF THE WEEK



Pandit Nehru, Prime Minister of India, welcoming "America's Town Meeting of the Air" at the "round-the-world" session held in New Delhi, India, recently. Seated, left to right: George V. Denny, Jr., founder and moderator of the ABC broadcasts; Pandit Kunzru, president of the Indian Council of World Affairs; Mrs. Renuka Ray, v-p of the All India Women's Conference; Mrs. Edith S. Sampson, chairman of the executive committee of the National Council of Negro Women, and Dr. Appadorai, secretary of the I.C.W.A. The recorded session will be broadcast by 264 ABC stations on Sept. 13, 8:30 p.m.

Theasurus Department To Transfer To RCA

(Continued from Page 1)

In charge of RCA Victor Division. The new unit, which will be known as the RCA Recorded Program Services, will be headed by Donald J. Mercer. He will report to James P. Davis, manager of RCA Victor's Custom Record Dept. Herbert H. Wood will become program manager and will work closely with Joseph G. Csida, manager of RCA Victor's Popular Artists and Repertoire Dept.

Key personnel in the NBC organization who will move to RCA Recorded Programs Services in its new headquarters at 120 East 23rd Street include sales manager Wade Barnes and promotion manager Bennett Rosner.

Regional sales representation will continue as formerly, with Addison Amor handling the eastern territory, William Reilly the midwest from RCA Victor's Chicago studios, and William Gartland the west coast from RCA Victor's Hollywood offices.

NBC will continue to offer studios and facilities for commercial recording in New York, Chicago and Hollywood. Charles J. Hicks, Jr., manages this operation in New York, Scott Keck in Chicago, and A. M. Wooley in Hollywood.

Stork News

A son, Kenneth Philip, was born to Ira Marion, ABC script writer, and Mrs. Marion at Doctors Hospital on September 3.

RMA Confab To Plan Video Exhibit For FCC

(Continued from Page 1)

lems, including radio receiver advertising.

Several industry promotion projects, including a series of public educational films on the care and operation of TV receivers, plans for National Radio Week (Oct. 30-Nov. 5), and a "Town Meeting" for servicemen in Washington will be presented by the United States board of directors.

Two divisions of the United States RMA will meet in New York City preceding the White Sulphur Springs conference—the transmitter division executive committee, at the Roosevelt Hotel, New York, Thursday, and the parts division for a two-day conference at the Roosevelt Sept. 12-13.

Fails In Channel Swim; Flounders On Short Wave

(Continued from Page 1)

a pickup from her home at Somerset, Mass.

Mutual's affiliate at New Bedford, Mass., WALE, stayed on the air throughout the night on Monday night to broadcast what turned out to be the unsuccessful attempt of Shirley to cross the Channel.



MA PERKINS

OXYDOL Saves money with Columbia LP Microgroove Transcriptions

Dancer-Fitzgerald-Sample, Inc., producers of "Ma Perkins," report a saving of \$2500.00 on just one series of programs covering 25 spot stations. A saving that amounts to 75¢ per pressing—savings over and above economies in packaging and shipping!

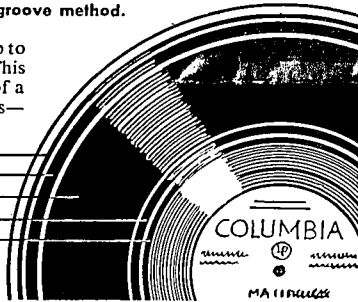
NEW BANDING TECHNIQUE

Newest advance in radio transcription recording—possible only by the Columbia LP Microgroove method.

Columbia LP Transcriptions permit up to 20 minutes of program per side. This allows the "Banding" or separating of a 15 minute transcription into sections—

- for example:
- Band 1 Billboard
- Band 2 Opening Commercial
- Band 3 Body of Show
- Band 4 Closing Commercial
- Band 5 Tag

Each section stands out—but is connected by spirals.



COLUMBIA TRANSCRIPTIONS

A Division of Columbia Records, Inc. ©D Trade-Marks "Columbia" and ©D Reg. U. S. Pat. Off. Marcas Registradas

LOS ANGELES NEW YORK CHICAGO

SAN FRANCISCO

By NOEL CORBETT

IT'S a baby girl for the Mel Venters. KFRC's program manager's daughter was born at the Peralta Hospital in Oakland August 31.

CBS veepee Arthur Hull Hayes has taken a house down the Peninsula at Atherton.

Dick Eisiminger, NBC Hollywood assistant press head, in town to drum for fall line-up.

Ruth Dwyer is holding monthly "professional auditions" at her little theater for radio and television heads. Miss Dwyer was at one time a featured actress with Reginal Denry and Buster Keaton.

Dwight Newton's "man-about-town" column is a regular feature in the Examiner. Newton conducts KNBC's "California Calendar."

Glenn Ticer, KCBS sales representative, is vacationing in Oregon.

A. E. Towne, KSFO-KPIX engineering head spoke on "Engineering Problems of a Pioneer TV Station" at the Television Symposium of the 1949 West Coast Convention of the Institute of Radio Engineers.

Gayle V. Grubb, station manager KGO-TV, has announced that veteran sportscaster Jack Shaw will telecast the Stanford home games. Shaw has to keep pace with three TV cameras, one equipped with a long range Zoomar lens.

Dink Templeton, erstwhile Stanford track coach and now KFRC producer, is vacationing at La Jolla, Cal., and amusing himself writing sports articles for the Call-Bulletin.

KNBC program manager Paul Speegle is back on the air Sundays at 9:15 with his chatter show, "Strictly Speegle."

Jimmy Lyons, KNBC's disc jockey has a new Monday at 6 variety show featuring the Dave Brubeck Trio, songstress Barbara McRitchie and musical guests.

Science Show Shifts

"The Nature of Things," popularized science program with Dr. Roy K. Marshall, will be seen at a new time, 7:30-7:45 p.m., on the NBC video network starting Saturday, Sept. 10. This was the period formerly occupied by "You Are An Artist," which terminated Sept. 3.



Mainly About Manhattan. . . !

● ● ● The following letter speaks for itself and needs little comment from this corner. It comes from a man exceptionally well-grounded in both radio and television. "Dear Sid," he writes. "Practically every television director, when handling any show except a dramatic stanza, is badly misusing the so-called lap dissolve. For instance, you see two ballroom dancers in a medium shot. There will be a slow dissolve to throw them into a long shot. For several seconds they have eight arms, eight legs and four heads. Why? Why not a straight cut? Again, you will see a close-up of a singer—full face, then comes a slow dissolve to a medium. For a ghastly long period, the singer has two heads, four eyes, two noses and 128 teeth. Why not a straight cut? Even worse, I have seen a slow dissolve from a large full face close-up to a profile shot of the same head. Again I ask, why not a straight cut? A lap dissolve, as perfected by the film industry and accepted by the public, is, with very few exceptions, used for two purposes only. (1): To denote complete change of scene—and (2): To denote lapse of time. Any other use is wrong, very wrong. But I guess directors are button-happy and they must play with them. Sid, there are warrants out in H'wood for the arrest on sight of all directors who have misused the dissolve. Why don't these television geniuses go to a movie once in a while?"

★ ★ ★ ★

● ● ● SHORT TAKES: Both Warners and Columbia pictures interested in Robert Merrill who just returned from the coast. . . Several top jockies bidding for the proposed deejay spot at the Roosevelt Raceway. . . Ben Schneider, ace scribe formerly with the World-Telly, has joined the NBC Newsroom, temporarily deserting the newspaper grind. . . Alan Courtney doing a nightly show from WGBS, Miami—first time the station has permitted a complete ad lib show, especially with the controversial spice Courtney can and does inject. . . Todd Russell doing a nice job subbing for Bud Collyer on "Winner Take All."

★ ★ ★ ★

● ● ● A week or so ago we item'd that George F. Putnam was planning a series of globe-trotting week-ends, interviewing Mr. Big and Mr. Joe Average all over the world and reporting what he saw and heard on his DuMont telecast. Last week he flew 10,000 miles in 52 hours interviewing people in Britain, Germany and Ireland. For three days he got no sleep, but he did bring back to his television audience a full report with films, still photos and interviews. He asked direct questions and received direct answers. In London, for instance, a British family told him that the Labor government cannot lose the coming election, but they think a coalition would be best for the country. Their big problems are prices and scarcity of goods. A pack of American cigarets costs 70 cents. George found television a big thing in England. They predict over there that by 1950, England will be far ahead of us in the video field. In Frankfurt, a German family told George that nationalism is on the rise. That the Nazis are getting together behind the scenes. That Germany is not yet ready for Democracy. That her future lies with the next generation. That Russia is mining uranium "like crazy." That the Red Army can over-run Europe in a matter of days. That America must keep the occupation. George sums up his trip by saying this is a new age we live in and requires new means of news coverage. He predicts that in the not too distant future, news commentators will cover stories anywhere in the world first hand. A commentator, he says, can go to the scene of the story during the day and return in time for a night show with pictures and interviews right from the horse's mouth. It strikes us that George F. Putnam rates a great big hand for leading the way.

★ ★ ★ ★

CHICAGO

By HAL TATE

THE CHICAGO TRIBUNE Centennial March" composed by Robert Trendler and Jack LaFendre of WGN and introduced on the Chicago Theater of the Air in 1946, has been published and is available at fifty cents per copy. Piano arrangements of the march were made by Fred L. Keller, member of the WGN arranging staff.

I. E. Showerman, NBC vice-president in charge of the central division, and Jules Herbuveaux, NBC central division television manager, will attend the NBC convention in White Sulphur Springs, Va., this week.

Judith Waller, manager of public affairs and education for NBC's central division, is attending the National Student Association meeting at the University of Illinois, where she will join a panel discussion on educational broadcasting.

On vacation are George Diefenderfer, network salesman, and Chet Campbell, press writer, both of NBC. Chicago visitor to the studio was Gene DeYoung, manager of station KERO, Bakersfield, Cal.

John Pearson, head of the rep firm bearing his name, is back in Chicago after a Wisconsin holiday. Said he: "If you knew the croppies by their first names, they'd agree to bite on your line."

Available!

Bill Griffith, morning newscaster on KMBC-KFRM, is a newspaper and radio veteran of outstanding ability. His morning newscasts are the most popular in the Kansas City area, specially written and delivered for Heart of America audiences.



Bill Griffith

Bill's 6 a.m. morning news, first of the day, is currently available! If you're interested in reaching a big, early morning audience, we'd suggest you act fast!

Contact us, or any Free & Peters "Colonel" on his availabilities!

KMBC
of Kansas CityKFRM
for Rural Kansas

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

CBC, CAB File Government Briefs; Suggest Improved Canada Radio

(Continued from Page 1)
 report from the Canadian people because of Canada's vast distances and small population."

The Canadian Association of Broadcasters listed 10 specific recommendations for radio and television: five for radio and five for television. For radio, the organization requested (1) revision of the Canadian Broadcasting Act, 1936; (2) recognition that a system of private broadcasting exists in Canada; (3) private stations be given equal rights with the CBC if the CBC is to continue in the commercial field; (4) establishment of an independent regulatory authority to administer rules and regulations equally for CBC and private stations; and (5) the right of appeal against decisions of the board of governors insofar as these relate to legal interpretation.

Five Basic Points Listed

The five basic points made by the board of governors were: (1) Judgment in broadcasting matters must be based on public interest because the air channels, by nature, are limited in number and scope, belong to the public; (2) Because of the nature of Canada and the importance of broadcasting, our national interest can be met only if we have a national radio system, supported and owned by the public; (3) Because of the great overall importance to Canada of an effective national broadcasting system, and the need of the problems to be met, the national system must be in a position to use all suitable resources for the service of the nation, and must have the power and means necessary under Canadian conditions; (4) It is in the public interest to permit private stations to operate on public air channels as ancillaries to the national system, to provide communication service and, in many cases, to act as outlets for the national service, as long as their operations do not conflict with the paramount requirements of an effective national system; and (5) The paramount need for Canada for an effective national radio system, the limited number of air channels, and the interconnection of all Canadian broadcasting activities, make essential in the public interest the present legislation under which the Canadian Broadcasting Corporation, directly responsible to Parliament, has over-riding rights of co-ordinating control.

Dunton Wants Bigger Fee
 Chairman A. D. Dunton of the Canadian Broadcasting Corp. asked in a brief for an increase of the radio license fee to five dollars because of "swollen costs and stationary revenue rates." Such a fee, he explained, is necessary if the national system is to maintain existing services and to support needed improvements and extension of service.

The CBC has done well within

the limits of available means; but should serve the listening public and the national interest better in many ways," Dunton said. "To carry out the needed improvements in service, it must have the necessary means."

Dunton said the corporation estimates a deficit of \$25,000 this year and of \$900,000 next year, unless new sources of revenue are found.

Says Reserves Go This Year

The operations of stations in Newfoundland which joined the confederation last March 31, the opening of a new station in Windsor, Ont., and increase in the power of CBC stations in Montreal and Vancouver will add to 1950 expenditures, expected to total \$9,000,000. Dunton said the CBC's reserves will be used up to cover this year's deficit and then the corporation will be down to rock bottom. The CBC had no power to borrow on the value of its assets and the only loans it could obtain were from the government through Parliament, he added, and suggested the CBC should have a working capital of \$1,000,000 a year and a liquid reserve of at least \$500,000. At present it has a working capital of \$500,000 and this year a reserve of about \$400,000. If there is a shift of \$200,000 in the estimates of receipts and expenditures for this year the CBC will "be hard put to pay our bills at the end of the year," said Dunton. He estimated that since 1938 there has been a 98 per cent increase in expenditures due solely to the inescapable increase in the cost rate of services.

On the same subject, the CAB asserted that 71.2 per cent of CBC revenue in 1947-48 came from license fees. The CBC, it was pointed out, received all the \$2.50 per receiving set fee and the entire transmitter license assessed on private stations. It also received its commercial revenue and paid no taxes. On the other hand, private stations derived revenue from commercial programs only and paid Dominion, provincial and municipal taxes.

"Thus, privately-owned radio stations in Canada are competing for revenue and in many instances for audience with a competitor largely financed by public funds and to whom private operators, through a transmitter license fee, must also provide financial support," the CAB brief charged.

CAB Recommendation

The CAB's recommendations for television were: (1) Permission for private enterprise to enter the television field immediately; (2) Regulation of television by the independent authority proposed for radio; (3) A license for private television stations for a term of years in relation to the tremendous financial and other risks involved; (4) Free and full access to program material by line, kinescope and film from every possible source; and (5) The CBC

should not enter the commercial television field.

"Private radio interests are prepared to put up the necessary money to provide Canadians with television," the brief said, "but they must be given a free hand to develop this new art without having to compete commercially with a subsidized national system."

Experience showed the CBC in AM broadcasting did not succeed in limiting its commercial programs, the CAB charged. The CAB feared the same expansion would occur in television, and that as a result Canada "would suffer serious delay if the (subsidized) national system is again to be allowed to compete commercially with private enterprise."

The CAB contended that if there is to be a national system of television, then it should be non-commercial. It also argued there is no reason why private enterprise should not be permitted to invest in television when it is prepared to abide by reasonable regulation in the interests of the Canadian people.

"Behind Britain and U. S."

"Canada has already lagged far behind Britain and the United States in the television field, and it is felt by our Association that everything possible should be done to finalize policy in television quickly," the brief added. "It will be unfortunate indeed if Canadians have to wait another 12 or 18 months to learn whether they are going to be given television, particularly when private enterprise is standing by waiting for the opportunity to serve Canadians in this respect."

The CBC, however, declared that "the same fundamental considerations apply to television as to other forms of broadcasting. The same reasons which necessitate a national broadcasting system in Canada also necessitate television development under the national system if the interests of the nation are to be served."

The CBC expressed the belief that under the license fee system, in general only those able to benefit from national service television would pay for it. "Apart from exceptional areas, people would buy sets, and therefore pay license fees, only when the service in one form or another becomes available to them." In addition to calling for an "adequate" fee, the CBC asked for "loans to cover capital and development period expenditures."

Plan Press Preview

Chicago—A trade and press preview will be given for the second annual National Television and Electrical Living Show, sponsored by the Electric Association, on the night of Sept. 30 at the Coliseum. The show, open to the public, starts Oct. 1 and continues through Oct. 9.

SOUTHWEST

DALE DRAKE, general manager of WRR, municipally owned Mutual outlet in Dallas, announces the signing of ten Southwest Conference Football broadcasts, through Wilkinson-Schiewetz & Tips of Houston, for Humble Oil. Play by play will be handled by Jerry Doggett and Fred Kincaid will do the color in the series. D. J. Tucker, chief engineer of WRR, and the Dallas City Police station KVP, has been appointed to the technical staff arranging Humble's football coverage.

F. H. White Auto Stores of Wichita Falls has signed with WRR in Dallas, for a 15-minute across-the-board "Man-on-the-Street" program which will originate on a busy downtown corner in Dallas. Lee Myers, WRR staff announcer, will be at the microphone.

Humble Oil & Refining Company has signed with the Texas State Network for the 1949 Southwest Conference Football Games as follows: Ten games on KFJZ, Fort Worth; WRR, Dallas; WACO, Waco; KNOW, Austin; KMAC, San Antonio; KTHT, Houston. Eleven games on KRIO, McAllen. Seven games in KRBC, Abilene; KGKL, San Angelo; KBST, Big Spring; KBWD, Brownwood; KCRS, Midland; KRRV, Sherman; KGVL, Greenville; KPLT, Paris; KCMC, Texarkana; KFRO, Longview; and KMHT, Marshall. KABC, San Antonio, has scheduled two games from Texas State Network and will also carry a schedule of Humble-sponsored games through the Texas Broadcasting System, which includes KRLD, Dallas, and KTRH, Houston.

In the mails from WBAP-TV, Fort Worth, is a new promotion piece titled, "Your Data Folder," an 8 1/2 x 11 inch two-color folder that opens into a 17 x 22 inch spread. Data included rate card, and the last page is made up of program schedule with illustrations of featured programs.

"Texe Hired Hands," a new Western combo sponsored by Burriss Feed Mills of Fort Worth, have been signed across-the-board at 12:30 p.m. on WBAP 820 and KPRC, Houston. KTSA, San Antonio, will carry the programs on Monday, Wednesday and Friday. Ted Gouldy, market editor and Western program emcee, will be featured on the 52-week series.

Gezundheit!

James Caesar Petrillo is not a man to be sneezed at. The president of the American Federation of Musicians, whose fear of airborne microbes is notorious, has had his private office in New York equipped with ultra-violet "death-ray" devices designed to neutralize any germs foolhardy enough to enter his presence. Petrillo continues to use his one-finger handshake.

AGENCIES

VAN SANT, DUGDALE & COMPANY, INC., Baltimore, has announced the appointment of Dan J. Loden to the account executive staff. Robert F. Walsh succeeds him as radio and television director.

FREDERICK C. BRUNS, who recently resigned as director and vice-president of Ruthrauff & Ryan, thus ending an association of 10 years, will join the Duane Jones Company on September 12 to work on the package goods advertising techniques in which the agency specializes, it was announced by Duane Jones, president. Prior to joining Ruthrauff & Ryan, Bruns was with the Federal Advertising Agency.

LYLE C. ROLL has been appointed assistant to the president, Watson H. Vanderploeg, Kellogg Company, Battle Creek, Mich. In 1927, Roll joined the Kellogg Company and in February 1947 moved to Canada as sales manager for Kellogg Company of Canada, Ltd. Six months later he was made director and assistant general manager of the same company, in which capacity he remained until his most recent appointment.

HUGH W. DAUM, sales manager of the frozen foods division of John H. Dulany & Son, Inc., Fruitland, Md., announces the appointment of Foote, Cone & Belding to handle advertising for Dulany Frozen Foods, effective September 15th. Media currently used includes newspapers, radio and outdoor. The company will celebrate its 50th anniversary with the start of the new year.

WILLIAM E. WRIGHT, president of Wright Radio Productions, announces the formation of Wright & Associates, Advertising, in Chicago. The accounts will include Emergency Radio Appliance Radio and Appliance, Pied Piper Shoe Dealers of Chicago, Tele-tronics, Inc., Youthful Shoes, Coif Products Company, and Armada Food Products Company. The new firm will specialize in radio and television advertising.

ROBERT M. O'DONNELL has been named to the executive staff of Ruthrauff & Ryan. He was formerly an account executive with Fuller & Smith & Ross, Inc.

Agencies—
TV Stations—Package Agencies
**EXPERIENCED TELEVISION
PRODUCER-DIRECTOR**

Currently employed in that capacity, desires change. Excellent background in CREATING—WRITING—DIRECTING and PRODUCING for RADIO—THEATRE—MOTION PICTURES—TELEVISION. (Two years Television—Shows for Major Networks). Young, personable, hard working. Experienced in all phases of promotion, Presentations to Clients, etc. Will consider re-locating. Write or wire Box 267, Radio Daily, 1501 Broadway, New York City.

NETWORK SONG FAVORITES

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

Survey Week of August 26-September 1, 1949

TITLE	PUBLISHER
A Wonderful Guy.....	Chappell
Again.....	Robbins
And It Still Goes.....	Shapiro-Bernstein
Bali Ha'i.....	Chappell
Fiddle Dee Dee.....	Harms
Four Winds And The Seven Seas.....	Lombardo
Homework.....	Berlin
Huckle Buck.....	United
I Wish I Had A Record.....	Crawford
It's A Great Feeling.....	Remick
Just One Way To Say I Love You.....	Berlin
Let's Take An Old Fashioned Walk.....	Berlin
Little Fish In A Big Pond.....	Berlin
Maybe It's Because.....	Bregman-Vocco-Conn
My One And Only Highland Fling.....	Harry Warren
Now That I Need You. (Where Are You).....	Famous
Room Full Of Roses.....	Hill & Range
Similau.....	Campbell
Some Enchanted Evening.....	Chappell
Someday You'll Want Me To Want You.....	Duchess
Someone To Love.....	Warren Publications
Song Of Surrender.....	Paramount
Swiss Lullaby.....	Southern
There's Yes In Your Eyes.....	Witmark
Through A Long And Sleepless Night.....	Miller
Toot Toot Toolsio Goodbye.....	Feis
Twenty-Four Hours Of Sunshine.....	Advanced
Who Do You Know In Heaven.....	Robbins
Younger Than Springtime.....	Chappell
You're Breaking My Heart.....	Mellin
You're So Understanding.....	Barron-Pemora

Second Group

TITLE	PUBLISHER
Ain't She Sweet.....	Advanced
Baby It's Cold Outside.....	E. H. Morris
Be Goody Good Good To Me.....	United
Dime A Dozen.....	E. H. Morris
Don't Call Me Sweetheart Anymore.....	A-B-C
Everytime I Meet You.....	Feist
Ev'ry Night Is Saturday Night.....	Broadcast Music
Georgia On My Mind.....	Peer
Get Me One Of Those.....	Encore
Give Me A Song With A Beautiful Melody.....	Witmark
Katrina.....	E. H. Morris
Lora Bello Lee.....	Santly-Joy
Love Is A Beautiful Thing.....	Porgie
Lover's Gold.....	Oxford
Now Now Now Is The Time.....	Fremart
So In Love.....	T. B. Harms
Two Little New Little Blue Little Eyes.....	E. H. Morris
Weddin' Day.....	Famous
Wedding Of Lili Marlene.....	Leeds
Why Fall In Love With A Stranger.....	Campbell
You Told A Lie.....	Bourne
You're My Thrill.....	Sam Fox

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

NEW BUSINESS

KNX, Los Angeles: Lever Brothers Company, Cambridge, Mass., sponsoring a series of spot announcements for 52 weeks. The order placed through N. W. Ayer, New York, for 19 weekly spot announcements. Surf will also sponsor one minute announcements in the Monday through Friday "George Fisher" program beginning October 10 for 52 weeks. The Hearing Aid Corporation of America, Los Angeles, sponsoring six weekly participations in the "Housewives Protective League-Sunrise Salute" series for five weeks. Smith, Bull & McCreer, Los Angeles, is the account agency and H. K. Carpenter is the KNX account executive.

WGN-TV, Chicago: Fohrman Motors, Inc., Chi. has contracted for the Tuesday wrestling matches from the Midway Arena, 8:30 p.m. to conclusion, for 52 weeks from Sept. 6. The Malcolm-Howard Agency, Chicago, handles the account. Allen B. DeMont Laboratories, Inc., Passaic, N. J., has renewed the "Talent Jackpot" Tuesday, 8 to 8:30 p.m. Burke Motor Sales Company, Chicago, will sponsor six weekly film announcements for 13 weeks from Sept. 5. The W. Kirkland Company, Chicago, handles the account.

Gillette To Sponsor Fights On ABC We

(Continued from Page 1)

sportscasters, will again describe the action of the fights.

On Wednesday, September 7, Gillette will replace the usual Friday night bout with coverage of the Rocky Graziano and Charley Fusco fight which will be held at the Polo Grounds in New York.

GORDON M. DAY

Make CASH REGISTERS
jingle

Radio time buys listeners. Gordon Day jingles make 'em customers! 61 successful spot campaigns prove it. So make your broadcast time pay off with Gordon Day commercial.

GORDON M. DAY PRODUCTIONS
108 E. 30th St., New York 16, N.Y.
ORegon 9-3595

TOP-NOTCH SPOTS
AT MODERATE COST

TELEVISION DAILY

tion of RADIO DAILY, Wednesday, September 7, 1949 — TELEVISION DAILY is fully protected by register and copyright

NAB'S TV MEMBERSHIP EXPANDING

TELE TOPICS

VIEWING the past week-end revealed that Paul Whiteman's Teen Club telecast on WJZ-TV and the Web has improved in talent and production. Maybe the program has acquired a producer, as the technique of talent presentation has vastly improved. . . . Givot's variety program for Bonald Mills, Inc., on WNBT-NBC Friday night worked up too with Givot turning a workmanlike job as emcee and contributing to the funmaking. . . . Billed as the "Bonny Maid Floor Show" the program has audience potentialities and should be as the season progresses.

AMONG THE NEWCOMERS to TV viewing on the East Coast over the week-end was the simultaneous radio and television presentation of the Firestone Hour which is heard Monday nights on the NBC network. First televising of this musical program proved interesting with Mary Van Horn soloist, and Howard Barlow, conductor, acting like veterans before the TV cameras. This half-hour program, long a favorite in radio, is good musical telecasting. . . . From Chicago came a newcomer, WABD and the DuMont TV network. Its name is Al Morgan and his program alternates with WGN-TV in the Windy City. Morgan is a compelling personality who speaks with informality, sings a song and does an expert pianologue. He is headed by a trio of competent instrumentalists.

TO THOSE WHO CLAIM TV is poison to the baseball office we ask that they take a look at the turnstile record of the non-televised Brooklyn Dodgers. Labor Day record gate of 55,175 cash customers who watched a morning and afternoon double-header swelled the total attendance for the season to 41,000 above the home game attendance of the 1948 season. Current total attendance is 1,470,000 fans.

FREDRIC MARCH will be the lead-off "star of the week" when the new CBS musical revue, "Inside U.S.A. with Chevrolet," bows on Sept. 20, 8:30-9 p. m. Lind Hayes is host for the series, which is produced by Arthur Schwartz. A ranking guest star of stage or screen will be featured in each production. The program will be telecast every other Thursday night. . . . "The Quiz Kids" make their final Wednesday appearance tonight on NBC-TV. Starting Sept. 12, the Kids will be seen and heard Monday night at 8 p. m. . . . Deloa Bueno, Brazilian singer and appears in "Flight to Rhythm" seen on DuMont on Thursday, 8-8:30 p. m., tonight will be honored as "Good Neighbor of the Year" in festivities at the Pan-American Union in Washington marking the celebration of Brazilian Independence.

NBC-TV Will Cover Record Grid Sked

NBC-TV will cover 24 college football games this fall—heaviest schedule in video—under the sponsorship of the American Tobacco Co. NBC cameras will scan as many as four games in one afternoon, feeding them to different points of its east coast network.

Six Games Per Week Each week, the top football game in the East will be telecast by WNBT, New York, key NBC-TV station. In addition, five major grid clashes will be fed to WPIX, New York, the Daily News station, to provide wider coverage in the New York metropolitan area. Teams which will be seen in action are Army, Navy, Yale, Pennsylvania, Penn State, Harvard, Fordham, Cornell, Columbia, Dartmouth, Holy Cross, Pittsburgh, Brown and Princeton.

Bob Stanton, NBC video sportscaster, will do the play-by-play account of the top games each week. The schedule opens with the Army-Davidson game at West Point on Sept. 24. N. W. Ayer is the agency for American Tobacco.

Poppele In Tele-Group For United Nations Day

J. R. Poppele, vice-president of WOR, New York, and president of the Television Broadcasters Assn., has been appointed to the Radio and Television Committee of the National Citizens' Committee for United Nations Day, to be celebrated Oct. 24.

Auction Program Set For ABC-TV Sponsor

"Auction-aire," a TV package produced by Masterson, Reedy and Nelson, will debut on five eastern ABC stations on Friday, September 30, at 9 p. m., under the sponsorship of Libby, McNeill & Libby.

Program features a television auction with Jack Gregson, west coast radio-TV artist, acting as auctioneer. Televiewers are invited to bid using Libby food product labels instead of cash. Highest bids will obtain merchandise offered for sale during the program.

J. Walter Thompson agency is handling the program for the sponsor.

57,400 TV Sets In Use In Washington D. C. Area

Washington Bureau of RADIO DAILY Washington—A total of 57,400 television sets were operating in the Washington area as of Sept. 1, according to an estimate released yesterday by the Washington Television Circulation Committee, which represents the four video stations operating in the capital—WNBW, WMAL-TV, WTTG and WOIC.

This figure represents an increase of 1700 sets over the figure for Aug. 1. The Committee's estimate is based on set sales figures reported by the Washington Electric Institute, together with figures from independent distributors. Committee members are Gordon Williamson, WTTG; James Seiler, WNBW; William Treyner, WOIC, and Howard Bell, WMAL-TV.

32 Video Stations Subscribe To NAB Service

Washington Bureau of RADIO DAILY Washington — Reporting 32 TV members; NAB's president, Justin Miller, has announced that membership has been encouraged by the recent "streamlining action" of the board. A new video division was set up, under G. Emerson Markham and a new membership plan adopted. The process of amending the by-laws to provide for two TV directors is now under way.



New stations in the NAB fold, paying \$125 monthly if not affiliated with the audio members and \$10 if affiliated with NAB members, include NBC, Crosley, Don Lee and other stations.

Markham assumes his duties this week with the following TV members listed:

- KFI-TV, Los Angeles; KNBH, Hollywood; KRLD-TV, Dallas; KSLB-TV, Salt Lake City; KTSL, Hollywood; WBAP-TV, Fort Worth; WBNS-TV, Columbus; WBT, Charlotte; WCBS-TV, New York; WDEL-TV, Wilmington; WDSU-TV, New Orleans; WFBS-TV, Indianapolis; WFMV-TV, Greensboro, N. C. Also WGAL-TV, Lancaster, Pa.; WHAS-TV, Louisville; WBBF-TV, Rock Island, Ill.; WJAC-TV, Johnstown, Pa.; WLW-C, Columbus, Ohio; WLW-D, Dayton, Ohio; WLW-T, Cincinnati; WMAR-TV, Baltimore; WMCT, Memphis; WNBK, Cleveland; WNBQ, Chicago; WNBT, New York; WNBW, Washington; WNHC-TV, New Haven, Conn.; WOIC, Washington; WOW-TV, Omaha; WRGB, Schenectady; WTAR-TV, Norfolk, Va.; WTCN-TV, Minneapolis.

Engstrom Files Statement On Color-TV Engineering

(Continued from Page 1) may obtain with the same receiver using present broadcast standards. We have also obtained the same resolution when reproducing the color transmission on a color receiver."

Dr. Engstrom pointed out that the new electronic system would be demonstrated at the FCC hearings scheduled to begin on September 26 in Washington.

Press-Time Paragraphs

Chicago Audience Grows

Chicago—Television receivers installed and in use in the Chicago area (50 mile radius) as of July 31, number 169,605, according to figures released by the Electric Association, 37 S. Wabash Ave. The increase in July over June was 7,806. The figures are based on totals reported by manufacturers and distributors.

Will Televis Basketball

Salt Lake City—All 15 home games the University of Utah's basketball team plays during the coming season will be televised by KSL-TV, it was announced by C. Richard Evans, general manager of KSL, KSL-TV. First home games will be played November 25-26 against Montana State in the University of Utah Field House in Salt Lake City.

Government TV Exhibit

Mexico City—Government Public Works Exposition inaugurated Sunday includes television transmitter designed and built by Guillermo Gonzalez Camarena. TV sets in downtown store windows to pick up programs originated in Exposition Studio.

Mutual Sales Increase Reported By Officials

(Continued from Page 1)

the number of inquiries which we are receiving from both agencies and advertisers regarding available shows and time periods. With a buyers' market definitely in prospect, it now seems more than probable that advertisers will again use network radio as one of their most effective media for moving goods from the factories to the consumers. And even though it will take a tougher selling job to do it, we are confident that the Fall and Winter commercial schedules on Mutual will compare favorably with those of past years."

Mutual's new chief disclosed that five new advertisers have placed new business with Mutual. "Six additional long-time Mutual sponsors, whose programs were suspended for the summer, have advised us they are returning to the network this Fall. In addition, we have scheduled several sponsored special events and sports programs including the World Series and the Cerdan-La Motta championship fight."

In addition to the new contracts previously reported by RADIO DAILY, Barnes announced the following deals:

The Burrus Milling and Elevator Company, of Fort Worth, Texas, will sponsor three quarter-hour periods weekly, which started Sept. 5, at 12:30-12:45 p.m., Mondays, Wednesdays and Fridays featuring "The Light Crust Doughboys."

Doubleday & Co., book publishers, will sponsor beginning Sept. 19, the "Doubleday Quiz Club" five times weekly, Monday through Friday at 12:15-12:30 p.m., and also will sponsor on Sundays the Doubleday News with Sid Walton, 1-1:15 p.m., EDT, beginning Sept. 19.

The World's Middleweight Championship Bout between Marcel Cerdan and Jake La Motta at the Polo Grounds, Sept. 28, will be sponsored by P. Ballantine & Sons.

Shipstad and Johnson "Ice Follies" will sponsor a special event show on Wednesday, September 8.

The Helbros Watch Co., a previous Mutual advertiser, will return to network radio once more as sponsor of "Quick As A Flash" to be heard each Saturday, from 7:30-7:55 p.m., EDT, beginning Sept. 24.

COAST-TO-COAST

Safety Campaign Aided By Radio

Stamford, Conn.—William Greene, highway safety commissioner of Connecticut, has commended radio for its part in reducing accidents. During a special broadcast which ended a 9-week safety campaign conducted by WSTC and FM he said broadcasts have been an invaluable aid to state and community officials charged with responsibilities to insure maximum safety. WSTC presented 45 speakers from all walks of life during the campaign and augmented these programs with public service announcements and daily news stories.

WAEB Presents New Record Show

Allentown, Pa.—The first in a new series of weekly programs entitled, "Record Collector" will be presented by WAEB on September 8th. Harold D. Smith, a pioneer in the phonograph record industry, will conduct the programs and feature records from his large collection begun in 1896. The inaugural show in this series will feature the history of the talking machine, playing some original records of the early gramophone days. George Menkart will direct the production of the series.

KXOK-FM Contract Renewals

St. Louis, Mo.—According to a recent announcement by Chet Thomas, general manager of KXOK-FM and prexy of Transit Radio, Inc., renewal contracts from KXOK-FM advertisers have been occurring with steady regularity during the past month. These advertisers are using announcements, news briefs, sports shorts and featurettes and include Big Four Chevrolet, S. G. Adams stationery, Manhattan Coffee, St. Louis Arena and Mississippi Valley Sports Assn., Quinlan Dance Studios, Ideal Driving School, Sayman Products Co., Shearer Motor Co., and Feld Chevrolet.

Coleman Gen. Mgr. WATL & FM

Atlanta, Ga.—The appointment of Maurice C. Coleman as general manager of WATL and FM has been announced. WATL is a 5000-watt independent and WATL-FM is currently operating with 44,000 watts E.R.P.

WNJR Broadcasts Appeal

Newark, N. J.—The Orange Memorial Hospital asked WNJR to broadcast an appeal for blood for a patient dying of a hemorrhage. Tom Costigan, station newscaster, immediately aired the appeal and within an hour ten persons answered donating a pint of blood each to the 73-year-old patient. Tom Costigan headed the list of donors and was able to rush back to his mike to announce that the dying man would live.

KTOK Change In Power

Oklahoma City, Okla. — KTOK switched from 1400 kcs, 250 watts power, to 1000 kcs, 5000 watts day, 1000 watts nights. A special dedication program was presented on August 28th with Robert D. Enoch, general manager in the role of emcee. KTOK-FM also increased its field strength as power was supplied to the four-bay pylon antenna, 400 feet high, atop the center element of the five tower KTOK array.

WFDR To Air Morris Campaign

New York, N. Y.—On September 7th, WFDR will join a number of other stations in carrying the ceremonies attendant to the opening of the Newbold Morris campaign for the Mayoralty. In addition to Mr. Morris' speech, the program format

4A Urges Promotion Of Distrib. Processes

(Continued from Page 1)

Frederic R. Gamble, "Advertiser works in the business framework of distribution. Until there is better understanding of distribution, we are not likely to see a proper understanding of advertising."

Statement By Reydel

William Reydel of Newell-Emme Co. of New York, declared: "As I explored this field, we were surprised that so few people are aware that distribution is now one of the major parts of our American economy. Some authorities estimate that distribution provides employment for more than half of the United States population. This may be high, and no better estimate possible until the government completes the current Census of Business. However, it is certain that more people are now engaged in distribution than in either manufacturing or farming, and that number is increasing steadily." Unfamiliarity with distribution, he added, is due mainly to the lack of information about it.

will include the singing of Lieke Albanese and an introduction by Raymond Massey as chairman of the meeting. Other stations carrying the program are: WJZ, WQXR, WMC, WINS and WEVD.

Marmaduke

Who's Marmaduke? You wouldn't have to ask if you lived within WOWO's 59-county area, where Marmaduke is known to small fry (and parents) by the thousand. Locally produced, custom tailored, the "Marmaduke" program consistently wins a huge share of the Midwest's late-afternoon juvenile audience. Proof? One announcement brought replies from 916 youngsters.. postmarked from 137 communities in Indiana, Ohio, and Michigan. An expensive show? Definitely *not*. For details, check WOWO or Free & Peters.

FORT WAYNE
ABC NETWORK
AFFILIATE

WOWO



WESTINGHOUSE RADIO STATIONS Inc

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

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

FOR
RENT

SPACE IN
FILM CENTER BLDG.
630 NINTH AVE.

Apply: Harris, Newmark & Co.
1359 B'way—LO 5-2800



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 48, NO. 48

NEW YORK, THURSDAY, SEPTEMBER 8, 1949

TEN CENTS

TRAMMELL OKAYS BUSINESS OUTLOOK

All-Radio Committee Awards Film Contract

International Motion Picture Producers' Service has been awarded a contract by the All-Radio Presentation Committee to produce a 45-minute documentary film dramatizing the power of broadcasting as an advertising medium.

The IMPS bid was chosen by the committee on a competitive basis from among bids submitted by ten film production companies. The film is to be completed in time for re-
(Continued on Page 3)

Indie Commended For Riot Coverage

State and county officials have commended WLNA, Peekskill, New York, indie station, for the station's public service role during the rioting at the Paul Robeson concert on two occasions.

The staff of WLNA headed by Ralph Silver, manager, and Roy W. Lapolla, news editor, aside from giving full news coverage to the incidents on two successive Sundays, broadcast repeated announcements urging Peekskill residents to remain in their homes. The news broadcasts
(Continued on Page 8)

Interfaith Broadcast To Be Carried By MBS

Wilmington, Del.—The first Interfaith, Inc. broadcast will be incorporated in Mutual's "The Bob Poole Show," which will feature Gov. E. N. Carvel of Delaware, Mayor James F. Hearn, and Freddy Martin's orchestra, today, 3-3:30 p.m., EDT, over the MBS network.

Interfaith, Inc., is composed of the
(Continued on Page 4)

Airminded
The "Pillsbury Stockholders Meeting of the Air" will be broadcast by WCCO, Minneapolis, on Sept. 13, 8:30-9 p.m. An actual stockholders meeting of Pillsbury Mills will be aired, recorded to give listeners a behind-the-scenes view of the legal machinery which runs a large corporation. Pillsbury is one of Minnesota's oldest business firms.

WJZ's New AM-TV Biz Set New August Mark

New business placed by WJZ, New York during August set a new record for the month with \$208,000 in radio accounts and \$67,000 in TV sales, according to an announcement yesterday by Murray Grabhorn, vice-president in charge of ABC's owned-and-operated stations.

Included in those totals were the Adam Hat Stores' sponsorship of Drew Pearson's repeat broadcast at 11 p.m., Sunday; Dr. A. Posner Shoes Co., sponsorship of "The Big and
(Continued on Page 2)

Air Features Asking Stay Of FCC 'Giveaways' Ban

Chicago—Air Features of Chicago, headed by Walter Schwimmer, today will file in U. S. District Court a motion for a preliminary injunction to restrain the FCC from enforcing its ban on giveaway programs, which is scheduled to become effective October 1. Attorneys Kirk-
(Continued on Page 2)

Radio Time Worth \$2,100,000 Donated To Cancer Drive

The American Cancer Society has issued a report gratefully acknowledging the "magnificent" contribution of the U. S. radio and television industry to its 1949 fund-raising campaign. More than \$2,000,000 worth of time alone was donated by radio, and an additional \$100,000 worth of time was donated by television broadcasters, according to the ACS report.
ACS radio material was used by

NBC Pres. Regards Radio As Growing Advertising Medium—Reports On Growth Of TV Service

By Staff Correspondent, RADIO DAILY
White Sulphur Springs, West Va.—Declaring that during the period of television's growth no medium will duplicate in massive coverage, technique and economy the job that radio can do for the advertisers, Niles Trammell, president of NBC, yesterday called upon broadcasters to revitalize their selling and promotion techniques. Trammell was speaking at the opening session of the third annual NBC Affiliates convention at the Greenbrier Hotel.

"We all know the facts—and they can be stated in a dozen different ways," Trammell said. "But sometimes we ourselves need a few reminders about the basic advantages of our radio medium. Here are some of these reminders:

"Radio is universal. It can reach everybody. More than 94 per cent of the families in this country own at least one radio set and there are 20 million additional sets in cars, out of doors and in public places. It reaches teenagers, over 64 per cent of whom own their own sets and offers a tremendous market potential. It reaches and holds housewives, who listen in large numbers. It is
(Continued on Page 3)

3 More Chi. Papers Charge For Listings

Chicago—The three other Chicago newspapers have followed the lead of the Chicago Tribune in charging advertising rates for top-billing in radio columns.

The Herald-American's charges are \$1.25 a "count" line, daily and Sunday. The initial paid ads in the September 6th issue are from WENR-TV, (Channel 7). "The Adventures of Uncle Mistletoe," with Aunt Judy and the gang from Wonderland, presented by Marshall Field
(Continued on Page 8)

Schick Shavers Sked Radio-Video Spots

In the first wide use of radio and television by an electric shaver manufacturer, Schick Incorporated is buying a schedule of spots on 107 radio stations and 35 TV stations, to start in mid-September and continue until Christmas.

Schick, through its agency, BBD&O, is working out an elaborate plan for tie-in spots by local dealers;
(Continued on Page 2)

Studio Fire
Sparks from a welder's torch yesterday ignited insulation in a wall of a television studio on 67th St., New York, shared by WOR-TV and WJZ-TV. A small blaze was quickly extinguished by firemen. Damage was estimated at \$500. WOR-TV's studio facilities are still under construction. Operations are scheduled to begin shortly.

Holmes Signed By TV
Chicago—Burton Holmes, who has been almost everywhere, will try new venture Oct. 2. He will be seen and heard for the first time on television. First of the Holmes series will be scenes of the Grand Canyon, which he visited 50 years ago. Telecast on WBKB, CBS outlet on Channel 4, the series sponsored by the Atchison, Topeka and Santa Fe.



Vol. 48, No. 48 Thur., Sept. 8, 1949 10 Cts.

JOHN W. ALICOATE : : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : Business Manager

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

WEST COAST OFFICES

Al Steen, Manager
6425 Hollywood Blvd. Phone: Gladstone 8436

WASHINGTON BUREAU

Andrew H. Dider, Chief 6417 Dahlgren Rd.
Phone: Wisconsin 3271

CHICAGO BUREAU

Hal Tate, Manager.

360 No. Michigan Ave.
Phone: Randolph 6-6650

SOUTHWEST BUREAU

Paul Girard, Manager

Tower Petroleum Bldg.,
Dallas, Texas

Phone: Riverside 5491

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

FINANCIAL

(September 7)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	6 1/8	6	6	+ 1/8
Admiral Corp.	19	18 3/8	18	+ 1/8
Am. Tel. & Tel.	145 1/4	144 3/4	145 1/4	+ 3/8
CBS A	17 1/2	17 1/4	17 1/2	+ 1/4
Philo	27 1/2	27	27 1/4	+ 1/4
Philo pfd.	86 1/2	85 1/2	86 1/2	+ 1
RCA Common	11 1/2	11 1/4	11 1/2	+ 1/2
RCA 1st pfd.	71 1/2	71 1/4	71 1/2	+ 1/2
Stewart-Warner	11 1/2	11 1/4	11 1/2	+ 1/4
Westinghouse	24 1/2	24 1/4	24 1/2	...
Westinghouse pfd.	102 1/2	102 1/8	102 1/2	+ 5/8
Zenith Radio	25 3/8	25	25 3/8	+ 3/4

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	13	14
Stromberg-Carlson	10 1/4	11 1/2
U. S. Television	1/4	1/2
WJR (Detroit)	6	6 1/2

Entering 20th Year

CBS' "Let's Pretend" series enters its 20th year of consecutive broadcasting on the program of Saturday, September 17, 11:05-11:30 a.m., EDT. The series of dramatic fantasies, which made its CBS debut in 1930, has been sponsored by Cream of Wheat Corporation since 1943.

RCA INSTITUTES, INC.

A Service of Radio Corporation of America
One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting Industry.
Our graduates have 1st Class Telephone License.
Address inquiries to Placement Director
RCA INSTITUTES, Inc.
350 W. 4th St., New York 14, N. Y.

★ COMING AND GOING ★

GEORGE McELRATH, director of engineering operations for NBC, is back at the network after having spent his vacation fishing off Cape Cod.

FRANK YOUNG, publicity director for WPXI, is spending his vacation pursuing the finny tribe in Canadian waters. Clint Bolton is handling the publicity desk during his absence.

DOUGLAS MacNAMEE, director of the Margaret Arlen program on WCBS, is back on the job after having sojourned for two weeks in Princeton, N. J.

FRANK ZUZULO, assistant director of press and trade news editor for the Mutual network, is back from his vacation.

ELLIOTT M. SANGER, executive vice-president of WQXR, and MRS. SANGER, program director of the station, have returned from a five-week vacation spent in England and France.

PAULINE FREDERICK, American network commentator and correspondent, on Saturday will do a special 15-minute broadcast over WSTC, Stamford, Conn., as a feature of the opening ceremonies of that city's Exposition of Progress.

WJZ's New AM-TV Biz Set New August Mark

(Continued from Page 1)

Little Club," Saturday morning half-hour; a five-minute daily weather report sold to the Lehigh Navigation Coal Co.; sale of Martin Agronsky's morning news show to the Simoni Co.; 11 participations in the "Symphony Sid" program; two participations in "WJZ Farm News with Phil Alampi"; three participations in the "Nancy Craig" program; four in "The Fitzgeralds," and five in Walter Kiernan's show.

Fourteen new TV clients were signed by the station in August.

KWGS, Tulsa, Organizes College-By-Radio Web

Tulsa, Okla.—KWGS, the University of Tulsa's FM station, has organized a four-station FM network to send college courses by radio to listeners in Arkansas, Oklahoma, Kansas and Missouri.

The other cooperating FM outlets, which will be linked to KWGS by relay, are WMBH, Joplin, Mo.; KMUS, Muskogee, Okla., and KFPW, Fort Smith, Ark. KWGS, a non-commercial station, will broadcast ten hours of college studies weekly, which will be recognized for regular credits.

The FM network project is in addition to the university's activities on KVOO, Tulsa, 50 kw. NBC affiliate. KVOO airs a half-hour classroom lecture each Sunday following the NBC University Theater.

Stork News

Garry Simpson, television director at NBC, is the father of a boy born Tuesday to Mrs. Simpson at Le Roy Sanitarium. Baby will be named Byron.

Tommy Lucas, WINS guitarist, and his wife became the parents of an 8 1/2-lb. daughter, Joan Claire, on Sept. 6 at Flower Hospital.

HENRY GROSSMAN, director of plants and construction at CBS, has returned from Hollywood, where he spent three weeks on network business.

NANCY CRAIG, femme commentator heard Monday through Friday on ABC, will broadcast next Monday's program from the Westchester County Fair in Yonkers.

HELEN DUNN, restaurateur who has been heard on WGYN-FM, has left for a four-day holiday in Washington, D. C.

GEORGE GIVOT, JACK STERLING and JACK LACY, toppers in radio entertainment, today will act as judges at the Masquerade Contest held at Playland, Rockaway.

MAL BOYD, president of Television Producers Association, has arrived in Hollywood by plane from Miami. He was in the Florida city for the appearance of Buddy Rogers at the Miami Theater.

NAT RUDICH, of Gainsborough Associates, is back in Gotham after having directed the Lake Placid Drama Festival. Now he'll get to work on the Newbold Morris mayoralty campaign, supervising the broadcasts of the Republican-Fusion-Liberal candidate's addresses.

Air Features Asking Stay Of FCC 'Giveaways' Ban

(Continued from Page 1)

land, Fleming, Green, Martin & Ellis will file the motion before Judge John P. Barnes.

Air Features has two giveaway shows involved: "Tello-Test" and "Tune-Test."

Schick Shavers Sked Radio-Video Spots

(Continued from Page 1)

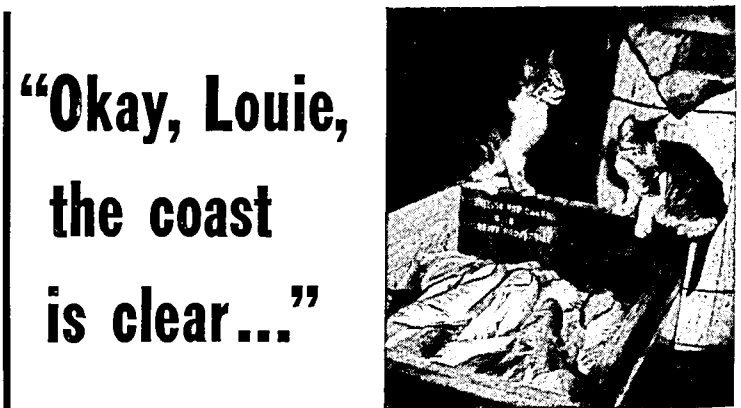
in a further effort to stimulate sales on a local level, prizes will be given by the firm for the three best merchandising campaigns by local stations.

The Schick radio spots are to be programmed in the morning, and the TV spots at night. General theme of the campaign is "Your New Schick Electric Shaver Must Outshave Blade Razors or Your Money Back." The Schick merchandising plan was outlined earlier this week by BBD&O executives before a gathering of 40 AM and TV station representatives in New York.

Schick has not used radio at all in recent years, and it was understood that the outcome of their current campaign will determine their future attitude toward radio and TV.

Murrow To Speak

Edward R. Murrow, newscaster whose broadcasts are aired nightly over CBS, will be the guest speaker at the Kappa Sigma Fraternity Conclave Banquet at New Ocean House, Swampscott, Mass., Friday, September 9. Murrow's CBS broadcast on that night will originate from WEEI, Columbia-owned station in Boston.



One word from his partner and this cat-nipper is going to work. Might be the biggest haul of the year for the alley brigade up around Fulton Fish Market in New York.

And speaking of big hauls, (legitimate variety) you time-buyers ought to see what W-I-T-H can do for you in Baltimore. For just a little money, you can produce big results.

W-I-T-H is the big bargain buy in Baltimore. It regularly provides more listeners-per-dollar than any other station in town. W-I-T-H has a BIG audience, too—it covers 92.3% of all the radio homes in the Baltimore trading area.

Call in your Headley-Reed man and get the full story today.

W I T H
BALTIMORE, MARYLAND
Tom Tinsley, President • Represented by Headley-Reed

Trammell Asks More Station Effort To Utilize Radio's Unmatched Value

(Continued from Page 1)

unmatched in its ability to cover all markets."

"And radio is economical—a better buy than ever before, absolutely and comparatively. Since 1939, the NBC network's cost per thousand listeners has decreased 23 per cent. The cost per thousand for the largest weekly magazine has increased 17 per cent with daily newspapers up 7 per cent during the same period.

Radio is Growing Medium

"Finally, radio is getting bigger all the time. In the past three years over five million families have been added to the radio population. In 1948, radio families increased by over 1,600,000—an increase which alone exceeded the total television families at the end of the year. This trend is continuing for the period immediately ahead. Radio set sales are continuing on a healthy and vigorous scale. Even in 1951, the radio homes without television will exceed the total radio homes of 1946.

Cites Radio's "Bonus Circulation"

"Everything we know points to the conclusion that it will be some time before audience diversion to television will offset the huge bonus circulation which radio has been accumulating since 1939. Certainly for the next few years, radio will continue to be the most massive and economical of all media and the best buy for most advertisers."

Trammell declared that today's market conditions offer both radio and television broadcasters great new opportunities for expansion because radio and TV are unmatched by any other media.

False Business Scare

The business scare of the early months of the year, false and unnecessary to begin with, is over," the NBC president said. "Business men are now exhibiting a new spirit of energy and planning as they move ahead to capitalize on the vast new potentialities of America's economy."

There never was, Trammell asserted, any real basis for fears of an American business collapse because a look at the plain facts shows that real purchasing power, liquid savings, new customers, employment and personal incomes are at record highs.

"During the past year," the NBC president said, "some people were well on the way to convincing themselves that the American economy was about to fall apart at the seams, that a depression was just around the corner, and that black times were ahead for the advertising business.

Calls Broadcasters Also Gullible

"Let me add that contagion spread to many of us broadcasters. We thought we saw the economic props being pulled from under us. We were shaken by the easy prophecies that radio was all washed up—even before television itself was profit-

able. We, too, substituted fear for action.

"However, a look at the plain facts would have demonstrated that there never was any basis for fear that American business was facing collapse. All the measurements showed that the potentials were there, requiring only clear thinking and ingenuity to bring them to realization."

TV Progress Noted

Turning to television Trammell spoke optimistically about the prospects for commercial development of the sight and sound medium.

"While radio remains the basic medium, television," Mr. Trammell pointed out, "is taking the country by storm."

"No medium," he said, "was ever launched with so much public enthusiasm and advertiser support as television. And no wonder; television employs the visual effect of printed media, the oral persuasion of radio, adds live action, that brings this combination directly into the living room of the viewers. Its messages receive the undivided attention of the family as a purchasing unit. It is not only the most forceful of all advertising media, it is also the ideal selling medium, demonstrating products and dramatizing services right in the home. There is no question that television pays off for the advertiser."

Network Policy Defined

NBC's policy as a network calls for giving its radio and television operations every opportunity and encouragement for continued growth, Trammell explained. In sound broadcasting, he said, this means more vigorous and effective sales campaigns, more creative programming, more careful analysis of the requirements and composition of the radio audience, continuing a substantial investment in support of the radio effort, and the elimination of waste and frills.

"In our approach to organization in the network field," he explained, "we are seeking to eliminate any possibility of burdening radio with television or burdening television with radio," he said. "We are doing that because we have abounding faith in the future of both media—if they are developed and administered intelligently to meet changing requirements."

Reporting NBC's progress in television, Mr. Trammell pointed out that while a year ago NBC had an interconnected network of 26 stations in the east and midwest of only seven stations on the east coast, it will have an interconnected network of 26 stations in the east and midwest by the end of this year. These, plus the 20 non-interconnected stations, will give NBC a total of 46. The increase in facilities has extended NBC's network television coverage area to a population of over 51 million for the interconnected sta-

tions alone. Program quality has consistently improved, he pointed out, and the television sales picture is bright.

TV Advertisers Increase

Today, NBC has 19½ hours sold to 28 advertisers, compared with 8¾ sold to 18 advertisers a year ago. Dollar volume from January through July of this year indicates that NBC television has sold more than twice as much time as its nearest competitor and about five times as much as either of the two remaining networks. In number of total stations hours sold, NBC is way out in front with 770, compared to 338 for Columbia, 260 for ABC, and 227 for DuMont.

NBC goes into the Fall season in radio with far less half-hour periods between 8 and 11 p.m. for sale, Mr. Trammell reported, than any of its competitors. NBC expects to sell at least one or two more periods of

All-Radio Committee Awards Film Contract

(Continued from Page 1)

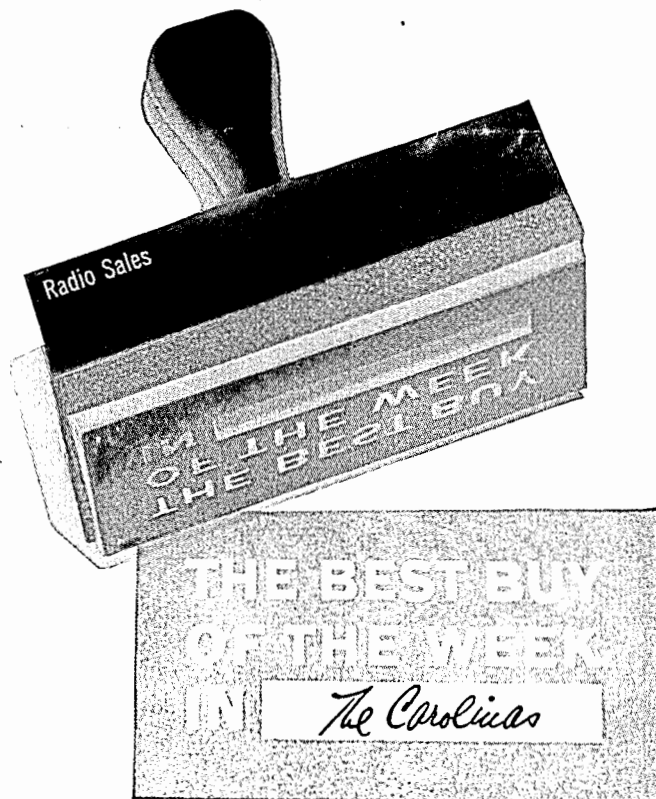
lease to subscriber stations and networks on Jan. 1, 1950.

Under its contract, the IMPS agreed to produce two condensed, 20-minute versions of the broadcasting film in addition to the main feature. The brief versions will be shown to potential advertisers when brevity and concentrated presentation is required, and to civic and educational groups interested in radio as a social force.

evening time by early fall, he added. In the daytime, he reported, NBC is sold out solid, Monday through Friday, with the exception of one 15-minute strip.

Expresses Pride in Programs

In programming, Mr. Trammell said, NBC in a short span of time, developed an all-star array of summer programs and goes into the Fall with an impressive reserve of shows in every category, all planned with saleability in mind.



"What's Cookin'?" on 50,000-watt WBT averages a 9.8 quarter-hour Hooper rating! Aired from 9:00 to 10:00 a.m. Monday through Friday. Available in 15 minute segments. It's first come, first served. Better call Radio Sales... now.

LOS ANGELES

By AL STEEN

MARK FINLEY, public relations director of Mutual Don Lee, has been appointed commanding officer of the reserve unit of the Armed Forces Radio Service. He holds the rank of lieutenant colonel and spent 46 months overseas during the war.

Roddy McDowell bowed in as a new disc jockey on KMPC this week. He's on Monday through Friday, from 4:30 to 5.

GAC will have two radio formats this Fall for Dick Wesson, featuring the comic in a five-times-a-week quarter-hour strip, as well as a once-weekly variety show.

John Claar, director-founder, and Del Sharbutt, backer, of the Century Theater Group, have closed a deal for a 20-year lease of a one-story building at 753 N. La Cienega. Property will be known as the Century Theater and will make its debut with the George Kaufman-Moss Hart play, "The Fabulous Invalid," in October.

Carter Wright Productions is producing something novel called "Telemoods," short atmospheric films, each of which will fit several popular songs, for use by television disc jockeys.

General Foods may keep Meredith Willson on the payroll this Winter with both AM and TV shows on a national basis.

According to the Thompson-McDonald agency, Frank Graham is sitting on the year's hottest audience participation show, with announcement only waiting approval by attorneys now studying the recent FCC ruling on giveaways.

Jack Benny back from London and Paris and has started preparing his first CBS program which starts Sept. 11.

Everett Crosby, Ltd., has signed Hannah Williams and will handle her for all assignments in all brackets of show business.

Titled "Top Views in Sports," a program filmed highlights of every major sporting event of the week in the U. S., starts Thursday on KNBH. Universal-International is doing the filming.

Dana Andrews has a television set installed on his cruiser. Believed to be the first in use aboard a private boat, the set will have an automatic device that keeps the antenna pointing to Mt. Wilson. The range is expected to be between 75 and 100 miles.

CBS and Don Lee have completed an agreement for a lease of Don Lee's studio facilities for one year, because of the shortage of studio space at Columbia. The Jack Smith Show, "Our Miss Brooks" and the Red Skelton preview on Friday nights and the regular Skelton show on Sundays, as well as others, will originate at the Don Lee plant.

Maurice Murphy has been named associate director of CBS's new tele program, The Ed Wynn Show.



Windy City Wordage. . . !

● ● ● Tips on Things to Come: A meeting of all Petry stations will take place at the Astor Hotel in New York City on September 14th. It'll be a showdown meeting between two Petry factions. Key personnel from all Petry offices throughout the country will

Chicago

also probably attend. . . . Irve J. Wagner, account executive, will shortly announce his resignation from the agency and will announce the establishment of his own ad agency service office with headquarters at 75 East Wacker Drive. "Wag" will leave the Atlas Prager and Edelweiss Beer accounts, both in the multi-thousand annual billing class, with the Olian agency. "Wcg," who recently authored "Pancho is a Fool," plans to devote much of his time to his favorite hobby, song-writing. . . . He also authored many famous Chicago jingles—including "Atlas Prager, Got It—Atlas Prager, Get It"—and many, many others. . . . Watch for radio stations to start playing the new "Back to the Movies" song—lyrics and music and words having being unveiled at the motion picture industry's public relations meeting at the Drake Hotel last week.

★ ★ ★ ★

● ● ● Ed Voynow, Petry head in Chicago, spending a quiet two weeks at Colorado Springs with the wife and two youngsters. . . . Irv Mack and frau now at the Astor Hotel in New York, taking a gander at the big New York TV and radio shows. He's head of Filmack Trailer Co., in Chicago, which makes many of the TV films and trailers used by TV stations throughout the country. . . . Richard Von Albrecht, with the famed Goodman Theater (Art Institute) and more recently NBC production manager for WNBQ, has joined Herbert S. Laufman & Co. as production director. Latter organization is really going to town with some half-dozen TV shows now aired on all Chicago stations. . . . Jackie Cooper, Gus Van, AGVA's Jack Irving, and many top show business celebrities participated in "Salute to Vaudeville" and a tribute to Gus Van in special broadcast from a raised platform in front of the RKO-Palace Theater and broadcast over WCFL Thursday night.

★ ★ ★ ★

● ● ● "Dynamo Dave" Edelson saying that FM station WMOR is now breaking even, which is terrific for an indie FM station. Dave is commercial manager for WMOR—among other things. . . . Local disc spinners giving a big play to Maypole Music's "A New Shade of Blues" as sung by Ella Fitzgerald. . . . WBBM's Sherman Marks, producer of the rave-rating "Salute to Rodgers and Hammerstein" as well as all the other shows at the Sherman Hotel's "College Inn" will return to Chicago from New York. He's been there setting up similar shows for eastern spots. . . . They're having a little legal difficulty clearing the proposed "Salute to Irving Berlin" show which is slated to play at the College Inn soon. . . . Bill Hoy at the Sherman is considering one of Chicago's top announcers, Frann Weigle, to handle the narration chore for the next "Salute" show.

★ ★ ★ ★

● ● ● Extra copies of RADIO DAILY are now available at the news-stands; at Danny Thompson's news-stand, 360 N. Michigan Avenue. . . . Dale Harrison calling on disc-jockeys with "Beautiful Wisconsin." . . . Lovely blonde thrush, Karen Ford, guested on Mutual's "Windy City" show last Thursday. . . . Bernie Howard's "Name the Movie" show has been renewed for another 13 weeks. Beverly Bach has been added to the continuity staff of Campbell-Cahill, expanding TV production firm.

SOUTHWEST

AUGUST brought two additional daughters to staff of KFJZ, Ft. Worth. Johnny Lee Smith, control operator, and Arno Mueller, accountant, share the daughters, both born at Harris Methodist Hospital in Fort Worth.

Bill Bryan, account executive and radio director of Wilhelm, Laughlin & Wilson, Houston agency for Grand Prize Beer has returned to his office from a quick trip to WBAP-TV where he was in consultation with the program department on a new series of commercial films. Bryan resumes his chores as emcee and producer of the Grand Prize AM program, "Stars Over Texas."

Roundup of new business on WBAP-TV, Fort Worth, includes the 5:45 p.m. News, Tuesday, Thursday and Saturday, sponsored by Frito through the Glenn Advertising Agency. Frito will also pick up the tab on six pre-game interviews preceding Southwest Conference Games. The previews will originate on the field and will use film commercials prepared by WBAP-TV.

The past month marked the high spot of activity for the commercial film department of WBAP-TV, Fort Worth. Film commercials were produced for 12 accounts and several will be printed for use by other TV stations throughout the country. Accounts involved were: Pi-Do, Oak Farm Dairies, Baker Hotel, Skillern Drug Stores, Pre-Cut Ornamental Iron Works, Nicholson-Jones Motor Company, and Grand Prize Beer.

WBAP, Ft. Worth: Grove Laboratories — 7 chain breaks weekly; Bristol-Myers — 52 transcribed announcements across-the-board, September 19 through December 31; Malt-O-Meal — one announcement each on WBAP-820 and WBAP-570; Feenamint—one minute ET per day for 52 weeks.

Search for a "Cowgirl Sweetheart" by Charlie Walker's "Half Circle W Roundup," which originates on station KIOX, in Bay City, Texas, has attracted more than 300 contestants for the coveted title. The "Half Circle W Roundup" fed to KVIC, Victoria, KSAM, Huntsville, and KTLW, Texas City, will choose the winner who will receive a complete Texas cowgirl outfit from the top of her head to the tip of her booted toes and will be honored at the Bay City Rice Festival sponsored by the Bay City Lions Club. Winning cowgirl will be winned and dined during the celebration and will be honored guest at rodeos, a Mexican bull fight across the border, and will be featured in a film covering the trip to Fort Clark and into Mexico.

Interfaith Broadcast
To Be Carried by MBS

(Continued from Page 1)

Knights of Columbus, the Shriners and the B'nai B'rith. Poole will act as emcee and Larry Dorn will produce and direct the program.

The year that got away—

LONG AGO, he'd planned the year, the day, the hour of his retirement.

But now, a year beyond that date, his desk is still open . . . the weekday trout still in the brook.

What happened? Unexpected expenses . . . Nickie starting college . . . the last of Mom's hospital bills. He never really figured it out. But he knew one thing: the happy day he planned was no longer in sight.

A lot of years are getting away from a lot of people . . . and usually it's because they don't have a plan which helps them save money regularly.

But there *are* people—millions in the country—who are making the most of the years, by investment in United States Savings Bonds.

Each year, their stack of bonds grows greater and greater, the goals of their life come closer and closer. It's an easy, automatic way of insuring a financial future, thanks to two simple, automatic plans:

- 1. The Payroll Savings Plan**, at the firm where you are employed. You get a bond just as often as you like.
- 2. If not on a payroll**, you can get a bond every month, charged against your bank account, through the Bond-A-Month Plan. See your banker.

Don't let another year—another moment—escape you. Sign up today.

*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.

COMING UP FAST!
WHERE ARE YOU BLUE EYES?
 Recorded on RCA-Victor
 KNICKERBOCKER MUSIC PUB. INC.
 1619 Broadway New York, N. Y.

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

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

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

Disc Jockeys: Record for Your Brewery
 and Beverage Accounts
Come Wet Your Mustache with Me
 on Records
 Capt. Stubby's Buccaneers (Decca)
 Bottoms Up Quartet (20th Century)
 Disc Jockeys Write for Record
Evan Georgeoff Music Pub. Co.
 1650 BROADWAY NEW YORK CITY

**THROUGH A LONG
 AND SLEEPLESS NIGHT**
 From 20th Century-Fox's
"COME TO THE STABLE"
 recorded by
 ALAN DALEHi-Tone
 VIC DAMONEMercury
 EDDY DUCHINHarmony
 BILL FARRELLM.G.M.
 PEGGY LEECapitol
 VERA LYNNLondon
 DINAH SHOREColumbia
 CLAUDE THORNHILLVictor
MILLER MUSIC CORPORATION

WORDS AND MUSIC

By PINKY HERMAN

● ● ● **TIN PAN ALLEY OOPS:**—The late Thomas A. Edison always considered the phonograph his greatest invention and as active head of Edison Recording Co., the Wizard prided himself on his ability to pick hits. . . . one day a music publisher asked him how he liked the then current song titled, "Dardanella," . . . Edison promptly answered, "To me that song sounds like the bleat of a dying calf." . . . some months later when "Dardanella" became a national craze and his staff asked Edison to permit the recording of the song, he refused to grant permission. . . . each year Edison spent some time in Florida, so his almost-frantic staff prevailed upon him to leave for the south a few weeks earlier than he'd planned. . . . no sooner did his automobile leave the grounds than an orchestra, hidden in the record plant, took their instruments out of cases and then and there recorded the smash number. . . . years later, the same publisher again asked the great inventor how he felt about the song. In view of the fact that it was so popular, Edison replied, "I still think it sounds like the bleat of a dying calf."

★ ★ ★ ★

● ● ● Juggy (Hucklebuck) Gayle at United Music starting on a cute novelty, "Be Goody Good Good To Me," clefted by Johnny Lange, Hy Heath and Richard Loring. . . . ● Jerry Kanner has been named Musical Advisor for the New York Junior Symphony Society. . . . ● Ray Starr, prexy of the Iowa ASDJ, spent a vacation in town this week. . . . the husky KWWL disciple doubled in brass by recording interviews with top-flight singers, ork pilots and songwriters. . . . ● As we predicted at the time Lou Levy acquired the number from Bob Miller, Inc., the ditty, "Someday, You'll Want Me To Want You" has broken out for a smash for Duchess Music. . . . ● Sherm Feller and Ted Mossman have placed their novelty "If I Were You" with Chappell & Co. . . . ditty was waxed on Regent by Bill Pennell. . . . ● The three Robbins, (J. J., Howard and Brother) are plenty excited about their British importation, "If You Ever Fall In Love Again," which has just been recorded by Guy Lombardo and Bill Lawrence on Decca and Columbia, respectively.

★ ★ ★ ★

● ● ● **ON AND OFF THE RECORD:**—Bill Harrington's latest Vocalion offering which pairs "You're Breaking My Heart" with "I'll Keep The Lovelight Burning," definitely stamps the new Hit Parader as one of the Nation's top Baritone songsters. . . . box ops should corral herds of 'buffaloes' and deejays will latch on to this waxing to a fare-thee-well. . . . ● Score a Juke Box Ace for Pearl Bailey's Columbia disk "Don't Sit On My Bed" reversed with "Ma." . . . ● Horace Heidt's Magnolia Label has rushed out a Dick Contino single pairing "Lover" with "12th Street Rag." . . . ● Lynne Sherry, newcomer among the stem's vocaloveties, proves, via a new disk, June Records that she owns and knows how to operate a pair of pipes. . . . sides are "You're So Understanding" and "Don't Worry 'Bout Me." . . . ● Tip to disk jockeys and juke box ops:—listen to Tony Pastor's sensational Columbia platter of a ditty titled "If I Had A Million Dollars" (I'd Give It All To You.) . . . a sure winner. . . . ● "Shorty Boo," a blues which Mary Lou Williams just recorded for King Records, is a ditty La Williams penned with Milt Orent, with whom she also wrote the novel "Land of Oo Bla Dee." . . . ● Sally and Marvin Clark, on Dart Records, turn in a fine harmony job on the tearjerker, "The Game of Broken Hearts" backed with the calypso, "Chocolate Whiskey and Vanilla Gin." . . . a juke box special.

★ ★ ★ ★

● ● ● **SHARPS AND FLATS:**—Dick Howard, the writer of "Somebody Else IS Taking My Place," has offered himself as a candidate for President of the Rocky Mountain Songwriters Association. . . . Dick says his latest song is entitled, "I've Loved You For 28 Years So Now My Heart Is In Public Domain." . . . ● The Walter Kent-Walton Farrar tune, "The Last Mile Home," has taken a spurt and is now keeping pace with Leeds Music's second hit "Wedding of Lilli Marlene."

PLUG TUNES

Climbing Fast!
**I DON'T SEE ME IN
 YOUR EYES ANYMORE**
 Laurel Music Co.
 1619 Broadway New York City

**DREAMY OLD
 NEW ENGLAND MOON**
 LEEDS MUSIC CORPORATION

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

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

My Heart Goes With You
 by Thomas G. Meehan
 — ◆ —
JAMES MUSIC, Inc.
 1650 Broadway Room 709 N. Y. C.

Tony Martin's
"CANCEL THE FLOWERS"
 Ink Spots'
**"I DON'T WANT TO SET
 THE WORLD ON FIRE"**
 Cherio Music Publishers, Inc.
 1585 Broadway N. Y. C.

TELEVISION DAILY

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MEXICO TV PLANS REST WITH GOV'T

TELE TOPICS

SOMETHING INTERESTING in TV camera work happened on the Shaeffer coverage of the Dodger-Braves game at Ebbets' Field Tuesday night when TV showed Voiselle, the Boston pitcher being harassed by Jackie Robinson taking a long lead off first base. One camera was trained on Voiselle and the other on Robinson with the Brooklyn base-stealer super imposed in the right hand corner of the picture. Effect was a departure from the conventional coverage of baseball by TV cameramen.

TRANS FOR A COLOR television converter which will retail for less than \$100 was announced yesterday by S. W. Gross, president of Tele-tone Radio Corporation. The Tele-Tone production schedule is predicated on whether or not the FCC gives CBS the green light on the commercial development of its system of mechanical color scanning system. Gross adds that contrary to reports "color conversion will not cost \$300 to \$500 and will not make obsolete sets now in use in the home or currently being bought on the market."

"FLIGHT TO RHYTHM" on WABD-DuMont TV, will salute Brazilian Independence Day during the telecast from 8:30 to 9:30 p. m., tonight. Delora Bueno, star of the show, will sing the Brazilian national anthem and other South American artists will appear. . . . "Kukla, Fran & Ollie," Burr Tillstrom's popular puppet show originating at WNBQ, Chicago, may be the most widely-viewed program on television. The trio is featured live on 15 programs, on 15 via kinescope after a two-week interval, and on 15 others by kinescope after four weeks. RCA Victor Records, Co. sponsors the show on Monday, Wednesday and Friday, National Dairy (Swift Foods) on Tuesday and Thursday. . . . Robert Scott has been appointed head of the story department for Television Features, Inc. Scott, who joined TF last December, retains his partnership in Kenrick & Scott, video package producers. . . . The Dodgers' Jackie Robinson has both television and radio plans on his agenda this fall, after he returns from a barnstorming tour. . . . "Jacob Reed's Football Sports Show of the Air" makes a transition from AM to TV on Sept. 17, when it moves from WFIL, Philadelphia, to WFIL-TV. The show is sponsored by Jacob Reed's Sons, 125-year-old Philadelphia clothing store. . . . Florence Green, who was formerly the casting director at CBS-TV and more recently a production staffer at WPIX, has joined TV Programs, Inc., as a producer.

Fairbanks Develops New TV Film System

West Coast Bureau, RADIO DAILY
Hollywood — Development of a new technique of motion picture filming that will make it possible for video film producers to compete with kinescope recorded shows and may completely change Hollywood's present production methods, was revealed recently by producer Jerry Fairbanks.

Perfected after more than 26 months of research and experimentation, the new technique cuts video film production time by 500 per cent. It betters average "major studio" shooting schedules by more than 5,000 per cent.

The new system makes it possible to film some half-hour programs in 30 minutes as compared to the best previous schedules of two and a half days. Quality in all tests made to date is as good as in any motion picture and is far superior to kinescope recordings, Fairbanks said.

A radical departure from previous movie methods, the Fairbanks system combines advantages of both video and film shooting. It permits a picture to be photographed in continuous action, including cuts from one camera to another, thus eliminating separate set-ups. A director, visualizing the action, gives orders to cameramen equipped with ear phones. Multiple 16 mm. Mitchell cameras equipped with newly perfected 1200-foot magazines are used and focus is maintained at all times by all cameras as a result of a new equipment development. The director stops and starts each camera at his option much the same as in

Dumont TV-Net Adds Chicago Originations

The Dumont Television Network has announced a wide expansion in its programming for affiliates, including the inauguration of Chicago originations.

According to James L. Caddigan, Dumont program director, 75 per cent of the network originations will come from the studios of WABD, New York, and the remaining 25 per cent from WGN-TV, Chicago. Dumont now serves 45 video stations in 45 cities, and will serve others via tele-transcription, Caddigan said.

The Chicago shows include "The Al Morgan Show," "Windy City," Friday night boxing, and Saturday night wrestling.

Negro Variety Show Set For CBS-TV Web

A full-hour Negro variety show featuring Willie Bryant as emcee and Don Redman's orchestra, will be launched on the CBS television network on Tuesday, Sept. 20th, it was announced yesterday. First performance will have Louis Armstrong, trumpet player, as guest artist.

The new series will be produced by Barry Wood in association with John Wray and Bob Bach.

handling of "live" video shows.

In developing the process new lighting, sound and camera equipment has been invented and a completely new stage operations technique and production system has been evolved.

Sylvania Enters Mfg. Field With 7 New Tele Receivers

Sylvania unveiled seven of the eight new television models with which it will enter the TV manufacturing field at a press preview at Bayside, Long Island, yesterday. The new line of video receivers, which will be marketed under the brand name of Sylvania Television, will range in price from \$199.95 to \$309.95 with a six-way mahogany console combination at \$449.95.

A forecast of stabilization of television set prices was made by E. E. Lewis, president of Colonial Radio Corp., wholly owned subsidiary of Sylvania Electric Products, manufacturers of the line. He stated that,

in his opinion, further TV price reductions could be made only through the elimination of important components which would create a compromise with quality and performance. "This is, of course, not desirable as it is to the public interest to possess an instrument that will give satisfactory reception of the programs," he added.

Commenting on the current color television controversy, Lewis stated: "When, in the future, color standards have been established and ultra high frequency bands have been allocated, converters will be available for existing sets."

Future Of Video To Be Settled This Month

Mexico City—The future of television in Mexico rests with the government and decision will probably be reached this month as to whether or not TV will be operated by the government or will be privately owned.

TV is on the agenda of the September session of the Chamber of Deputies and Congress. The lawmakers will be asked to pass legislation empowering the Communications department to set up a regulatory code for the operation of video there. This code will define whether or not television will be government owned and controlled or operated by private enterprise.

Private Enterprise Seen Favored

Prospects are that the Mexican legislators will decide in favor of private enterprise. It is known that a fact finding committee which made a tour of American and European television centers for the government returned with a report for President Aleman indicating a preference for privately controlled video. One member of the committee, however, is reported to have held out for the BBC system of government operated TV.

In event the government gives the green light to privately owned television in Mexico one man stands out as the logical one to develop the country's TV system. He is Emilio Azcarraga who heads up entertainment enterprises in Mexico. Senor Azcarraga as the master showmen of the radio and movie industry there has some definite plans for theater television in Mexico City.

Ed Wynn Show To Bow From Hollywood Sept. 22

"The Ed Wynn Show" will debut on Thursday, Sept. 22, as the first major television production to originate in Hollywood. The CBS outlet in Hollywood, KTTV, will telecast the show from 9 to 9:30 p. m., PST, on that date. New York and other Eastern and midwestern points on the CBS loop will broadcast it via television recordings starting Oct. 6, 9-9:30 p. m.

The opener will feature Gertrude Niesen as Wynn's guest star, and Lud Gluskin's orchestra. "The Ed Wynn Show" is sponsored by the Spindel Corp., watch band manufacturer. The program is produced by Harlan Thompson, directed by Ralph Levy.

AGENCIES

SALES PROMOTION CLINIC of the Advertising and Selling Course, sponsored by the Advertising Club of New York, will be directed by Donald S. Kelley, L. H. Philo Corporation. Among those who will serve as leaders at the various meetings are: Philip J. Kelly, director of advertising and promotion, National Distillers Products Corp.; Walter B. Bruce, advertising manager, H. C. Bohack, Inc.; George Benneyan, director of promotion and publicity, American Newspaper Advertising Network; Alex P. Gudmand, advertising and sales promotion manager, United Cigar-Whelan Stores Corp.; Alice Honore Drew, advertising consultant, Hope Machine Company, and Thomas B. Kalbfus, manager, sales promotion and market development, Westinghouse Electric Supply Company.

THOMAS B. COLEMAN, formerly of Lord & Thomas, J. Stirling Getchell, and the Biow Company, Inc., has joined Sullivan, Stauffer, Colwell & Bayles, Inc., as an account executive.

FOOTE, CONE & BELDING has been appointed by John H. Dulany & Sons, Inc., for Dulany Frozen Foods, effective Sept. 15.

WALTER KANER ASSOCIATES have been named to handle public relations for the Washington Heights Federal Savings and Loan Association, New York.

DENNIS H. O'SULLIVAN, formerly of McKim Advertising, Ltd., has joined Brisacher, Wheeler & Staff as copy director for the Los Angeles office.

BATTISTONE & BRUCE has been appointed by Hershman Musical Instruments Co., and Home Owners Utilities Co., Inc.

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

Indie Commented For Riot Coverage

(Continued from Page 1)

also aided the state highway police in clearing up the traffic congestion on the highways and discouraging other motorists from adjoining communities from coming into the area.

WLNA's staff for the emergency coverage was augmented by wives of the staff members. Special telephone lines were strung to residences adjoining the country club grounds, scene of the concert, and six reporters were assigned to different points of vantage. The station in addition to staging its own broadcasts aided Don Hollenbeck and the CBS Review of the Press in obtaining information for the network broadcasts.

A. C. Nielsen Announces Monthly Pacific Ratings

The A. C. Nielsen Co. has announced publication of a monthly report for the Pacific network area, retroactive to include programs broadcast during May, 1949. The report will be furnished regularly to Nielsen subscribers.

According to the Nielsen Company, its Pacific report is the only one which "is based on automatic recorders of radio listening"; "covers the entire Pacific area"; "measures homes of all types," and provides a "projectable" rating.

"Adventures of Sam Spade" topped Nielsen's Pacific ratings for May among once-a-week evening shows, followed by "The Whistler," and "Original Amateur Hour." Leading week-day shows were "Backstage Wife," "When a Girl Marries," and "Young Widder Brown."

New Giveaway Program Launched On WGN, Chi.

Chicago—Although the FCC threatens to forbid all "giveaway" shows after Oct. 1, WGN began a new one, "Number, Please," Sept. 6, at 6:15-6:30 p.m. Monday through Friday.

The listener has a chance to make a prize-winning telephone call, himself. The announcer, Jack Fuller, asks four questions. The answer to each is a number, and these numbers, in order of questions asked, make up a Chicago telephone number.

The announcer then gives a telephone exchange. If the listener has answered the questions correctly, he has the proper phone number to call. The first call received is the winner.

The Atlas Brewing Company is sponsoring the program, thru the Olian Advertising Agency.

Billings To WWCO

Ford Billings, former sales manager of WEIM, Fitchburg, Mass., has accepted the position of commercial manager of WWCO, Waterbury, Conn. Billings replaces Mort Silverman who has resigned to open his own business in the state of Texas.

3 More Chi. Papers Charge For Listings

(Continued from Page 1)

and Company, daily, Monday through Friday; WFJL, today's report on finance edited by Hornblower and Weeks; and WGN, Northerners, with Earl Wilkie, half-hour of songs brought by the Northern Trust Company. J. Walter Thompson Co. handles the latter account.

Rates for The Daily News, which has no Sunday edition, will be \$1.25, starting Sept. 12. Marshall Field's Sun-Times will charge \$1.40 per line, daily and Sunday.

MGM Radio Attractions Names West Coast Exec.

Marcella Napp has joined Metro-Goldwyn-Mayer Radio Attractions as West Coast coordinator. She will report to Raymond Katz, program director of WMGM, New York, who is production head for M-G-M Radio Attractions.

Miss Napp, who will make her headquarters on the MGM lot at Culver City, Cal., was formerly associated with the talent and casting departments of MGM, David O. Selznick, Inc., and Twentieth-Century Fox.

Lutheran AM Conference

St. Louis—The second annual Radio and Television conference of the Lutheran church will be held at the Claridge Hotel in St. Louis on November 9 and 10, it was announced yesterday by the Rev. H. H. Hohenstein of KFYO. General theme of the conference will be the development and improvement of radio work in the church.

PROMOTION

Publishes Paper

The Columbus Broadcasting Company operators of stations WRBL and WRBL-FM, Columbus, Georgia, last week instituted a new service—local listeners with distribution of the first issue of "Cycle"—a four-page weekly tabloid of radio news. The paper will be made available to the public every Thursday afternoon in grocery stores throughout the Columbus area.

J. W. Woodruff, Jr., executive manager of the Columbus Broadcasting Company, stated that "Cycle" was conceived and will be published by WRBL as a public service to the radio audience. Several weeks ago the only daily newspaper published in the Columbus, Georgia, metropolitan area discontinued printing the program listings of stations not owned by itself. The demand for the WRBL radio audience for schedule of the station's program log was overwhelming. The Columbus Broadcasting Company has responded to the demand with "Cycle."

In addition to the program listings of the local radio stations, "Cycle" will also keep local listeners abreast with the latest news of radio and will carry pictures of radio stars and personalities.

Returning To NBC-TV

The "Mohawk Showroom" starring Morton Downey on Monday, Wednesday and Friday nights and Reta Quinlan on Tuesday and Thursday will return to the NBC television network beginning Monday, 7:30 p.m., EDT, after a six-week vacation.

FOR THE FIRST TIME!

Here is your sensational opportunity to get all-important experience before LIVE television cameras.

TAKE ADVANTAGE OF THIS PROFESSIONAL TRAINING

We have developed a hard-hitting, professional service to give you every possible phase of training "ON CAMERA."

YOU ARE THE FUTURE IN TELEVISION!

Assure your success as a seasoned performer before a LIVE camera. Casting directors, aware of our facilities, are in constant touch with us.

Television can't miss — make certain you don't.

Sign up — today! Enrollment is limited.

Rates are easily within your reach.

Schedules may be arranged for your convenience.

CLAUDIA FRANCK STUDIOS
316 West 57 St., New York 19, N. Y. • Circle 7-6394



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 48, NO. 49

NEW YORK, FRIDAY, SEPTEMBER 9, 1949

TEN CENTS

WORLD SERIES AGAIN TO GILLETTE

First Station OK'd For Virgin Islands

Washington Bureau of *RADIO DAILY*
Washington—The FCC yesterday announced that it has authorized the first commercial broadcast station for the Virgin Islands, with a 250-watt transmitter to operate on the 1340 band in Charlotte Amalie, on St. Thomas. William N. Greer hopes to reach the 1,000 people of the island at night and an additional 14,000 by day, with installation costs not to exceed \$4,000. Greer, presently engineering supervisor for six broadcast stations in Puerto Rico, plans to make available at cost crystal sets and inexpensive

(Continued on Page 3)

Dance Orchestra To Aid National Polio Fund Drive

Seven name bands will participate in a special CBS broadcast on Sunday from 11:15 p.m. to 1:00 a.m., EDT, in an appeal for contributions to the National Foundation for Infantile Paralysis in the fight against the current record-breaking polio epidemic.

The program titled "Cavalcade of Bands-Polio Emergency," will feature the music of Tony Pastor, George Towne, Henry Jerome, Ted

(Continued on Page 2)

"Joyful Hour" Broadcast Set For Dec. 18 On MBS

Father Patrick Peyton, producer of the Family Theater program on Mutual, announced in New York yesterday that the Mutual web would carry the annual "Joyful Hour" program on December 18 as a public service feature. The announcement followed a conference

(Continued on Page 2)

Quiz Kids To Tour

Quiz Kids with Joe Kelly as emcee will go on tour this month with visits scheduled for Cincinnati, Washington and New York. The program which usually originates with NBC in Chicago will be heard from Cincinnati on Sunday, September 25 and October 2 at 3:30 p.m., EDT., with five local contestants scheduled to appear on each of the broadcasts.

FMA Bowing Out?

Washington—Early merger of FM Association with NAB is forecast in trade circles here. Membership in FMA which once totaled 240 broadcasters is reported to have dropped to around 100. William Ware is president of FMA.

Radio Commentators Protected By New Law

Montgomery, Ala.—Alabama radio commentators will be protected in future by laws from having to disclose sources of information. A bill extending the safeguards to radio reporters went into effect without Gov. James E. Folsom's signature after he declined to sign or veto it. Sponsored by Senator Silas Cater, the new statute gives radio men the same protection newspaper reporters have had in Alabama for years. It says no public official, court or grand jury can make them tell the source of news.

A companion bill to give radio stations greater protection from libel died on the Senate calendar.

Chrysler Renews Quiz On CBS For Full Year

Chrysler Corporation, Detroit, has renewed its sponsorship of the CBS quiz series, "Hit the Jackpot" for another 52 weeks effective September 27.

Series is aired Tuesdays, 10:00-10:30 p.m. with Bill Cullen as emcee for DeSoto and Plymouth cars. Agency is BBD&O, Inc.

Growth Of Radio Audience Emphasized By Beville

White Sulphur Springs, West Va.—Hugh M. Beville, Jr., NBC director of research, told the affiliates convention here yesterday that the increase in radio listeners the past three years has exceeded the growth among any other media. "Between 1946 and 1949 the growth in radio families has exceeded the combined circulation growth of all daily newspapers by nearly a million and one half and radio's

Razor Co. Bankrolls Baseball Classic For 3rd Consecutive Year On TV And Eleventh Year Via AM

FCC Decision Upheld In WJIM-WKRC Case

Washington Bureau of *RADIO DAILY*
Washington — The FCC grant of unlimited time operation on the 550 band with one kilowatt to WJIM, Lansing, Mich., was upheld yesterday by the United States Court of Appeals as proper and legal. Harshly rejected in a decision written by Judge Bennett C. Clark was the appeal of WKRC, Cincinnati, which objected strenuously to the Commission order granting it an increase from one to five kilowatts on the 550

(Continued on Page 3)

Suit Of Radio Features Against FCC Postponed

Chicago—At the request of Government attorneys, the suit filed against FCC by Radio Features, Inc., and scheduled for clearing yesterday has been postponed until Monday,

(Continued on Page 3)

Warner Joins ABC As News Commentator

Washington—Albert Warner, chief correspondent for Mutual here, has resigned to join ABC over which he will be heard in a weekly quarter-hour commentary series, Saturdays,

(Continued on Page 2)

Gillette Safety Razor Co. will for the third consecutive year sponsor the television coverage of the World Series baseball games scheduled for October, it was announced yesterday jointly by A. B. Chandler, commissioner of baseball, Joseph P. Spang, Jr., president of Gillette, and Frank K. White, president of Mutual.

The 1949 AM coverage marks the eleventh year of Gillette sponsorship. This year, more than 600 AM stations, including 520 Mutual affiliates, will carry the play-by-play

(Continued on Page 7)

Soap Opera Values Discussed In Canada

Montreal — The dignified Royal Commission on Arts and Science got into a brief discussion yesterday on the value of soap opera.

Peter Wright, counsel for the commission, asked A. D. Dunton, chairman of the CBC why the CBC carried the soap operas.

Mr. Dunton said the question was

(Continued on Page 2)

Maurice Mitchell Named NAB Rep On AFA Board

Maurice B. Mitchell, director of the Broadcast Advertising Bureau, has been named by NAB President Justin Miller to the Board of Directors of the Advertising Federation of America.

The AFA's 34-member board in-

(Continued on Page 2)

Bad News

Fred Wile and Paul Rittenhouse of NBC defeated Ed James and George Rosen, representing the trade press, in the finals of the grass court tennis matches at the Greenbrier Hotel courts at White Sulphur Springs, West Virginia, yesterday. The NBC racket experts won, 10-8, 9-7, according to coach Syd Eiges and referee, Jo Dine.



★ COMING AND GOING ★

Vol. 48, No. 49 Friday, Sept. 9, 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 Dahlonaga Rd.
 Phone: Wisconsin 3271

CHICAGO BUREAU

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

SOUTHWEST BUREAU

Paul Girard, Manager
 Tower Petroleum Bldg.,
 Dallas, Texas
 Phone: Riverside 5491

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

FINANCIAL

(September 8)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	6	5 7/8	5 7/8	+ 1/8
Admiral Corp.	19 1/4	18 7/8	19 1/8	+ 1/8
Am. Tel. & Tel.	145 3/8	145 1/8	145 1/4	+ 1/8
CBS A	18 1/4	18 1/4	18 1/4	+ 3/8
CBS B	18	17 3/4	18	+ 3/8
Philco	27 7/8	27 3/8	27 3/4	+ 1/2
RCA Common	11 3/4	11 1/2	11 1/2
Stewart-Warner	12	11 7/8	11 7/8
Westinghouse	24 1/2	24 1/4	24 3/8	+ 1/4
Westinghouse pfd.	102 1/4	102 1/4	102 1/4	+ 1/8
Zenith Radio	25 3/4	25 1/2	25 3/4	+ 3/8

NEW YORK CURB EXCHANGE

	Bid	Asked
Nat. Union Radio	2 3/8	2 3/8
OVER THE COUNTER		
U. S. Television	1/4	1/2
WJR (Detroit)	6	6 1/2

Warner Joins ABC As News Commentator

(Continued from Page 1)
 9:30-9:45 p.m., EST, beginning Oct. 8. Prior to his Mutual post, Warner was chief of the New York Herald Tribune bureau here. He was chief of the War Intelligence Division of the Bureau of Public Relations during the war. He was heard for the first time on ABC when he substituted for vacationing Elmer Davis during the last two weeks in August of this year.

STATION MANAGER

Available with 21 years of experience in station management, engineering, and television. Write Radio Daily, Box 266, 1501 Broadway, New York City.

H. V. KALTENBORN, dean of NBC's commentators, will return to the air on Monday following a two-month trip to Europe and Africa. During his trip abroad he interviewed officials in Tunisia, Nigeria, French Equatorial Africa, Rhodesia and the Belgian Congo.

MIRIAM WOLFE, featured on "Let's Pretend," over CBS, is back in town following a month in Nantucket, and will resume her role in the series.

TONY MARTIN, radio, television and movie star who records for RCA-Victor, has arrived from Hollywood. On Sunday he will be heard on the Pet Milk show broadcast over NBC.

EDWIN PIERCE, dancing star and teacher who has appeared frequently on television programs, has left on an extended trip during which he will open branches of his dancing school in Baltimore, Washington, Wilmington, Philadelphia and Trenton. While in those cities he plans to be heard on local radio and video programs.

WILLIAM M. DAWSON, commercial manager of WARM, Scranton, Pa., is in New York for conferences with the national representatives of the station.

ERNEST LEE JAHNCKE, vice-president of the American network, was in Birmingham, Ala., this week to meet with representatives of affiliates in the web's 4th District. He was accompanied by WILLIAM WYLIE, of the ABC station relations department.

EDWARD R. MURROW, Columbia network newscaster, is in Swampscott, Mass., where tonight he will be guest speaker at the banquet of the Kappa Sigma Fraternity, to be held at the New Ocean House. He will broadcast today's news program from WEEI, Boston.

HENRY J. TAYLOR, American network commentator, returned this week from a three-month, round-the-world fact-finding trip. During that time, his Monday evening commentaries originated overseas. Next week he will resume his broadcasts from New York.

CY HARRIS, announcer on the Walter Winchell program over the American network, is back from a one-month vacation during which he voyaged with MRS. HARRIS in Canadian waters aboard his cabin cruiser.

JACK BANNER and ED GREIF, of Banner & Greif, publicists, yesterday returned to New York from a business trip which took them to Chicago and Cincinnati.

Soap Opera Values Discussed In Canada

(Continued from Page 1)
 typical of the many problems the CBC has to face. The CBC carried the programs for revenue and for the contribution they made to program schedules. Ratings showed that more people will listen to soap operas during the day than to any other program.

The CBC carried far less of the programs than did the major United States networks. If the CBC dropped the programs, it would suffer a great loss of revenue. The question was whether the operas should be dropped, and the loss made up by a reduction in the cost of the Wednesday night or other special CBC programs. Mr. Dunton said a psychiatrist had once told him that if the soap operas were dropped the divorce rates would rise considerably.

Maurice Mitchell Named NAB Rep On AFA Board

(Continued from Page 1)
 cludes one seat for a representative of the NAB. Other members represent agencies, advertisers, media, and related groups.

July Receiver-Tube Sales Gained Slightly Over 1948

Washington Bureau of RADIO DAILY
 Washington — Radio receiving tube sales by RMA member-companies during July numbered 10,117,925 compared with 9,637,244 in the corresponding 1948 period, the association revealed yesterday. July sales in accordance with the seasonal trend, were more than 3,500,000 under June sales.

July radio tube shipments included 7,267,274 for new set equipment, 2,407,022 for replacements, 336,991 for export, and 106,638 for U. S. government agencies. Total tube sales for seven months of 1949 were 91,781,138.

Dance Orchestra To Aid National Polio Fund Drive

(Continued from Page 1)
 Black, Larry Fotine, Shep Fields and Lawrence Welk. Robert Ray, CBS assistant director of program operations, will produce the show.

Appeals for contributions will be made by the bandleaders who will explain the crisis confronting the National Foundation which is spending \$100,000 weekly to combat polio.

"Joyful Hour" Broadcast Set For Dec. 18 On MBS

(Continued from Page 1)
 Father Peyton had with Frank White, president of the web, and William Finesheiber, vice-president in charge of programs. "Joyful Hour" will bring together Hollywood movie stars in a program of music and prayers for peace.

'Family Closeup' Series To Be Aired By ABC Web

A new documentary series, "Family Closeup," designed to give the public a greater insight into the causes of family discord, will be carried by an initial ABC network of 103 stations. Sunday, 5-5:30 p.m., local times, beginning Sept. 11.

The dramatized programs will be sponsored nationally by the public affairs department of the American broadcasting Company and the Family Service Association of America. The sponsors in the New York area will be the web's key station, WJZ, and three local agencies: the Community Service Society, the Brooklyn Bureau of Social Service & Children's Aid Society and the Jewish Family Service.

The 13-week series will center around real-life stories of everyday families, with names and situations disguised to protect identities. The writer is Abram S. Ginnes and the director is Martin Andrews.



Bird Dog

This cocker usually hunts birds. But here she is casting a maternal eye on the newly-hatched pheasants. She's protecting these little birds.

Advertisers need some protection, too, in tough, competitive markets like Baltimore. The best protection you can get against competitors is a strong campaign on W-I-T-H.

The cost is so little! And the results so big! You get more listeners-per-dollar from W-I-T-H than from any other station in town. So call in your Headley-Reed man and get the full W-I-T-H story today.



WITH

Baltimore 3, Maryland

TOM TINSLEY, President
 Represented by Headley-Reed

First Station OK'd For Virgin Islands

(Continued from Page 1)

Five battery-operated receivers to expand his listening audience. He also proposes to devote particular time to educational, agricultural, public health and weather information, and make his facilities available to the islands' education, health and agriculture departments and other organizations on a sustaining basis for public service programs. He will broadcast in English (the prevailing tongue).

At the present time the Virgin Islands receive mostly Spanish-language programs from Puerto Rico.

Greer was the first applicant for a broadcast station in the Virgin Islands. However, his initial application was for 50 watts power, which invited proposed waiver of the rules. This proposal was vacated by the Commission on June 22 last in view of the filing of applications meeting the rules in this respect. There are two other pending applications for AM stations in the Virgin Islands: Radio American West Indies and John W. Bolser, both proposing to operate unlimited time with 250 watts power, the former on 1260 and the latter on 1090 kilocycles.

The Virgin Islands is the only United States possession still without a broadcast station. Puerto Rico has 28 broadcast authorizations (one AM). Alaska and Hawaii each have nine authorized stations—all AM.

R. Strauss Memorial Concert Aired By WQXR

WQXR, New York indie, broadcast a special Richard Strauss memorial concert yesterday, 10:30-11 p.m.

Laszlo Halasz, the artistic and music director of the New York Opera Company, was the speaker on the program dedicated to the noted composer who died at the age of 85 in Bavaria, Germany, earlier yesterday.

Richfield Signs Hodges For ABC Sports Roundup

The Richfield Oil Co. has picked up the tab on a new sports roundup of football scores, highlights and interviews, rendered by ABC sports-casters Russ Hodges, Saturdays, 7:30 p.m., EDT, beginning Sept. 17, over 35 eastern ABC stations.

The deal, which will run for 13 weeks, was handled through Morey, Humm & Johnstone, Inc. of New York. The program will be entitled: "The Richfield Sports Reporter."

Powers Gets Assignment

Jimmy Powers, New York Daily News sports columnist has been signed by NBC-TV to cover the major Madison Square Garden fights for the web's television outlets. He will also handle the telecast of fights from the Olympia in Detroit and the Chicago Stadium.

Suit Of Radio Features Against FCC Postponed

(Continued from Page 1)
September 12, before Judge Michael Igoe.

Radio Features, Inc., seeks a preliminary injunction restraining the Commission from enforcing the ban on giveaway programs.

In the original story of the suit, carried in these pages yesterday, the complainant was inadvertently referred to as Air Features of Chicago. Radio Features, Inc., which filed the action, is headed by Walter Schwimmer and produces two giveaway shows, "Tello-Test" and "Tune-Test."

Radio Policy Changes Suggested In Canada

Montreal—The Canadian Association of Adult Education has said radio presents a constant variety of problems requiring investigation. One of these is what people hear over the receiving sets. In a brief prepared for the Royal Commission on Arts and Science the Association recommended that machinery be established by which competent research students in universities and elsewhere could conduct continuous investigations into such things as:

- 1—The possibility and extent of biased and slanted news reporting on Canadian radio.
- 2—Implications when the same radio owner controls one or more newspapers.
- 3—Possible new opportunities for radio broadcasting which may be furnished by technical developments such as frequency modulation.
- 4—Relationship of other programs to the limitations of educational broadcasts.
- 5—Television implications in relation to the program needs of Canadian organizations.

Wants Video Expanded
The association urged the development and expansion of radio and television facilities in Canada under public supervision. It said that it is not impressed with arguments calling for a radical change in Canadian radio policy. Private stations were doing a good job serving local areas but the Canadian Broadcasting Corporation should continue to administer radio regulations for the whole of the Dominion. And while there were urgent reasons for maintaining radio under public control there were even "more compelling reasons" for maintaining such a policy for television because of tremendous cost and technical factors. The new field could become much more of a monopoly than radio.

Joins NBC Research Staff

Dr. Thomas E. Coffin, chairman of the Department of Psychology for Hofstra College, Long Island, has been appointed NBC research associate for television, it was announced yesterday. Dr. Coffin authored "Television Effects on the Family's Activities" which was released in August, 1948.

FCC Decision Upheld In WJIM-WKRC Case

(Continued from Page 1)

band but ordering protection for WJIM.

Judge Clark wrote that it was fairly simple to dismiss the appeal solely on the ground that the Commission is required by law to "provide a fair, efficient and equitable distribution of radio service" to each of the same states. He pointed out that there is no issue here of comparative qualifications of the two stations.

The grant, he said, "was entirely reasonable and fair as well as legally sound." He observed that there are five full time stations in Cincinnati, with WJIM the only full time station in Lansing, the capital of Michigan. Although with its greater power WKRC would reach more additional listeners than will WJIM, he noted that WJIM "would serve 5,000 persons in an area of 550 square miles who are now without any primary service during the daylight hours."

The court went farther to point out that the Commission was more considerate than it need have been when it granted the WJIM application, then denied WKRC's original application without prejudice to its filing an amended application for the power boost providing protection to WJIM.

Radio's Growth Beats Other Media: Beville

(Continued from Page 1)

sold, more than enough to equip every one of America's families with a new radio.


Indicating that NBC's sales of network time was at a high level, Harry C. Kopf, administrative vice-president in charge of sales, said that the number of NBC affiliates sold to advertisers has climbed to an average of 91 per cent for this fall, as compared to an average of 83 per cent in January, 1949. He added that it was an all time high for NBC and a higher figure than any other network for the same period. Kopf also reported that NBC has improved its average daytime lineup of stations per program from 70 per cent to 79 per cent.

The business sessions of the third annual affiliates meeting will continue throughout today with Charles R. Denny, executive vice-president, being the principal speaker at today's session. The convention will adjourn with a luncheon session at the Greenbrier Hotel tomorrow.

Landau Agency Moves

A. B. Landau, Inc., formerly at 270 Broadway, New York, now is in larger quarters at 150 Broadway.

• faces • facts • figures • wins •




COST


\$1.43

Jack Lacy has the audience a sage advertiser wants to reach and can reach for the low cost of \$1.43 per 1000 listeners.

Jack's disc show LISTEN TO LACY delivers high listening impact at low cost in the World's #1 market.

Get in touch with a WINS-CROSELEY sales office for further details.





BMI... Tops across

Thanks to our affiliated publishers, writers, the recording companies, their artists

RECORDS MOST PLAYED BY DISK JOCKEYS

Records listed here in numerical order are those played over the greatest number of records shows. List is based on reports from weekly survey among disk jockeys throughout the country. Titles shown in this chart, other available records of tunes listed here will be found in the Honor Roll of Hits, Music Popularity Chart, Part I. (F) Indicates tune is from a film, (M) indicates tune is from a theatrical musical.

POSITION	Weeks Last 10 Weeks	Title	Artist	Label	Popularity
1	1	SOMEDAY	V. Monroe Ork.	V78120-2510	(45) 47-2986
2	1	YOU'RE BREAKING MY HEART	V. Damone-G. Osser	Mercury 5271	-BMI
3	1	ROOM FULL OF ROSES	S. Kaye Ork.-D. Cornell-The Kaye	V78120-3441	-BMI
4	1	SOME ENCHANTED EVENING	P. Como-M. Ayres	Cap 57-544	-ASCAP
5	1	THAT LUCKY OLD SUN	F. Laing	Mercury 5316	-ASCAP
6	1	YOU'RE BREAKING MY HEART	E. Howard	Mercury 5296	-BMI
7	1	SOME ENCHANTED EVENING	E. Howard	Mercury 5296	-ASCAP
8	1	ROOM FULL OF ROSES	S. Kaye Ork.	V78120-3441	-BMI
9	1	SOME ENCHANTED EVENING	E. Howard	Mercury 5296	-ASCAP
10	1	THE FOUR WINDS AND THE SEVEN SEAS	J. Winkley and M. Whiting	Cap 57-4022	-BMI

NUMBER ONE ACROSS THE MUSIC-DISK BOARD

- No. 1 On the Honor Roll of Hits: ROOM FULL OF ROSES
- No. 1 Sheet Music Seller: ROOM FULL OF ROSES
- No. 1 Most Played on Disk Jockey Shows: SOMEDAY, V. Monroe Ork. V 78120-2510; (45) 47-2986
- No. 1 Disk via Dealer Sales: YOU'RE BREAKING MY HEART, V. Damone-G. Osser Ork., Mercury 5271
- No. 1 Disk in the Nation's Juke Boxes: SOME ENCHANTED EVENING, P. Como-M. Ayres Ork., V 20-3402; 47-2896 and YOU'RE BREAKING MY HEART, V. Damone-G. Osser Ork., Mercury 5271
- No. 1 Most Played Juke Box Country and Western Record: I'M THROWING RICE AT THE GIRL I LOVE, E. Arnold, V (78) 21-0083; (45) 46-0080
- No. 1 Best Selling Retail Country and Western Record: WHY DON'T YOU HAUL OFF AND LOVE ME, W. Raney, King 791
- No. 1 Most Played Juke Box Blues and Rhythm and Blues Record: ...

MOST-PLAYED JUKE BOX RECORDS

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on the weekly survey among 3,351 operators in all sections of the country. Listed under the title of each of the most played records are other available recordings of the same tune. Unless shown in this chart, other available recordings of tunes listed here will be found in the Honor Roll of Hits Music Popularity Chart, Part I.

POSITION	Weeks Last 10 Weeks	Title	Artist	Label	Popularity	
1	1	SOME ENCHANTED EVENING	P. Como-M. Ayres	Cap 57-4299	-ASCAP	
2	1	YOU'RE BREAKING MY HEART	V. Damone-G. Osser	Mercury 5271	-BMI	
3	1	ROOM FULL OF ROSES	S. Kaye Ork.-D. Cornell-The Kaye	V78120-3441	-BMI	
4	1	ROOM FULL OF ROSES	E. Howard	Mercury 5296	-BMI	
5	1	SOMEDAY	V. Monroe Ork.	V78120-2510	(45) 47-2986	
6	1	SOME ENCHANTED EVENING	B. Crosby-J. S. Trotter	D 2469	-ASCAP	
7	1	YOU'RE BREAKING MY HEART	Inc Spots	D 2469	-BMI	
8	1	ROOM FULL OF ROSES	D. Haynes	D 2469	-ASCAP	
9	1	AGAIN	G. Jenkins Ork.-D. Haynes	D 2469	-ASCAP	
10	1	SOMEDAY	Mills Brothers	V 20-3427	-ASCAP	
11	1	HUCKLEBUCK	T. Dorsey-S. Shavers	V 20-3427	-ASCAP	
12	1	MAYBE IT'S BECAUSE	E. Howard	Mercury 5316	-ASCAP	
13	1	THAT LUCKY OLD SUN	F. Laing	Mercury 5316	-ASCAP	
14	1	MAYBE IT'S BECAUSE	G. Jenkins Ork.-D. Haynes	D 2469	-ASCAP	
15	1	JEALOUS HEART	A. Morgan Ork., London	500	-BMI	
16	1	BABY, IT'S COLD OUTSIDE	J. Mercer-M. Whiting-F. Weston	Ork Cap(78)57-567	(45) 54-582	
17	1	RIDERS IN THE SKY	(P. Butler-Hot Lips Page, Harmony 1049; E. Fitzgerald-J. Jordan, Dec 2444; Lady Byll Smythe-Bill Jacoby, Castle 1423; C. Calloway & His Cab Drivers, Hi-Tone 125; H. Babbit & The Allen Sisters, Vocalion 5303; Homer & Jethro, Eastar, V 21-0018 & 48-2075; L. A. F. Lester, Mer 5307; E. Williams-R. Montalban-MGM Studio Ork.-D. Stoll, Dir., MGM 3019; D. Cornell-S. Kaye Ork., V 20-3441; D. Shore-B. Clark, Col 3843)	Mer 5320; J. Saunders & R. Bishop's Sign, V 20-3459; of the Pioneers, V 21-0065; B. Ives, Cap 57-4022; T. D. Again	V(78)20-3411	(45) 47-2902
18	1	YOU'RE BREAKING MY HEART	(B. Lee, Horace Heidt, Dec 46170; R. Smith, MGM 10231)	Cap 57-4022	-ASCAP	
19	1	I'M THROWING RICE AT THE GIRL I LOVE	(B. Lee, Horace Heidt, Dec 46170; R. Smith, MGM 10231)	Cap 57-4022	-ASCAP	
20	1	THAT'S MY WEAPON	(G. Hatton, S. K 1501; F. I DON'T SEE EYES ANYWHERE, Quartet, H. Reed, Dan Harrington, Jumbie 354)	Cap 57-4022	-ASCAP	
21	1	FOUR WINDS AND THE SEVEN SEAS	(P. Reed, D. G. Osser, Ork. R. Clooney, Quintet, H. Reed, D. Drained, B. Cap 57-611; J. Ork., V 20-3459)	Cap 57-4022	-ASCAP	
22	1	BALI HAI	(S. Black Ork, London P. Lee-D. Harbour Ork., Dec 24409; B. Harrington, 125; P. Weston Ork., Cap 57-4022; A. Vincent-M. Miller Ork., M. Winterhalter Ork., MGM 10239)	Cap 57-4022	-ASCAP	
23	1	YOU'RE SO UNDERSTANDING	(P. Reed, Dance-Tone 356; E. Green, Pauline, V 20-3405; J. Wayne & the Dell Trio, Col 3842; L. H. Douglas with B. Curtis Quartet, Hi-Tone 118; J. Pace-G. Ellis Ork., Keytone 105; B. Barron Ork., MGM 10269)	Cap 57-4022	-ASCAP	
24	1	SOME ENCHANTED EVENING	J. Stafford-F. Weston Ork., Cap 57-544	-ASCAP		
25	1	AGAIN	D. Day-The Mellomen, Col 38467	-ASCAP		
26	1	AGAIN	A. Mooney Ork., MGM 10239	-ASCAP		
27	1	SLIPPING AROUND	J. Winkley and M. Whiting	Cap 57-4022	-BMI	

"YOU'RE BREAKING MY HEART"
BY GENARO and SKYLAR

"JEALOUS HEART"
BY JENNY LOU CARSON

BEST-SELLING SHEET MUSIC

Tunes listed are the national best sheet music sellers. List is based on reports received each week from all the nation's sheet music jobbers. Songs are listed according to greatest number of sales. (F) Indicates tune is in a film; (M) indicates tune is in legit musical; (R) indicates tune is available on records.

POSITION	Weeks Last 10 Weeks	Title	Artist	Label	Popularity
1	1	ROOM FULL OF ROSES (R)	Hill & Range		
2	1	SOME ENCHANTED EVENING (M) (R)	Williamson		
3	1	YOU'RE BREAKING MY HEART (R)	Algonquin		
4	1	SOMEDAY (YOU'LL WANT ME TO WANT YOU) (R)	Duchess		
5	1	MAYBE IT'S BECAUSE (R)	Bregman-Vocco-Conn		
6	1	LET'S TAKE AN OLD FASHIONED WALK (M) (R)	Berlin		
7	1	(JUST ONE WAY TO SAY) I LOVE YOU (M) (R)	Berlin		
8	1	BALI HAI (M) (R)	Williamson		
9	1	THAT LUCKY OLD SUN (R)	Robbins		
10	1	THERE'S YES YES IN YOUR EYES (R)	Remick		
11	1	AGAIN (F) (R)	Robbins		
12	1	JEALOUS HEART (R)	Acuff-Rose		
13	1	FOREVER AND EVER (R)	Robbins		
14	1	THE FOUR WINDS AND THE SEVEN SEAS (R)	Lombardo		
15	1	TWENTY-FOUR HOURS OF SUNSHINE (R)	Robbins		

NEW BUSINESS

WNBT, New York: The Quaker Oats Company, for Aunt Jemima Cake Mixes, has contracted for station breaks and spot announcements in the Hopalong Cassidy program. The schedule, calling for 39 breaks and 13 spots, will begin September 12th and was placed through C. J. LaRoche & Company. The American Chiclé Company has signed an 18-week contract for the 10:00 p.m. station break on Thursdays. Badger, Browning & Hersey, Inc. is the agency. The Eversharp Company, for Eversharp Schick Razors, has signed a 13-week contract for the 11:00 p.m. break on Tuesdays. The Biow Company is the agency. The Weston Biscuit Company has contracted for the Tuesday station break at 7:00 p.m. and the Thursday 10:30 p.m. break for a 13-week period. Order was placed through Calkins & Holden.

WNBC, New York: The Kellogg Company, through Kenyon & Eckhardt, Inc., has signed a 52-week contract for the 11:30 a.m. station break on Saturdays and Sundays and the 9:45 a.m. break on Sundays. The Campbell Soup Company has signed a 52-week contract for station breaks, calling for the 12:00 noon break Sundays, the 4:00 p.m. break Monday thru Friday, the 10:30 p.m. break Tuesdays and the 8:00 p.m. break on Sundays. Ward Wheelock Company is the agency. One-minute announcements in the Wayne Howell program and an extensive station break schedule have been contracted for by the Chrysler Corporation. The order, placed through Ruthrauff & Ryan, calls for 20 announcements and 44 station breaks.

Chesterfield, CBS Sign For Lion Home Schedule

Liggett & Myers Tobacco Co., for Chesterfield, has signed with CBS for sponsorship of Columbia University's home football schedule, David Sutton, web sales manager, announced yesterday. Five games are included, beginning Sept. 24.

Games with Harvard and Yale, Oct. 1 and 8, respectively will be fed to WNAC-TV, Boston, and WNHC-TV, New Haven. Contests between Columbia and Dartmouth, Nov. 5, and Brown, Nov. 19, will be fed to the Boston outlet. Opening game, with Amherst, will be carried by WCBS-TV only.

Russ Hodges will handle play-by-play, with color by Marty Glickman. Newell-Emmett is the agency in charge.

AVAILABLE

Television Producer seeks connection with top flight agency. Three years experience in the medium. Has produced several hundred TV shows for several nationally known advertisers. Write Box 268, Radio Daily, 1501 Broadway, New York City.



Mainly About Manhattan. . . !

● ● ● Beer execs. all over the country meeting this week trying to figure out a way to combat threatened invasion of liquor advertising on the air. (Schenley's, for instance, has approached both NBC and CBS regarding putting a liquor tag on "Duffy's Tavern" with no direct answer as yet. ABC, however, has shown its willingness to accept the deal). Reason behind the beer outfits' fear is this: They're afraid that if the temperance groups kick up enough of a storm over liquor advertising on the air, they'll be caught in the backwash with all beverages containing any alcohol whatsoever ruled out.

☆ ☆ ☆ ☆

● ● ● The boys were gabbing about the Yanks-Bosox thriller Wed. night, and one of them wanted to know if a certain play of Rizzuto's at 2nd base was really as great as the sportswriters made it out to be. "I don't know," dead-panned our favorite wit, Gary Stevens, "but Mel Allen gave it three how-about-thats!"

☆ ☆ ☆ ☆

● ● ● **WHAT'S DOIN':** NBC dropping "Chicken Every Sunday." "Four Star Playhouse," another sustainer, may also get the axe. . . . Think video isn't tough? Since Bill Gargan's new series bowed in two weeks ago, the guy's lost over 17 lbs. . . . Ben Grauer seeking a three-week leave of absence to plane to Asia to gather general news background information on current events there. . . . "Add-A-Line," a Masterson, Reddy, Nelson Production, has bowed off ABC as a sustainer to make way for two sponsored stanzas. "Ladies Be Seated" and the Walter Kiernan show. Its emcee, Jack McCoy will handle "H'wood is Calling." . . . Ed Begley flew in from H'wood today to attend the funeral of his sister. . . . Aside to Leo Shull: Thanks very much for the copy of "Who's Where." It's a 'must' on this desk. . . . Jim Boles has finished his stint in RKO's "Tattooed Stranger" and is back in radio and tele. . . . Gigantic new DuMont television receiver assembly plant in Paterson, N. J., to be officially dedicated on the 26th. Plant is the world's largest and will produce a new set every 10 seconds. . . . Alfred Drake sez that with the end of the giveaway shows, it no longer pays to be one of those guys who knows all the answers.

☆ ☆ ☆ ☆

● ● ● A deep bow to Mrs. Oscar (Jessie) Bradley, who this week starts her 2nd year as musical director of "We, the People." Jessie stepped in when Oscar passed away a year ago, but refused all publicity until now. She's the only woman musical director of a major radio-TV series that we know of.

☆ ☆ ☆ ☆

● ● ● Packing all the warmth, charm, pathos and humor that made it a top-ranking air favorite for more than 14 years, "The O'Neills" moved in on the video scene Tues. night (9-9:30) via DuMont and proved a welcome addition to the television menu. Produced by Ed Wolf and directed by Jack Rubin, the new series offered a nicely-balanced cast topped by Vera Allen as Mrs. O'Neill, and Michael Lawson as Danny. Others in the cast included Janice Gilbert, Jane West and Ian Martin, who was last seen on B'way as Finian in "Finian's Rainbow." Opening script, penned by Edward Mabley and Ruth K. Friedlich, was bright and warm, and Frank Brunetta rates a nod for some high-grade camera work. We're a sucker for these family shows, anyway, and can't get enough of "The Goldbergs," "I Remember Mama," etc. To our way of thinking, that's why television was born.

CHICAGO

By HAL TATE

FIVE "Quiz Kids" return to NI Sept. 11 at 3:30 p.m. for their tenth year. They're Joel Kupperman, 13; Lonny Lunde, 13; Pat Conkle, 12; Melvin Miles, 6; and Ruthie DeKin, 14. Joe Kelly, as usual, will hold down the teacher's desk.

Paul Harvey, WENR news commentator, is enjoying a "sitting vacation" in central Illinois. . . . Jarl Stirton, newly appointed sales manager of ABC's central division, New York on business.

Dr. Clarence Norberg will be appearing regularly for some time. While in New York on a recent trip, "Hit the Jackpot" in \$479 in prize in a CBS quiz program. Of the prizes, \$200 were in Stokely, Frozen Foods, the remainder Transvision Television Kit worth \$279.

WBBM Vacationers: Frank Faulner, general manager, and Err Shomo, general sales manager, on Michigan fishing trip. . . . Milt Koenig, left Sept. 7 for Colorado. . . . Margaret Canavan, music department, went to New York. . . . Katherine Rizzo, music librarian, headed for Washington, D. C.

The Atlas Brewing Company has renewed its schedule of announcements on the "Night Watch," Chicago's only all-night show, seven times a week, over WIND. The C. I. Advertising Company handles the account.

Send Birthday Greetings To—

September 9

J. F. Burke Betty Howard
Ed Prentiss Arthur Hanley

September 10

J. D. VanAmburgh Lyle Van
Emery Deutsch Ira Herbert
Jess Pugh Raymond Scott

September 11

Herb Hollister Charles Stark
Al Roiser Bill Comstock

September 12

John G. Gude Eddy Howard
Richard Maxwell John Taylor
Ella Mae Morse Ben Edwards

September 13

Michael M. Sillerman Bob Miller
Margaret Banks Arthur J. Daly
John McNamara Greta Palmer
Leith Stevens Russ Johnston

September 14

Edna Whittington Gene Thomas
Ann Barbinel Mose Gamble
Harry Salter Marlo Lewis
Richard Herbert Lee Meyers
William Meikle Christy

September 15

William Hord T. F. Seawell
Phil Brito James Wallington
John Conte J. J. Robbins

TELEVISION DAILY

Continuation of RADIO DAILY, Friday, September 9, 1949 — TELEVISION DAILY is fully protected by register and copyright

FCC SCORES BELL RELAY POLICY

TELE TOPICS

"COTO-PLAY TIME," new World Video package which bowed on ABC Wednesday, is a combination interview and variety show in full dress clothes. Originating from the web's huge plant on 66th Street, program made good use of a large, looking living room set which provided many varied camera angles. As usual, the charming Wendy Barrie spoke a bit too rapidly and was too much the variety-showbiz prototype with darlings and gossips heavily sprinkled throughout her act. Opening spot was a giddy, femme variety review with showgal Mildred Hughes, introduced by Miss Barrie reading "hot" and "cold" gossip items. Both bits were dull. The show perk up with the appearance of the new Joan Barton, but fell again when she talked Sunny Tufts, who is a better dancer than drummer and a better drummer than singer. Only those individuals who worship the star could have been impressed with his efforts. Also present were the new Pemberton and actress Carlotta Pagan, who did a fine job with a brief scene from "Romeo and Juliet." . . . The fault of the preem, we think, is the emphasis on personalities instead of talent. In reverse, with good acts dominating, it could be much better. . . . Program is written and produced by Perry Lafferty and directed by Tom De Huff. Ralph Norton fronts the work.

WERE WERE SOME mighty red faces around ABC yesterday as a result of a general snafu on the WJZ-TV film show Tuesday night. After about a half-hour "Peck's Bad Boy" with Jackie Coogan had been aired, a reel from Lon Chaney's "Howards" was inserted with no interruption or explanation. After several minutes the announcer apologized for the mixup and stated that the Coogan film would be re-aired upon completion of the reel from "Howards," which had been aired the previous week. When latter ended, however, the announcer returned to state regretfully that the remainder of "Peck's Bad Boy" could not be found. Station filled with a reel comedy. . . . And speaking of "Howards," didn't Lee-J. Cobb and Victor Jory play the lead heavies in a couple of Hopalong Cassidy epics on NBC recently?

AL BOYD, producer of the Buddy Rogers show, returns from the Coast today to open a New York office affiliated with Gainsborough Associates. He'll retain his Hollywood office, however. John Tillman has been assigned to write commentary on "TelePIX News" beginning Sept. 11 when Consolidated Edison picks up the tab. . . . Bobner, who has been alternating with Bill in directing "Garroway At Large" on NBC-Chicago, takes over the show this week, with Hobin handling the new King stanza for Standard Oil.

Gillette To Sponsor AM-TV World Series

(Continued from Page 1)

descriptions. In addition to the U. S. stations, there will be foreign broadcasts to Canada, Latin America, Cuba, and to American troops overseas via the Armed Forces Radio Service.

The only TV stations definitely listed for first options on the Series are those connected with Mutual's AM network. Announcers for both the AM and TV airings will be selected on completion of regular schedules of the American and National League teams.

Paul Jonas, MBS sports director, who is handling details on the broadcasts and telecasts told RADIO DAILY yesterday that the video coverage of the Series may be announced next week.

Maxon, Inc., is Gillette agency.

Coast Radio-TV Group Plans 1950 Conference

Plans for the third annual Western Radio-Television Conference to be held at Seattle on March 3 and 4 of 1950 were announced yesterday by Edwin H. Adams of the University of Washington. Committee chairmen appointed include William Ladd, University of Washington, program chairman; David Crockett, program director of KING, housing; George Dean, public relations, KOMO, finance and Milo Ryan of KIRO, publicity. The first two conferences were held in San Francisco.

Crosley To Make Receivers For CBS Color Tests In D. C.

Crosley Division of Avco will manufacture additional receivers to be used by CBS in its color tests in Washington next month, it was announced by the web yesterday. New sets will bring to over 30 total number to be used in the tests. Location of the receivers in the Washington area is to be determined by the FCC, CBS said.

Crosley sets will be of the black-and-white type, CBS said, internally adapted for pickup of color pictures by the addition of converters which CBS has ordered from Birtman Electric Co. They will be able to pick up black-and-white pictures from black-and-white transmissions

Cancellation

WPIX yesterday cancelled plans to carry the Harvest Moon Ball, dance promotion of its parent organization, The New York News, because of excessive demands by talent and other groups. Station proxy F. M. Flynn said, "Duplicate charges demanded for television appearances of talent and name bands and charges for (Madison Square) Garden origination made the overall cost of the program completely out of line with the status of TV development."

Milan (Italy) Will See 625-Line TV Sept. 10

Milano (By Cable)—A demonstration of 625-line television—the first such showing anywhere—will be held here tomorrow as a feature of the International Television Exhibition. Marconi and Cinema-Television are the sponsors.

Theater Equipped for Purpose

The exhibition is being held in the Palazzo dell'Arte. It has a theater equipped to show large screen video which will probably be picked up on a closed circuit from a nearby studio, also located in the building. Over 250 technicians are expected to be on hand. Sessions will be devoted to discussions of transmission and similar engineering topics. Also on the agenda is a talk on the possibility of the international exchange of programs at a future date.

Hits Refusal To OK Interconnected TV Bands

Washington Bureau of RADIO DAILY

Washington—The FCC said yesterday that refusal by the Bell System to permit interconnection of its intercity TV relay channels with those of other companies is unjust and unreasonable at the present. At the same time the Commission reiterated in a proposed report on the matter its earlier conviction that TV relay will eventually be a matter for common carriers.

Commissioner Jones dissented, with Commissioner Sterling and Chairman Coy not participating. Final determination of this issue is needed before the Commission can pass upon the proposed rates for intercity relay of TV programs.

Currently at issue is the Bell System policy of refusing to accept TV programs relayed by Philco or DuMont systems for carrying beyond termini of the private systems.

The policy against interconnection was found to be "unjust and unreasonable, and therefore unlawful. . . . until such time as common carriers have adequate inter-city video channels available to meet the demands of the broadcasters for such channels." Yesterday's decision did not deal at all with rates, nor with connection of Bell System with the facilities of another common carrier—Western Union.

The Commission declared that it may, after opportunity for a hearing is given the Bell System, require interconnection of Bell System facilities with Western Union facilities or those of other carriers. In its report the Commission declared that:

" . . . Although the Commission is still of the opinion, as stated in its proposal of October 22, 1946, that frequency economy requires that inter-city television relaying be handled by communications common carriers, it is recognized that the latter are not yet ready to afford the service required and that adequate facilities will not be ready for some appreciable interval of time. Accordingly, provision for inter-city television relaying, on a co-ordinated basis, by television broadcast licensees is being made within the bands allocated for other television auxiliary uses. . . .

" . . . The Commission desires to emphasize that this special provision for inter-city television relaying is a purely temporary measure designed to assist the television industry until such a time as permanent common carrier facilities are generally available, and those broadcasters who venture into the business of relaying television programs in these frequency bands should plan to amortize their investment at the earliest possible date."

The Commission pointed out also that while there have been technical problems arising from interconnection, it is feasible and has been satisfactorily accomplished between Philco and Bell System facilities.

AM-TV EQUIPMENT FM-FA

Section of RADIO DAILY, Friday, September 9, 1949

Tele-Tone Displays 1950 Radio-TV Line

The Tele-Tone Radio Corp. displayed its 1950 radio and television line — including a TV receiver it described as the first large-screen set in the industry priced at under \$150 — in a press showing in New York on Wednesday.

Tele-Tone's featured video set, one of ten shown, has a supersensitive tuning circuit, and all-channel reception. It retails for \$149.95. Other sets shown were a 10-inch receiver with built-in aerial, at \$169.95; a console model with a 16-inch "black tube," at \$299.95, and a 12½" set at \$199.95.

"Common Denominator," Says Gross
Tele-Tone's president, S. W. Gross, termed the 10-inch set the "common denominator" for the public "as regards size of image and price range." Tele-Tone will mass-produce its \$149.95 10-inch model "to the fullest extent of our assembly line capacity," Gross said.

The firm's president also disclosed details of a price protection policy on all new models, effective until Dec. 1, 1949. He said that a one-year warranty on the cathode ray tubes goes with all of Tele-Tone's new video models.

Tele-Tone dealers and distributors will be enabled to make long-range plans without fear of loss as a result of sudden price changes, Gross said.

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WASHINGTON, D. C.

PRODUCTION PARADE

GE Produces Metal TV Tube

The General Electric plant at Electronics Park, Syracuse, N. Y., has begun production of an 8½-inch metal picture tube, said to be the first in the industry. According to GE, the new tube provides 50 per cent more picture area than the seven-inch tube used in most low-priced receivers, and costs no more to build. GE says that by mid-September it will have enough equipment in operation at Electronics Park to fill current orders for the metal tube. The firm is building an additional plant to house its tube operations.

New 'Voice' Equipment

Industrial Television, Inc., has announced delivery of special television equipment to the State Dept's Voice of America studios at 224 W. 57th St., New York. A central control "Guest System" permits the coordination of Voice overseas broadcasts with telecasts of special events, such as political conventions. Industrial Television recently installed a central control TV system at the Station Hospital, Fort Jay.

New DuMont 15" Set

DuMont has announced production of a 15" table model video set "with new and improved electronic circuits for better fringe area reception and superior picture quality." The new model, RA-104A, "The Hastings," has a 132-square inch direct view picture screen, full-range FM radio, and a plug-in receptacle for a record player. The 30 tube set will retail for \$425 in the East, and slightly more in the middle and far west.

North American Re-Equips

North American Philips Co., Inc., has curtailed manufacturing operations at its Dobbs Ferry, N. Y. plant temporarily to undertake an extensive re-equipment program. L. J. Chatten, vice-president and general commercial manager, said the program will provide newly developed automatic facilities for mass-producing the firm's Protelgram cathode-ray tube, and for making a more extensive line of television products, including a magnetic core material known as Ferroxcube, for use in turning out TV set components.

Tape Splicer Announced

The Prestoseal Mfg. Corp., New York, has announced a new automatic electric splicer for magnetic recording tape, and for 35mm and 16mm motion picture safety film. According to its makers, the "Presto-Splicer Professional Model" makes the only splice which will hold up even under the "hot developing process" used for high-speed reproduction of TV, newsreel, and Ultrafax film.

DuMont Sales Assignments

New sales assignments in the eastern and midwestern territories have been made in DuMont's receiver division. George P. Lohman becomes eastern regional manager, working out of the DuMont offices at 515 Madison Ave., New York. Joseph H. Moss Jr., becomes central states regional manager, with offices in the Palmolive Building, Chicago. Rowland W. Guildford was named New York regional sales manager, with headquarters at 515 Madison Ave.

RCA Appointee

Maurice G. Staton has been appointed sales manager of microwave relay and channeling equipment in the RCA Engineering Products Dept. Staton has been with RCA since 1946, when he was assigned to field installation work on the New York-Philadelphia microwave radio relay circuit. He served during the war as an Army Signal Corps officer in the Pacific Coast area, and won the Legion of Merit for his work on radio facilities that helped prepare the way for air attacks on Japan.

10" Set Demand Cited

Garod Electronics Corp. will continue to manufacture ten-inch television receivers with a 61-square-inch screen "as long as there is a public demand for this type of receiver," according to Leonard Asbach, Garod president. Taking note of industry announcements of curtailed production of 10" sets, Asbach said it would be "ridiculous" to limit production while the industry is enjoying its greatest sales volume in the 10" set.

New TV Antenna Array

A new television antenna array, designed for use in fringe reception areas between stations occupying the same or adjacent channels, when the signals are received from opposite directions, has been introduced by the RCA Tube Dept. Known as the RCA Reversible-Beam Television Antenna Array, the new antenna has a high front-to-back ratio which provides maximum gain in one direction while rejecting signals arriving in the opposite direction.

Remote Program Selector

RCA's sound products section has announced the availability to the public of a radio program selector switch designed for disabled veterans. The device, already being used widely in Army and Veteran's hospitals, enables handicapped patients to select up to six stations merely by pulling a cord. The selector switch itself consists of a two-pole, six-circuit switch mounted on a yoke by means of four screws. A six-foot Nylon pull-cord ending in a porcelain pendant will withstand a pull of 100 pounds.

New Dumont Factory Will Open Sept. 2

DuMont has set Sept. 26 as date for the official dedication and opening of its new television receiver assembly plant in East Paterson, N. J.

The plant covers more than 480,000 square feet under one roof, and described by Allen B. DuMont, the firm's president, as "the largest and most modern television receiver assembly plant in the world." Its capacity, with 1,500 production line workers on the job, is 10,000 receivers a week, he said. DuMont acquired the plant, formerly owned by the Wright Aeronautical Corp. from the War Assets Administration last December for \$1,350,000, and spending more than \$750,000 converting it for production of televisions.

Eight Departments Established

Eight departments have been set up through which the receivers are routed electrically and mechanically during construction. Cold cathode light fixtures have been installed above the assembly lines to provide a maximum of light with a minimum of shadow. The building was erected in 1942 and designed to operate during wartime blackouts with ventilation supplied by intake and exhaust devices on the roof. Twelve unit sub-stations provide power facilities for the entire plant.

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RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



COL. 48, NO. 50

NEW YORK, MONDAY, SEPTEMBER 12, 1949

TEN CENTS

GIVEAWAY ISSUE BEFORE COURT TODAY

Bigger Football Sked For Atlantic Refining

The Atlantic Refining Co. has scheduled the most extensive radio coverage in its 14 years of sports broadcasting for the upcoming football season. A total of 126 radio stations will be used to air a long list of college, professional, and high school grid encounters.

In addition, Atlantic will sponsor television coverage of the University of Pennsylvania's home games, over WPTZ, Philadelphia, and of Boston College's home games, over WNAC, Boston.

Twelve games played by the Pitts- (Continued on Page 8)

FCC Officials To Attend TV Interference Test

Members of the FCC together with representatives of the Commission engineering staff will gather at the Princeton Inn, Princeton, N. J., on next Wednesday for a demonstration of co-channel interference under standard TV transmission conditions and under offset transmission conditions. The demonstration is being staged by WFIL-TV in collaboration with RCA with Roger W. Clipp, gen- (Continued on Page 2)

Lions Clubs And Sponsor To Collect Xmas Toys

In a drive to collect Christmas toys for underprivileged children, Miles Laboratories, Inc., in co-operation with the International Association of Lions clubs will launch a campaign on two CBS programs sponsored by Alka-Seltzer.

"Hilltop House," a daytime serial (Continued on Page 2)

To Drop Sponsorship

Kaiser-Frazer, current sponsor of Walter Winchell, reportedly will bow out of radio network advertising on Dec. 31 when its contract with the ABC commentator runs out. The web, which has picked up the option of Winchell for 1950, is now dickering with about three prospective sponsors for the use of Winchell's commentaries next year.

Testimonial

Frank M. Folsom, president of the Radio Corporation of America, will be honored at a dinner celebrating the Golden Anniversary of the National Jewish Hospital at Denver. It was announced by Leon I. Mesirov, chairman of the Philadelphia Committee of the hospital. Mr. Mesirov declared that the dinner was planned as "a tribute to the years of service to humanitarian causes of all kinds and particularly for his work in connection with the National Jewish Hospital."

RMA Reports Jump In TV Set Production

Washington Bureau of RADIO DAILY Washington—RMA reported Friday that its member companies shipped 742,166 TV receivers in the first half of this year, while producing 913,071 sets. As has been true right along, approximately 30 per cent of these sets have gone into the New York-Newark area.

New York was reported receiving 152,619 sets through June, bringing (Continued on Page 7)

Bank Buying Time On Coast Stations

West Coast Bureau of RADIO DAILY Hollywood—The Bank of America is using time signals on the West Coast to promote the bank's Time-plan loan services throughout the state.

Bank first used nighttime time sig- (Continued on Page 2)

FCC Attorneys To Appear In Chicago To Answer Radio Features On Injunction Proceedings

Vic Ratner Leaving CBS To Join Macy's

Victor M. Ratner, CBS vice-president and director of advertising and sales promotion, will join Macy's New York, as vice-president in charge of sales promotion, public relations, and advertising, on Nov. 1.

Ratner was assistant sales promotion director for CBS from 1930 to 1935, and director of the sales pro- (Continued on Page 8)

Whistler, Spade, Heidt Lead Pacific Hoopers

The August Pacific Program Hooperatings listed "The Whistler" first with 13.7; the "Adventures of Sam Spade," second with 13.1, and Horace Heidt, third, with 12.3.

The remaining "rated" programs follow: Mr. District Attorney 11.8; (Continued on Page 4)

James A. Miller Joins Lang-Worth Features

Appointment of James A. Miller as research and engineering director of Lang-Worth Feature Programs, Inc., has been announced by C. O. Langlois, the firm's president. His retention as engineering consultant (Continued on Page 8)

First test of the legality of the FCC's edict on giveaway programs will be made in United States District court in Chicago today when attorneys for the commission will appear before Judge Michael Igoo to answer the petition of Radio Features, Inc., which asks for a temporary injunction. (Continued on Page 6)

Rules Are Announced For NAB Script Contest

Washington Bureau of RADIO DAILY Washington—Judges and rules of the third annual Voice of Democracy radio script-writing contest have been announced by Robert K. Richards, NAB public relations director, who is chairman of the Voice of Democracy committee.

Four high school students adjudged to have written the best (Continued on Page 2)

Foreign Language Group Meets In N. Y. Today

The Foreign Language Quality Network will hold its second regular meeting at the Hotel Roosevelt, New York, today at 12:30 p.m., under the chairmanship of Ralph Weil, of WOV.

At business sessions preceding and following luncheon, three agency (Continued on Page 2)

Fulltime And Network Outlets Most Profitable, NAB Finds

Cincinnati—Broadcasting stations operating full time outlets and affiliated with networks had the largest average per-station incomes last year, Richard P. Doherty, NAB employee relations chief, told the NAB 7th District meeting held here Friday. The NAB staff director was conducting the cost-control session of a two-day meeting, the first of 17 scheduled to run at district meets. The meeting drew about 90 broad-

casters from Ohio and Kentucky. The confab was held at Cincinnati's new Terrace Plaza Hotel, and was presided over by Gilmore N. Nunn, president of WLAP, Lexington, Ky., who is director of District 7.

Doherty presented to the broadcasters attending, as part of the analysis of an NAB research department survey, a multi-faceted answer to the question of how much reve- (Continued on Page 6)

Favorite Returns

"The Greatest Story Ever Told," inspirational dramatic series based on Biblical material, returns to ABC at a new time, 5:30-6 p.m., on Sunday, Sept. 18, after a summer hiatus. The program, sponsored by the Goodyear Tire and Rubber Co., has been showered with honors by religious and lay groups since it began over ABC in January, 1947.



★ COMING AND GOING ★

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

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FINANCIAL

(September 9)

NEW YORK STOCK EXCHANGE

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

OVER THE COUNTER

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

Bank Buying Time On Coast Stations

(Continued from Page 1) nals on KGO, San Francisco, and after testing there placed a contract the past week with KECA, Los Angeles, for 20 daytime time signals per week.

The time signals on KECA will be heard at intervals from 8:00 a.m. to 6:00 p.m., five days a week and were placed for the Bank of America by Charles R. Stuart, Advertising, of San Francisco with Henry Buccello, radio director, acting for the agency.

Stork News

It's a baby girl for the Hal Tates. Chicago manager of RADIO DAILY became father of five pound, fourteen ounce girl born at noon Friday at Henrotin Hospital, Chicago.

FULTON LEWIS, JR., Mutual network reporter on the national scene, who broadcast last week from California, today will be heard from the MBS midwest studios in Chicago. Tomorrow he'll be back in Washington, D. C.

WILLIAM MALO, commercial manager of WDRC, Hartford, Conn., has left for a three-week motor trip through the more scenic sections of Maine, Nova Scotia and Quebec.

JOHN WINGATE, of the news and special events department at WOR, has returned from his vacation.

ED DARLINGTON, head of engineering at WLIB, is honeymooning on Cape Cod. Mrs. Darlington is the former Catherine Corwin, of Washington, D. C.

BILL COSTELLO, director of the CBS Far Eastern News Bureau in Tokyo, has completed a two-month tour of the world and is resuming his "World Affairs Report" on the network.

ROBERT PATT, sales promotion director of WCBS, left Friday for Skytop in the Poconos, where he plans to rest up for the next fortnight.

MARGARET ARLEN, women's commentator heard on WCBS, is expected back at the station today after having spent the week-end in New Hope, Pa.

ALLEN MARTIN, news director at WPIX, is sojourning in California. He is accompanied by his wife and Allen, Jr., a movie actor.

GEORGE ROOSEN, staff writer at WCBS, who spent the past month at Sag Harbor, L. I., will resume his chores at the station today.

EDDIE "ROCHESTER" ANDERSON, of the Jack Benny program, has completed his summer hiatus, during most of which he toured the country with an all-colored entertainment troupe.

Rules Are Announced For NAB Script Contest

(Continued from Page 1) scripts will be presented with \$500 college scholarship grants at an awards luncheon in February. James Stewart, the film actor, is chairman of the board of judges, whose members include: Edward R. Murrow, CBS commentator; George V. Allen, Assistant Secretary of State for Public Affairs; Justice Tom Clark, of the U. S. Supreme Court; Douglas Southall Freeman, noted author and historian; Learned Hand, Judge of the U. S. Circuit Court, New York; J. Edgar Hoover, director of the FBI; Andrew D. Holt, president of the National Education Assn.

The contest is sponsored jointly by the NAB, the U. S. Junior Chamber of Commerce, and the Radio Manufacturers Assn., with the endorsement of the U. S. Office of Education. Rules manuals have been sent to all U. S. high school principals, all radio stations, local chapters of the Junior Chamber of Commerce, and radio dealers.

Model Script Provided

Competing students are asked to write and deliver a five-minute radio script on the subject, "I Speak For Democracy." As a guide, local stations first will broadcast model scripts voiced by NAB President Justin Miller, James Stewart, and Dr. Earl J. McGrath, U. S. Commissioner of Education. The contest will reach its climax during National Radio Week, Oct. 30-Nov. 5.

Other members of the Voice of Democracy committee are James Dawson, of the NAB; Dr. Kerry Smith, U. S. Office of Education, and James D. Secrest, director of public relations for the RMA.

Foreign Language Group Meets In N. Y. Today

(Continued from Page 1) time buyers—Linnea Nelson, of J. Walter Thompson, Reggie Scheubel, of Duane Jones, and Frank Silvernail, of BBD&O—will discuss the type of information they, as time buyers, require from foreign language stations.

FCC Officials To Attend TV Interference Test

(Continued from Page 1) eral manager of WFIL, acting as host.

The Washington party will leave at 9 a.m., on Wednesday and will arrive at Princeton Junction at 12:15 p.m., DST. Following luncheon the demonstration will be conducted at the Princeton Inn. Dr. R. D. Kell, director of television research for RCA Laboratories, will discuss the offset carrier principle. This will be followed by a demonstration which will consist of showing co-channel interference on Channel 6 under normal conditions and improvement effected by switching to offset carrier. Dr. George H. Brown of RCA will be present with Dr. Kell to answer questions about co-channel interference in other areas.

Lions Clubs And Sponsor To Collect Xmas Toys

(Continued from Page 1) about orphans, and Fred Beck, a CBS Pacific coast commentator, will be used. L. E. Waddington, director of radio for Miles labs, announced, Melvin Jones, secretary-general of the Lions clubs, has promised the support of 7,000 Lions clubs in North America in the campaign to collect toys.

Wedding Bells

Pittsburgh—Leslie G. Arries, Jr., program operations manager of WDTV, the Pittsburgh, Pa., outlet of the DuMont television network, will be married Saturday, September 17, to Elizabeth Logan of Washington, D. C. The ceremony will take place in the nation's capital where Arries was director of remotes and special events for the DuMont TV outlet, WTTG.

"Mr. Fix It" Sponsored

"Mr. Fix - It," a 15-minute program sponsored by Greystone Press for Popular Mechanics magazine, bowed in on the NBC network last Sunday. Program will be heard Sundays from 12 to 12:15 p.m.



Playing for keeps

The time's coming. The big time . . . when you'll have to get out there and fight for your share of business.

Most of the talk is about a seller's market. But there are those who say, "Don't you believe it."

One way or another you'll be playing for keeps.

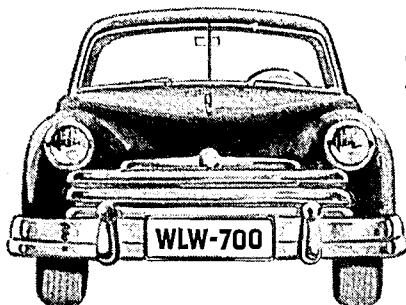
If you plan a selling campaign in Baltimore . . . and radio is part of the scheme . . . we suggest you put W-I-T-H at the top of the list.

This is the successful independent that delivers more listeners-per-dollar-spent than any other station in this big town.

Yes . . . pretty soon the marbles will be down . . . and you'll get the W-I-T-H listeners in Baltimore.

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

All "EXTRAS" are standard equipment



There's a good reason why so many advertisers select WLW first as the vehicle to carry new selling appeals.

For here is a radio station with unequalled facilities—a great station that is equipped to provide many extra services far beyond simply selling time on the air.

And here, in WLW-Land, are 330 counties comprising parts of seven states—an area that presents a true cross section of the nation.

Yes, you'll find that WLW's Merchandise-Able Area is an ideal proving ground for new advertising campaigns, new techniques, new products. And with a "know-how" peculiar to its territory—plus adequate manpower—The Nation's Station is in a position to help you study this market of nearly fourteen million people. It can smooth the way in securing distribution... gaining dealer cooperation... getting consumer reactions.

If you are planning to launch a new advertising campaign or introduce a new product, talk it over first with The Nation's Station.

SOME WLW "EXTRAS"

People's Advisory Council

to determine program preferences and for general consumer market studies.

Consumer's Foundation

to determine consumer reaction to products and packaging.

Merchandising Departments

to stimulate dealer cooperation, check distribution, report attitudes, etc.

Test Stores

to check potential buying responses, effect of new packaging, displays, etc.

Buy Way

monthly merchandising newspaper for retailers and wholesalers.

Crosley Broadcasting Corporation



THE NATION'S MOST MERCHANDISE-ABLE STATION

AGENCIES

FOOTE, CONE & BELDING INTERNATIONAL CORPORATION has appointed as its exclusive representative in Brazil, Inter-Americana de Publicidade S. A., whose president, Armando d'Almeida, is one of Brazil's best-known advertising men, and has been active in the local advertising field since 1929. Inter-Americana de Publicidade S. A. has offices in Rio de Janeiro and Sao Paulo, and maintains a staff of 26 people. Fernando Rincon-Gallardo, presently in Rio de Janeiro, has been named FCB International Regional Director in charge of coordinating the agency operations under the new setup.

GREY ADVERTISING AGENCY has completed for publication a new study entitled, "Eyes Off the Ceiling." This study contains: 58 Tested Ways to Broaden Your Market; 172 Tested Ideas That Flogged Lagging Volume; a check-list of 96 tested sales-building tools. The 37-page report is being offered, with Grey's compliments, to national advertisers.

YOUNG & RUBICAM has been appointed by the Borden Co., effective Oct. 1, to handle advertising for its Ration-Ayd and Animal Food Departments, its Shark Industries Division, and Borden's Soy Processing Co.

YOLEN, ROSS AND SALZMAN, public relations and publicity, have moved to 2 West 46th Street. . . . Natalie Reiff, former West Coast newspaper woman and Mutual network staffer, is joining the Yolen, Ross and Salzman organization. She will work on the Robert Montgomery radio commentary stint on ABC. . . . Jay Weston, magazine writer, also has joined the Y. R. & S. staff.

Will Salute Variety Club

New York's Cinema Lodge of B'nai B'rith will salute the newly-formed Variety Club Tent of New York, at a special open meeting at the Hotel Astor, Monday evening, September 19th, Saul E. Rogers, president of Cinema Lodge has announced.

The New York entertainment unit of B'nai B'rith which starts its tenth year with the September meeting will have Max A. Cohen, first Chief Barker of the New York Tent, as its guest of honor with entertainment to be provided by stars of stage, screen and radio, according to Harold L. Danson and George Brandt who are handling arrangements.

STATION MANAGER

Available with 21 years of experience in station management, engineering, and television. Write Radio Daily, Box 266, 1501 Broadway, New York City.



California Commentary. . . !

● ● ● Despite all rumors and gossip to the effect that Jack Benny is mulling a television show—and even reports that he has one tied up—the comedian has no video plans whatsoever. And that's right from the horse's mouth. It is understood that after

Hollywood he has his new radio show on the air for eight or 10 weeks, he may sit down and kick around a possible tele idea. But right now he's giving all his time, efforts and attention to AM radio—and nothing else. . . . Mary Pickford is toying with a project which will place her on the air five times a week from New York. Miss Pickford, Buddy Rogers and Mai Boyd have formed a partnership which will control her radio program, as well as Buddy's and other radio and TV shows. Boyd will commute between here and New York, arriving in Manhattan today. The radio boys tossed him a farewell party Thursday at the Players. . . . William Barr, associate producer, and W. E. Dunkelbarger, general sales manager, of Mini-Films, are in New York to present various package shows to eastern markets. . . . John Nelson is in Gotham to join his partners, the Johns Masterson and Reddy. Nelson stopped off in Mansfield, O., to address the Taptan Stove Co. convention on the future of television. . . . Los Angeles County has 1,238,190 radio families, or 98.7 per cent of all the families in the county, according to "Radio Families USA-1949," new publication produced by Broadcast Measurement Bureau. . . . Opening rounds in the annual Southern California Broadcasters Association bowling tournament begin next Wednesday night at the Sunset Alleys. . . . Johnna Frances Rourke, six-month-old daughter of Radio Producer Jack Rourke, became the youngest television performer Saturday when she guested on "Playtime" on KTTV.

☆ ☆ ☆ ☆

● ● ● Dick Haymes has recorded a special "House of Saint Francis" religious show and the transcription will be programmed on independent stations coast to coast next month. . . . Dale Harper and Bill Nelson have been named CBS assistant directors. Hamilton Keener will replace Harper as head of the transcription department, with Bob Hendricks joining the department as Nelson's replacement. . . . Glenn Denning, newscaster and radio actor, has been signed for an important role in the Sam Marx production, "Visa," in which he will play a New York detective. . . . KFVB Disc Jockey Bill Anson doesn't know his own strength. A couple of spot announcements of a contest with the winners getting ducats to the Dons football game brought an avalanche of 500 entries daily. . . . Sustaining live shows on Don Lee's KTSL are being dropped. Motion pictures will fill the sustainer spots and the station will telecast only sponsored programs on a live basis. . . . Milton Berle is due back in New York this week, having completed "Always Leave Them Laughing" for Warner Bros. He resumes his television shows for Texaco on Sept. 20.

☆ ☆ ☆ ☆

● ● ● Bill Tusher has started a new quarter-hour movie commentary program over the Valley station, KWIK. . . . A television film for Union Oil Co. will be made this month by Hal Roach. . . . Mrs. B. Eaton Lawrence, who has been representing Grace Gibson transcriptions here for several years, is giving up the project. Reason: She is getting married Dec. 4. Incidentally, she's the mother of Barbara Lawrence, 20th-Fox starlet. . . . In the mail comes this description of television from ABC's Airline Trio: "Very high frequency, very low salary."

☆ ☆ ☆ ☆

CHICAGO

By HAL TATE

THE Chicago Bears and the New York Giants clashed in a benefit game for the air forces at Wrigley Field on Sept. 10, broadcast over WIND, at 2:25 p.m., CDT, with the play-by-play description by "Red Grange, and the "color" by Irv Kupcinet, columnist of the Chicago Sun Times. The game was sponsored by The Standard Oil Company of Indiana.

"Chicagoland Mystery Players" moves to an earlier hour—7 to 7:30 p.m.—on Sept. 11 on WGN-TV. The program will be "Next to the Grave," with Detective Jeffery Hall's solution of another baffling crime. It is directed by Bruno Vesota, and sponsored by the Chicago Tribune.

Ralph Wood, Jr., station manager of FM station WMOR, announces that six new accounts have been added to the station during the past two weeks. Sterling Kitchen Designers are taking 14 station breaks per week, through Commercial Broadcasters; Goldenrod Ice Cream Company for 42 time signals per week for seven weeks, through Goodkind, Joice, and Morgan-through Consumers Aid, Inc., handling in-store broadcasting for WMOR, Jays Potato Chips are taking 24 spots for 26 weeks; Quaker Packetans in 18 spots per week for 13 weeks; and two participations on "Moods that Reminisce" for 15 minutes every Wednesday at 7:30 p.m. Sponsors are the Kit Baldwin Ice Cream Company and Right Cleaners and Dyers.

Whistler, Spade, Heidt Lead Pacific Hooper

(Continued from Page 1)

Your Hit Parade 11.4; Let Georg Do It 10.5; Henry Morgan 10.3; Inne Sanctum 10.0; A Life In Your Hand 9.8; Twenty Questions 9.3; Our Miss Brooks 9.1; Crime Photographer 9.0; Big Story 9.0; Curtain Time 9.0; Count of Monte Cristo 9.0.

The Average Evening Home Using Sets of 29.2 reported was down 0.2 from last report, up 3. from a year ago. The average evening rating was 6.1, down 0.1 from last report, up 0.3 from a year ago.

Evening available homes were 72. no change from last report, a change from a year ago. The current total evening sponsored hour index is 48 1/4 as compared with 50 3/4 last report and 56 1/2 a year ago.

The average daytime homes using sets of 15.0 reported was down 0 from last report, no change from year ago. The average daytime rating was 3.6, no change from last report, down 0.1 from a year ago.

Daytime available homes are 67. up 1.0 from last report, no change from a year ago. The current total daytime sponsored hour index was 86 1/2 as compared with 87 1/4 last report and 99 1/2 a year ago.

YESTERDAY

THE 1949 RADIO ANNUAL
IS A BULL'S EYE HIT

TODAY

THE 1949 RADIO ANNUAL
IN CIRCULATION EVERYWHERE

TOMORROW

THE 1950 RADIO ANNUAL
NOW IN PREPARATION

THE WEEK IN RADIO

Revitalize Selling: Trammell

By AL JÆGGIN

NBC president Niles Trammell called upon broadcasters attending the web's 3rd affiliates' convention at White Sulphur Springs, W. Va., to revitalize their selling and promotion techniques. He declared that, during the period of television's growth, no medium will duplicate in massive coverage, technique and economy the job that radio can do for advertisers.

NBC's director of research, Hugh M. Beville, Jr. told the gathering that the increase in radio listeners during the past three years has exceeded the growth of any other media. He pointed out that the growth of radio families during this period has exceeded the combined circulation growth of all daily newspapers by nearly 1,500,000. . . . In contrast, Pulse, Inc., reported a decline in radio listening in six Metropolitan areas for the July-August measurement period, with evening listening falling off more than morning and afternoon.

The All-Radio Presentation Committee awarded a contract to International Motion Picture Producers' Service for the production of a 45-minute documentary film dramatizing the power of broadcasting as an advertising medium. . . . The AAAA issued a resolution pointing out the major opportunity and responsibility of advertising in moving goods fast enough and in large enough quantities to serve this country's economic welfare. It stressed the importance of obtaining full public understanding of distribution processes.

In line with Trammell's predictions for radio, both Mutual and WJZ, ABC's key station in New York, reported upturns in business. MBS announced new Fall and Winter programs exceeding \$2,000,000 in billings and renewals amounting to more than \$3,000,000. Murray Grabhorn, v-p in charge of ABC's owned and operated stations, reported that new business placed by WJZ during August set a new record for the month with \$208,000 in radio accounts and \$67,000 in TV sales.

Gillette Safety Razor Co. has signed new contracts with both Mutual and ABC. The company, for the third consecutive year, will sponsor the television coverage of the World Series over which Mutual has first option, and for the 11th year the radio coverage which this year will be carried by 520 MBS affiliates and 80 other stations. Gillette also will sponsor, for the fifth consecutive year, the Friday-night boxing bouts from Madison Square Garden over the ABC network. . . . Schick, Inc., in behalf of its electric razors, plans to use radio and television on a wide scale for the first time with a schedule of spots on 107 radio stations and 35 TV stations, beginning in mid-September.

Giveaway Issue In Court; Producer Asks Injunction

(Continued from Page 1)

tion restraining the Commission from putting in effect its ruling on October 1.

Plaintiff in the suit is Radio Features, Inc., headed by Walter Schwimmer, president, and Kenneth Houston, vice-president. Unlike the previous ABC, NBC, CBS suits filed recently, Radio Features' action is not on behalf of any network, but for their giveaway shows broadcast locally on some 100-odd stations throughout the United States and Canada.

Their "Tello-Test" show, which they claim to be the grand-daddy of

No Postponement

Washington—The FCC has turned down network requests that it postpone the October 1 date for its giveaways ban, it was learned here Friday. Effect of the informal decision is to leave the decision to stay up to the Federal courts, with the appeal of Radio Features, Inc., due to be heard in Chicago today. The networks are expected to go before a three-judge statutory court in New York either late this week or early next week.

all giveaways," is a telephone quiz show in which listeners are asked to answer a question, the value of which grows until the question is correctly answered.

Their "Tune-Test" program is their baby giveaway show which was recently introduced over WGN, Chicago. It is also a telephone giveaway program.

Denys Programs Are Lotteries

Radio Features claim that neither program is a lottery. They also claim that because of the FCC's anti-giveaway edict, many, many stations became panic-stricken and immediately cancelled out their programs. In order to safeguard their investment, they filed their injunction and temporary restraining order and it is being rushed through here with the hopes that an actual decision can be had before Oct. 1 deadline.

In order to circumvent a long tedious legal battle before the U. S. District Court of Appeals, the Radio Features firm today will ask for a three-judge court decision so that in the event of an adverse ruling, an appeal can be made quickly to the U. S. Supreme Court.

Three lawyers from the FCC and U. S. Attorney General's office will be in Chicago to oppose the requested temporary restraining order against giveaways sought by Radio Features. They are Edward J. Hickey, an attorney for the U. S. Attorney General's office, and Max Goldman and Richard Solomon from the FCC in Washington, D. C. This trio will be aided by John P. Lulanski, assistant U. S. Attorney in charge of civil cases in Chicago.

Radio Features, Inc. pins a great

deal of faith in their legal battle on the fact that president Walter Schwimmer years ago made two separate moves to get an FCC legal ruling on his "Tello-Test" program. The FCC did not give it a "yes" or "no" opinion. By their fence straddling, Schwimmer's lawyers contend, the FCC gave their tacit consent that Schwimmer's quiz-show was not a lottery. Schwimmer spokesmen say that if their telephone-game was a lottery why didn't the FCC rule so years ago instead of jeopardizing the program's goodwill and assets after a heavy investment made by the Schwimmer firm.

Schwimmer Brief Detailed

Schwimmer's brief points out that in his programs questions are asked radio listeners but that they do not have to be listening to the program to win as the local announcer conducting the program repeats the question on the telephone to the contestant. Some Chicago lawyers say that the mere possession of a telephone in indicative that the contestant has made a concrete investment in order to compete but pro-Schwimmer forces say that generally speaking the telephone today is considered a necessity rather than a luxury and so possession of a phone by a contestant cannot be construed as meaning that any consideration is involved.

Using Tribune Lawyers

Others point to the fact that the law firm representing Radio Features is the legal firm of Kirkland, Fleming, Green, Martin and Ellis, which is also the law firm for "The Chicago Tribune," owners of WGN, WGNE (the "Tribune's FM station) and WGN-TV. Both "Tello-Test" and "Tune-Test" are on WGN. However, Schwimmer and Houston both told RADIO DAILY here that there is no connection in the fact that the WGN legal brains are also representing their syndicated giveaway programs. Radio Features executives contend that the multi-named law firm was retained solely because of their legal competence and not because of any WGN-Tribune tie-up.

Ruling May Be Broken

It is entirely possible that the FCC giveaway ruling may be broken in Chicago when a three-judge board court makes a decision following Judge Igoe's preliminary hearings next week. Igoe himself will comprise one of the judicial triumvirate which will eventually render a decision here together with another district court judge and a judge from the U. S. Circuit Court of Appeals. The judges' cabinet will be appointed by J. Earl Major, who is the chief judge of the U. S. Circuit Court of Appeals here.

There is no doubt that no matter how the three judges eventually rule, losers will fight the decision by taking it directly to the U. S. Supreme Court.

Web, Fulltime Outlets Most Profitable: NAB

(Continued from Page 1)

Local full-time stations in 1948 had an average income of \$117,673, while local part-time stations receive \$77,945. Regional full-time stations averaged \$323,477 in revenue, while regional part-time stations average \$114,108.

Large (10,000 to 50,000 watts) full time stations took in an average \$1,016,175, compared with an average per station income of \$826,400 for large station operating part-time.

"Any attempt to set up typical standard per-station revenues must take into consideration both the size of the community in which the station is located and the area of the country," Doherty pointed out, and added:

Grosses Compared

"For example, local stations in small cities (less than 50,000 population) had a 1948 average of \$79,960 while local stations in cities of 50,000 to 250,000 population grossed an average of \$155,804. That compares with average revenues of \$229,200 for local stations in metropolitan areas with populations over 250,000.

"Small market stations—with powers of 250 watts in communities of less than 50,000—in the New England, New York, Pennsylvania, New Jersey areas, had the highest per station income, \$99,674, while the small-market stations in the southern central area (Kentucky, Alabama, Mississippi, Tennessee, Arkansas, Louisiana, Oklahoma, Texas) had the lowest average revenues—\$80,195."

Buys WCBS Participation

Old Dutch Mills, Inc., for Old Dutch Coffee, will assume sponsorship of WCBS' "Missus Goes Shopping" three days a week on alternate days effective Monday, October 3. Audience participation show with John Reed King as emcee aired Monday through Saturday 9:45-10:00 a.m., EDT. Agency for Old Dutch Mills, Inc., is Peck Advertising Agency, Inc.

WANTED

Television Instructor

Transmitter-Studio Experience, Knowledge of pulse techniques. Some teaching experience. Excellent salary. Pierce School of Radio & Television, 13 Astor Place, New York City.

TELEVISION DAILY

Continuation of RADIO DAILY, Monday, September 12, 1949 — TELEVISION DAILY is fully protected by register and copyright

FABIAN CALLS ASCAP-MUSIC CONFAB

TELE TOPICS

FIRST PRODUCTION effort of that we hope will someday be on TV appeared on WPIX last week in the form of a half-hour bi-weekly documentary series on the municipal government entitled "This Is Your City." There are many flaws in the program, which dealt with the city's housing program, but on the whole it was an informative and interesting program. About half of the show is film, with much of the footage unusable for video because of poor lighting and composition. Live portions were fine, however. Appearance of a young ex-GI looking for an apartment was of fine interest and gave the documentary a flavor that otherwise would have been lacking. Mayor O'Dwyer opened the show with an overly-long talk and housing chief James Farrell also spoke. Latter tried to illustrate his talk with a map and a picture of a housing project, but neither made it to the screen. . . . While the program is to the community of such a series is estimable, the debut was loaded with errors for the O'Dwyer administration in an election year. . . . Cliff Evans directed the show for the city. Ed Stashman produced for WPIX, assisted by Fred Sussan. Script was by Paul Keough, and Billman was narrator.

AMOUNT will demonstrate its latest theater tele system at the Theater Guild of America convention that gets underway today in Los Angeles. New York has several improvements which include recording and processing operators to permit one-man control and reduced costs. Richard Hodgson, Para's director of technical operations, flew out to Los Angeles over the week-end and will address the convention. . . . TV-Programs, Inc., is sponsoring a promotion campaign on behalf of floor polo which gets under way at the Madison Square Armory Nov. 12. . . . The program "Lend an Ear." will be the first major program on "Tonight On Broadway," Marchand's package which bows on CBS at 12 for Esso, through Marschalk & Co. . . . Keep an eye on "Hilarity Hour," a new show packaged by Anne Baldwin. Looks like one of the best audience participation stanzas yet to come.

IC HAS BECOME the first network to subscribe to TV-Network Hooper ratings. Addition of the web makes a total of 17 subscribers to the rating service. CBS has set Sept. 29 as tentative going date for "The Front Page," World's package based on the Hecht-MacArthur play. . . . Alan Dinehart succeeds heart Sussan as director of "54th Street Scene" next week. Sussan moves over to "The Little Show."

Fabian Theater Signs For Series Coverage

S. H. Fabian, owner of a chain of movie theaters in the East, has concluded arrangements with Mutual and Baseball Commissioner Chandler whereby his Fox theater in Brooklyn will carry TV coverage of the World Series.

Theater, which recently installed RCA large-screen projection equipment, will carry the Series simultaneously with the regular broadcast. Entire pickup will be shown, including commercials for Gillette Safety Razor Co.

This will be the first time that the series has been shown on theater tele.

WAAM To Feed WTTG

Baltimore—Two WAAM daytime programs, comprising a total of three hours daily, will be fed to WTTG, DuMont o. & o. outlet in Washington, beginning today, it was announced on Friday by Samuel Carliner, executive vicepresident of WAAM. Programs are "Sports Room," 3-5 p.m. with participating sponsors, and "Gunther's TV Sports Special," 5-6 p.m., bankrolled by Gunther Brewing Co. in both cities.

Five minute newscast will be fed by WTTG to the Baltimore station at 4:55 daily and the DuMont station also will originate celebrity interviews occasionally.

Sold-Out Fall Evening Sked At NBC, Affiliates Are Told

White Sulphur Springs, W. Va.—NBC-TV anticipates a complete sell-out of its fall evening program schedule, George H. Frey, director of sales, said Friday in an address at the web's affiliates meeting.

NBC, he said, has sold more time to more clients on more stations than any of its competitors. Web's total time sales for the first half of this year amounted to \$2,816,965, more than the three others combined.

S. L. Weaver, NBC vicepresident in charge of tele, told the session that the best method to get smaller-budgeted advertisers into video is through the sale of projects rather than programs. He outlined three major projects on which NBC is currently working. Their purpose, he said, is not only to enable the small advertiser to get into TV now, but

TV Box Score	
On the air.....	78
CP's	37
Applications	350

RMA Reports Jump In TV Set Production

(Continued from Page 1)

the total since the beginning of post-war production, in 1937, to 425,648 sets. For Newark the corresponding figures are 59,978 and 163,504.

Second largest volume this year went to Chicago, with 77,278 sets sent in the first six months—more than 2,000 better than the 75,222 sets sent to Philadelphia. Total shipments to Philadelphia so far, however, total 204,461, compared with only 156,694 for Chicago.

Next came Los Angeles, with 60,407 sets shipped this year, for a total of 137,332. Boston received 49,286 sets this year, for a total of 88,233, and Detroit received 36,535 sets for a total of 62,871.

Washington and Cleveland both reported over 50,000 sets consigned so far, with 31,406 having gone to Cleveland the first six months of this year and 22,709 to Washington. Baltimore received 21,158, for a total of 49,259. Other cities receiving more than 10,000 sets this year include Buffalo, Cincinnati, Milwaukee, New Haven, Pittsburgh and St. Louis.

to make it possible for him to continue to afford the medium in the future—at the same time minimizing his risk while getting his commercial message before the TV audience.

The first of these, Weaver said, is the previously announced "Saturday Night" project—three hours of programming being offered to twelve non-competitive sponsors on a participating basis, with commercials rotated among the three hours.

The second is a half-hour daily comic program for children, containing six comic strips with six different bankrollers picking up the tab.

The third project outlined by Weaver is an hour program late at night, seven days a week. Program would be an ad lib, informal musical stanza, with sponsorship on a participation basis rotated among the various days of the week.

Asks Tele Officials To Discuss Fees For TV Times

Washington Bureau of RADIO DAILY—Washington—Justin Miller, president of the NAB, on Friday issued a call to the nation's TV broadcasters to meet here September 23 for discussion of current negotiations with Ascaph for TV rights to Ascaph music. The negotiations are being carried on in New York by the NAB television music committee under Robert P. Myers of NAB, with Ascaph having advised that it will grant no further extensions after this month to the temporary agreement which expired at the beginning of this year.

Warns Against "Pattern"

Miller advised in his invitation letter that Ascaph has been in a difficult position because its members are insisting upon higher license fees than for sound broadcasting and because they do not want the same differential in rates as paid between networks and stations in AM broadcasting carried over into TV.

Miller said the NAB negotiators felt that Ascaph's proposal for special fees for special licenses would establish a pattern which would be thoroughly impracticable and unacceptable and that the value placed by Ascaph and its members on television uses of music is entirely too high.

He said Ascaph finally agreed to request its members to authorize it to grant blanket licenses to television networks and stations on the basis of the AM blanket-license formula, plus 10 per cent and without the requirement of clearing special uses and paying special fees for such uses.

Miller said "the committee and its stations sub-committee have gone as far as they can toward evolving a per-program formula which will be acceptable to those who may want to operate on a per-program basis. The conclusion of per-program negotiations on a basis satisfactory to television station operators who intend to operate under, or who wish to consider, per-program licensing is a vital necessity. The outcome of these negotiations will set a pattern for television broadcasters and affect their operation for years to come. This problem is a station problem and each station individually must make its own decisions and participate in its solution."

TV Spot Campaign Set

A spot campaign promoting air travel has been launched by Trans World Airlines (TWA) on five New York City television stations through Batten, Barton, Durstine and Osborn, Inc.

Bigger Football Sked For Atlantic Refining

(Continued from Page 1)

burgh Steelers, and four exhibitions, originating in Pittsburgh, will be carried by 19 stations linked in a western Pennsylvania network. College teams whose complete home schedule will be broadcast are: Pennsylvania, Navy, Duke, Yale, Princeton, Harvard, Holy Cross, Boston College Colgate, Temple, Pittsburgh, Ohio State, Cornell, Syracuse, Boston U., Brown, Dartmouth, Franklin and Marshall Penn State, Virginia, Niagara, and St. Bonaventure.

Atlantic will form its largest network, 44 stations, for the traditional Penn-Cornell game to be played in Philadelphia on Thanksgiving Day. Other major games to be covered are Michigan State-Penn State, Duke-North Carolina, Yale-Harvard, Navy-Notre Dame, and Michigan-Ohio State. The Atlantic grid schedule opens with Boston College-Oklahoma, and Boston U.-Syracuse, both played on Sept. 23. The final game on the schedule is a pro clash between the Steelers and the New York Bulldogs, on Dec. 11.

Atlantic will employ a staff of at least 65 sportscasters and color announcers to cover its 1949 schedule. Details are being handled by the Atlantic agency, N. W. Ayer & Son, Inc.

James A. Miller Joins Lang-Worth Features

(Continued from Page 1)

had been announced previously. Miller's engineering career covers a 42-year span. Credited with the initial engineering work that led to the formation of IT&T, during the first World War he was appointed engineer in charge of constructing high-powered trans-Atlantic radio stations for the U. S. Navy and the A.E.F. During World War II he was in charge of arrangements for installation of the "top secret" communication system between the U. S. and Europe.

Between wars, Miller installed the first multiplex stations, between California and Oregon, and established one of the first organizations for recording sound on motion picture film. He is the inventor of "Millertape," a high-fidelity sound recording tape. He is a Fellow of the Society of Motion Picture Engineers, and an officer of the French Academy.

In his association with Lang-Worth, Miller will be in charge of technical activities at the firm's recording studios in New York, and at its processing and pressing plant in Long Island City. He is a brother of Justin Miller, president of the NAB.

Wedding Bells

Lucille Small, commentator for WWRL, New York, was married Sept. 1 to Herbert Alter. The couple are honeymooning in Mexico.

COAST-TO-COAST

WBBM Records State Fair

Chicago, Ill. — Harry Campbell, farm director, and Christy Flynn, engineer, were on hand at the State Fair Grounds at Indianapolis, Ind., September 7 and 8 to make tape-recordings of the activities. The recordings were edited and heard on WBBM-CBS on September 10. Campbell talked with guests, exhibitors and officials during his visit to the fair and interviews were a part of the Saturday broadcast.

La. Broadcasters Meet

Shreveport La. — The Louisiana Assn. of Broadcasters held its annual meeting here on August 27th and the series of all-day sessions in which more than 40 managers and executives from all over the state attended were held in the new studios of KTBS-NBC. New LAB officers elected for the coming year included: T. B. Lanford, KRMD, president; K. K. Corkern, Jr., WIKC, vice-pres., and Robert W. Drumm, KNOE, secretary-treasurer.

WJIM Feeds Six Sta. Web.

Lansing, Mich.—Once again WJIM will feed all the Michigan State College football games to a six-station network made up of WFDF, WOOD, WSAM, WELL, WHLS and WJIM known as "The Michigan National Network." Howard Finch who has broadcast the MSC games for the past fifteen years will again handle the play-by-play account of the entire series. All MSC games, both at home and away, will be broadcast by WJIM to the entire Michigan National Network.

WTTT Covers VFW Jubilee

Coral Gables, Fla.—WTTT gave the recent Veterans' of Foreign Wars Golden Jubilee convention complete coverage. Starting with opening day the special events department of Greater Miami's only 24-hour station was on constant call covering speeches of the various dignitaries which included: President Harry S. Truman, General Lucius D. Clay, General Louis B. Hershey, Tighe Woods, Federal Housing Expediter, Maurice Tobin, Secretary of Labor and representatives of the Atlantic Pact Nations. The three-hour Golden Jubilee Parade was also covered by the station.

WLBH-FM Now on the Air

Mattoon, Ill.—WLBH-FM went on the air September 1st operating on 96.9, with 23,000 watts and is heard from 3 p.m. to 10:40 p.m. during the week and 12 noon until 10:40 p.m. on Sundays. WLBH-AM operates on 1170 kcs and is a daytime. The FM facilities will primarily stress news and sports. Both WLBH-FM and AM are owned and operated by the Mattoon Broadcasting Co., of which J. R. Livesay is prexy.

Moore Joins WCSI-FM

Columbus, Ind.—Ronald Moore is the newest addition to the announcing staff of WCSI-FM according to a recent announcement. He comes to the station from Cincinnati and replaces John Thompson, part time announcer who resigned to return to school.

Lantz Cartoons on WSB-TV

Atlanta, Ga.—Contractual arrangements with the Frederick Ziv Company and WSB-TV, have just been completed for the showing of 39 Walter Lantz cartoons which will be programmed at the rate of three a week. Arrangements were made by WSB-TV's film director, Jean Hendrix.

Fennel Program Mgr. WKIX

Columbia, S. C.—The appointment of R. E. Fennel to the position of program manager of WKIX has been announced. Fennel is a vet of seven and one-half years of radio experience having been associated with several Georgia stations, including WDAK and WRDW. He has served as program manager of WIVY and WJHP-FM in Jacksonville, Fla.

Lawrence New WKBW Deejay

Buffalo, N. Y.—Larry Lawrence is the latest addition to the WKBW disc jockey staff and his initial preview was on a special program called "Labor Day with Larry Lawrence" a full hour of air entertainment. His schedule includes afternoon and evening disc shows. He has been associated with WSRR (now WSTC), WBSR, NBC, WNEB and WKBS.

Vic Ratner Leaving CBS To Join Macy's

(Continued from Page 1)

motion department from 1935 to 1941, when he resigned to join the



RATNER

joined CBS in October, 1947, in his present capacity. He was instrumental in the formation of the All-Radio Presentation Committee, an industry-wide group, and has been serving as its chairman.

No replacement for Ratner at CBS is contemplated, according to reports. Louis Hausman as director of sales promotion and advertising will continue to head up the department.

'Frank Race' Bought

The Seaboard Finance Co. has signed a one-year contract for sponsorship of "The Adventures of Frank Race" over KFI, Los Angeles, starting Sept. 25. The half-hour transmitted show, which will be heard 8-8:30 p.m. Sunday, is a Broadcasters Program Syndicate package. Smith, Bull, and McCreery is the agency for Seaboard.

FOR THE FIRST TIME!

Here is your sensational opportunity to get all-important experience before LIVE television cameras.

TAKE ADVANTAGE OF THIS PROFESSIONAL TRAINING

We have developed a hard-hitting, professional service to give you every possible phase of training "ON CAMERA."

YOU ARE THE FUTURE IN TELEVISION!

Assure your success as a seasoned performer before a LIVE! camera. Casting directors, aware of our facilities, are in constant touch with us.

Television can't miss — make certain you don't.

Sign up — today! Enrollment is limited.

Rates are easily within your reach.

Schedules may be arranged for your convenience.

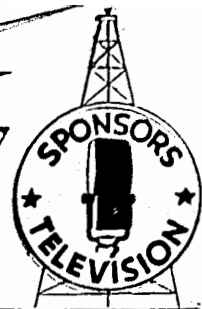
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RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 48, NO. 51

NEW YORK, TUESDAY, SEPTEMBER 13, 1949

TEN CENTS

'GIVEAWAYS' INJUNCTION SEEN LIKELY

NARBA Meet Today; May Last 8 Weeks

Montreal—How many times will 2,500 radio stations go into 107 radio channels?

That long-division problem will be on the agenda of the North American Regional Broadcasting Conference when the meetings are opened today by Hon. Lionel Chevrier, Minister of Transport, in the Windsor Hotel, here. It is possible the conference will last as long as eight weeks, but no accurate estimate of its duration is possible until the delegates decide whether to do anything at all about the frequency allocation problem this time. Open-

(Continued on Page 8)

Saxe Named Controller Of Columbia Network

Edward L. Saxe yesterday was named to a newly created post of controller at CBS. Saxe, a CBS executive assistant since January, 1948, joined the network as assistant to the treasurer in March, 1946.

In his new post he will assume direct supervision of the preparation of budgets for various departments and divisions and will have charge of the administration of budget operations.

Greystone Press Widens Radio Sked With Spots

The Greystone Press, book and magazine publishers, has bought an extensive spot schedule on independent stations, following purchase of a quarter-hour on NBC weekly for "Mr. Fixit."

Yesterday Greystone launched a

(Continued on Page 2)

Conference Call

First call for reservations for the annual School Broadcast Conference which will be held at the Hotel Sherman in Chicago, October 18 to 20 was sent out yesterday by George Jennings, director of the Chicago Radio Council. Conference will discuss educational application of radio, television, transcriptions and recordings.

Hit Paraders

The BMI songs "Room Full of Roses" and "You're Breaking My Heart," were again numbers one and two respectively on Saturday night's Lucky Strike Hit Parade program on NBC. Another BMI song "Some Day (You'll Want Me To Want You)" made its debut on the Hit Parade in eighth place. This makes three BMI hits on the "Parade" with additional candidates looming strongly.

Liquor Advertising Not OK'd By Webs

Fort Worth, Tex.—ABC will not accept programs advertising hard liquor at the present time even though the web feels that radio broadcasters have the same right to accept such advertising under "proper safeguards" as do newspapers and magazines. Robert E. Kintner, ABC executive v-p, told a meeting of 21 affiliates in this state yesterday.

[New York spokesman for NBC, (Continued on Page 5)]

TV, FM In Service Area, Crosley Tells Commission

Washington — The FCC should take into account the service areas of the FM and TV stations involved in the proposed WHAS transfer to Crosley Radio, it has been told here during oral argument. An examiners' decision has advocated the turning down of the million-dollar (Continued on Page 5)

Rural Radio FM Network Planning Fall Expansion

By IRWIN ROSTEN

Ithaca, N. Y.—Plans for expansion of the Rural Radio Network from eight to 15 stations to complete state-wide coverage of New York by the end of the year were revealed here over the weekend by Michael R. Hanna, general manager of the FM web.

Hanna reported also that the net's losses have been reduced by 50 per cent during the past six months and

Possibility Strong As Chi. Fed. Court Hears Radio Features vs. FCC; Commission Argues Today

FM Broadcasters Forming N. Y. Unit

FM broadcasters in the New York area will meet Thursday to elect officers and to complete plans for an intensive campaign to popularize FM in the Manhattan section.

Morris Novik, radio consultant and official of FMA, was elected temporary chairman at the first organizational meeting held last week. An organizational committee was

(Continued on Page 2)

Religious Radio Groups Honor Central N. Y. Body

The Diocese of Central New York has been awarded first prize for excellence in religious broadcasting by the Protestant Radio Commission and the Religious Radio Workshop of the University of Chicago. The prize-winning programs were broadcasts of Christmas and Easter mes-

(Continued on Page 2)

Boston REC To Meet In First Fall Session

Boston—The first fall meeting of the Radio Executives Club of Boston will be held in the Surrey room of the Hotel Touraine on Wednesday (Continued on Page 2)

By HAL TATE
Chicago Manager, RADIO DAILY

Chicago—Following a hearing in Judge Michael L. Igoe's Federal Court here yesterday in the suit filed by Radio Features, Inc., against the FCC asking that a temporary injunction be given so that giveaways can continue after October 1st, indications are that Judge Igoe today will throw

(Continued on Page 6)

Foreign Pgm. Data Vital, Say Timebuyers

The need for more information about foreign language stations and their markets was stressed by two leading agency timebuyers yesterday at a luncheon meeting of the Foreign Language Quality Network, held at the Hotel Roosevelt, New York.

Linnea Nelson, of J. Walter Thompson, and Frank Silvernail, (Continued on Page 5)

WMAW, Milwaukee, Inks Four Sports Contracts

Milwaukee—Signing of four contracts for football and other sports programs on WMAW has been announced by Jack Bundy, general manager.

WMAW will carry the full Notre (Continued on Page 5)

Dedication

Detroit — Press, radio and agency executives joined with Ted Campeau, CKLW, Detroit-Windsor, in dedicating the station's 50,000-watts power transmitter which went on the air for the first time last week. Governor G. Mennen Williams of Michigan and Lt. Governor Lawson of Ontario participated in the opening program.



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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 Dahlgren Rd.
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FINANCIAL

(September 12)

NEW YORK STOCK EXCHANGE

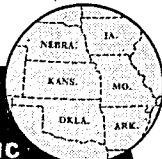
	High	Low	Close	Net Chg.
ABC	5 7/8	5 3/4	5 3/4	0
Admiral Corp.	19	18 3/4	19	+ 1/8
Am. Tel. & Tel.	145 1/4	144 7/8	145 1/4	+ 3/8
CBS A	19 3/8	19	19 3/8	+ 3/8
CBS B	18 3/4	18 3/4	18 3/4	+ 1/2
Philco	28 1/4	27 7/8	28	+ 1/2
Philco pfd.	86 1/2	85 1/2	86 1/2	0
RCA Common	11 3/4	11 3/8	11 3/4	+ 1/4
RCA 1st pfd.	71 1/2	71 1/2	71 1/2	+ 3/4
Stewart-Warner	11 7/8	11 7/8	11 7/8	0
Westinghouse	24 3/4	24 3/8	24 1/2	+ 1/4
Westinghouse pfd.	97 1/2	97	98 1/2	+ 3/4
Zenith Radio	25 1/8	25	25 1/8	- 1/2

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	13	14
Stromberg-Carlson	10 1/4	11 1/2
U. S. Television	1/4	1/2
WJR (Detroit)	6	6 1/2

Jack Barry's Mother Dies

Jack Barry, of Juvenile Jury, lost his mother Sunday night, at the Mt. Sinai Hospital. She was 55 yrs. old.



For SALES MAGIC in the "MAGIC CIRCLE" Hire **WIBW**

The Voice of Kansas **TOPEKA**
REN LUDY, General Manager

★ COMING AND GOING ★

WILLIAM B. WAY, vice-president and general manager of KVOO, Tulsa, has arrived from Oklahoma for conferences with Sheldon B. Hickox, Jr., station-relations manager at NBC, of which KVOO is an affiliate.

ELLIOTT M. SANGER, executive vice-president of WQXR, and MRS. SANGER, program director of the station, have returned from a five-week trip abroad. They visited England and France.

WILLIAM FAGAN, administrative manager of CBS network sales, has completed a two-week motor trip and has resumed his duties at the web.

O. W. "Wally" FISHER, president and general manager of KOMO, Seattle, was welcomed yesterday at the New York headquarters of NBC, with which the station is affiliated.

BENEDICT GIMBEL, JR., president and general manager of WIP, Philadelphia, is in Chicago for the meeting of the Mutual network directorate.

HARRY FLOYD, of the NBC sales department, is in Pittsburgh for confabs with officials of KDKA.

CHARLES UNDERHILL, director of programs for CBS-television, is back at the network following two weeks at the Hollywood studios on business.

GEORGE T. SHUPERT, director of commercial operations in the television division of Paramount Pictures, has arrived by plane in Los Angeles, where this afternoon he will address the Theater Owners of America convention, which will be held in the Ambassador Theater.

S. S. FOX, president and general manager of KDYL, an affiliate of NBC, in a huddle yesterday with Easton C. Woolley, director of the network's stations department.

ABE BURROWS, Columbia network comic, today will leave for Hollywood to cut the recording of his guest appearance on the Bing Crosby CBS program.

DON GODDARD, newscaster at WINS, is back from his vacation, which he spent in Vermont and Maryland.

MEL GOODMAN, assistant casting director at Compton Advertising, Inc., is spending several days in Toronto, Ontario, recording P & G commercials.

Religious Radio Groups Honor Central N. Y. Body

(Continued from Page 1)
sages by Bishop Malcolm E. Peabody, and a description of the consecration of Suffragan Bishop Walter M. Higley.

Local stations which shared the award for Bishop Peabody's talks were: WFBL, Syracuse; WBNF, and WINR, Binghamton; WWNY, Watertown; WIBX, Utica; WHCU, Ithaca; WMBO, Auburn; WKRT, Cortland; WENY, Elmira, and the Rural FM Network. The broadcasts were produced by Frederick Sontag, public relations consultant to Bishop Peabody and to the Department of Promotion of the Diocese of Central New York. The latter body was the only Episcopal winner in the competition and the only church body to win two first places.

Boston REC To Meet In First Fall Session

(Continued from Page 1)
day with Craig Lawrence, general manager of WCOP, presiding as president.

In connection with the fall schedule of meetings Marie Houlihan of WEEL, as publicity chairman of the club, has edited an REC Bulletin which is distributed to the club membership. The bulletin covers club activities and personal items about the membership. It is printed on blue stock and mailed to the membership.

Fadiman Substituting

Clifton Fadiman will substitute for Lowell Thomas on CBS Monday through Friday at 6:45 and 11 p.m., until Thomas returns from his trip to Tibet. This is Fadiman's first experience as a newscaster and he accepted the assignment at the instigation of Procter & Gamble, sponsors of the Thomas broadcasts.

Greystone Press Widens Radio Sked With Spots

(Continued from Page 1)
spot campaign on about 70 stations across the country, on behalf of its book list. Participation programs and five-a-week transcribed daytime shows also will be used. H. B. Humphrey Co., New York, is the Greystone agency.

FM Broadcasters Forming N. Y. Unit

(Continued from Page 1)
named composed of the following members: Joe Cramer, WOR-FM; Mrs. Elliot Sanger, WQXR-FM; Eli Godofsky, WHLI-FM, Hempstead; Seymour Seigel, WNYC-FM; William Coleman, WFUV, Fordham University; Harold Hirschmann, WABF and Lou Frankel of WFDR. Sixteen stations participated in the first meeting and it is expected that the number will be swelled to 23 when the group meets Thursday at the Park Sheraton Hotel.

'Love A Mystery' Returns As Daily Serial On MBS

Carleton E. Morse's "I Love A Mystery" will return to the air for the first time since 1944 as a five-a-week 15-minute strip over the Mutual Broadcasting System, 7:45 p. m., EST, beginning Oct. 3.

Wedding Bells

Barbara Keating, writer on WCBS' Margaret Arlen program, will be married on October 15 to George Peabody, Jr., president of George Peabody and Associates, N. Y., public relations firm. The wedding will take place at the R. C. Church of the Immaculate Conception in Scarsdale, N. Y.

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.



WITH

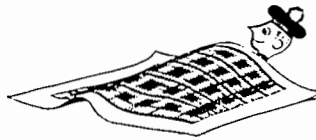
BALTIMORE, MARYLAND

Tom Tinsley, President - Represented by Headley-Reed

For the most economical



complete coverage



of the West's

2 largest Markets, buy Don Lee KHJ



in Los Angeles



and Don Lee KFRC



in San Francisco



with 25 years'

selling



experience. KHJ and KFRC

are key stations



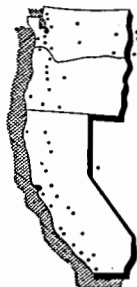
of Mutual-Don Lee, the

World's



Greatest Regional Network

with 45 stations



to cover the Coast.

MUTUAL-DON LEE is represented nationally by JOHN BLAIR and COMPANY

LOS ANGELES

By AL STEEN

C. G. "Tiny" Renier, former CBS producer in New York and St. Louis, and more recently program director at KMPC, has been named manager of the Pasadena Institute for Radio by Dr. Chloe Owings, director and founder.

"Adam's Alley," first all-Negro television program series, made its debut on KLAC this week. Joe Adams is the emcee.

Frank Robinson Brown, who formerly had the "Hollywood Chatterbox" program, is writing and narrating the new KMPC show, "Personality Parade."

Ozzie and Harriet Nelson on Sept. 29 will launch their first broadcast under their unique 10-year contract with ABC. Format remains the same.

Helen Burke, formerly with the Bogerts ad agency here, has joined the KFI sales department.

Announcer Wendell Niles, who recently opened his Gag Club nitery, has thrown in the towel. It was a swell idea but it failed to attract the customers.

Ed Wynn's TV show will kick off with a movie-type premiere, complete with searchlights, stands for fans and stars galore.

Elliott Lewis doubles up on "Gregory Hood recordings Sept. 12 and 19 so he can report to Producer Crane Wilbur at Universal-International on Sept. 20 for his third picture in as many months.

Frank Sinatra tossed a cocktail party for the press Monday afternoon following the bow of his new Lucky Strike show on NBC. And Gruen Watch did likewise Sunday afternoon after its debut with "Hollywood Calling."

The Lucerne Milk Co. will sponsor "Boston Blackie" on the CBS Pacific Network starting next Sunday. Richard Kollmar will star.

Largest stage set for television is under construction at ABC's Television Center for "Sleepy Joe." The set is 54 feet long, 18 feet high and 25 feet deep.

A new five-minute radio program accenting television bowed this week over KECA, with Hoffman Radio Corp. picking up the tab for Hoffman Television Dealers of Southern California. Titled "The Best Looking," the program will feature a review of a television show, an introduction of a video "personality of the day" and up-to-date news of television happenings.

RADIO PRODUCER-WRITER

EXPERIENCED IN MUSICAL AND NEWS SHOWS. DO YOU HAVE AN INTERESTING SPOT FOR AN ENERGETIC, HARD-WORKING EMPLOYEE? WRITE RADIO DAILY, BOX 269, 1501 BROADWAY, NEW YORK CITY.



Mainly About Manhattan. . . !

● ● ● Firecrackers, or a reasonable facsimile, are expected to explode all over the airwaves when Robert Montgomery takes to the microphone Thursday night on ABC in behalf of Lee Hats. He is coming to his initial broadcast, which will be from London, loaded for bear, as we say in the more sophisticated circles. Montgomery, always a guy who doesn't like to be pushed around any more than the next guy is prob'ly the most exciting new personality in the Informed Opinion Set. He leaves his film acting career behind, except to clean up a picture directing assignment in N. Y. when he returns here in October. One of the wealthiest lads in his profession, Bob always liked to keep the prod on rascals, and as President of the Screen Actors Guild, fought off the undesirables and at the same time brought the Guild its best contracts with management. He's had a yen for world affairs ever since he did a three-year stint with the Navy as Commander, following a chore as Ambulance Driver for the British when the fracas first opened up. It is also possible that he has political ambitions—such as Senator or Congressman.

★ ★ ★

● ● ● Tony Martin's return to the air for two guest shots on the Pet Milk Show is welcome news to this dep't. Here is a great singer in anybody's book—a guy that packs showmanship with plenty of box office appeal. We've seen him draw raves in theaters and night clubs and in his last appearance at the Copa the crowd wouldn't let him off the floor. The Pet Milk Show grabbed off a real artist for these two spots.

★ ★ ★

● ● ● WHAT'S DOIN': The Duke and Duchess of Windsor, now in Italy, have been offered a fabulous fee to do a thrice weekly Mr. & Missus series for a French importing firm. . . Gladys Swarthout signed for a new television series tagged "Music from Everywhere" by Gerard Pick Tele Productions. . . WNBT has taken an option on Phil Baker's new teleshow, "Open Letter," and will film first script on the 23rd. . . Lisa Kirk recording for RCA-Victor next month. . . Maxine Kieth and WINS in a huddle about the new 11-c-1 midnight spot opening up on that station this month. (If it's celebs they want, name someone who can deliver bigger names than our Maxine. Plus, of course, the intelligent chatter that goes with it). . . Cathy Mastice dicker for a network radio show and hopes to have Dorothy Kirsten as her first guest. (She can dream, can't she?) . . . Lester Lewis has set Faye Emerson on "H'wood Screen Test" for the 24th doing a scene from her latest film, "Guilty Bystander." . . Radio is like this: The week that Rosalind Greene moved out to the country she landed a running part on "Just Plain Bill." It finished two days before she could move back to the city. . . Jack Barry negotiating with another web (not Mutual) regarding TV'ing his "Life Begins at 80." . . Oct Radio Mirror devotes entire issue to CBS shows—first time the mag. has given exclusive coverage to any one web.

★ ★ ★

● ● ● RED FACE DEP'T: NBC, which owns the Vic & Sade show, made a deal with Frederick Ziv to produce the show. Now Ziv is working on a contract (which will be closed any day now) and which will take the show over to another web!

★ ★ ★

● ● ● The Stark-Layton Saturday-nighter, "Spin the Picture," is proving a strong 'family' favorite, according to the latest report of Videorex Ratings. They give it one of the highest 'average number of persons per set' ratings in TV—5.3, as against 5.0 for "Toast of the Town," 3.6 for "Stop the Music" and 2.4 for Arthur Godfrey. Kathi Norris rates a nod for her delightful femmceeing.

★ ★ ★

CHICAGO

By HAL TATE

"THE FOLKS NEXT DOOR," a new domestic situation comedy developed by the WBBM Program Department, starts Sept. 25, 11:15 to 11:30, CST.

It will show trials and tribulations of a set of young parents and their son who are living in a small apartment in Chicago, and are dreaming of a larger place to live in. It is written by Charles Romine, author of WBBM's "Melody Lane," and will be staff-produced. The sponsor is Plandrite Homes, Chicago organization.

"Here's How," handicraft program featuring Phil Lewis, returns to WBKB Sept. 27, under the new title, "Burgess Hobby and Handicraft Parade." It has been expanded to thirty minutes, 8:30 to 9 p.m. Thursdays. Lewis, a public school teacher for 14 years, is an instructor in radio, ceramics, printing, woodwork, foundry, and metalwork at the South Shore High School.

Whit Ralsten, member of WBKB's engineering crew, is a pappy for the first time. The daughter is Janet Lynn. . . Mona Hall, of WBKB's accounting department, and Arne Lassila, of the engineering crew, eloped a week ago, without tipping off even their best friends at the station.

While Paul Gibson took a short vacation, Harry Campbell, WBBM farm director, pinch-hit on the morning program. . . Jerry Dee, WBBM producer, departs on Sept. 11 for a holiday in northern Wisconsin. . . Don Brinkley, assistant WBBM program director, is being treated for a serious asthmatic condition in St. Charles hospital, Aurora, Ill. . . "Professor Quiz," a veteran of this sort of programs, returns to WBBM on Sept. 30, after a three-months absence.

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

Liquor Advertising Not OK'd By Webs

(Continued from Page 1)

BS and Mutual indicated to RADIO DAILY yesterday that their respective networks, likewise, have not altered their original stands against accepting hard liquor advertising. Seymour Hesse, co-ordinator of advertising for Schenley Distillers, Inc., who has been spearheading the drive to get broadcasters to accept whiskey commercials, refused to comment on reports that radio stations were divided on the issue.

Commenting upon ABC's views of the controversy, Kintner said: "There is at present a divided feeling on the part of the liquor industry, various important organizations and significant segments of public opinion throughout the country have evidenced their strong disapproval of such sponsored programs; and there have been certain indications that, if liquor advertising over the radio were accepted now, a campaign to prohibit the advertising of wine and beer on radio would be undertaken, both nationally and on the state level."

"We feel that any further restrictions on the operation of radio would be in the public interest."

ABC does not feel that there has been a sufficient review of all the factors involved to permit a change in policy allowing programs advertising hard liquor. We will therefore, for the present, retain the existing prohibition," Kintner concluded.

Walter Barnes, MBS v-p in charge of sales, told RADIO DAILY that his web site adheres to its original policy as stated in its "Program Standards" book. That statement said: "Mutual will not accept the advertising of beer and light wines subject to applicable federal and state laws regulating such advertising. Suitability of the program submitted for this type of sponsorship will be carefully considered. No hard liquor accounts are acceptable."

At a closed session of NBC affiliates at White Sulphur Springs, W. V., last week, broadcasters reportedly decided unanimously, after a lengthy discussion, to continue to refuse hard liquor advertising over their stations.

N.Y. City College Plans Widest Radio-TV Schedule

The City College School of Business, New York, has planned the most extensive schedule of radio and television courses in its history for the Fall term which opens Sept.

A total of 16 courses are listed, ranging from fundamentals for beginners to television studio operation and program production. Applicants may register in the school auditorium at 17 Lexington Ave., New York, from 6 to 8:30 p. m. on

WMAW, Milwaukee, Inks Four Sports Contracts

(Continued from Page 1)

Dame football schedule on behalf of Clark's Gas Co., starting Sept. 24. WSBT, South Bend will feed the games to WMAW through the Midwest Network's facilities. The Weber Brewing Co., has bought a 15-minute "Football Forecast" preceding the games, and a half-hour show, "Scores and Salutes," following. Hal Walker, WMAW sports director, will handle both programs.

The Miller Brewing Co. will sponsor the "Leahy of Notre Dame" transcribed series for 13 weeks starting Sept. 23. The Blue Dahlia Restaurant has bought a 52-week participation in "Harry Wismer Sports," ABC cooperative show.

Chicago RMC To Elect Officers On Wednesday

Chicago — The Chicago Radio Management Club will hold its first fall meeting on Sept. 14 in which officers and two trustees will be elected for the coming year, and some suggested by-laws will be voted upon. It will be held on the 26th floor at the Tavern Club, 333 N. Michigan Ave.

President of the club is William J. McGuineas, commercial manager of WGN; other officers are: Hal Rorke, radio director for J. Walter Thompson; Holly Shively, time-buyer for the Ruthrauff-Ryan Agency; and Mary Poloson, treasurer.

The following are candidates for officers for the 1949-1950 year: President: Roy McLaughlin, sales manager of WENR; First Vice-President, Frank Reed, of Hill Blackett; Secretary, Jane McKendry, time-buyer for Needham, Lewis, and Brorby; and Jane Daly, time-buyer for Earl Ludgin.

Trustees nominated for two year terms are John Cory, of Free and Peters, Radio Representatives, and Charles Freeman, sales manager of WLS.

The nominating committee was Mark Smith, chairman, head of the agency bearing his name; Jack North, of the Wallace, Ferry, and Hanly company; George P. Hollingbery, head of the rep firm bearing his name, and Fred Harm, commercial manager for WJJD.

Kenway To Speak

Ivor Kenway, ABC vice-president in charge of advertising and promotion, will be the principal speaker on Thursday, Sept. 15, at a dinner of the Women's Advertising Club of Providence, R. I., at the Sheraton-Biltmore. Kenway will discuss "The Impact of Television."

Sept. 15 and 16, from 11 a. m. to 1:30 p. m. on Sept 17, and from 8 to 8:30 p. m. on Sept. 19. Ex-GI's seeking tuition under the GI Bill must first apply at a local Veterans Administration office for a Certificate of Eligibility.

TV, FM In Service Area, Crosley Tells Commission

(Continued from Page 1)

sale of the Louisville station because of the extreme overlap of the service areas of WHAS and WLW, Crosley station in Cincinnati.

Attorneys for Crosley argued that it was shortsighted to base a decision solely on the overlap of AM service, when such overlap would not apply to FM and TV operation. With FM and TV Service constantly growing in importance, the whole question of dual ownership should be re-examined with an eye to these services, it was said. WHAS is on the air with FM and is constructing a TV station.

WGAR Case Cited

Argument was made that the Commission had overlooked an extreme degree of overlap when it okayed the power boost from five to 50 kilowatts for WGAR, Cleveland. WJR, Detroit clear-channel station, is under the same ownership, but in that instance the Commission had ruled that the overlap was secondary to the improved service to rural areas.

Foreign Pgm. Data Vital, Say Timebuyers

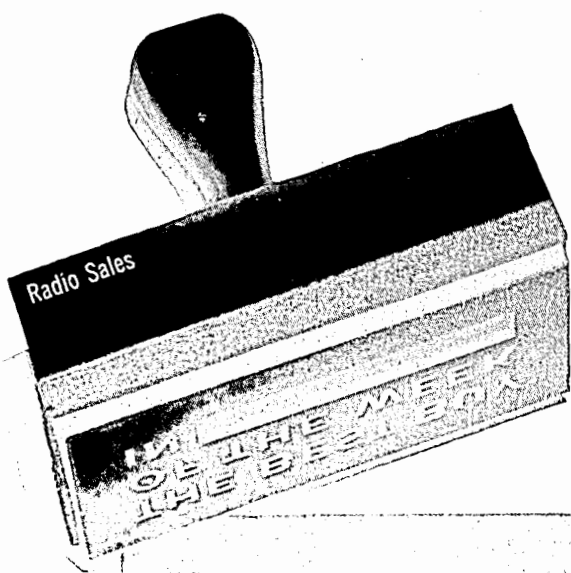
(Continued from Page 1)

of BBD&O, said their task as time-buyers in answering queries from clients interested in the foreign-language markets could be simplified greatly if there were a ready source of pertinent data on such markets. Among such needed information they listed figures on station coverage, breakdowns of foreign-speaking audiences as to buying power and preferences, program ratings on foreign language shows, and accurate quotations on program and talent costs.

Ralph Weil, general manager of WOV, New York, acted as chairman of yesterday's sessions, which were attended by about 25 members of the FLQN.

Turner Joins WQXR

N. Fletcher Turner Jr. has joined WQXR, New York as an account executive. He was previously with CBS and J. M. Mathes.



A cumulative weekly rating of 30.9! Close to a half-million people every week! That's what you get when you buy "The Housewives' Protective League—Sunrise Salute" combination on 50,000-watt KMOX. Write, wire or phone Radio Sales for the whole story.

SOUTHWEST

KEN Palmer, Manager of KPND, has announced the following staff additions to the MBS affiliate in Pampa: Douglas MacClean as news editor; Dennis Sullivan as Program Director, and Coy Palmer (no kin) as sports announcer. The staff additions point up the new policy of the station to provide more aggressive program and promotion schedule. MacClean, in addition to his news chore, will concentrate on promotion publicity and merchandising. He is a graduate of the University of Missouri School of Journalism and has had wide experience in news and publicity on the West Coast and in Texas. Sullivan is the son of John Sullivan, Veteran Continuity Chief of KFJZ-TSN, Fort Worth, and former announcer on that station and manager of KNET, Palestine. Coy Palmer, for seven years principal and athletic coach of Dalhart, Texas High School, will concentrate on play by play broadcasts of KPND's heavy football schedule that will cover a minimum of four games each week of the season.

Dean McLean, Hillbilly Disc Jockey specialist on KWBC, Fort Worth, is overplaying his record of "Baby Blue Eyes" since he became the proud pappy of a new boy. Marie Wilson, Star of the CBS "My Friend Irma" program, was guest of Melvin Munn, on his "Munn About Town" program on KRLD, Dallas. The CBS star was in Dallas briefly to attend a luncheon in her honor given by the Dallas office of Paramount.

Entire staff of KRLD, Dallas CBS outlet, will gather at Steven's Park (on September 11th) for a picnic which will feature barbecued ribs prepared and produced under the personal supervision of Ted Perrino, Continuity Chief. According to Jim Crocker, Assistant Manager, the picnic is being given to celebrate — "Nothing in particular!"

The 4,000 mile mark has just been registered on the WBAP-TV mobile unit which means that number of miles has been traveled in covering sports and special events since the Forth Worth viewers first saw their local television station on September 12, 1948.

Agencies— TV Stations—Package Agencies EXPERIENCED TELEVISION PRODUCER-DIRECTOR

Currently employed in that capacity, desires change. Excellent background in CREATING—WRITING—DIRECTING and PRODUCING for RADIO-THEATRE-MOTION PICTURES-TELEVISION. (Two years Television-Shows for Major Networks). Young, personable, hard working. Experienced in all phases of promotion, Presentations to Clients, etc. Will consider re-locating. Write or wire Box 267, Radio Daily, 1501 Broadway, New York City.

Injunction Believed Likely In Radio Features vs. FCC

(Continued from Page 1)

a bombshell into the giveaway situation by granting the injunction, thus giving giveaway shows a new lease on life until a three-judge tribunal court can give a yes or no answer on the giveaway question.

Even should the three-judge tribunal court rule in favor of the FCC some time in the future, it is fully expected that giveaways will continue until a Supreme Court decision might knock them out.

In the court hearing yesterday, Judge Igoe repeatedly overruled FCC objections including one in which a letter from the Post Office Department was introduced as evidence that "Tello-Test," (one of Radio Features properties), was a perfectly legal game insofar as the Post Office Department was concerned.

Goldman Questions Schwimmer

The FCC's sole entry into the giveaway case was in questioning by Max Goldman, assistant general counsel in charge of litigation by the FCC, of Walt Schwimmer, of Radio Features, regarding aspects of the "Tello-Test" show in which Goldman queried Schwimmer as to whether or not irreparable damage had been caused to him as a result of the FCC giveaway ruling and as to whether Schwimmer could, with a so-called minor change, merely alter the format of this show so that it would fall into the legal class as interpreted by the FCC.

The hearing lasted for several hours yesterday. This morning the FCC legal battery will present their arguments contending that a temporary injunction should not be given. It is expected that the FCC arguments before Judge Igoe today will contend that Radio Features has not suffered irreparable damage because of the recent FCC giveaway decision and that Judge Igoe has no jurisdiction in this particular case, contending that it is not in the province of Igoe's court of equity to render a preliminary declaration judgment at this time and that all action should be withheld until a final judgment is rendered in the FCC giveaway situation.

Plaintiff Heard Most of Day

Most of yesterday's hearing was occupied by a presentation of the plaintiff's case by Walter E. Tinsley, who with John M. O'Connor, Jr. represented Kirkland, Fleming, Green, Martin & Ellis law firm, (the Chicago Tribune law firm which is handling the case for Radio Features,) and by Walter Schwimmer, president of Radio Features, who held the witness chair for almost an hour answering questions both from the FCC lawyers and from Mr. Tinsley.

Tinsley, in his arguments before

Judge Igoe, contended that the FCC does not have any jurisdiction to rule on the giveaway question, that it has no power of censorship (which he contends the FCC is doing when it proposes to rule giveaways *per se* off the air), and that the FCC giveaway proposal violates the Fifth Amendment of the Constitution regarding free speech.

"Damage" Recounted

Tinsley himself, and in testimony that he had Walter Schwimmer bring out, tried to prove that irreparable damage had been caused Radio Features by the recent FCC giveaway edict. Testimony brought out that Schwimmer's firm has been making upwards of \$3,000 per week from "Tello-Test" and Schwimmer pointed out that 80 per cent of Radio Feature's business is profit obtained from his "Tello-Test" program.

Schwimmer contended that he would be out of business by October 1st unless an immediate injunction granting respite was forthcoming from Judge Igoe. He stated that 45 stations of the Don Lee network were all set to start the "Tello-Test" on a sustaining fee of three hundred dollars per week with the proviso that if the show were sold it would be five hundred per week, and that as a result of the FCC giveaway decision, the Don Lee executives cancelled the program unless something tangible was offered them in the way of proof that "Tello-Test" does not constitute an illegal giveaway program.

FCC Attorneys Present

The FCC had three attorneys here from Washington while the Attorney General's office in Washington was represented by William J. Hickey. The FCC legal trio were Max Goldman, assistant general counsel in charge of litigation; Richard A. Solomon, chief of the litigation branch, and Daniel R. Ohlbaum of the FCC legal staff. John Peter Lulanski, special assistant to the Attorney General in Chicago, also represented the Government.

In cross examining Schwimmer, Goldman tried to prove that "Tello-Test," with one adaptation, could be made a legal giveaway even in the eyes of the FCC. Solomon asked Schwimmer if it were necessary that the same question be repeated every day until the correct answer was given by a contestant. Schwimmer said that the building up of interest in repeating the same question until it was correctly answered—with the jackpot steadily increasing until the correct answer was given—was the "guts" of the entire program.

With the expected ruling by Judge Igoe in favor of Radio Features, it is expected that NBC, CBS, and ABC will all shift their legal battery to Chicago in preparation for the forthcoming three-judge court decision.

AGENCIES

SYLVAN TAPLINGER has been appointed radio and television talent buyer for Kenyon & Eckhardt, Inc., it has been announced by William A. Chalmers, vice-president in charge of radio and television. Taplinger, formerly an independent producer and staff member with Kate Smith-Ted Collins office, places Ben Bodec, who has resigned

EUGENE VAN HOUTEN, Eugene Van Houten Associates, will be director of the Better Selling Club of the Advertising and Selling Course, sponsored by the Advertising Club of New York. Among those who will serve as leaders at various meetings are: Lloyd Stearns, policyholders service bureau, Metropolitan Life Insurance Company; L. T. White, sales promotion manager, Cities Service Companies; James J. Jacobson, marketing consultant, James J. Jacobson Associates; Louis T. Montagna Jr., sales management consultant, Eugene Van Houten Associates, and F. K. Doscher, vice-president in charge of sales, Lily-Tulip Cup Corporation.

CONTINENTAL DISTILLERS CORPORATION, Philadelphia, is producing "Old Classic," a blend of straight whiskies, to Cecil & Presbrey, Inc.



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

tion of RADIO DAILY, Tuesday, September 13, 1949 — TELEVISION DAILY is fully protected by register and copyright

CBS, DuM FILE COLOR STATEMENTS

TELE TOPICS

AUGURATION of the new "Philco Playhouse" series on NBC Sunday night for the most part a sorry affair. An imitation by Samuel Carter of Frank Yerby's novel, "Pride's Castle," the play was busily stocked with unbelievable characters and impossible dialogue. To add to the discomfort of the audience, acting and production were far below the standards established by the program last season. By and large the performances of Honey Quinn, Louise Allbritton, Loring White and Boyd Crawford gave the impression that each was trying to outglare and outposture the others. The several sketches during the first half-hour looked like wrestling holds. In the other half-hour role, Catherine McLeod was defeated, after a valiant struggle, by the credible character of the woman she portrayed. . . . Production throughout was choppy. There was too much recorded dream-of-consciousness narration and too many unnecessary film clips, some of which were aired at the wrong time. Recorded background music was obtrusive and once or twice we thought we heard the turntable picking up speed. Most professional aspect of the show were Oris Riggs' fine . . . Program was produced by NBC in the Hutchings agency. Gordon Duff directed.

LATEST WRINKLE in receivers is a new set by Motorola designed for use in the kitchen. It's an all-white table model in a seven-inch tube, priced at \$129.95. Dimensions are 16½ by 16 by 9 inches, weight 26 pounds. If a homemaker uses her kitchen receiver to emulate Dione Nevers, why that's fine. But can you imagine what would result if a dinner were to be whipped together to the accompaniment of Six-Gun Playhouse or Captain Jack? . . . A great topic has been chosen for the debut on NBC tomorrow of "It's a Great Idea." A panel led by Chancellor Bert Hutchins, of the University of Chicago, will discuss "Machiavelli Raps the Percenters, Says Boys Are Pikers." Presented in cooperation with the Great Books Foundation, program has been on NBCQ, Chicago, since Feb. 21.

REMEMBER ALL THE TALK last Winter about TV hurting gate receipts at illegal football games? Well, all the Big Ten teams already committed for video have reported heavy demand for tickets. Irene Wicker's "Singing Lady" moves to the 6 p. m. Sunday slot on ABC on the 15th. Show is sponsored by Kellogg. . . . Earl King will narrate "Michael's Moods," a cross-the-board ailer bowing on WATV next Monday. . . . Friday kickoff of KECA-TV will be heralded by a series of radio soundbites on KECA featuring ABC topers including Bud Barry, Frank Samuels, Paul Mowrey, Dick Moore, Frank Marx, Phil Caldwell and other execs.

New Appraisal Of TV Advtg. Vital—Loewi

Chicago — Broadcasters should guide tele advertisers to a new appraisal of the medium and to more efficient spending of the money that they invest in it, Mortimer W. Loewi, director of the Du Mont net, said in a speech prepared for delivery before the Advertising Executives Club of Chicago yesterday.

In his absence, the speech was read by Alfred McQuillen, research director for the web.

"Programs should be designed to sell or advertisers won't continue to pay for them," Loewi warned, adding that broadcasters and advertisers alike should re-examine the validity of the present methods of rating shows.

Tele, Loewi told the ad men, is a "sales weapon rather than advertising medium because of several inherent qualities. It employs the visual impact of newspapers and magazines, the oral persuasion and personal intimacy of radio, and, in addition, by combining sight and sound with motion, makes product demonstration possible and practicable."

FCC Cancels Permit

Washington—The FCC Friday cancelled the TV permit of the Minneapolis Star-Tribune, on the basis of a report by the paper that it was unable to divest itself of its half in-

Bar Ass'n Request For Hearing Denied

Washington — The FCC has refused to call a special hearing to argue the legality of its proposed new TV allocation table and rules. Such a hearing had been asked by the FCC Bar Association last month, with the petition seeking a hearing prior to the September 26 hearings.

Although refusing a separate hearing before the general hearings, the Commission said it would permit Bar Association members appearing at the general industry hearing to argue the legality of the rules at that time.

The Association, in its request for a hearing, said, that the Commission does not have the right to adopt an allocations table as a rule, although it is proper to set up an allocation plan to be used as a guide in the assignment of channels.

The lawyers pointed out that Section 307B of the Communications Act provides that frequencies must be assigned according to the demand. Legal interpretations have been to the effect that "demand" is to be adjudged according to applications.

The Association said that applications must be the determining factor for channels rather than the FCC's proposed table.

Interest in WTCN, Minneapolis—which has a permit. The grant had been conditioned upon withdrawal by the paper from WTCN control.

Cornell U. Completes Plans For Video Film Production

Entry of Cornell University into the TV film field through the establishment of Cornell Films, a new branch of the University's radio-tele interests, was announced at the weekend by Dr. Cornelis W. de Kiewiet, acting president.

The new operation, which will be under the supervision of Michael R. Hanna, general manager of Cornell's WHCU (AM-FM), will produce 16 mm. sound films ranging from one-minute spots to lull-length documentaries and serials for rent to stations and advertisers.

While the films will be educational in nature, they will be designed primarily to attract wide audience, Hanna said, because "you can't lecture to an empty classroom." Resources and facilities of the Uni-

versity will be utilized in production of the films, which will rent for less than current prices, he said. Several stations already are committed to use the films, he added.

Films such as those planned by Cornell will help solve TV's public service problems, Hanna said. "Even with a comparative handful of stations on the air, television has been seriously handicapped by the fact that programming has trailed far behind science in adequate use of the amazing new tools developed by the electronics engineers. Television could be a tremendous educating force, but it is being dissipated with tired vaudeville routines, sheer nonsense and antediluvian movies like 'The Perils of Pauline.'"

Columbia Alleges RCA System Is More Costly

CBS yesterday loosed its strongest blast to date against the RCA color development. In a paper filed with the FCC, Columbia inferred that the RCA color was a "paper" system not yet ready for commercial operation and would cost considerably more than its own system.

At the same time, Dr. Allen B. DuMont released a letter to FCC Chairman Wayne Coy requesting direct comparisons of black-and-white tele with all three proposed color systems at the Sept. 26 hearings. A meeting to draw up a schedule for such comparison tests has been called by the Commission for tomorrow.

The 16-page CBS statement included a concession that the web would support the color systems of RCA or Color Television Inc. "if either system should out-perform the CBS color television system in all respects at no greater costs, and if further the system is ready for public use promptly, or, alternatively, if there can be certain assurance of its operation, in the manner promised, within a fixed and reasonably short period of time in the future. . . ."

Asks Differentiation

Asking the Commission to distinguish between a "paper" system and "an actual operating system," CBS said: "The virtues of a system which exists only on paper may not be attainable in actual operating practice, or if attainable, the dollar cost, either in the studio or in the receiver, or both may be exorbitant. Another aspect of the distinction is the time within which a paper system can be converted into an actual broadcast service."

According to reports circulating in the trade yesterday, CBS will base a good part of its testimony at the color hearings on the cost factor. CBS has information, it was said, that the cheapest color receiver utilizing the RCA system would cost about \$500. A set using the CBS system, it was said, could be produced for about \$300.

DuMont asked pickup of a baseball or football game by WTTG, DuMont outlet in Washington and simultaneous color scanning of the same game by RCA, CBS and Color Television. DuMont requested also the airing of other program material, such as movies, slides or placards of high resolution and a live studio show for simultaneous comparison.

NARBA Meet Today; May Last 8 Weeks

(Continued from Page 1)

ing statements may give some clue on this point.

The conference is concerned only with standard band frequencies and is the third since 1937, when the Havana meeting produced the North American Regional Broadcasting Agreement signed by Canada, Cuba, Dominican Republic, Haiti, Mexico and the United States.

Before the Havana meeting about 1,500 stations were trying to keep from treading on one another's broadcasting toes by using the 107 channels available. Today it is estimated that about 2,500 stations are crowded into that restricted "space." The talks here are aimed at better spacing by re-allocation of frequencies so as to eliminate the serious inter-station interference that has developed.

Practically speaking it is impossible to allocate 107 channels to so many stations, even when they are not too close to one another. The only hope lies in "deals" by which some standard band privileges are abandoned in return for privileges in other fields, such as television. But no one is talking about the prospects until the national delegations show their hands. Even if the delegates, who with their advisors, will number up to 150, decide that it is still impossible to do something drastic about frequency allocation, the conference will work on other technical requirements of the signatory countries.

Canada's delegation will include C. P. Edwards, C.M.G., Deputy Minister for Air Services of the Department of Transport; G. C. W. Browne, Controller of Radio, and officials of CBC, CAB and other representatives of the industry in Canada.

Buys Deems Taylor Series

Chicago — "The Deems Taylor Concert," syndicated transcribed show produced by Radio Features, Inc., Chicago, has been sold to the Inter-Mountain Network in Salt Lake City, Utah, making a total of a 100-odd stations now carrying the Chicago-produced program.

Starting October 3rd, "The Deems Taylor Concert" will originate over KALL and will be heard from 10 to 10:30 p. m. (Mountain Standard Time) immediately following Mutual's new co-op show, "Behind the Story" starring Marvin Miller. The program will be heard over the five-state hook-up five nights per week.

Wedding Bells

Kansas City Mo. — Charles W. Avey, Jr., KMBC-KFRM continuity editor, married the former Miss Charlotte Pringle Sunday, September 4. The ceremony was performed at the Country Club Congregational Church.

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 September 2-8, 1949

TITLE	PUBLISHER
A Wonderful Guy.....	Chappell
Again.....	Robbins
Ain't She Sweet.....	Advanced
And It Still Goes.....	Shapiro-Bernstein
Bali Hai.....	Chappell
Ev'ry Night Is Saturday Night.....	Broadcast Music
Fiddle Dee Dee.....	Harms
Five Foot Two, Eyes Of Blue.....	Feist
Four Winds And The Seven Seas.....	Lombardo
Huckle Buck.....	United
If You Ever Fall In Love Again.....	J. J. Robbins
I'll Keep The Lovelight Burning.....	Laurel
It's A Great Feeling.....	Remick
Just One Way To Say I Love You.....	Berlin
Let's Take An Old Fashioned Walk.....	Berlin
Love Is A Beautiful Thing.....	Porgie
Lover's Gold.....	Oxford
Maybe It's Because.....	Bregman-Vocco-Conn
Now That I Need You. (Where Are You).....	Famous
Room Full Of Roses.....	Hill & Range
Some Enchanted Evening.....	Chappell
Someday You'll Want Me To Want You.....	Duchess
Song Of Surrender.....	Paramount
That Lucky Old Sun.....	Robbins
There's Yes Yes In Your Eyes.....	Witmark
Through A Long And Sleepless Night.....	Miller
Toot Toot Tootsie Goodbye.....	Feist
Twenty-Four Hours Of Sunshine.....	Advanced
Weddin' Day.....	Famous
Who Do You Know In Heaven.....	Robbins
Younger Than Springtime.....	Chappell
You're Breaking My Heart.....	Mellin

Second Group

TITLE	PUBLISHER
A Kiss And A Rose.....	Mogul
Baby It's Cold Outside.....	E. H. Morris
Georgia On My Mind.....	Peer
Give Me A Song With A Beautiful Melody.....	Witmark
Hop Scotch Polka.....	Cromwell
How It Lies, How It Lies, How It Lies.....	E. H. Morris
I Wish I Had A Record.....	Crawford
I'm Throwing Rice At The Girl I Love.....	Hill & Range
Katrina.....	E. H. Morris
Lora Belle Lee.....	Santly-Joy
Make Believe (You Are Glad When You're Sorry).....	Bregman-Vocco-Conn
My One And Only Highland Fling.....	Harry Warren
Now Now Now Is The Time.....	Fremart
Ooh—If You Knew.....	Johnstone-Monte
Over The Hillside.....	Dreyer
Riders In The Sky.....	E. H. Morris
Similau.....	Campbell
Someone To Love.....	Warren Publications
Swiss Lullaby.....	Southern
Twilight.....	Ben Bloom Music
Wedding Of Lilli Marlene.....	Leeds
You're So Understanding.....	Baron-Pemora

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Rural FM Network Plans Fall Expansion

(Continued from Page 1)

Ogdensburg, and WFLY, Troy, the end of the year, it is planned seven new affiliates will be added in northern and southwestern New York, the Hudson Valley region and northwestern New York or New England.

Will Extend Affiliation

Long-range plans, Hanna said, call for the development of a farm network serving the entire northeastern portion of the country, where farmers generally have the same conditions and interests. New affiliates would be added in New Jersey, Connecticut, New England and the northern tier of Pennsylvania.

In the area now covered by the network there are between 60,000 and 70,000 FM receivers. This is expected to increase to between 110,000 and 120,000 in a year because of an intensive promotion campaign planned by RRN working directly with 10 farm groups that make up the Rural Radio Foundation, a nonprofit organization that owns the web.

Prominent among RRN advertisers are Allied Chemical, Alcoa, National Grange Insurance, American Agriculturist and United Fruit (with Zenith and General Electric seen as probables).

Relay System Used

The biggest FM operation in the country, RRN does not use links for interconnection of stations. Instead, programs are fed from one outlet to the next off the air. Most programs originate at WHCU-FM, Ithaca, with programs from the state capital, Albany, being fed WFLY.

Hanna is convinced that RRN will succeed. Its unusual service means "dollars for its listeners," said, through daily weather, market crop reports and other agricultural information made available to farmers of the state with a spot that cannot be matched by any other medium.

Real Estate Dealer Uses Radio in Utah

Salt Lake City—The Cooper & Crowe Advertising Agency used KDYL for full radio coverage recently for the opening of the Kearns Townsite housing project as part of their overall promotional strategy for the event; and the results reflect their thorough campaign.

On Sunday, September 4th KDYL executed a remote pick-up from Townsite some 12 miles south of the city and shortwaved it to the main studios for broadcast. The outcome of the event was this; over 7,000 persons drove out to the site to inspect it, and 12 homes were sold on that one day alone, ranging in price from a low of \$7,800 to a high of \$8,700.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 48, NO. 52

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TEN CENTS

FCC RESTRAINED ON GIVEAWAY EDICT

ABC Seeks Removal Of KOB From 770 Kc.

Washington Bureau of RADIO DAILY
Washington — ABC this week registered a strong argument with the FCC for the removal of KOB, Albuquerque, N. M., from the 770 channel it now shares with WJZ, New York. In oral argument in the long-standing case, the network asked that the special service authorization of KOB to operate with 50 kilowatts day and 25 kilowatts night be terminated December 1.

Although the station is licensed on the 1030 band, it has been oper-

(Continued on Page 3)

Transit FM Radio Study Being Issued By NAB

Washington—The "how and how much" of transit radio operation for FM stations is the subject of an exhaustive new study by NAB-FM Director Arthur Stringer. The volume, compiled in the course of on-the-spot observation of TR systems in seven cities, will shortly be ready for distribution to NAB members.

Stringer said the new study has been advanced by NAB's FM executive committee as "a logical ex-

(Continued on Page 3)

Sam Spade Moves To NBC With Broadcast Of Sept. 25

"The Adventures of Sam Spade," sponsored by the Wildroot Company, Inc., will become an NBC feature on Sunday, Sept. 25, at 8 p.m., EST. The half-hour mystery drama series which originates in Hollywood has been heard on the CBS network Sundays at 8 p.m. William Spier is producer-director of the show.

Store Shells Out

Barstow, Cal.—Si Willing, announcer for KWTC, was punching out a commercial about a special sale at a local shoe store. The shoes, Si said, were "selling for peanuts—3.98." Not many minutes later a housewife appeared at the store, deposited 398 peanuts, and took home a pair of shoes. Few minutes later copy was rewritten.

Returning

Arthur Godfrey, returning from a two months vacation, will resume his radio and television schedule on CBS, Monday, Sept. 26. During his vacation Godfrey took a one month, 18,000-mile tour of South American countries as the guest of Captain Eddie Rickenbacker, president and general manager of Eastern Airlines.

General Foods Buys 'Hopalong' On MBS

Los Angeles—The Post Cereals Division of General Foods has signed a five-year contract with Commodore Productions and Artists, Inc., for "Hopalong Cassidy," a transcribed radio series to be broadcast over the coast-to-coast network of MBS, beginning Jan., 1950.

The contract (with options) was handled through Clarence E. Eldridge, general manager of the Post Cereals Division, and Everard

(Continued on Page 2)

Ziv Reports Heavy Sales On 'Meet The Menjous'

Sale of "Meet The Menjous" to 19 sponsors within the first week of national distribution was announced yesterday by the Frederick W. Ziv company in New York.

The transcribed program which features Adolphe Menjou and his wife, Verree Teasdale, has been sold commercially in the following cities on a five-times-per-week basis: Cin-

(Continued on Page 3)

NARBA Conference Opens; 35 In Delegation Of U. S.

Montreal—A delegation of 35 government and industry advisors from the United States were on hand yesterday when the North American Regional Broadcasting Agreement Conference got under way at the Windsor Hotel.

Nations represented with delegations included Canada, Cuba, Haiti, Dominican Republic and the Bahamas. Mexico, a member of NARBA, was not officially represented hav-

Stay Granted Until Decision On Oct. 7; Report FCC May OK Continuance Pending Final Determination

Broadcasters Gather For Petry Meeting

Thirty-two network and station executives will meet this morning in New York's Waldorf-Astoria Hotel to hear Edward Petry, president of the station representative firm of that name, outline his sales and promotion plans for radio and TV stations on the Petry list.

The following executives of Petry-represented stations and networks

(Continued on Page 3)

First Commercial Station Beams To India, Pakistan

Goa, Portuguese India—The first radio station to beam commercial programs into India and Pakistan, Radio Goa, began operations here on Sept. 1. The station is operated by the Agencia Publicidade de Inter-Mundo, headed by R. S. Fontes,

(Continued on Page 3)

Richfield Oil Picks Up Russ Hodges Sports Show

Richfield Oil Corp., New York, will sponsor sportscaster Russ Hodges in a series of 15-minute, Saturday night broadcasts over 58 ABC stations along the Atlantic sea-

(Continued on Page 2)

Chicago — Judge Michael Igoe in Federal Court here yesterday threw a bombshell into the national giveaway situation by enjoining the FCC from proceeding on its anti-giveaway stand until a three-judge court at least makes a preliminary injunction here on October 7th;

(Continued on Page 5)

World Radio 'Change Proposed By Traum

A call for "some sort of exchange between American and foreign broadcasters as a means of furthering democracy and of improving world-wide radio" was voiced by William R. Traum, business manager of America's Town Meeting of the Air, who has just returned from a round-the-world tour.

Radio officials in the 13 cities

(Continued on Page 6)

Documentary Program Set For WOOD Anniversary

Grand Rapids, Mich.—NBC's affiliate, WOOD, will celebrate its 25th anniversary on Oct. 1 with an hour-long "showcase" documentary program including a review of news highlights in this city for the past

(Continued on Page 3)

Hair Raising

Based on a book, "Ten Hair-Dos That Shook the World" by Borthold, hair stylist, WABD will televise the distinctive hair styles on their program, "Manhattan Spotlight" on Friday at 7:30 p.m. And just to make the event more hair raising Borthold, at the conclusion of the unusual program, will demonstrate the hair style of tomorrow.



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

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FINANCIAL

(September 13)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include ABC, Admiral Corp., Am. Tel. & Tel., CBS A, CBS B, Philco, RCA pfd., 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, WJR (Detroit).

Dulles' Acceptance Talk On N. Y State ABC Net

Albany, N. Y.—The acceptance speech of John Foster Dulles, Republican nominee for the U. S. Senate, will be heard over station WJZ and a New York state network of ABC stations tomorrow, 8 to 8:30 p.m., EDT.

KGW KGW-FM PORTLAND, OREGON AFFILIATED WITH REPRESENTED NATIONALLY BY EDWARD PETAY & CO.

Richfield Oil Picks Up Russ Hodges Sports Show

(Continued from Page 1)

board, starting September 17, 7:30-7:45 p.m.

Hodges will report late scores and game highlights. Morey, Humm & Johnstone, Inc. is the Richfield agency.

'House Of Magic' Show To Be Featured Attraction

Chicago—The "House of Magic Show," which was first presented at the Century of Progress in 1933, will be a major attraction at the Second Annual National Television and Electrical Living show, that opens Oct. 1 at the Coliseum, and extends through Oct. 9. The show is an hour-long presentation of striking scientific phenomena, and has played before more than 13,000,000. It will be presented at frequent intervals each day in the Coliseum.

Eddie Cantor will headline and emcee a show loaded with stars, which will appear four times a day at the Coliseum. With him will be "The Mad Russian," the Glenns, dance-trio, Vickee Richards, vocalist, David Powell, novelty dancer, and Lou Breese, with his nationally-known orchestra.

Actual telecasts and broadcasts of favorite television and radio network programs will come from the Coliseum during the nine days of the show.

General Foods Buys 'Hopalong' On Mutual

(Continued from Page 1)

Meade, v-p in charge of radio and television for Young & Rubicam, Inc.

Bill "Hoppy" Boyd, currently on a seven-week national tour, will star in the same role over Mutual-Don Lee.

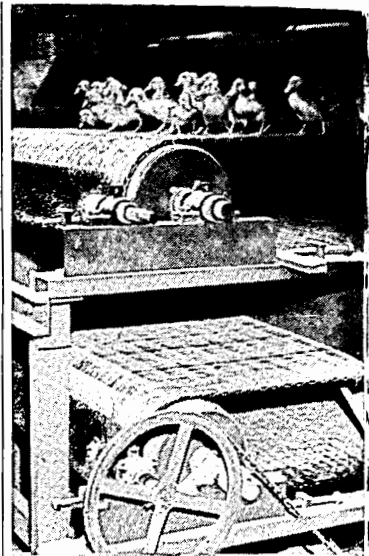
Negro Entertainer Bows In Disk Show On WMCA

"The Ralph Cooper Show," a new disc jockey show starring a prominent Negro entertainer, bowed over WMCA, New York on Monday. The program will be heard nightly except Sunday from midnight to 2 a.m., with the Schaefer Brewing Co., sponsoring the first half-hour.

Cooper originated the "Harlem Amateur Hour," a WMCA feature for 11 years, narrated the Negro Newspaper Week program on CBS, and has appeared in films and on the stage.

Youth Forum On WDRC

The "Parade of Youth Forums," a weekly high school discussion feature, resumes over WDRC, Hartford, Conn., on Saturday, October 1. The program, conducted jointly by WDRC and the Hartford Courant, features discussions among teams of high school pupils from various towns in Hartford County. James Looby, "Parade of Youth" editor at Hartford Courant, is moderator.



The Case of the Walking Ducks

Newly hatched ducks, it seems, have to be kept moving to be kept alive. So smart engineers devised this special treadmill for them which keeps them moving for eight days. Mortality dropped to zero.

The same thing is true of a sales campaign. It's got to keep moving or it will die. And the surest, most economical way to do this in Baltimore is to put your sales message on W-I-T-H.

For here's the station that regularly delivers more listeners-per-dollar than any other in town! That means you can get big results for a little bit of money on W-I-T-H.

So if you want your campaign in Baltimore to produce low-cost results, call in your Headley-Reed man and get the full W-I-T-H story.

Daily Double

Many advertisers, both national and local, find KYW's popular participation shows so sales-productive that they buy time on two (or more) shows daily! This makes sense.. and dollars!

"Formplayers" know that it pays to tell their sales story to a huge 50 kilowatt KYW audience once.. but everybody knows you collect twice as much when you double the bet.

They're going to the post daily. Step up to the convenient ticket windows.. either at KYW or Free & Peters.

PHILADELPHIA 50,000 WATTS NBC AFFILIATE KYW

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

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

Broadcasters Gather For Petry Meeting

(Continued from Page 1)

are expected to attend today's meeting:

Campbell Arnoux, WTAR, Norfolk; Ray Baker, KOMO, Seattle; Tom Brooks, Hearst Radio; Martin Campbell, WFAA, Dallas; H. Quenton Cox, KGW, Portland, Ore.; Valter J. Damm, WTMJ, Milwaukee; O. W. Fisher, KOMO, Seattle; Benedict Gimbel and Gordon Gray, WVP, Philadelphia; Hugh A. L. Hall, WVOI, San Antonio; Jack Harris, WPRC, Houston; Gerald Harrison, WMAS, Springfield, Mass.; Stanley H. Hubbard, KSTP, St. Paul, Minn.; Worth Kramer, WGAR, Detroit; Wm. T. Lane WAGE, Syracuse; James Moroney, WFAA, Dallas; John New, WTAR, Norfolk; Wm. J. Jewens, KOIL, Omaha; Tom O'Neil, Yankee Network; John Outler, WSB, Atlanta; Arden X. Pangborn, KGW, Portland, Ore.; E. L. Provost, WBAL, Baltimore; Wm. E. Rine, WWDA, Wheeling, W. Va.; V. A. Shonis, WHAS, Louisville, Ky.; Harry Stone, WSM, Nashville; Linus Travers, Yankee Network; Wm. B. Way, WVOO, Tulsa, Okla.; Frank V. Webb, KPFH, Wichita, Kans.; Harold Wheelahan, WSMB, New Orleans; E. S. Whitlock, WRNL, Richmond, Va.; Harvey Wixson, KGA, Spokane, Wash.; G. E. Zimmerman, KARL, Little Rock, Ark.

Documentary Program Set For WOOD Anniversary

(Continued from Page 1)

quarter of a century, the history of the station's growth and recordings of former staffers who have gone into "big time" radio.

NBC's Ralph Edwards will salute the station by originating his "Truth Or Consequences" show here the same night. A police-escorted parade, in which city dignitaries and Edwards will participate, will precede the two broadcasts.

AFRA Negotiating Pact

Chicago—The negotiation for a new contract between the AFRA local in Racine, and station WRJN, Racine, Wis., over the amount of commission the station would pay salesmen, is still deadlocked, according to Ray Jones, executive secretary for AFRA, Chicago chapter.

Jones mailed a new contract for negotiations with station WHBF, Rockford, to Les Johnson, station manager, covering a collective bargaining agreement covering wages and hours of AFRA.

ROSE BOWL CHAMPS!

All Northwestern U's football games available!
Best Buy in Chicago
W-N-M-P
SH Drake 3-1590

Fair Grounds Video

Syracuse, N. Y.—WHEN engineers have built a completely-equipped video studio on the grounds of the New York State Fair, which will run through Saturday, Sept. 10. The station will originate more than 50 hours of television programs from its Fair Grounds studio, which is open to the public.

First Commercial Station Beams To India, Pakistan

(Continued from Page 1)

with the Pan American Broadcasting Co., New York, acting as its world wide commercial manager.

Radio Goa will broadcast with up to 75 kw on four shortwave frequencies, beaming a signal which, it is hoped, will be heard throughout the sub-continent. Transmitters and studios are located in the city of Goa, situated on the Arabian Sea coast about 300 miles south of Bombay.

Listener Study Under Way

According to Pan American, 25 per cent of the licensed radio homes in India and Pakistan listen to Radio Goa "with some degree of regularity." A survey is under way to establish more precisely the station's pattern of listenership. The station's owners are hopeful of attracting U. S. advertisers, with an eye to tapping the vast potential market represented by India-Pakistan's 380,000,000 inhabitants.

The broadcasting systems of both India and Pakistan are non-commercial operations, owned and operated by the government and comparable to the BBC. Goa, being a Portuguese possession, enjoys extraterritorial rights in India and hence is not subject to any broadcasting restrictions.

Singing Strings Returning

Bernie Armstrong, KDKA musical director, brings his "Singing Strings" show back to the Pittsburgh Westinghouse Station September 14 for the 1949-50 season. The all-string ensemble features vocalist Johnny Kirby and is heard every Wednesday night at 7:30. Paul Shannon is the announcer for the broadcast which is sponsored by the Duquesne Light Company.

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

Transit FM Radio Study Being Issued By NAB

(Continued from Page 1)

tension of the industry's long-time policy of making out-of-home program service available to the public." He goes into details of how to set up a TR system, how much "circulation" is needed to make it economically feasible, how to get franchises from the transit companies, how to determine audience program preferences and other matters of importance to interested broadcasters.

He refers in detail to TR systems in Huntington, W. Va., Topeka, Kan., Evansville, Ind., Washington, Cincinnati and St. Louis. Also studied was a small system in Minneapolis, where the prime objective has been the promotion of FM set sales.

Ziv Reports Heavy Sales On 'Meet The Menjous'

(Continued from Page 1)

cinnati, Columbus, Dayton, Cleveland, Louisville, Indianapolis, St. Louis, Omaha, Lincoln, Sioux City, Houston, Birmingham, Huron-Wa-tertown-Rapid City (S. Dakota), Johnson City (Tenn.), Seattle, Portland and Lexington, Ky.

Program was first presented on WOR, New York. It has been featured on a five-a-week basis for several months over the Bamberger station.

ABC Seeks Removal Of KOB From 770 Kc.

(Continued from Page 1)

ated on the 770 frequency for eight years. ABC argued that the result is that neither station has a secondary service for rural areas, but emphasized the danger that the breaking down of the 1-A channel might have serious repercussions at the NARBA conference.

KOB argued that it can offer better service on the 770 band, and sought permanent assignment to it.

Mental Health Series To Be Carried By ABC

A public service series on mental health, titled "Someone You Know," will be aired each Thursday on ABC starting Sept. 29, 10:30-11 p.m. The programs will be prepared under the aegis of the Federal Council of Churches of Christ in America, in conjunction with the Protestant Radio Commission.

Subjects to be covered include alcoholism, juvenile delinquency, psychiatric problems, racial and religious prejudices, old age, premarital counseling, and physical handicaps. Mrs. Eleanor Roosevelt and many prominent physicians and churchmen will be heard during the series. ABC is donating the time.

For Profitable Selling—Investigate

WDEL WILMINGTON DELAWARE	WGAL LANCASTER PENNSYLVANIA
WEST EASTON PENNSYLVANIA	WORK YORK PENNSYLVANIA
WRaw READING PENNSYLVANIA	WKBO HARRISBURG PENNSYLVANIA



Clair R. McCollough, Managing Director

Represented by
ROBERT MEEKER ASSOCIATES

STEINMAN STATIONS Chicago San Francisco New York Los Angeles

LOS ANGELES

By AL STEEN

HAROLD C. STROTZ has resigned as vice-president of Wilding Pictures to devote his entire attention to Muntz TV, Inc., with which he has been a director since the company was founded last year.

Arranger-conductor Frank DeVol is writing music themes and cues for the Capitol Transcriptions library for use by radio stations in their dramatic and musical programs.

The U. S. Marine Corps has picked up its option on the Page Cavanaugh Trio, which will start its second 13-week series in New York next week.

All games of the Los Angeles Dons and Los Angeles Rams, professional grid teams, will be shown on television via motion pictures over KTTV this Fall. Each film presentation will last an hour, with all time-outs and half-time waits eliminated.

Enrollment in radio-television productions and technical classes at Los Angeles City College gets under way next week.

KFI's Mary and Harry Hickox are recording a new series of 26 transcriptions of their "Jump Jump" program.

Glenn Langan's video show, "Mystery is My Hobby," switches from Tuesday to Monday evenings next week on KTTV.

It's a baby girl for the William Brennans. He's manager of CBS network sales in Hollywood.

Alberta Hackett has been appointed traffic manager at KTTV. She formerly was business manager of the Compton agency and previously was assistant production manager at NBC in New York.

A Los Angeles chapter of the National Association of Radio Station Representatives has been organized under the chairmanship of Lincoln Simonds, Pacific Coast manager of Weed & Co. Chicago, Boston and San Francisco already have chapters.

Veloz and Yolanda will finance and produce a series of 13 educational shorts on dance instruction for television.

Art Linkletter opened his new bowling alleys Wednesday night with rare festivities, including a "Pie-in-the-Face Sweepstakes" between his "People Are Funny" team and other radio personalities.

Eastern - Columbia department store has contracted for the first KECA-TV produced studio program, titled "Campus to Campus."

Hollywood Apartment Exchange

EXCHANGE lovely furnished 2-B.R. apt. in exclusive Sherman Oaks, completely equipped; Garage, exc. transportation, for same in MANHATTAN, N. Y. area. Six months or longer. Adults. M. Garretson, 15236 1/4 Dickens, Sherman Oaks, Calif. Phone—State 4-0636.



Windy City Wordage. . . !

● ● ● Les Atlas, CBS veepee in Chicago, in Henrotin Hospital for a check-up. . . "Chick" Showerman, NBC veepee, back from the network's confab at White Sulphur Springs. . . TV's latest bride is Lynn Connelly, assistant publicity director at WBKB.

Chicago

"Red" Quinlan's assistant married Walter Dinauris last week and the happy bride—and groom, too—are honeymooning in the South for two weeks. . . Cupid really busy at the B&K CBS' new Chicago TV outlet—Joe Simon, director, and Ann Green, beauteous, ex-receptionist at the station, will wed at St. Philip Neri's Church on October 1st. . . Hal Tate wanted to call his initial infant production either "Melody" or "Lucky" but Mrs. T. turned thumbs down in favor of a more conservative monicker—Marilyn Jean Tate.

★ ★ ★ ★

● ● ● Moser & Compere, legal duo, moving their offices to larger quarters at 360 North Michigan Avenue. They've taken over the former Frederic Ziv headquarters in Chicago. . . WBBM salesman Stan Levy telling Michigan Boulevard cronies about a downstate laundry which sent in an unsolicited \$100 check to help pay the freight of "Pick-Up Time" on the local CBS station. Seems the program was resulting in so much increased business that the downstate laundry man sent in the check in appreciation. Stan says there's one sensational radio success story that's good enough for Alexander McQueen's "Nothing But the Truth" program. . . Disc jockeys Marty Hogan and Frann Weigle shared emcee honors at the big Democratic Party outing at Riverview Park last Sunday. Democratic big-wigs headed by Vice-President Alvin Barkley, Governor Adlai Stevenson, Senators Lucas and Douglas, Mayor Martin Kennelley and ex-mayor Ed Kelly were all in attendance.

★ ★ ★ ★

● ● ● The Wrigley Building bar still abuzz over the Hill Blackett-Will Grant ad agencies merger. They look for big things to come out of the Grant offices in the Palmolive Building. Everybody gagging that they'll be miracles from the Grant agency—after all they're the Men of Mars. (Mars Candy, that is). . . Jim Cominos is expected to make a decision this week on a successor to "The Whistler" for Household Finance Corporation. . . RADIO DAILY was the first to announce that Universal's "Jealous Heart" would become a national hit as recorded by Al Morgan. Your columnist now reports that before Xmas day the big national song hit will be "Diary of Broken Dreams"—also on a Universal label. . . Bill Putnam, Universal prexy, incidentally, just returned from New York where he huddled about a major merger announcement. Don't say we didn't tell you.

★ ★ ★ ★

● ● ● Rose Dunn and Stan Joel have a new TV participation show called "Stop the Record," into which WGN-TV is reported sinking some dough for promotional purposes. It's a TV disc-jockey show and it looks hot. . . Reub Banks, direct mail specialists, announces that he is now specializing in handling complete ad campaigns for the radio and TV industries. MCA, Radio Features, and many others have already given him heavy orders. . . Local disc-jockeys raving about the weekly mimeographed bulletin now being published by ex-trade paper reporter Sam Honigberg. It contains newsy bits about the song business—and tips on songs to come.

★ ★ ★ ★

SOUTHWEST

FRED NAHAS, executive veepee of KXYZ, Houston, and Chief Barker of Houston Variety Club, is deep in the sea of detail involving the promotion of the Variety Club sponsored Designers Millinery Festival being held at oilman Glenn McCarthy's fabulous Shamrock Hotel. Back from vacation, just in time for the chapeau festival, is KXYZ's Leana Martin, after a round of Mexico visits that included Mexico City, Monterrey, Taxco, Acapulco, Guadalajara, etc.

The first Southwest studio produced puppet show makes its bow on WBAP-TV, Fort Worth, on September 12th, when "See-Saw Zoo" hits the teleways, across the board, at 5:45 p. m. Dean Raymond, puppeteer who joined the WBAP-TV staff in July, will manipulate the full cast of original characters and provide the script. New stanza will precede the NBC, "Kukla, Fran and Ollie" and complete a solid 45 minute puppet strip.

Television's first no-hit ball game, as far as this department now knows, was the Texas League game between the Fort Worth "Cats" and the Tulsa, Oklahoma "Oilers" on August 31st, on WBAP-TV, Fort Worth. The last half of the Texas League season has been sponsored by Nicolson-Jones Motor Company.

Available!

Bill Griffith, morning newscaster on KMBC-KFERM, is a newspaper and radio veteran of outstanding ability. His morning newscasts are the most popular in the Kansas City area, specially written and delivered for Heart of America audiences.



Bill Griffith

Bill's 6 a. m. morning news, first of the day, is currently available! If you're interested in reaching a big, early morning audience, we'd suggest you act fast!

Contact us, or any Free & Peters "Colonel" on his availabilities!

KMBC
of Kansas CityKFERM
for Rural Kansas

FCC Restrained In Giveaway Edict Until Three-Judge Ruling October 7

(Continued from Page 1)
 Judge Igoe also ordered both Radio Features, Inc., yesterday's victors, and the FCC to file briefs by September 27th. He told the contestants that a three-judge court (of which he will be one of the members) wants time to study the evidence so that a quick decision can be made on the FCC's constitutional grounds regarding giveaways on October 7th or shortly thereafter.
 The FCC, in what some termed a face-saving gesture, contended that the television aspect of the giveaway ban was not in argument here and on this particular point Judge Igoe ruled in favor of the FCC, thus lifting the temporary injunction to 11 A.M. and FM portions of the recent FCC proposed giveaway ban.

Video Last-Moment Idea
 RADIO DAILY has learned exclusively from reliable sources that the FCC in Washington will attempt to bypass the Chicago three-judge court hearing in favor of a hearing in the southern district court of New York of the ABC, NBC and CBS stations. In order to do this, RADIO DAILY learned from unimpeachable sources, the FCC will concede shortly that giveaways may continue until there has been a definite court decision on the case (yesterday's decision merely granted a temporary injunction). However, should the Chicago hearing go through, Walter E. Tinsley, lawyer for Walter Schwimmer's Radio Features, on October 7th will file a motion for a preliminary injunction from the judicial trio and will ask for a final decision based on the merits of the case.

If the motion for a preliminary injunction can be by-passed by the FCC merely by conceding to extend the restraining order until a three-judge court makes a final decision, the observer declared that Judge Igoe's decision yesterday has produced confusion in the whole giveaway business and has not brought any clarification to the whole lottery question. Where network attorneys only had one problem before the FCC now they have two problems to contend with—latter problem into two portions—one AM problem being slicing of giveaway and FM, the other television. Observers believe that Goldman and Hickey, FCC and U. S. Attorney-general's lawyers, pulled a coup d'état by ringing in the television aspect at the last moment. It is believed, RADIO DAILY learned, that the FCC will attempt to pull out of the Chicago case by contending that the radio features problem is only one small aspect of the overall giveaway nature and that the three-network New York suit should receive precedence. Judge Igoe, himself, in yesterday's hearing prior to his pro-radio Features decision, repeatedly criticized the FCC in its giveaway

procedure. He said "Why isn't the statute plainer than it is?" (referring here to the FCC phraseology of the giveaway proposal). He also said "while in the past the FCC referred controversial matters to the Attorney General's office, it now looks like FCC is trying to make its own law," and added, "I disagree that by the FCC merely pronoun-

Judge Michael L. Igoe's action yesterday in Federal Court confirmed a forecast carried in Tuesday's edition of RADIO DAILY. It was predicted then that the court would order a temporary injunction restraining the FCC from putting into effect the giveaway program edict.

cing its lottery ban a law—that it is automatically a law."

The jurist contended that the nation-wide radio industry is in jeopardy because of the FCC's proposal and he thought it only fair that, like other Interstate Commerce Commission cases, a three-judge court to rule on the matter—and issued the temporary injunction, he said, because he felt that the entire radio industry shouldn't be disrupted.

Points to Previous Cases

Judge Igoe cited previous ICC procedures as precedent for this case.

Should the Chicago hearing go through it is expected that Benedict P. Cottone, top FCC counsel, will come to Chicago.

Following is the complete text of Judge Igoe's decision:

"This cause has come on to be heard upon the motion of Radio Features, Inc., plaintiff in the above entitled cause, for a temporary restraining order, and the Court, having read the verified complaint, the affidavit of Kenneth Houston, the exhibits attached to said complaint and affidavit, and other documentary evidence submitted by plaintiff, and having heard the testimony of Walter Schwimmer and the arguments of counsel, finds from said evidence that, unless a temporary restraining order is issued until the hearing and determination on plaintiff's application for an interlocutory injunction, immediate and irreparable damage will result to the plaintiff in that

Cancellations a Factor

"(1) Some radio stations which have entered into contracts with plaintiff for the purchase of its radio programs have cancelled those contracts and others have threatened, and are threatening, to cancel other similar contracts because of the order of August 18, 1949, of the Federal Communications Commission and because of the rules, known as Sections 3.192 and 3.292 of the Federal Communications Commission contained in said order; once such contracts are cancelled it is

virtually impossible to regain them; and

"(2) Because of the aforesaid order and rules, plaintiff has been unable to sell its program to other stations and has made no sales since the promulgation of said order and rules, it is therefore ordered, adjudged and decreed that a temporary restraining order be and the same is hereby issued enjoining the Federal Communications Commission and the United States, its agents, servants, attorneys, privies, agencies and administrative boards or departments, including the Federal Communications Commission, from enforcing the order of the Federal Communications Commission of August 18, 1949, and the rules contained in said order, known as sections 3.192 and 3.292 of the Federal Communications Commission until the hearing and determination of plaintiff's application for an interlocutory injunction.

Restraint Ordered

"It is further ordered, adjudged and decreed that a temporary restraining order be and the same is hereby issued against the Federal Communications Commission and the United States, its agents, servants, attorneys, privies, agencies and administrative branches or departments, including the Federal Communications Commission, suspending said order of August 18, 1949, of the Federal Communications Commission, and the rules contained in said order, known as Sections 3.192 and 3.292 of the Federal Communications Commission, and suspending and staying the enforcement of said order and rules until the hearing and determination of plaintiff's application for an interlocutory injunction."

Carnation Daytime Show

The Carnation Company will sponsor "The Carnation Family Party" over the CBS Pacific Network starting Saturday, Sept. 24, 12:30-1 p. m., EST, marking the firm's first use of daytime radio since 1947. The weekly audience participation show will star Jay Stewart as emcee. Carnations "Contented Hour" with Buddy Clark will be heard on the full CBS network starting Oct. 2, 10-10:30 p. m.

Stork News

Kansas City, Mo.—John McDermott, KMBC-KFRM promotion director, and his wife, Betty, became the parents of a boy Wednesday, September 7. Baby was born at St. Joseph's Hospital and weighed seven pounds, one ounce.

A son, their second child, born to Mr. and Mrs. Joe Sage at St. Vincent's Hospital yesterday. Sage is photo editor in the CBS Press Information Department.

COMING and GOING

HAROLD WHEELAHAN, general manager of WSMB, New Orleans affiliate of NBC, is in New York on station business.

S. C. VINSONHALER, general manager of KGH, Little Rock, Ark., conferred yesterday at the headquarters of ABC, with which the station is affiliated.

FRANK H. ALTDORFFER, president and general manager of WLAN, Lancaster, Pa., is in town for talks with officials of the American network.

ROBERT E. SHELBY, director of television engineering operations for NBC, who had been on leave of absence for about three months, now is back on the job.

WALLACE H. LANCTON, television director of Jackson & Co., today will go down to Washington for conferences with executives of WNBW and WTTG on behalf of Flo-Bar, Ltd., a client.

SCHUYLER G. CHAPIN, publicity director for WNBC and WNBT, off via American Airlines for a vacation in California.

HERB LANDON, publicity director of Kenyon & Eckhardt, is spending two weeks in Boston and Chicago in connection with the introduction of Sylvania television receivers. He'll also visit Indianapolis to set up promotion for "County Fair" program, sponsored by Borden.

CAL ABRAHAM, assistant to William Brooks, NBC vice-president, tomorrow will leave by auto for a two-week vacation in Baton Rouge, La.

FRANK SCHNEPPER, technical director in the Chicago office of NBC, is vacationing in New York.

DANTON WALKER, Daily News columnist and team-mate of Hy Gardner on "Twin Views of the News" over Mutual, has returned from a one-month vacation in Europe.

RICHARD L. TOBIN, newscaster on WOR, is vacationing. In his absence, his shoes are being filled by Arthur Van Horn and Stephen Flanders.

BOB ENGLER, general manager of WHIM, Providence, R. I., is in New York for conferences with the national representatives of the station.

T. B. LANFORD, president of KPLC, Lake Charles, La., an affiliate of NBC, is in New York on network business and for meetings with his station reps.

LeROI MOFFETT, staff engineer at NBC, and JOSEPH PETIT, of the development group in the engineering department of the network, have left for Washington, D. C., on business.

Johnson & Johnson Buys Weekly Series On WCTC

Johnson and Johnson, New Brunswick, N. J. medical supply firm, has launched a new weekly series, "The Johnson and Johnson Journal" over WCTC, New Brunswick.

The program, to be aired each Monday from 6:30 to 6:45 p.m., will consist of plant news, interviews with J. & J. personnel, and news of community interest. The program is written and produced by Johnson and Johnson employees.

Hope Returns Sept. 20

Bob Hope returns to the air on Sept. 20 at the same time, on the same web, and for the same sponsor as last season—9 p.m. Tuesday on NBC for Lever Brothers' Swan Soap. Hope's supporting cast is virtually the same as last year's.

6 Detective, 2 Quiz Lead L. A. Pulse List

Los Angeles—Six detective mysteries and two quiz shows made the Pulse "top ten" list for evening programs in this area for July and August.

Nine of the "top ten" Monday-Friday daytime programs were serials, with the "Breakfast Club" the sole non-serial leader, according to the Pulse report on July 25-31 and August 8-14.

Cincinnati and Los Angeles led metropolitan cities in the average quarter-hour sets-in-use for the weeks studied with 25.7 and 24.1, respectively. Boston was third with 23.0, followed by New York with 21.9, Chicago with 21.4, and Philadelphia with 19.8.

Programs Listed

The "top ten" evening programs with their average ratings for the period follow:

Sam Spade	13.3
The Whistler	12.2
Philip Marlowe	9.6
The Saint	9.3
Let George Do It	9.1
Sing It Again	8.8
Count of Monte Cristo	8.5
Mr. & Mrs. North	8.4
The Fat Man	8.4
Break The Bank	8.3

Daytime—5-a-week

Breakfast Club	7.2
Helen Trent	6.2
Aunt Jenny	6.1
Wendy Warren	6.0
Our Gal Sunday	6.0
The Guiding Light	5.9
Ma Perkins	5.9
Big Sister	5.8
Young Dr. Malone	5.8
Second Mrs. Burton	5.7
Right to Happiness	5.7
Saturday & Sunday Daytime	
Grand Central Station	7.4
Theatre of Today	6.9
Under Arrest	6.5
Stars Over Hollywood	6.4
Give and Take	6.4
House of Mystery	6.4
Stop The Music	6.3
Rocky Jordon	6.2
Family Hour	6.1
Junior Miss	5.8
Jimmy Powers, Sports	5.8

The Pulse report pointed out that the ratings and set-in-use figures "for given time periods should be accepted as indicative of the mid-summer period but not necessarily typical for the whole year," since this first study of the Los Angeles radio audience was conducted during the period of the year which normally has the lowest listening level.

AVAILABLE

Television Producer seeks connection with top flight agency. Three years experience in the medium. Has produced several hundred TV shows for several nationally known advertisers. Write Box 268, Radio Daily, 1501 Broadway, New York City.

Asks World Radio Exchange To Aid Industry, Democracy

(Continued from Page 1)

visited, Traum commented at a press conference yesterday, expressed their eagerness "to get our suggestions on radio programming and American radio 'know-how.' Our own radio people here in the United States should institute such an exchange system, without government aid, in the interest of radio throughout the world."

Foreign broadcasters definitely would be open to such a suggestion from the United States, Traum added. He declared that foreign broadcasters were aware of the fact that "there is no better system of radio anywhere in the world than ours."

Finds Modern Facilities

In commenting upon his impressions, Traum said that he was amazed at the modern broadcasting facilities in other countries. One of the chief interests of foreign broadcasters was American tape-recording apparatus. Presently, they are using discs for the most part. Dollars permitting, Traum added, they all want to get tape recorders.

Program-wise, the local leaders in the various cities expressed their doubts that people in the audience of the Town Hall meetings for broadcast over ABC would be allowed to question speakers, many of whom were government officials. Many of these leaders were interested in instituting similar town meetings of the air over their own stations.

"Live" in Cairo and Manila

In Cairo, where censorship has been the most stringent during the past few years, Town Hall experienced the least difficulty in obtaining clearance for broadcast. The "meeting" was carried "live" in

Cairo. The only other city where Town Meeting was carried "live" locally was Manila, P. I. The programs were broadcast by transcriptions in London, Paris, Berlin, Vienna, Rome, Ankara, Tel Aviv, Karachi, New Delhi, Tokyo and Honolulu.

Giveaway Programs Found

Traum confirmed the earlier RADIO DAILY report (Aug. 9) that the American "giveaway" program craze has hit the Orient. He added that the same type of show could be heard over Radio Austria. He cited the Austrian version of "Take It Or Leave It" as a notable example.

Traum indicated that the round-the-world tour of Town Hall was a financial success in that the "dollars for democracy" appeal broadcasts over ABC had yielded contributions "just a little short" of the total expense of the trip. The deficit, which may run to \$20,000, will be made up by Town Hall, Inc., thereby avoiding another public appeal.

Staff Returning to U. S.

The main Town Hall staff, headed by George V. Denny, Jr., currently is in Honolulu. Representatives of about 28 organizations, who accompanied Town Hall's tour, are returning to the United States ahead of Denny.

The first "live" Town Meeting of the Air will be broadcast by ABC from San Francisco on Oct. 11. The following broadcast from Washington, D. C., Oct. 18, will consist of a "Report to the People" on the tour. The broadcasts will originate again from New York on Oct. 25 at which time the simulcast over ABC will be resumed.

Buys Participating Time On Housewives Program

C. J. Van Houten & Zoon, Inc., for Gold Label Dutch Process Cocoa and Instant Dutch Process Cocoa, has purchased three participations per week to be aired on alternate days on WCBS' "Housewives Protective League." Monday through Friday, 5:00-5:30 p.m. and Saturdays at 9:45 a.m. through Roy S. Durstine, Inc.

Al Goodman & Sons, Inc., for Noodles and other Goodman products, contracted for three participations per week, Monday, Wednesday and Friday on WCBS' Margaret Arlen program beginning Oct. 17 through Al Paul Lefton advertising agency.

Wedding Bells

Bruno Zirato, Jr., director of CBS' "Sing It Again," will be married to Barbara Keefe, Saturday, September 17 at Chappaqua, New York. Couple will honeymoon at Acapulco, Mexico, for two weeks.

AFA Charters Five Clubs, With Five More Pending

The Advertising Federation of America has chartered five new member clubs, and will charter five more this month and next, its president, Elon G. Borton, recently announced.

The new member clubs are the Women's Advertising Club of St. Paul, Minn., the Advertising Club of Des Moines, Ia., the Advertising Clubs of Lubbock, Texas; Mobile, Ala., and Greensboro, N. C. New clubs in Evansville, Ind., and Roanoke, Va., will be chartered later this month.

The AFA now includes 97 senior advertising member clubs.

FOR RENT

546 5th Ave.
2 floors
Each Approx.
7,000 sq. ft.
Immediate Possession
May Divide
Agent on premises
SYLVAN LAWRENCE CO.
116 Nassau St. CO 7-1771

35 Reps From U. S. As NARBA Open

(Continued from Page 1)

to the delegation representing the United States.

The U. S. government representatives registered for the conference include:

James E. Barr, head of FCC Engineering Bureau's AM Division; John S. Cross, a assistant chief of State Dept.'s Telecommunications Division; Raymond L. Harrell, telecommunications attache at the America embassy in Havana; H. Underwood Graham, chief of the AM Div.'s Allocations Branch FCC Engineering Bureau; Florence Kirlik, special assistant to assistant Secretary of State for Congressional Relations; Joseph M. Kittner, assistant to FCC general counsel; Bruce S. Longfellow, assistant chief, AM Division's Allocations Branch, FCC Engineering Bureau; Donald R. MacQuive, foreign affairs specialist, State Dept.'s Telecommunications Division; Ralph J. Renton, FCC engineer and U. S. member of the North American Regional Broadcasting Engineering Committee; E. F. Vandivere, chief of FCC Technical Information Division's Information and Analysis Branch.

Representatives of the radio industry who are attending the NARBA conference in an advisory capacity include:

Walter Benoit, executive vice-president Westinghouse Radio Stations; Julius I. Brauner, CBS general attorney; Louis C. Caldwell, counsel, Clear Channel Broadcasting Service; Comdr. T. A. M. Craven, engineering consultant, Craven, Lohnes & Culver; William Duttera, NBC staff allocations engineer; R. Russell Eagan, attorney of Kirkland, Fleming, Green, Martin & Ellis; Raymond F. Guy, manager of radio and allocations engineering, NBC; Andrew G. Haley, counsel, ABC; Ralph N. Harmon, engineering manager, Westinghouse Radio Stations; Howard, engineering consultant, E. M. Johnson, Mutual vice-president engineering director; William B. Lodge, CBS vice-president in charge of general engineering; Gustav B. Margraf, NBC vice president and general attorney; Leonard E. Marks, counsel, Daytime Petitioners Assn. Frank Marx, ABC engineering vice-president; Neal McNaughton, NAB engineering director; Dwight A. Meyer, technical field director, Westinghouse Radio Stations; F. C. Page, engineering consultant; James I. Parker, CBS; Forney Rankin, director of government relations for NAB; Oscar W. Reed Jr., engineering consultant, Jansky & Bailey; J. W. Wright, chief radio engineer CBS.

Helms Athletic Award Presented To Wismer

Los Angeles — ABC sportscaster Harry Wismer has been awarded the Helms Athletic Foundation Award for "noteworthy contributions to sport." The award was presented to Wismer at a luncheon by Bill Schroeder, chairman of the Foundation, which spearheads a West Coast drive against juvenile delinquency by fostering sports activities among youngsters.

WBAL
means business
in Baltimore

TELEVISION DAILY

Section of RADIO DAILY, Wednesday, September 14, 1949—TELEVISION DAILY is fully protected by register and copyright

MEET TODAY ON 'SERIES' TV NET

TELE TOPICS

"STUDIO ONE" made a triumphal return to the air Monday night with a beautiful production of "Kyra Zelas," a series by Worthington Miner, producer of the series, based on a short story by Stan-ley J. Weinbaum. The story itself was the weakest part of the program, but this was overcome by excellent staging and acting which made the show a gripping melodrama. Plot concerns a scientist who discovers a serum that imparts miraculous regenerative powers. With it he cures a young woman dying of tuberculosis, only to find that he has destroyed his patient's human personality traits and left her with the appetites of a wild beast. So far, so good. But we thought the ending—whereby the woman is reverted to her former self (still healthy, however) by an emergency operation after she tries to murder the doctor's wife—took things just a bit too far. . . . In the title role, Felicia Montealegre made the transition from sweet-ness-and-light to animal ferocity with great facility, and her fine performance was matched by those of Mercedes McCann-bridge, Richard Hart, Malcolm Keen and Bobby Nick. Staging and camera work were truly outstanding and gave many scenes a movie-like depth seldom seen on TV. . . . Paul Nickell directed. Richard Lichter designed the setting. . . . Series is sponsored on CBS by Westinghouse through McCann-Erickson.

WHAT HAS HAPPEND to "The Goldbergs"? For the past two weeks the program has contained none of the warm family humor that made it such a smash success last season. Last week it was merely tedious; this week it was maudlin and embarrassing. "The Goldbergs" is too valuable a show to be sacrificed to the mill of soap opera, so please, Mrs. G, keep the tear-jerkers away from the box on Monday nights. . . . Charles Henson and Mitzi Mayfair are preparing a recording of "Stop The Music" for San Francisco airing to test reaction to the new minus giveaways. . . . WBKB, Chicago, is expected to unveil a "mystery series" when it feeds the first Notre Dame game to the DuMont web. . . . ABC's WENR-TV marks its first anniversary this Sunday.

NEW VERSION of the Aldrich Family will bow on NBC Oct. 2 for General Foods. . . . Title of the new G & E Publishing magazine has been changed from TV to telecast. The slick paper monthly will hit the stands Oct. 18, with American News handling national distribution. . . . NBC will revive the Broadway Revue, sponsored last season by Admiral, if it can find one or two bankrollers to lift the tab. Admiral, meanwhile, is reported still shopping for a show, having cooled off on "Lights Out" and Dave Garroway.

Plan Re-Alignment For DuMont Network

Series of personnel shifts at the DuMont web and a realignment of the net's program schedule are in the making, director Mortimer W. Loewi announced yesterday. He did not specify the personnel involved in the shifts, but said they will be made as a step toward "strengthening our internal organization."

Loewi announced also that the web has opened sales offices in Chicago and San Francisco.

"Industry authorities report twelve to fourteen million television viewers now and orders for sets coming in so heavily that they are piling up on manufacturers," the network director continued, "more than 95 per cent of these viewers live within range of the transmitters that we serve in all 45 cities that currently enjoy the new medium."

"We are, therefore, not only strengthening our internal organization but also taking advantage of the extension of the A. T. & T.'s coaxial cable system the better to service them."

Among steps to be taken immediately, Loewi added, is a sharp increase in the number of programs to be picked up at WGN-TV, Chicago. These will include the "Al Morgan Show," which debuted September 5 and the "Chicagoland Mystery Plays" and "Cross Questions," which will be added soon.

The daytime schedule will continue to run from 10:30 until 2 p.m. Nighttime service will begin at 6 o'clock each evening and on three

Outlook

Chicago—Top brass of Chicago's four stations will discuss the prospects for the upcoming season at the first fall meeting of the Chicago Television Council at the Tavern Club Sept. 22. The execs. are I. E. Showerman, of NBC; John Norton, of ABC; John Mitchell, of WBKB, and Frank Schreiber, of WGN-TV.

Heavy Program Sales Announced By KTSL

Hollywood—Three program sales on KTSL amounting to two hours weekly, were announced yesterday by Ward Ingram, vice-president in charge of sales of Don Lee.

"What's The Name of That Song?," half-hour audience participation show with Bill Gwinn was sold for 52 weeks to Thrifty Drug Stores Co., through Milton Weinberg agency. Drug chain signed also for sponsorship of the hour-long DuMont transcribed program "Cavalcade of Stars." Contract runs 52 weeks.

Los Angeles Buick Dealers Association will sponsor "Touchdown," 13-week films series of football highlights. Account was placed through the McCarty agency.

In addition, the MJB Co., coffee firm, signed a 13-week renewal of its participation in "It's A Neat Trick," magic show.

or four nights a week be topped off by telecasts of fights and wrestling bouts from Manhattan and Chicago.

Press-Time Paragraphs

Duffy-Mott Buys Bargy, Howard Segs

Duffy-Mott Co., Inc., has signed with WCBS-TV for sponsorship of "Blues By Bargy" on Tuesdays and the "Bob Howard Show" on Fridays, effective Sept. 20, it was announced yesterday by the CBS flagship. Young & Rubicam is the agency for the fruit company.

Standard Oil Sets Football Coverage

Chicago—Six Northwestern University football games will be scanned in Chicago this fall under sponsorship of Standard Oil Co. (Indiana). Four contests will be carried by WGN-TV and two by WBKB. Firm will bankroll also the "Chicago Bears Quarterback Show" once a week on WENR-TV and the Wayne King show, slated to bow on the NBC midwest web Sept. 29.

Brewery Sets Cleve. Hockey Sked

Cleveland—Pilsener Brewing Co., for P.O.C. beer will sponsor the final period of 20 Cleveland Barons hockey games over WEWS, Scripps-Howard outlet here. Last period of the teams entire 71-game sked will be aired by the brewery over WJW and five other radio outlets. Agency is Gregory & Homs.

Mutual's Coverage May Be Pooled To 4 Webs

Chicago — Following a two-day meeting of the Mutual Broadcasting System board of directors here yesterday President Frank White entrained for New York where today he will confer with officials of the Gillette Safety Razor Company and Baseball Commissioner "Happy" Chandler regarding the television disposition of the World Series this year.

Since Mutual has no TV network, it is possible that the World Series broadcasts for television may be pooled to all four TV networks as was the case last year.

A Mutual spokesman told RADIO DAILY that plans for a Mutual TV network were not discussed in Chicago.

Plans have been virtually completed for simultaneous screening of the World Series in the New York Paramount theater and in the Balaban & Katz State Lake theater in Chicago, it was learned yesterday.

Both houses will use Paramount's intermediate projection system. It was previously announced that the Fabian Fox theater in Brooklyn would carry the Series using its recently installed RCA equipment.

Both theater deals were negotiated with Paul Jonas, sports director of Mutual, who is coordinating radio and tele coverage of the fall classic.

Munson, Cole Named To Staff Of WDTV

Pittsburgh — Two new members have been added to the staff of WDTV, DuMont owned and operated outlet, according to general manager, Donald A. Stewart.

Harry G. Munson, formerly associated with the Twin-City Television Labs, Minneapolis, has taken over the duties of film director.

John J. Cole has been appointed sales service manager of the outlet. Cole has been with KCMO (AM) in Kansas City, and prior to that served with KFRU in Columbia, Mo.

Berle, O&J Returns Set

Texaco Star Theater, with Milton Berle, last season's top rated show, returns to NBC next Tuesday, 8-9 p.m., after a 13-week hiatus. "Fireball - Fun - For - All," Buick stanza starring Olsen & Johnson, returns Sept. 22 in the 9-10 slot. Both shows are handled by the Kudner advertising agency.

AGENCIES

BATES SHOE COMPANY, Webster, Mass., through Thomas Chirg Co., will add television to its advertising media this fall. The first telecast will be on Saturday, September 24, over WNHC-TV, New Haven. Bates will sponsor the "Scoreboard"—a five-minute round-up of college football scores presented after the Yale Bown football games and other contests carried over WNHC-TV. In addition, one-minute spots and 20-second spots produced by the Chirg agency's film department will be used nationally.

EARL WITT, INC. announces the appointment of Abbott Kimball Co., Inc., Chicago, to handle the advertising for Nylon Dip, a product of the Bing Crosby Research Foundation. A market-by-market introduction of the product is now under way from coast to coast backed by intensive newspaper advertising and spot radio.

The agency account executive is Tom Erwin, manager of the Abbott Kimball Chicago office.

J. WALTER THOMPSON CO. has been named by the Champion Spark Plug Co., Toledo, to handle its international advertising.

THOMAS ROSS, formerly with Buchanan & Co., has been appointed Eastern manager for W. L. Vomack, Inc.

PROMOTION

Educational Tour

Approximately 65 school teachers were the guests of Radio Station WSAM & WSAM-FM, during an all-day "tour of industry" sponsored by the Board of Education in Saginaw, Michigan, recently. Over 500 teachers visited various plants and industries on that special day and WSAM was named as "first choice" by the group of 65 who spent the day "seeing radio" in all its phases at the station.

The teachers were entertained at a special noon luncheon at Saginaw's Hotel Bancroft, and then taken to WSAM's new Radio Building, where the afternoon's program began. NBC's special film, "Behind Your Radio Dial," opened the program and this was followed by special conducted tours throughout the entire plant.

The teachers were there shown all phases of broadcasting, including the writing of commercial copy, the traffic schedule, newsroom, control-room operation and saw one of WSAM's local afternoon programs. Later, at the conclusion of the "sight seeing," WSAM's Fred Krell brought his "Roving Mike" program into the Radio Building Auditorium studio and tape-recorded his fifteen minute show for airing that evening using the teachers, with their most interesting teaching experiences, for the body of the program.

Safety Campaign

KFH and KFH-FM, CBS affiliate in Wichita, Kansas, recently completed a four-day safety campaign in co-operation with the Wichita Police Department and the Kansas Highway Patrol. In view of the approach of school days and consequent increased traffic hazards, KFH planned and publicized the campaign around the slogan "So that a child may live." On four successive days, voluntary traffic lanes were operated in various heavily traveled sections of the city. Although completely voluntary (there being no law in the state to compel motor inspection as yet) 5,557 operators of cars, trucks, transports and motorcycles accepted the opportunity to receive a decal for the windshield, okayed by the traffic officers which made them members of the KFH and KFH-FM "Gold Star Safety Club." The plan was so successful that Chief of Police, George Shepherd and station manager Frank V. Webb feel that the club will be continued with at least an annual check up for the motorists. On the initial day of the drive 410 city busses and taxi-cabs, as well as all the police cars, "went through the mill" and posted their safety decals.

NEW BUSINESS

WQXR, New York: Tourneau Watches has signed a 52-week contract for a ten-minute musical program, Monday through Friday 10:05 a. m. Tourneau also sponsors "The Daimond Horseshoe" on WQXR on Wednesday evenings. Mevin J. Chasen Advertising Agency handles the account. Doubleday Co. has begun its third year with WQXR with "The Book Concert" heard Sunday, 10:05-11 a. m. Hub Hoge is the agency. Brown & Williamson Tobacco Corp. has bought evening weather reports three nights weekly for 52 weeks for Kool cigarettes and other products, through Ted Bates and Co.

WGN-TV, Chicago: Durkee Farous Foods, Chicago, will renew one-minute live announcement "Chicago Cooks With Barbara Barley," 4 to 4:30, for 13 weeks from Sept. 22. C. Wendell Muench & Co. Chicago, is the agency. S.O.S. Company, Chicago, will renew a one minute live announcement in the same program, Tuesday, from 4:45 to 5:00 p.m., beginning Sept. 27. M. Cann-Erickson, Inc., Chicago, handles the account. Dandrug Corporation, Highwood, Ill., has contract for two weekly film announcements Sunday and Tuesday, for 13 weeks.



ED EVANS IS LOOKING FOR A JOB

Ed Evans, for 7 years Research Director of ABC and for 8 years prior Assistant Director of Research for NBC, is now available.

His intimate knowledge and vast background in all fields of advertising and media research is unusual in this day of single field specialization.

He has introduced many new ideas in both qualitative and quantitative research. Recently elected President of the Radio Research Council, Evans is held in high esteem by all members of the research and advertising fraternities.

Thoroughly familiar and conversant with audience and market research, Ed is a prime candidate for any alert management seeking to learn fundamental truths and facts about the distribution and selling of goods and services.

To arrange a meeting call Ed Evans at TRafalgar 3-7000 or write to him at ABC, Television Center, 7 West 66 Street, New York 23, N. Y.

Sensational!

COLUMBIA MICROGROOVE TRANSCRIPTIONS

WNAX, YANKTON
"... Terrific improvement
over the old method..."

WPTF, RALEIGH
"All of our staff members...
are most enthusiastic!"

WFAA, DALLAS
"... Decided improvement
both from the standpoint of
cueing and quality..."

WMAZ, MACON
"... Offer excellent quality...
banding is a definite aid..."

For details phone, wire or write:

COLUMBIA TRANSCRIPTIONS

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LOS ANGELES

NEW YORK

CHICAGO



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



OL. 48, NO. 53

NEW YORK, THURSDAY, SEPTEMBER 15, 1949

TEN CENTS

NEW NARBA AGREEMENT IN PROSPECT

FCC Seeking Data Of FCC Operations

Washington Bureau of RADIO DAILY
Washington—The FCC was called upon yesterday to furnish the Senate Interstate Commerce Committee with detailed information on the current size of its caseload and the speed with which broadcast cases are being moved. Chairman Ernest W. McFarland of the Communications sub-committee wrote FCC Chairman Wayne Coy for the information, asking a prompt reply. The request does not signify any new study of Commission functions.
(Continued on Page 8)

Electric Companies Renew Time Period On CBS Web

Electric Companies Advertising program, New York, has renewed its sponsorship of the Sunday 9:00-10:30 p.m. time period over the CBS network for another 52 weeks effective October 2.
"Meet Corliss Archer," is now being presented as a summer replacement for the Electric Theater starring Helen Hayes. Miss Hayes will return to the air on October 9.
N. W. Ayer & Son, Inc., is the agency for Electric Companies.

AT&T Reports Sharp Rise In Net Income Thru July

An American Telephone & Telegraph Co. interim report to the FCC this week showed a gain of nearly \$6,000,000 in net income for the even-months period ended July 31, 1949. The totals were \$106,330,273, against \$100,615,813 in 1948 period. During July alone, however, AT&T sustained a net loss of \$1,579,000.
(Continued on Page 2)

Aids Polio Drive
Cleveland—In an effort to aid Polio Fund drive, WGAR scheduled 12 hours of programming the past weekend in the interest of raising funds to help combat the national epidemic. During the period 2,400 volunteer subscriptions were received through telephone calls and WGAR raised around \$15,000 for the benefit of the fund.

AFM Rejects Raise
Members of Local 802, American Federation of Musicians, by vote at the annual by-laws meeting at Town Hall in New York on Monday declined to authorize an increase in dues from \$16 annually to \$24. The resolution to raise the dues had been made by Jack Stein, treasurer of the musicians' union.

Webs Seek Injunction On 'Giveaway' Edict

Attorneys for three networks—NBC, ABC and CBS are expected to file petitions in the United States Southern District court of New York today asking for a preliminary injunction restraining the FCC from putting in effect its order on giveaway shows on October 1. The networks will ask that a three judge court be named to pass on the legality of the FCC ruling and that the preliminary injunction remain in effect.
(Continued on Page 2)

Motorola Declares Div.; Business Held 'Excellent'

Chicago—Members of the board of directors of Motorola, Inc., at a meeting on Tuesday declared a dividend of 25 cents per share on common stock payable on October 15 to stockholders of record as of September 30, 1949.
In announcing the dividend, Paul V. Galvin, president of Motorola, Inc., said the company's business is "excellent."
(Continued on Page 2)

Life Points Out Prestige Of Radio In Advertising

"Life" magazine took the four major radio networks for a free ride yesterday in a full-page advertisement appearing in the New York Times.
All four networks were included in a list of the nation's top ten advertising media, graded by dollar volume of advertisers' investment. "Life" itself headed the list, with a total of \$40,059,716 for the period from January through June, 1949. CBS followed with \$33,605,205 for the same period, and NBC was in

Complete Havana Agreement Revision Expected During Present Session Of Conference In Montreal

GOP Opens NY Drive With ABC Sustainer

ABC and 15 of its New York state affiliates will make sustaining time available tonight to the Republican State Committee for broadcasting the acceptance address of the U. S. Senatorial candidate, Sen. John Foster Dulles. Gov. Thomas E. Dewey and Sen. Irving M. Ives will also be heard.
Dewey and Dulles will speak from Albany, and Ives from Washington.
(Continued on Page 2)

Cocoa Producer Expands Initial Use Of Radio

C. J. Van Houten & Zoom, Inc., a Dutch cocoa producer, has purchased participations in WOR's "The McCanns At Home," Tuesdays and Thursdays, 9:30-10 a.m., beginning Sept. 20.
The 13-week contract was handled by the agency.
(Continued on Page 2)

McCarthy News Program Gets Marlin Sponsorship

The Marlin Firearms Company, in behalf of its Marlin's razor blades, has purchased WNBC's 7:30-7:45 a.m. "News With Charles F. McCarthy" program.
(Continued on Page 2)

By Staff Correspondent
Montreal—Delegates from five countries started work this week toward a full revision of the Havana Agreement on crowded radio channels as Transport Minister Lionel Chevrier opened the Third North American Regional Broadcasting Conference expressing confidence in the agreement.
(Continued on Page 8)

MBS Denies Charge Re Time-Clearance

Chicago—Rumors in some trade circles that Mutual cannot clear time for a national sponsor because such key stations as WOR, New York, and WGN, Chicago, give preference to local sponsors were vigorously lambasted at the meeting of the Mutual network directorate held here this week. A spokesman told RADIO DAILY that any advertiser can have full clearance on all programs.
(Continued on Page 8)

GOP National Chairman Skeds Farm Talk On CBS

CBS will broadcast as a sustainer an address by Guy G. Gabrielson, new chairman of the Republican National Committee, at the Republican Farm Conference on Sept. 24. KSCJ, Sioux City, Ia., will feed the program.
(Continued on Page 2)

Brotherly
Robert Montgomery, a Republican, will be introduced by former Navy Secretary John Sullivan, a Democrat, when the movie actor launches his Thursday series of commentaries over ABC, tonight, 10:10-10:25 p.m., EDT, under the sponsorship of Lee Hats. Montgomery will broadcast his program "live" from London, England.



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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 Dahlonaga Rd.
Phone: Wisconsin 3271

CHICAGO BUREAU

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

SOUTHWEST BUREAU

Paul Girard, Manager
Tower Petroleum Bldg.,
Dallas, Texas
Phone: Riverside 5491

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

FINANCIAL

(September 14)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

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

Wildroot Co. To Sponsor Arthur Godfrey Segment

The Wildroot Co. will sponsor the 10:15-10:30 a.m. segment of "Arthur Godfrey Time" on CBS starting Sept. 27. Wildroot Liquid Cream Shampoo and other Wildroot hair products will be plugged on Tuesday and Thursday of one week, and on Monday, Wednesday and Friday of the following week. BBD&O is the agency for Wildroot.

ROSE BOWL CHAMPS!

All Northwestern U's football games available! Best Buy in Chicago W-N-M-P SHe Drake 3-1590

★ COMING AND GOING ★

W. O. PAPE, president of the Pape Broadcasting Co., Mobile, Ala., operators of WALA, a caller yesterday at the offices of NBC, with which the station is affiliated.

BILL COSTELLO, Columbia network's Far Eastern correspondent, arrived in New York yesterday via Pan-American Airways, marking completion of a 'round-the-world trip by way of Asia, the Near East and Europe. He'll be here for a few months before returning to Tokyo.

RALPH O'CONNOR, general manager of WISC, Madison, Wisc., paid a call yesterday at the New York headquarters of the national representatives of the station.

WILLIAM A. TAYLOR, radio editor of the Musical Courier, returned this week on the Queen Mary following a three-month tour of Europe.

IVOR KENWAY, vice-president of the American network in charge of advertising and promotion, is in Providence, R. I., where today he will discuss "The Impact of Television" at a dinner of the Women's Advertising Club to be held at the Sheraton-Biltmore in that city.

W. H. SUMMERVILLE, general manager of WWL, New Orleans, and LARRY BAIRD, commercial manager of the station, are in New York for conferences with their national representatives.

MANNY EISNER, publicity director of WGAR, Cleveland affiliate of CBS, is in town on station and network business.

W. T. RICHARDSON of London, representing Richardson-Hubbell Networks, Ltd., will arrive in New York today for conferences with Richard W. Hubbell regarding distribution of television films.

J. B. CONLEY, general manager of Westinghouse Radio Stations, Inc., is back at his desk in Philly following a session in the hospital and a lengthy but satisfactory period of recuperation.

U. A. "JAKE" LATHAM is here from WKRC-TV, Cincinnati, for huddles with his national reps.

SEYMOUR N. SIEGEL, director of radio communications for WNYC, has returned from a two-week vacation in Nova Scotia.

Webs Seek Injunction On 'Giveaway' Edict

(Continued from Page 1) force until final determination of the action.

Network attorneys have interpreted the action of Judge Michael Igoe in Federal Court in Chicago as favorable to the legal attitude of the webs and the program sponsors. Judge Igoe ordered a temporary injunction restraining the FCC giveaway edict until a three-judge court had ruled on the Radio Features, Inc., complaint on October 7. Radio Features had claimed that the Commission was without legal authority to enforce such a pronouncement on radio programming.

McCarthy News Program Gets Marlin Sponsorship

(Continued from Page 1) program on Tuesdays, Thursdays and Saturdays for a 52-week period, it was announced by John C. Warren, sales manager of the station.

The contract, effective September 20th, was placed through the Duane Jones Company. Richard H. Close is the WNBC account executive.

Motorola Declares Div.; Business Held 'Excellent'

(Continued from Page 1) said that prospects for the rest of 1949 and into 1950 are "excellent," with distributors' sales of Motorola's 1950 line of television receivers "exceeding our highest hopes."

Cocoa Producer Expands Initial Use Of Radio

(Continued from Page 1) through Roy S. Durstine, Inc. RADIO DAILY yesterday reported that the same firm had purchased participations in WCBS' "Housewives Protective League," three times per week.

AT&T Reports Sharp Rise In Net Income To July

(Continued from Page 1) 141, against a net income of \$40,394 a year ago. Among AT&T subsidiaries, Pennsylvania Bell and New York Telephone reported drops in net income for July, while Southwestern Bell and Southern New England Tel. and Tel. reported increases.

GOP Opens NY Drive With ABC Sustainer

(Continued from Page 1) ington. The following stations will carry the broadcast: WJZ, New York; WKIP, Poughkeepsie; WKWI, Troy; WGLN, Glens Falls; WEAY, Plattsburg; WNBZ, Saranac; WMSA, Massina; WRUN, Utica; WAGE, Syracuse; W A R C, Rochester; WKBW, Buffalo; WJTN, Jamestown; WHDL, Olean; WELM, Elmira; WENE, Endicott-Binghamton.

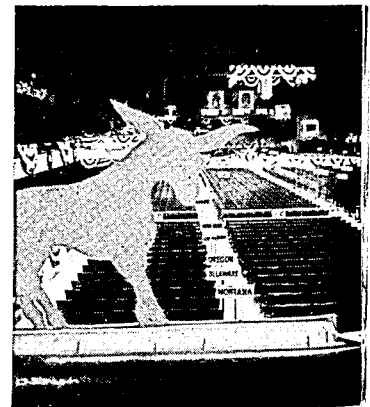
A spokesman for the Democratic State Committee, whose Senatorial candidate is ex-Governor Herbert Lehman, said the party had no radio plans directly paralleling those of the GOP, feeling it was "too early" for such activity. However, he added, extensive radio and television plans are in the works for later in the campaign. These include extensive use of New York state television stations in key political areas, he said.

GOP National Chairman Skeds Farm Talk On CBS

(Continued from Page 1) speech to the network from 5:45 to 6:15 p.m., EDT.

Gabrielson will address a group of GOP Senators, Congressmen, and district workers.

"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.



WITH

BALTIMORE, MARYLAND

Tom Tinsley, President - Represented by Headley-Reed

THE GHOST THAT WASN'T THERE

IT STOLE IN quietly on the night of August 14, 1949, at 9:10 PM, and quivered brilliantly at Channel 9 on the screens of thousands of television receivers. WOR-tv, sister station of powerful WOR, had opened its eyes; WOR-tv was on the air.

To paraphrase Hollywood, it was a "sneak-view"; a heart-in-the-mouth, experimental "rush" on which hinged the hopes and ragged nerves of hundreds of WOR technicians, engineers and their cooperating contractors, steelmen, laborers and consultants.

A limp tele-man turned quietly to Jack Poppele, WOR chief engineer, and said, "Gosh, no ghosts." Jack didn't answer; just smiled.

No, there were no ghosts on WOR-tv, though there was a fade in the corner, which has been corrected. And there have been no ghosts since . . . and no fades. WOR-tv was, and is, a healthy kid.

That was 9:10 PM.

At 9:30 PM, the WOR switchboard began to crackle. It crackled approximately 1300 times until 11:00 PM. "Gee," phoned a man in Poughkeepsie, "the thing's the brightest I've seen!" There were six or eight calls from Poughkeepsie. There were



about five-hundred calls from New York City; four from Patchogue, which is a long way out on Long Island. There were calls from Schenectady, Stroudsburg, Pa. There were calls from as far as 100 miles away. Wonderful calls; calls using words like, "brilliant", "so clear", "crisp", "astounding". They were good to hear.

WOR kept that brilliant signal soaring from its great tower 1050 feet above sea level on the rambling Jersey shore, and then—deep breath—it flashed the Dodgers-Phillies game on the night of August 16th. Good?

Well, gentlemen, for three hours WOR-tv blotted that game with all the brilliance of a sun-sprayed mirror! Again—calls of congratulation, letters, postcards. Beautiful, enthusiastic congratulatory bedlam.

WOR-tv was a smash in its first long pants!

You see, WOR waited on tv development, but it waited ready and aware. It waited like a runner waits for the starting gun. "There's a time", thought WOR. "And in that time we can plan a better and more reliable investment for our advertisers and their agencies and a better and more satisfying thing to see—something that will greet the eyes of hundreds of thousands with a *new* kind of information and entertainment. That is what we planned and that is what we thought about a television station named WOR-tv, on Channel 9, in New York."

Yes, that's what WOR planned and, like its brother, WOIC, in Washington, it's going to be a money-maker for *its advertisers* from the day of its first commercial. Because that's what WOR's philosophy has been for more than a quarter-century—a station that serves its advertisers, and its listeners, to the hilt, profitably, for *less*.

WOR and WOR-tv,

in New York

CHICAGO

By HAL TATE

EDWARD G. ROBINSON, star in "Thunder in the City," third in series of the Courtesy Television Theater feature films, Sept. 11, 9:30 to 10 p.m. on WGN-TV. With him in the Columbia picture was Luli Deste, Constance Collier, and Nigel Bruce. The series is sponsored by Courtesy Motors Company, Chicago.

WBKB's "Window Shopping" show for the family looking for bargains, hit a couple of jackpots: Allied Chair Corporation offered to send pamphlets about kitchen and dinette sets to listeners, and the response was so heavy the stock was sold out. The Mark Jay Sales Company offered 12 reels of Olympic Film for \$3.84, with a \$6.95 camera thrown in for free, and in an hour, station employees had taken 228 orders.

Fahey Flynn is acting as program announcer on the WBBM program, 9:30 to 10 p.m., CDT, in the new "Report Uncensored" series. As a sportscaster, Flynn is heard on WBBM on numerous networks and local originations from WBBM, and was heard on the 52-week series, "Sports Final," presented by Kingsbury Brewery.

Flynn started his broadcasting career while a student at the University of Wisconsin, and got his start at KFIZ, Fond du Lac, as a sports announcer and a production man. In 1937, he helped to organize the Wisconsin Network, and became its first program director.

During the war, he was a lieutenant in the Navy Air Corps, and was in plenty of action in the Pacific theater.

WNBC Adds New Show To Saturday Kid Lineup

WNBC added a new program of songs and stories, "Tom, Timmy & Mae," to its Saturday lineup of children's shows, last Saturday, from 11:15-11:30 a.m.

Tom Glazer will provide the songs. Mae Questel will present the stories and will play the part of "Timmy," described as "a rambunctious little train who is always dreaming of doing big things and travelling to far-off places."

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.



Mainly About Manhattan. . . !

● ● ● **AROUND TOWN:** If Wayne Coy, chairman of the FCC, elects to conduct the TV Allocations Hearing which starts on the 26th (and which will include allocation of channels and the black and white vs. color rhubarb), you can bet that he won't be entering private industry as has been rumored. (It was reported that he was to become the first paid president of TBA). . . The American Newspaper Network, which used the sales technique of radio in selling newspaper space (that is to say they offered a 'package' deal which included some 30 or 40 papers), used to take pot shots at radio, belittling its comparative advertising value, etc. Well, the 'network' folded as of Sept. 1st. . . "Industrial USA," a series of 52 30-minute films for TV will be started by Hal Roach with filming to be paid for by independent corporations and TV time bought by local brokerage houses. . . Pat Gorman, advertising manager of Philip Morris, and Judd Pollock, pres. of MPO Productions, Inc., are off on a 10-day fishing trip in Canada as the guests of Edgar Cullman. . . Most refreshing new personality to hit radio or TV in too long: Cartoonist Bob Dunn on his WPIX stanza. . . When Lucy Monroe sang "The Star Spangled Banner" for just about the zillionth time on Morey Amsterdam's show the other night, he asked her: "Lucy, do you have your music with you?" . . . Sol Zatt handles the publicity for Bill Ziff's publishing firm. A little of Ziff and Zatt?

☆ ☆ ☆ ☆

● ● ● Joe Bolton, WPIX announcer who has been assigned to do the special two-hour religious show from the Cathedral of St. John the Divine today in connection with WPIX's remote telecast of the Eucharistic Congress, is a former choir boy at the Cathedral. He sang in the choir from 1922 through 1924 and among his fellow choirsters were Burgess Meredith and T. C. Butcher, now a veepee at Wm. Esty.

☆ ☆ ☆ ☆

● ● ● Ted Worner, who engineered the Shirley May France channel attempt (which will prob'ly win him an award for creating the best human interest story of the year) will take Jackie Robinson on a barnstorming tour throughout the South at the close of the baseball season. Ted is also handling Ralph Branca's singing career. Shirley May, incidentally, the lass who didn't swim the channel but garnered more publicity than those who did, is wanted for a teen-age TV show.

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● ● ● We see by the papers that CBS big-wigs are planning to yank humorist Robert Q. Lewis out of his radio slot and develop him strictly as a TV headliner. This move is difficult for us to understand since Lewis' experience on the airplanes has definitely stamped him a daytime personality, manifested by his high-grade stand-in job for Arturo Godfrey. His appearances on the Wed. TV stint have excited the network brass into making him a Channel 2 regular.

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● ● ● Well, the box-top era is back again in full-dress regalia. John Masterson, creator of "Bride & Groom," has come up with an auctioneer type of TV'er which bows in over ABC-TV Sept. 30th at 9 p.m. Show is for Libby, McNeill & Libby and it's a lulu. Tremendous items (such as autos, TV sets, etc) will be put up on the block each week with viewers calling in their bids via the phone. Instead of having to lay cash down on the line, the bidders will offer labels from Libby cans —such as bidding 100 labels or 200 labels for an item. Jack Gregson, West Coast emcee, is being brought in to handle the series, and so far as we're concerned, it sounds like one of the greatest merchandising ideas of the year.

AGENCIES

WALTER A. LOWEN, Walter A. Lowen Placement Agency, will be the director of the Copy Clinic of the Advertising and Selling Course, sponsored by the Advertising Club of New York. Among those who will serve as leaders at the various meetings are: Walter Weir, president, Walter Weir Inc.; Howard W. Newton, vice-president and copy chief, Dancer - Fitzgerald - Sample Inc.; Alfred Eichler, copy executive The Biow Inc.; Mark H. Wiseman, advertising consultant; W. M. Rainbolt, Jr., associate copy chief, Young & Rubicam, Inc., and Carleton L. Spier, vice-president and copy supervisor, Batten, Barton, Durstine & Osborn, Inc.

BERNARD D. KAHN, formerly with the Al Paul Lefton Co., has joined the copy staff of Wm. H. Weintraub & Co., Inc.

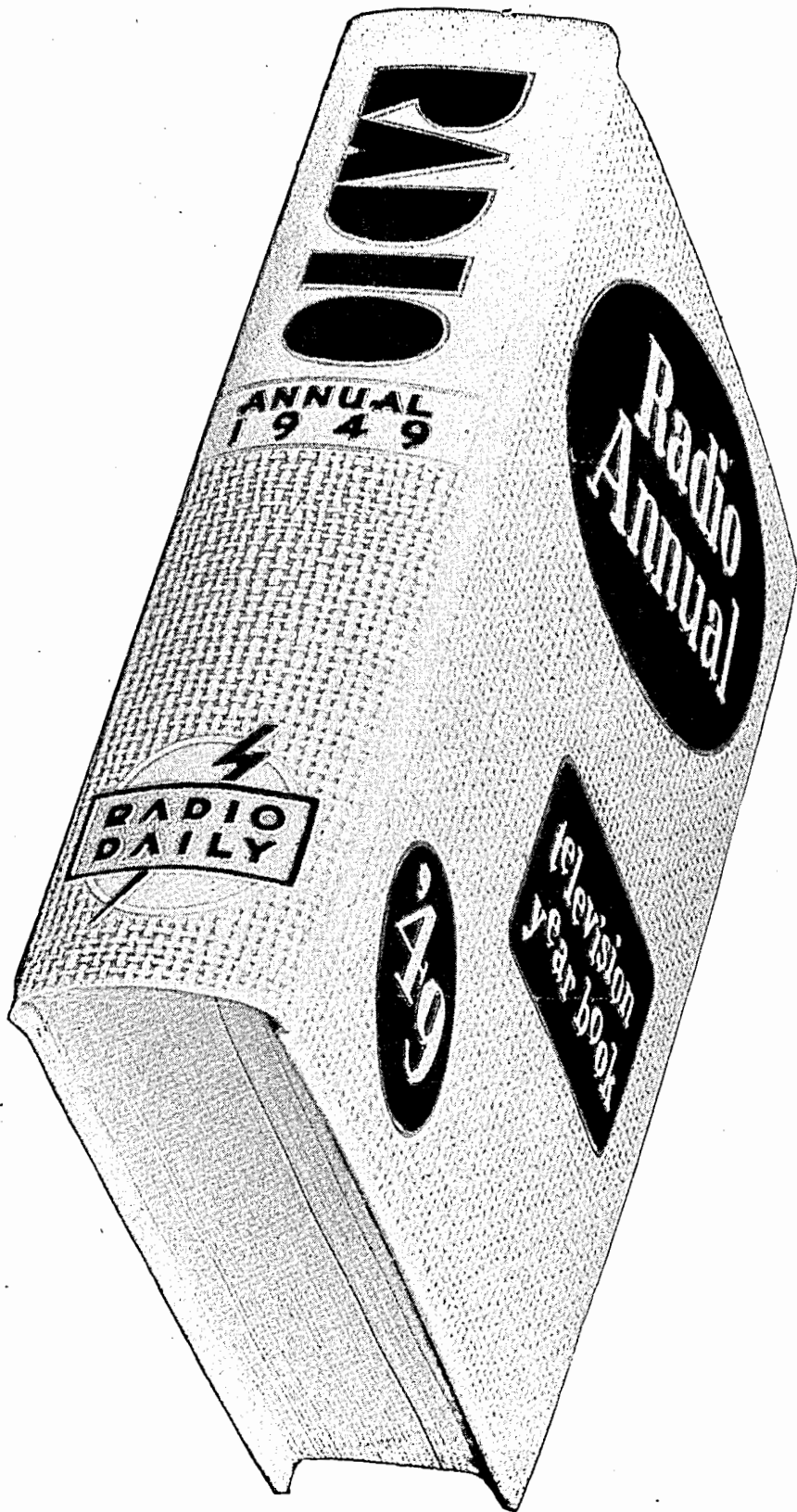
JOHN PARISH, former president of Chester Parish Associates, Inc. has joined Deutsch & Shea as head of the agency's new public relations department and a member of its plans board.

EDWARD H. BLOHM has been named production manager of Morey, Humm & Johnstone, Inc. He was formerly with Ehrlich & Newirth, Inc., and Picard Advertising.

SHELDON, QUICK & McELROY INC. has been appointed to handle the advertising of La Salsa Corp. Riverside, Conn., makers of frozen spaghetti sauces. Television will be used.

THE APPALACHIAN APPLIED SERVICE, INC. will use radio and other media in an intensive advertising campaign in 58 cities of the East and Southwest, to market unusually large apple crops.

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 S.
HENRY GREENFIELD, Mgr. Director N.Y. 19



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NAME

TITLE

COMPANY

STREET ADDRESS

CITY AND STATE

PLUG TUNES

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

WHERE ARE YOU BLUE EYES?
 Recorded on RCA-Victor
 KNICKERBOCKER MUSIC PUB. INC.
 1619 Broadway New York, N. Y.

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

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

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

TAKE YOUR FINGER OUT OF YOUR MOUTH
 (I Want A Kiss From You)
 CASH BOX'S "sleeper" hit of the week
 Ted Herbert's Sensational LONDON Record
 HARRY VON TILZER MUSIC PUB. CO.
 1697 Broadway, New York City

THAT LUCKY OLD SUN

recorded and featured by
 BOB HOUSTONM-G-M
 FRANKIE LAINEMercury
 DEAN MARTINCapitol
 VAUGHN MONROEVictor
 SARAH VAUGHANColumbia
 ROBBINS MUSIC CORPORATION

WORDS AND MUSIC

By PINKY HERMAN

● ● ● **TIN PAN ALLEY OOPS:**—Spencer Williams, a top blues composer, once stopped Louis Bernstein and Elliot Shapiro on W. Randolph St. in Chicago and succeeded in getting them to listen to his latest composition. . . . when, following the audition, Bernstein left, Elliot asked, "Spencer, where is the diamond you generally wear in your necktie?" "Oh," answered the composer, "I took it off because I didn't want Mr. Bernstein to think I was too prosperous and turn down my request for an advance." . . . ● Robbins Music will publish "The Bootblack Man (From Gramercy Square)" written by Wilton Moore, Paul Cunningham and George W. Meyer. . . . ditty has been waxed for Victor by Vaughn Monroe and slated for release next month. . . . ● Haydn Broughton of Knickerbocker Music leaves today for a three-week tour of the Mid-west to see delays and the trade on "Where Are You Blue Eyes?" . . . ● With an assist by Jolie's current film musical, "Jolson Sings Again," the swingly "Toot Toot Music" can't miss hitting the top again. . . . ● Julie Stern, BMI head contact-man, hitching his wagon to "Wishing Star," ballad by Harold Josephs and Harry Shane.

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● ● ● Making our rounds along the big stem yesterday we 'bunked into' (as they'd put it in Brooklyn) Deanna Bartlett and Maurrie Hartmann of Rytvoc Music, whose beaming countenances seemed to out-shine the shimmering lights of the Strand Theater marquee overhead. . . . "Tell Me Why," we inquired, "the cheerful mens?" . . . "Well," answered the distaff side of the partnership, "we both feel like the proverbial million dollars because the Eddy Howard-Mercury record and the Gordon Jenkins-Eileen Wilson Decca record of 'Tell Me Why' are riding high and the new Tony Pastor Columbia platter of 'If I Had A Million Dollars' (I'd Give It All To You) is only out on the market since last Friday yet the disk jockeys have already latched onto it like mad." . . . what makes this an item is the fact that we tipped the mitt on this number several weeks ago when we first heard the Pastor arrangement. . . . last Friday morning, George Monaghan, deejay at WKNB, New Britain, Conn., phoned this desk to tell us of the enthusiastic reaction of listeners to the number.

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● ● ● Fernando Castro, prof. mgr. of Peer International, has started a national campaign on a philosophical ballad, "You'll Live and Learn," penned by Don Canton and Gonzalo Curiel. . . . ● Michael Music's new plug tune, a lullaby titled "Hush Little Darlin'," was clefted by Bob Haymes (Dick's brother) and Marty Clarke. . . . ● Radio stations should be interested in the new, small-sized electronic organ, now being marketed by Vega-Vox Ltd. of Boston. . . . Instrument requires but six square feet of space. . . . ● The Korn Kobblers' MGM waxing of "Up In The Balcony" may very well zoom the Charlie Murray-Paul Secon novelty into the big ma-zoom-a. . . . ● Jolly Bill Steinke, whose KNBChatter and platter series in Frisco is winning the genial heavyweight a host of admirers, dropped into our cubby-hole recently to give us the lowdown on some of our Bay City pals including Kathleen Moore, Tony Freeman, Lyle Bardo, Dink Templeton, John Elwood, Phil Bovero, Barbara Smith and Mildred Bowyer. . . . ● Andy Razaf and Johnny Finko have formed Crystaletto Music in Hollywood, teeing off with "This Is It," "Christmas Valley" and "Over The Mountain."

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● ● ● **ON AND OFF THE RECORD:**—Score another ace for Billy Eckstine's MGM pairing of John W. Green's standard "Body and Soul" with "If Love Is Trouble." . . . ● Gordon MacRae's latest Capitol disk, siding the waltz "I Want You To Want Me" with the oldie, "Wonderful One," is one of the lad's best. . . . ● Victor introduces a new baritone, Jack Searle, who displays a fine voice plus excellent phrasing in his renditions of "Who Do You Know In Heaven" and "Roomfull of Roses." . . . ● Ed Burton is now handling record exploitation for George Towne's Regent platters.

PLUG TUNES

I'LL KEEP THE LOVELIGHT BURNING
 (In My Heart)
 LAUREL MUSIC CO.
 1619 Broadway New York City

Bing Crosby, Gracie Fields,
 Sammy Kaye, Johnny Desmond,
 Jo Stafford, Doris Day
 Are All On
THE LAST MILE HOME
 LEEDS MUSIC CORPORATION

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

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

My Heart Goes With You

by Thomas G. Meehan

JAMES MUSIC, Inc.

1650 Broadway Room 709 N. Y. C.

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

TONY PASTOR'S
 Sensational COLUMBIA Record

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

TELEVISION DAILY

Section of RADIO DAILY, Thursday, September 15, 1949—TELEVISION DAILY is fully protected by register and copyright

ALL TV STATIONS WILL GET SERIES

TELE TOPICS

UNIQUE ARRANGEMENT has been worked out for the filming of a scene of "Champagne for Caesar," starring Ronald Colman and Celeste Holm, in production in Hollywood. Portion of the movie will be filmed in the studios of KTTV and will go out on the air as a special placed on celluloid. Colman and Art Linkletter will be seen in the sequence. Recommended: the October issue of Liberty magazine for Elizabeth Wilson's "Are You For Real?", about Dean Martin and Jerry Lewis, and also for Dorothy Walcott's charming piece on Burt Tillstrom and the Kuklapolitans. . . . The two University of California football games rescheduled for tele will be scanned by KPIX, San Francisco, with Tidewater Associated picking up the tab. George Mathiesen and Forrester Mashbir will supervise the coverage. . . . University of Miami (Fla.) will offer a three-credit course in TV production this fall. Course will be taught by Grant E. Shepard, who also will supervise production of a weekly dramatic show by the school over WTVJ.

MORIS KARLOFF'S SERIES for ABC will debut next Thursday in the 9:30-10 p.m. slot. First offering will be "Five Golden Guineas" by Robert Stephen Brode, co-starring Mildred Natwick. Series will be directed by Alex Segal, with sets by James McNaughton. . . . Cayton agency has developed a new method of treating motion pictures shot during the silent days so that they now appear to move at normal speed. Cameras used more than 15 years ago operated at one-third slower speed than modern machines, thus making action seem jumpy. New process will be applied to "The Greatest Fights Of The Century" sponsored by Chesebrough Manufacturing, with the first fight to be the Dempsey-Tunney "long count" bout.

MARY HEALY and Sheila Bond have been signed by Arthur Schwartz for the permanent cast of "Inside USA With Chevrolet," which bows on CBS Sept. 29. Miss Healy is the wife of Peter Lind Hayes, star of the show. Rehearsals of the revue begin next week. Sherman Marks has been signed to direct and Paul Godkin will choreograph several installments, including the debut. . . . Tom Bewell has been signed for three appearances on Colgate Theater, the first coming up next week. . . . Edward F. Cline, who directed most of W. C. Fields' films, will direct the Olsen & Johnson show when it returns Sept. 22 on NBC. Show will place added emphasis on musical numbers, with Lynn Duddy singers added to the cast. Bob Sidney will do the choreography, with costumes by Paul duPont and scenery by Frederick Fox. . . . Vicki Cummings replaces ailing Kay Francis on "Chevrolet Tele-Theater" Monday.

Pyramid To Produce Second P & G Series

West Coast Bureau, RADIO DAILY
Hollywood — Gordon W. Levoy, president of General Television Enterprises, Inc., yesterday signed a deal with Manning J. Post, president of Pyramid Productions, Inc., for Pyramid to produce a second series of 26 films for first-run airing by Procter and Gamble.

Pictures comprising the "Strange Adventure" series will be shot at Hal Roach Studios where Pyramid yesterday opened offices. Production will get under way Oct. 3, with Post acting as executive producer.

Initial series of 26 pictures, now on "Fireside Theater" over NBC, were produced by Teleplay Productions, Inc. and Ace Pictures, Inc.

Negotiations are now under way in New York for secondary and tertiary sponsorship of the 26 films.

Five Accounts Signed By DuMont Daytimer

Five new accounts have signed for participations in Kathi Norris' "Your Television Shopper," DuMont daytime stanza. They are Arnold & Aborn, three a week, through Donahue & Coe; Revere Copper & Brass, three a week, through St. Georges & Keyes; Habitant Soups, twice weekly, Sheldon, Quick & McElroy; Gravy Master, twice weekly, Samuel Croot; A. Goodman's Sons, three a week, Al Paul Lefton.

In addition, A&P Co. renewed five participations a week, through Paris & Peart, and Fashion Frocks returned on a twice weekly basis.

Color Airings Sked In D. C. Set By RCA

Regular schedule of color programs will be inaugurated in Washington by RCA to demonstrate its new all-electronic system during FCC hearings beginning Sept. 26.

In a letter to acting FCC chairman Paul Walker, Dr. C. B. Jolliffe said that the demonstration will include live shows and films aired by WNBW. Reception, he said, will be at a down-town Washington location. At least six color receivers as well as adapters will be used.

Dr. Jolliffe said that the regular audience of WNBW will be able to view the color programs in black and white on their standard receivers without modification.

"We also expect to televise some of our regularly scheduled 'black-and-white' programs in color," he said. "Since this color system is completely compatible with the present black-and-white system, this will not interfere in any way with the present service of WNBW or change the character of the pictures received by the television audience."

WNBT's 'Magic Clown' Bought By Candy Co.

Gold Medal Candy Corp. has signed a 52-week contract, started Sept. 11, for a 15-minute Sunday (11:30 a.m.) children's show, "The Magic Clown," featuring a magician and his puppet.

The agency is Donahue & Coe. WNBT account executive is Joseph Goodfellow.

Plans For Pix-TV Alliance Reaffirmed By Johnston

Los Angeles—The motion picture industry is not "going to sit idly by and permit television to be grabbed off exclusively by somebody else," Eric Johnston, president of the Motion Picture Association of America, said last night in an address before the annual convention of Theater Owners of America here.

"Nobody knows where this sprawling young giant is going," Johnston said of TV, "but I do know this: We as an industry aren't going to be caught short by television."

He continued: "We feel honestly and deeply that the motion picture industry has so much to contribute

to the usefulness of television in its service to the public.

"The motion picture theater is already a great center of service to the community. Television would immensely expand the horizon of the community theater. It would add a new dimension. Television and motion picture exhibition are natural allies. And we intend to see that they become allies."

Johnston pointed out that as one step toward this goal, movie producers and exhibitors have asked the FCC for public hearings on the allocation of special frequencies for theater tele.

Four Network Pool To Be Assigned For Pickup

TV coverage of the 1949 World Series will be made available to every station, affiliated or independent, connected to the AT&T network or capable of receiving a feed from the web, it was announced yesterday after a meeting of representatives of the four video webs, Mutual, Gillette Safety Razor Co., sponsor of the coverage, and baseball Commissioner A. B. Chandler.

New Pickup Techniques

Actual pickups of the games will be made by the four nets on a pooled basis. New pickup techniques, utilizing more cameras than ever before used for baseball coverage, will be used. Air time will be 12:45 p.m. in the originating city. Series opens October 5 in the American League city.

It is expected that the classic will be seen in 24 cities over 43 stations. There are more than 2,000,000 receivers installed in these cities.

This will be the third consecutive year that the Series will be sponsored by Gillette. Pickups the last two years also were handled on a pool basis. Maxon, Inc. is the agency for Gillette.

Pool arrangements were set up through Mutual which carries radio coverage for Gillette and has first refusal rights for video.

"Big Story" Bows On NBC Sept. 16 For Pall Mall

"The Big Story," dramatic series based on authentic experiences of newspapermen bows on NBC Sept. 16, 9:30 p.m., EDT, sponsored by Pall Mall cigarettes. Program will be aired every other week, alternating with "Lights Out," bankrolled by Lever Brothers.

"Big Story" is a Bernard J. Procter package. Charles E. Skinner will direct and Arnold Perl will do the scripts.

Regal Electronics Buys WPIX Sports Program

Regal Electronics Corp. has signed with WPIX for sponsorship of "Sport Of Call," 15-minute sports commentary with Guy Le Bow, to be aired before the station's football pickups. Account was placed direct.

Station's grid sked, not yet complete, includes five Yale games sponsored by Lucky Strike.

Irving Rudd will script "Sport Of Call."

ICC Seeking Data Of FCC Operations

(Continued from Page 1)

McFarland said. Instead it is part of the continuing study of FCC operations with the subcommittee has been working on.

McFarland submitted the following questions:

"1. State the number of broadcast cases on which hearings were held six months or more prior to September 1, 1949, on which a final decision was not issued prior to September 1, 1949.

"A. List each such case by an identifying title and geographic location, stating date of application; date of hearing; date of proposed decision, if any; date of oral argument, if any; date of final decision, if any; date of reargument and or rehearing, if any; date of supplemental proposed decision, if any; date of reargument thereon, if any; date of final decision (explaining briefly reason for each such procedural step); present status; position on processing lines; reason why final action has not been taken; and expected approximate date of final Commission action.

"2. State the number of broadcast cases on which hearings were not deemed necessary and were not held, which have been pending before the Commission for three months or more prior to September 1, 1949, on which a final decision was not issued prior to September 1, 1949.

"A. List each such case by an identifying title and geographic location, stating date of application, present status, position on processing lines, reason why decision has not been made, and expected approximate date of final Commission action.

"3. State the number of broadcast construction permits pending on September 1, 1949, identifying by title and geographic location each such construction permit, date it was originally granted, number of times and the date on which it was renewed and brief reason for each such renewal, by whom renewed (i.e., by the Commission or by staff action), the actual status of construction as of September 1, 1949."

WHSY And WHLF Affiliate With ABC

Affiliation agreements have been signed by the American Broadcasting Company and radio stations WHYS, Hattiesburg, Miss., and WHLF, South Boston, Va., bringing to 282 the total of the network's affiliated stations.

WHSY, owned by the Hub City Broadcasting Company, is a full time station operating with 250 watts on a frequency of 1230 kilocycles. Charles W. Holt is manager of the station.

WHLF is owned by the Halifax Broadcasting Company and is a full time station operating with 250 watts

Revision Of Havana Pact Sought At NARBA Confab

(Continued from Page 1)

that accord would be reached. Comdr. C. P. Edwards, C.M.G., O.B.E., deputy minister of transport, was elected chairman of the conference at the first plenary session at the Windsor Hotel. The absence of Haiti was noted and a resolution was passed expressing the hope that Mexico might still see its way clear to send a delegation. On hand were delegates, advisors and observers from the Bahamas, Canada, Cuba, the Dominican Republic and the United States. They approved the secretariat, set up six working committees and agreed that the conference's scope is to effect a full revision of the Havana Agreement of 1937.

Chevrier recalled that before the Havana Agreement of 1937 there were some 1,300 broadcasting stations on the continent, with 107 channels available to them. Now he said, there are more than 2,500 stations occupying the same 107 channels. One of the major problems confronting the conference is inter-station interference. Mr. Chevrier said this problem had grown since

the early days of broadcasting when there were few stations and they could select a channel and notify the governments of the world that such a channel had been pre-empted for use. The development of broadcasting had made it necessary to find channels for new stations without jeopardizing the pioneers.

"In your discussions" Chevrier said "I would ask that you keep in mind that in radio you have a powerful instrument of mass communication and one which influences the social education and economic aspects of our lives. I am sure this conference will see the continuance and indeed enhance the historic tradition of friendship and helpfulness existing among our lands." The transport minister said difficulties stood out more prominently than solutions but he was confident the conference would not fail. The Havana Conference was called to reach agreement on general frequency allocations of the standard broadcast band and other technical requirements applicable to North American broadcasting.

Radio Will Participate At Druggist Convention

Radio will furnish some of the entertainment features of the 51st annual convention of the National Association of Retail Druggists which will be held in New York City, Sept. 18 to 22.

Among the artists who will participate will be Morton Downey, star of the "Coca-Cola Presents" program which will resume broadcasting on NBC on Tuesday night, October 4. Downey will headline a variety show which will be staged at the Hotel Astor on Tuesday night, Sept. 20. Among the artists who will appear will be Gracie Barrie and Gene Sheldon.

Promotion Men to Participate

Sales promotion executives of the four major networks and regional webs will participate with special displays at the convention. The general sessions of the convention will be at the 71st Regiment Armory, Park Avenue and 34th Street, with convention headquarters at the New Yorker and Statler Hotels.

The need for the preservation of Fair Trade, now embodied in the laws of 45 states and the Federal Miller-Tydings Act, will be highlighted in speeches by Senator Hubert H. Humphrey of Minnesota; Rep. Charles A. Halleck of Indiana; Rep. Wright Patman of Texas; Federal Security Administrator Oscar R. Ewing; U. S. Commissioner of Narcotics H. J. Anslinger, and Dr. Louis H. Bauer, chairman of the board of trustees of the American Medical Association.

on 1400 kilocycles. The station manager is John L. Cole, Jr.

'Welcome Travelers' Back From European Jaunt

Chicago—Tommy Bartlett and his working staff of 28 on the "Welcome, Travelers" show, are home again after their barnstorming tour of Europe, with 10 recorded shows for broadcast, and with 15 vaudeville shows under their belts.

The recorded broadcasts are being heard over NBC through Sept. 16, while the staff takes a two-week vacation.

The party, guests of the United States Air Force Command, was flown over in a Special Missions C-54, and reproduced in many historic theaters the show that originates in Chicago's College Inn.

Carried was some 8,000 lbs. of baggage — typewriters, office supplies, Magnachord tape recorders, Carter inverters, a 700-pound Onan gas-driven generator, and a Webster of Racine public-address system.

Their escort officer was Lt.-Col. Joseph F. Goetz, chief of Motion Pictures and Entertainment for the U. S. Air Force.

Visited on the European junket were Berlin, Paris, Wiesbaden, Nuremberg, Munich, Fassberg, Celle, Rhein Main, Heidelberg, Fuerstentfeldbruck and Burtonwood, England. The Paris broadcast was from the Isle of St. Germain, where a warehouse was revamped into a 1,000-seat theater.

Globe Joins WOR

Zangwill Golobe, formerly with the Frederic W. Ziv Co., and Forjoe & Company, station representatives, has joined WOR and WOR-TV as an account executive.

MBS Denies Charge Re Time-Clearance

(Continued from Page 1)

Mutual station in twenty-eight days. Bill Fineshriber, new program director of Mutual, outlined his program plans for the coming year and they were unanimously adopted by the board.

Also unveiled by Fineshriber was a new giveaway program called "To the Ladies" which will be women's participation show with giant jackpot prizes. It will be a half-hour program broadcast five days a week immediately following "Queen For A Day." The new "To the Ladies" program will originate in Chicago. It will give Mutual a full hour of block programming and audience participation shows. "To the Ladies" will start as a sustainment program.

President Frank White told the Mutual board of directors that the business outlook for the network looks very good.

Present at the meeting, in addition to White, were Theodore C. Streibert, president of WOR, and J. P. Poppelle, vice-president in charge of engineering at WOR. Frank J. Schreiber, general manager of WGN; E. M. Antrim, secretary of the Mutual Broadcasting System; Lewis Allen Weiss, president and general manager of the Don Lee network; Willet H. Browne, executive vice-president of Don Lee; Thomas O'Neill, vice-president of the Yankee Network; Linus Travers, executive vice-president and general manager of the Yankee Network; Benedict Gimbel, Jr., president and general manager of WIP, Philadelphia; J. E. Campeau, president and general manager of CKLW, Detroit; and H. K. Carpenter of WHK, Cleveland.

Public Service Ad Value Stressed By Repplier

"Today's greatest business opportunity" lies in public service advertising, T. S. Repplier, president of the Advertising Council, declared last week in a talk at the advertising conference of the Pennsylvania Newspaper Publishers Assn. held at Bedford Springs, Pa.

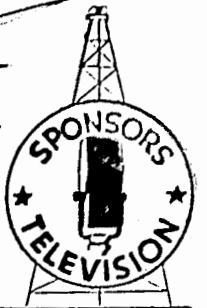
Public service advertising, he said, "probably constitutes the fastest growing new classification of advertising in the United States today." Repplier went on: "Whether we like it or not, you and I and every other person in advertising are educators—even though nobody is ever going to give us a big, red apple."

AGENCY MAN — 10 YEARS' EXPERIENCE Commercial Radio and TV. Announcing, Direction and Production, Time Sales. Currently Radio & TV Director Agency. Desires Change. Write Box #270, RADIO DAILY, 1501 Broadway, N. Y. C.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 48, NO. 54

NEW YORK, FRIDAY, SEPTEMBER 16, 1949

TEN CENTS

NETWORKS SCHEDULE U. N. COVERAGE

Urge Private Webs In WAB Resolution

Banff, Alta.—The Western Association of Broadcasters wants privately-owned radio stations to be allowed to establish radio networks and hookups.

The association approved a resolution at its annual meeting here asking for such permission as circumstances and conditions warrant. Operation of networks is controlled in Canada at present by the Canadian Broadcasting Corporation.

The resolution was inspired by a

(Continued on Page 8)

51 Advertisers Sign For MBS' Miller Show

Fifty-one local advertisers have signed contracts with MBS during the past week for local sponsorship on 100 Mutual affiliates of "Behind the Story," a new co-op show featuring Marvin Miller, heard Monday through Friday, 11-11:15 a.m., EDT, it was announced yesterday by Bert J. Hauser, director of MBS co-op programs.

The program, which consists of human interest stories, began Sept. 5. It originates in Hollywood.

N. Y. FM Broadcasters Draw Promotional Plans

A nine-point program for joint research and promotion by New York area FM stations was outlined yesterday at the second organizational meeting held by local FM broadcasters.

Members of a seven-member working committee drew up the program, which will be presented to

(Continued on Page 8)

Grants Web Motion In 'Giveaway' Case

U. S. District Judge Simon H. Rifkind, yesterday afternoon granted motions by attorneys of ABC, NBC and CBS for a "show cause" order on the FCC's edict on "giveaway" shows. Oral arguments have been scheduled for Monday, 2:30 p.m., before Judge Rifkind in United States Federal Court for the Southern District of New York.

Petry Picks Up Tab For Firm's Clients

Ed Petry, using the Waldorf Astoria and the Stork club as settings for his oratorical pitch, held the line with his broadcaster clients on Wednesday and after picking up the tabs told radio friends that his station rep business was secure.

Petry, who yesterday declined to tell the press of his closed meeting developments, is reported to have rendered a verbal spanking to six broadcasters who threatened resignation and two of them returned

(Continued on Page 6)

CBS Promotes Cowden; Means Also Upped By Net

John Cowden has been promoted to the post of general manager of CBS sales promotion and advertising department and Thomas Means, named director of C-O promotion, Louis Hausman, director of CBS sales promotion and advertising, announced

(Continued on Page 8)

Midwestern Football Leaders Sign With WBKB, WGN-TV

Chicago—Details of a \$200,000 college football package covering home football games of Notre Dame Illinois, Northwestern and Wisconsin, were revealed here yesterday in a joint announcement by WBKB, Balaban & Katz outlet, and WGN-TV, Chicago Tribune station.

Most of the games will be fed to the DuMont network, with Chevrolet picking up the tab through Campbell-Ewald. Local airers will be sponsored by Chicagoland Chevrolet Dealers or Standard Oil Co. (Indiana). C-E represents the dealers, while McCann-Erickson is the agency for the oil company.

In all, 16 games will be scanned by the two stations. WBKB had rights to the Notre Dame schedule, while WGN-TV had Illinois and Northwestern. Although the two stations are competitors, managers Frank Schreiber, of WGN-TV, and John Mitchell, of WBKB, decided to

(Continued on Page 7)

Special Programs For United Nations Timed For Assembly's Opening; NBC Plans "U. N. Week"

Broadcasters Gather For District Meeting

Broadcasters from the Illinois and Wisconsin areas headed by Charles C. Caley of WMBD, Peoria, Ill., district director gathered yesterday at the Northern Hotel, Three Lakes, Wis. for a two-day meeting of District 9 of NAB. Over 100 were on hand at the opening session yesterday.

Justin Miller, president of NAB, Maurice Mitchell, director of the Broadcast Advertising Bureau,

(Continued on Page 8)

Pat Griffith Resigns Women's Post With NAB

Washington Bureau of RADIO DAILY
Washington — NAB announced yesterday the resignation of Miss Pat Griffith as director of women's activities. Miss Griffith will return to WHO, Des Moines, as director of community relations.

Citizenship E. T. Series Sold On 110 Stations

Sixteen additional stations, making a total of about 110, have sold local sponsorship of "Americans, Speak Up," transcribed citizenship

(Continued on Page 8)

Coincident with the opening of the United Nations' General Assembly on Sept. 20, NBC, CBS and New York City-owned station WNYC have scheduled special dedicatory programs as well as on-the-spot news coverage. MBS and ABC, as of yesterday, had no special shows

(Continued on Page 6)

Radio Set Repairs Subject Of Drive

An intensive campaign to get ailing radio receivers repaired and back in service will be launched by the Pennsylvania Radio Servicemen's Association during the month of October with stations throughout the state, particularly in Philadelphia, co-operating by giving a series of gratis spot announcements.

The month has been designated

(Continued on Page 8)

Four AFRS Transmitters Beam Baseball Overseas

The Armed Forces Radio Service is using four transmitters in the New York area to beam outstanding major league baseball games to American servicemen abroad, an AFRS report has disclosed.

Play-by-play accounts of the Yankee, Giant, and Dodger games are

(Continued on Page 2)

Named To Board

Ralph W. Hardy, director of the Audio Division, NAB, was elected a member of The Advertising Council's board of directors at yesterday's monthly board meeting. Hardy, who will serve as one of the radio industry representatives on the Council board, replaces A. D. Willard, Jr., former executive vice-president of the NAB.

Vacation Note

When WABD's "Small Fry" club gets a movie record of Bob Emery's Cape Cod vacation during the telecast at 6 p.m., tonight they will find big Brother Bob trying to catch up on the radio and TV trade news. Scouts report that he will be reading a copy of RADIO DAILY during a portion of the film footage schedule for broadcast.



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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.
Phone: Wisconsin 3271

CHICAGO BUREAU

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

SOUTHWEST BUREAU

Paul Girard, Manager
Tower Petroleum Bldg.,
Dallas, Texas

Phone: Riverside 5491

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FINANCIAL

(September 15)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	6 1/4	6 1/8	6 1/4
Admiral Corp.	18 7/8	18 5/8	18 7/8
Am. Tel. & Tel.	143 1/4	142 7/8	143 1/4	+ 3/8
CBS A	20 3/4	19 7/8	20 3/4	+ 1/8
CBS B	20 3/4	20 1/4	20 3/4	+ 1/8
Philco	29 3/8	28 3/4	29 3/8	+ 3/8
RCA Common	12	11 3/4	11 7/8	- 1/8
RCA 1st pfd.	73	72 1/2	72 1/2	- 3/8
Stewart-Warner	12 1/4	12	12 1/4
Westinghouse	25	24 5/8	24 3/4	- 1/2
Westinghouse pfd.	98 1/2	98 1/2	98 1/2
Zenith Radio	26 7/8	26 1/2	26 1/2	- 1/4

NEW YORK CURB EXCHANGE

Hazeltine Corp.	12 3/4	12 3/4	12 3/4
Nat. Union Radio.	2 1/2	2 1/2	2 1/2

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	13	14 1/2
Stromberg-Carlson	10 3/4	12
U. S. Television	1/4	1/2
WCAO (Baltimore)	15	20
WJR (Detroit)	6 1/4	6 3/4

Wedding Bells

Miss Margaret Reyneke and Bertram Lebhar, Jr., were married yesterday in New York. Lebhar is director of WMGM, New York, and head of Metro-Goldwyn-Mayer Attractions. The bride was for several years his secretary and assistant at MGM.

ROSE BOWL CHAMPS!

All Northwestern U's football games available!
Best Buy in Chicago
W-N-M-P
SHedrake 3-1590

★ **COMING AND GOING** ★

ERNEST L. BUSHNELL, director general of programs in Toronto for CBC, headed a group from the Canadian organization visiting yesterday at CBS. Others included **FERGUS MURRIE**, supervisor of farm programs; **H. R. HILLIARD**, supervising engineer in Toronto; **HENRI AUDET**, engineer in charge at Montreal, and **AURELE SEGUN**, director of educational broadcasts.

ROBERT J. BURTON, vice-president of BMI in charge of publisher relations, and **ROBERT B. SOUR**, director of writer relations, returned yesterday from a three-week business trip to the West Coast.

RAYMOND F. GUY, manager of radio allocations engineering at NBC, is in Montreal for the NARBA conference.

J. L. BOWDEN, station manager of WKBN, Columbia network affiliate in Youngstown, Ohio, is in New York on a short business trip.

ALLAN HAID, managing director of WMMN, Fairmont, West Va., is in Gotham on station business.

EDWARD ZIMMERMAN, manager of KARK, Little Rock, Ark., visited for a while yesterday at headquarters of NBC, with which the station is affiliated.

EDWARD R. MURROW, Columbia network analyst, today is in Philadelphia. He'll broadcast his program from WCAU.

GEORGE B. STORER, president of the Fort Industry Company, has arrived from White Sulphur Springs for conferences with network officials. Paid a call yesterday at CBS.

RAY BAKER, commercial manager of KOMO, Seattle, conferred at NBC yesterday with Sheldon B. Hicks, Jr., manager of the station relations department, and Norman Cash, of the stations division.

WILLIAM F. CRAIG is here from WLBC, Muncie, Ind. He was welcomed yesterday at the offices of CBS.

LORRIN P. THURSTON, president of KGU, Honolulu, has arrived from Hawaii on business. Visited for a while yesterday at the offices of NBC.

BILL RINE, managing director of WWVA, Wheeling, West Va., is here for talks with officials of CBS, with his national reps and with Tom Harker, national sales manager of Fort Industry Company.

E. Z. WALTERS, comptroller of Altec Service, has arrived in New York from the Coast.

MARTIN B. CAMPBELL, manager of WFAA, Dallas outlet of NBC, is spending a few days in New York.

MILTON ALLISON, account executive with CBS Radio Sales, yesterday was in Washington on business. Today he's in Baltimore for the same purpose.

Four AFRS Transmitters Beam Baseball Overseas

(Continued from Page 1)
taken over direct lines from broadcast booths at Yankee Stadium, Polo Grounds, and Ebbets Field, received in the AFRS studio at 641 Washington St., New York, and beamed overseas by the shortwave transmitters — WNRX, WRCA, WBOS, and WGEX, after commercials have been deleted.

The stations operate every day from 6 p.m. to 9:45, GMT. The same transmitters will relay overseas the MBS broadcasts of the World Series.

WINS At The Fair

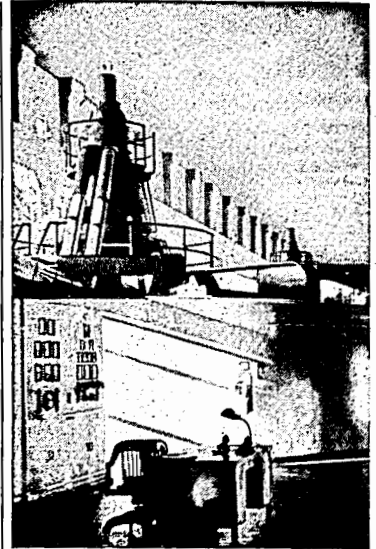
WINS, New York did a remote pickup from the Westchester County Fair at Harrison, N. Y., yesterday. Joseph Durso, WINS news director, narrated the show, aired from 10:45 to 11 p.m.

BBC Members Invited To Form Pioneers Unit

William S. Hedges, NBC vice-president who heads the Radio Pioneers Club, has sent the 28 British broadcasters who are members of the club a bid to form their own Radio Pioneers chapter.

A resolution embodying this idea was adopted at a recent meeting of the Executive Committee in New York. The problems involved in dues payments by overseas members led to a suggestion that the BBC members form their own chapter with authority to collect whatever dues they deemed proper.

The English chapter, if formed, will maintain close contacts with the parent U. S. body. Under the club's present bylaws, all those with 20 years of continuous service in broadcasting are eligible for membership.



135,000 wild horses

That's a generator room at Bonneville Dam, out in Oregon.

One flick of the wrist sends both giant generators into action.

We've used that caption—"135,000 Wild Horses"—because it's an equivalent in power.

Our point about W-I-T-H is duck soup from here on. It's the independent station here in this sixth largest city that means real power, when it comes to sales.

For this successful independent in Baltimore is the station that delivers more listeners-per-dollar spent than any other station in town.

And one flick of the wrist, as you jot down the call letters W-I-T-H, brings all this sales power to you.



WITH
Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Read

50,000 watts at 800kc.

Now covering a 17,000,000 population area at the lowest rate of any major station in the Detroit Area!

"WIN With CKLW" . MUTUAL **CKLW** Detroit and Windsor
J. E. Campeau, President

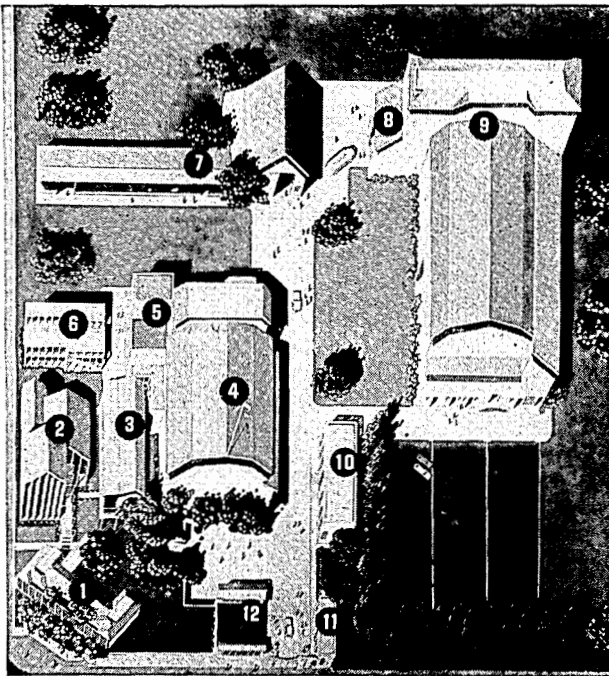
Adam J. Young, Jr., Nat'l Rep. • Canadian Rep., H. N. Stovin & Co.

WORLD'S LARGEST TELEVISION STATION!

KECA-TV CHANNEL 7 LOS ANGELES

on the air September 16

ABC's FIFTH Owned and Operated Television Station in a Key Sales Market—Newest Link in the Powerful ABC Television Network



- | | |
|--|---|
| 1. Executive offices | 7. Maintenance |
| 2. Sales, Auditing, Publicity, Promotion offices | 8. Auxiliary studio |
| 3. Dressing rooms, Wardrobe offices | 9. Soundstage with theatre |
| 4. Sound Stage | 10. Master Controls |
| 5. Auxiliary Studio | 11. Guard House, PBX Room, Receptionist |
| 6. Programming and Production offices | 12. Fireproof film vaults |

The efficient way to sell your products is to use ABC-TV

- ... in New York WJZ-TV Channel 7
Giant television center
- ... in Chicago WENR-TV Channel 7
Tallest TV Tower in Chicago
- ... in Detroit WXYZ-TV Channel 7
Detroit's most modern equipment
- ... in San Francisco KGO-TV Channel 7
1362 feet above sea level
- ... in Los Angeles KECA-TV Channel 7
A 23-acre TV studio

Now ABC—and only ABC—has its Owned and Operated television stations in five of the six major markets in America! Thus, ABC now offers you a distribution of TV stations that cannot be matched by any other broadcasting company.

And in Los Angeles, ABC offers you facilities unlimited—including:

- Two largest television stages in the world (238' x 105' and 175' x 94'), each with 4 cameras, complete switching arrangements.
- Two auxiliary studios.
- Two remote facilities set-ups, each with 3 cameras.
- Fully equipped theatre seating 300 people.
- Two rehearsal halls.
- Six private dressing rooms, complete facilities for male and female chorus groups.
- Complete 35-mm facilities.
- Complete 16-mm facilities with Balopticon, 2 slide cameras, small screening theatre seating 25.
- Complete audio facilities.
- Complete production department for building sets, props and handling lighting.

ABC-TV gives you top service as well as top facilities. You buy from one—and only one—representative; he handles ALL your television problems.

ABC TELEVISION

American Broadcasting Company

LOS ANGELES

By AL STEEN

RALPH EDWARDS and members of his staff, including Al Paschall, Ann James and Axel Gruenberg, depart for New York this week where they will broadcast the first program (20) of the 1949-50 season of NBC's "This Is Your Life." While in New York, Edwards will be guest of honor at a banquet given by the "Men's Tie Foundation" which has awarded him the title of "Mr. Celebrity of 1949."

Officers and directors of Southern California Broadcasters Association will hit the sea waves instead of the air waves next Saturday. They will hold their monthly meeting on board KFAC manager Cal Smith's yacht.

Jeanne Gray, whose "The Woman's Voice" is heard on KMPC, is in New York to meet with national advertisers on a deal to transcribe the program for syndication.

For the 24th year, Don Lee network will carry the Pacific Coast Conference collegiate football games for Tide Water Associated Oil Co. First game is next Saturday.

Norman Ostby, formerly assistant to the vice-president of ABC's western division, has joined the Don Lee network as sales service manager. He succeeds Carlton Adair, who has been named to the newly created post of program service manager. Adair will select and create new commercial programs.

Titled "The Benny Rubin Show," a new television program will be filmed here next week. Rubin arrived here from New York recently to prep the show, which will have a 28-piece orchestra, under the direction of Lou Mitchell, and 16 singers and dancers under Ernst Korngold's direction. Written by Mat Lacey, the format will be built around a fantasy idea.

Abe Burrows arrives this week to cut guest appearances on the CBS Bing Crosby program.

Charles Underhill, director of CBS television programs, has returned to New York after two-weeks of Hollywood parleys.

Howard Blake will write and produce the Lawrence Welk show, "High Life Revue," during the show's remaining six weeks in Hollywood.

Blake Chatfield, formerly in charge of KNBH's publicity, has been named broadcast promotion supervisor of the new broadcast promotion unit of NBC in Hollywood.

Bergen To Bow On CBS

"The Edgar Bergen-Charlie McCarthy Show" bows on CBS Oct. 2, 8-8:30 p.m. for the Coca-Cola Co., after more than nine months of lay-off. Dinah Shore will appear as guest on the opening program, which will originate at the Hollywood studios.



Mainly About Manhattan. . . !

● ● ● IF Ken Murray misses a curtain or two at his "Blackouts," don't blame it on the weather but on his forthcoming television series. Ken, who has a three-year pact with Wm. Paley, was all set to labor for Lucky Strikes, it appears, but ciggie firm backed out last week claiming they wouldn't buy the show unseen and that Mr. Murray had to dry-run an hour show for them. Meanwhile, Ken's been up all night long every night huddled with his writers, etc., trying to whip the show into shape for Lucky Strike viewing this week. So, like we said, don't blame Ken Murray if he misses a curtain or even stumbles into it.

★ ★ ★ ★

● ● ● Of all the H'wood stars we've known, few are as mike-wise as Paramount's John Lund. Reason is fairly obvious since Lund was practically raised in radio. An ex-CBS scripter, he appeared for five months in "Armanda of Honeymoon Hill" and worked on most of the Hummert 'soaps.' He wrote the Billie Burke show of several seasons ago as well as the Jack Pepper show and for a while was in charge of radio presentations at BBD&O. Paramount 'discovered' him in the B'way hit, "Hasty Heart" and has since groomed him for top stardom. He's here in N. Y. now making personal appearances for his latest film, "My Friend Irma," which should complete the cycle. Because in this picture he portrays a radio star.

★ ★ ★ ★

● ● ● THAWTS WHILE THINKING: "Take It Or Leave It" is apple pie for Eddie Cantor, easily one of the most versatile guys in the biz. Eddie is no stranger to radio audiences. He invented them! As much as we liked him on his former series, we gotta admit he's made to order handling the cash customers on a quizzer. . . . It's impossible to judge a radio or television series on just one show. Garroway at Large, over NBC-TV one week, was as fluent and as easy-going a stanza as you could ever hope to see. Last Sunday, because he was pressing too much, it fell flat on its puss and just went boom. The production on the series is tops, however, and should provide object lessons for many directors. . . . CBS hit a new high—or a new low—by stating that "CBS proudly presents for the first time on television the film, 'Murder in Soho.'" Soho, then it flashes an old chestnut featuring Jack La Rue.

★ ★ ★ ★

● ● ● SMALL TALK: The John Scotts (he's the WOR announcer) celebrating their 5th wedding ann'y today. . . . Jeff Clark to make his radio-TV debut as announcer, emcee and singing star of his own show. . . . Cathy Mastice being tested to play the part of Jenny Lind in a film to be made based on the life of the Swedish Nightingale. . . . The Tremaynes, a big click on their WOR gab session, switching from that station on the 24th. . . . Bob Monroe modernizes it: When in Rome, do as American movie stars do.

★ ★ ★ ★

● ● ● Suzanne Johnstone, 21-yr.-old dotter of G. W. (Johnny) Johnstone, Nat'l Ass'n of Manufacturers' press genius, leaves Noo Yawk today for Tuscaloosa, Ala., to join the faculty of the U. of Alabama as instructor in piano and harp. She's also in line for the spot of harpist in the Birmingham Civic Symphony now in the process of formation under the baton of Arthur (Phila. ork) Bennett Lipkin. Suzanne graduated last June with a "bach of music" degree from Oberlin, O., Conservatory where she majored for four years in piano and harp. Upon returning home she immediately joined Local 802, A. F. of M.—her pappy's alma mater—and spent a busy summer making contacts in the radio and TV field. Wants to be a "summer replacement" next summer!

CHICAGO

By HAL TATE

DR. PRESTON BRADLEY resumes his fall and winter schedules from the Peoples Church on Sept. 18 at 11:30 a.m., on station WJJD.

Notes from MBS: Myrtle Gouglet, central division manager, is spending her vacation hunting an apartment. . . . John Harper, central division manager, is broncho-busting during a two-week holiday in Colorado. . . . Curley Bradley, star of "Tom Mix," and the producer of the show, Mary Afflick, have just returned from a vacation in Montana.

Bernie Howard, boss of the Howard Radio Productions, combined art with pleasure while vacationing at Peewaukee, Wis., by writing a parody on the familiar "There's No Business Like Show Business." Bernie's song is "There Isn't Any Business, There Isn't Any Business, There Isn't Any Business, At All." Comedians Jerry Coe and Dick Lynn will introduce the ditty at the Vine Gardens on North Avenue.

Allen Prescott will be back here on Sept. 19 to pinch-hit for Don McNeill on ABC's Breakfast Club.

Correction: Ed Scott will be heard as announcer on "Fun At Johnny's" over WBBM, instead of John McCormick, as was previously announced. It goes on Saturday, from 9:30 to 10 a. m., featuring Earl Nightingale, and is an audience participation program.

John Fuller, WBBM engineer, is under observation at at Elmhurst hospital. They don't know yet what the trouble is.

"The Great Stone Face," probably the best known of Nathaniel Hawthorne's stories, was enacted on Sunday by the ABC-TV Penthouse Players, production, from 6:30 to 7 p. m.

Bob Brown, head scientist on the Science Circus Telecast on ABC, will explain to Video viewers how to create explosive soap bubbles, and will prove how helium gas can change the human voice into one that sounds like Donald Duck.

The Len Cleary Trio were the star guests during the broadcast of "Melody Lane," on Tuesday, Sept. 13, on WBBM, from 8 to 8:30 p. m., CDT. The trio is Cleary, on the Hammond Organ, Guitarist Joe Romero, and Don Orlando, and the accordion.

The regular cast of music-making stars, Billy Leach, Louise King, and Caesar Petrillo and his orchestra, are regularly presented on "Melody Lane" in addition to the trio.

Family Affair

There'll be a brother act on the CBS "Joe DiMaggio Show" Saturday, Sept. 24, 10:00-10:30 a. m., EDT, when Dominic DiMaggio, great Boston Red Sox star visits big brother Joe of the Yankees, and star of the new series sponsored by N&M Candies.

EQUIPMENT

FM FAX

Section of RADIO DAILY, Friday, September 16, 1949

Flamondon Names RMA Sec. Chairmen

The names of 20 section chairmen who will serve the Radio Manufacturers Association during the coming year were announced by A. D. Flamondon, chairman of the RMA's Division in a list issued to the trade yesterday.

Following are the section chairmen appointed yesterday by Flamondon:

- Antenna—G. O. Benson, Premax Products Division of Chisholm-Ryder Co., Inc., Niagara Falls, N. Y.; Coil—Edwin I. Guthrie, Chicago; Ceramic Capacitor—K. E. Jefferson, The Mutco Co., Chicago; Fixed Resistor—W. Myron Owen, Aerovox Corporation, New Bedford, Mass.; Fixed Reformer—D. S. W. Kelly, Allen-Bradley Co., Milwaukee; Instrument & Test Equipment—L. Triplett, Triplett Electrical Instrument Co., Bluffton, O.; Metal Stampings & Stencils—Jay H. Johnson, Johnson & Bitman, Inc., Rockville Centre, N. Y.; Phonograph Cartridges, Pickups & Microphones—S. N. Shure, Chicago Record Company & Phono-Motor Assemblies—R. H. Laux, General Instrument Corporation, Elizabeth, N. J.; Socket—Lester W. Tarr, Tarr Manufacturing Corporation, Chicago; Speaker—Matt Little, Quam-Nichols Co., Chicago; Speaker Parts—William H. Welsh, William H. Welsh Co., Inc., Chicago; Special Products—W. R. MacLeod, King Laboratories, Inc., Syracuse, N. Y.; Switch—W. S. Parsons, Centralab, Div. of Globe-Ton, Inc., Milwaukee; Transformer—L. S. Racine, Chicago Transformer Division, Chicago; Tube Parts—S. L. Gabel, Superior Tube Co., Morristown, Pa.; Variable Condenser—Russell E. Cramer Jr., Radio Center Co., Camden, N. J.; Variable Resistor—Victor Mueher, Clarostat Mfg. Co., Inc., Elmer, N. H.; Wire—R. G. Zender, Lenz Electric Manufacturing Co., Chicago; Wire Wound Resistor & Rheostat—Roy S. Laird, Laird Manufacturing Co., Chicago.

PRODUCTION PARADE

Heads Meck Special Prods. Div.

Sam M. Harper, TV and radio sales executive for John Meck Industries, Inc., Plymouth, Ind., has been appointed director of the company's special products division, it was announced by John Meck, president. Harper, who was in charge of New York area sales for the firm, has returned to the Plymouth plant to assume his new duties, which will include supervision of development and sales of contract and private label TV items.

New Taco Antenna

A new Taco Type 912 antenna, to succeed the Taco Lazy H, has been announced by Technical Appliance Corporation, Sherburne, N. Y. Spacing has been changed to render better performance throughout the 12 channels. High-frequency whistlers are added to the dipoles to give a single lobe of greater gain in the high frequencies. An additional reflector is so spaced to serve these higher channels. Antenna is of all-aluminum construction, except at points of insulation.

Sheldon To Mfg. TV Tubes

Sheldon Electric Co., Irvington, N. J., has announced its entry into the TV field with a line of 10-inch, 12½-inch and 16-inch flat-face, all-glass TV picture tubes. Company has been merged with and is now operated as a division of Allied Electric Products, Inc. Present production of tubes exceeds 500 a day, with plans calling for step-ups to 650, 800 and 1,000 tubes daily within the next four months.

Gruhn Co. Names Surrey V. P.

Samuel Surrey, sales manager of the Raytheon television division of Colen Gruhn Company, Inc., has been named vice-president by M. Mitchell Gruhn, president. Colen Gruhn is the distributor of Raytheon TV receivers in metropolitan New York. Surrey will coordinate the distribution activities of the appliance department with other divisions of the firm.

Six New TV Sets By Stewart-Warner

Three table model TV sets and three TV consoles comprise the newest additions to Stewart-Warner Electric's radio and TV line, E. L. Taylor, sales manager of the Electric Division of Stewart-Warner Corporation announced. He said that the six new sets were given initial distributor showings in Chicago and New York. Five design or performance features which produce maximum reception sensitivity, stability and image quality are incorporated in the newly announced sets.

Burnout-Proof Current Indicator

The Mini-Amp, designed to meet the needs of the electrical serviceman, has been announced by Industrial Devices, Inc., Edgewater, N. J. The Mini-Amp is less than 2" x 2" x 1" thick with an opening in the center through which is passed the line carrying the current. Depending upon the number of turns through the center, a neon indicator lamp glows at minimum amperage flow. The miniature current indicator will withstand rough usage and the neon indicator is guaranteed for a service life of at least 25,000 hours.

Zenith Ariz. Distributor

The Electrical Equipment Company has been appointed distributor of Zenith radio and TV products in Pinal and thirteen of Arizona's fourteen counties, it was announced by H. C. Bonfig, vice-president of Zenith Radio Corporation. The new Zenith distributor in Phoenix occupies 20,000 square feet with both offices and warehouse facilities in a brick building.

New FM Transmitter For WGKV

The Radio Engineering Labs, Inc., Long Island City, N. Y., shipped the first of new line of 3 kw transmitters last week to WGKV, Kanawha Valley Broadcasting Co. NBC's outlet for Charleston, W. Va. Transmitter was adjusted to a frequency of 98.5 mc. and employs the new Serrasoid Modulator and aluminum cabinet design featuring positive internal air pressure ventilation. The transmitter also features the ability to be converted in the field to 5 kw rating, if desired, at a later date. Transmitter is being put on the air by REL engineers and field representatives, Bivins and Caldwell of High Point, N. C.

Comet 3-Speed Changer

The Comet Corp., Chicago, has announced the new Comet 3-speed, single arm record changer which does not require any special record-center-pole adapter. A product of the Milwaukee Stamping Co., the changer utilizes a separate spindle for 45 rpm records. A single needle pressure plays all types, and a double-tipped needle is provided with the player.

Masco TV Booster

A new TV Booster, model 1MB-13, said to be especially valuable in fringe areas, has all channel tuning with an extra fine tuning control for the high channels. The swivel-based antenna plugs into a jack on top of the booster cabinet. Antenna may be rotated completely to any desired position to obtain maximum signal. Manufactured by the Simpson Manufacturing Co., Inc., Long Island City, N. Y., the Booster lists at \$42.50.

18,000 TV Sets W'kly With New Philco Plant

Sandusky, Ohio—The Philco Corporation's new million-dollar plant started production of television receivers here yesterday, when the plant was officially opened in ceremonies attended by William Balderston, president of Philco, James H. Carmine, executive vice-president, Joseph H. Gilles, vice-president—television and radio operations, Leslie J. Woods, vice-president—director of research and engineering, Courtney Pitt, vice-president—finance, and Lionel Searle, plant manager here.

"With the addition of this Ohio plant to our television facilities in Philadelphia," Balderston said, "Philco now has the capacity to produce 18,000 television receivers a week. Our new Sandusky plant has the longest conveyors in the world for manufacturing television sets. All our production operations flow along a single floor on which are installed the latest types of manufacturing and testing equipment. . ."

According to company officials, Philco now has an investment of over \$20,000,000 in TV. The company's first commercial TV receiver was introduced in May, 1947.

Altec Plans Sales Drive

Cash prizes will be awarded Altec sales representatives in the company's 12th Anniversary Sales Drive which will extend for 12 weeks.

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Opening Of U.N. General Assembly Will Be Covered By Webs, WNYC

(Continued from Page 1)

scheduled for the occasion, but have made arrangements for news coverage of U-N activities at Flushing Meadows throughout next week.

NBC's Dennis Day, Fred Waring, the "Quiz Kids," and "Howdy Doody" are among the net's personalities who will introduce U-N themes in their programs during the 4th annual United Nations Week, co-sponsored by the web and the American Association for the United Nations, beginning Sept. 18.

"The U-N In Action," a CBS Sunday series featuring the web's United Nations correspondent Larry Lesueur with news reports, will be resumed on Sept. 18, 11:15-11:30 p.m., EDT, over the full CBS network. "Memo From Lake Success," the CBS series covering non-political activities of the U-N, produced by the Radio Division of the United Nations, will be resumed on Sept. 17, 6:15-6:30 p.m., EDT, over the full network. The web's New York key station, WCBS, however, may carry "Memo" at a different time on Sunday nights.

WNYC began airing its Tuesday transcribed production of the U-N Radio Division, "The U-N Story," on Sept. 13, 6 p.m. The series consists

'U-N Day' Plans

The Radio Division of the United Nations currently is preparing a special radio kit for stations throughout the country for use on "United Nations Day," Oct. 24.

American business, through the facilities of the Advertising Council, Inc., will help in the celebration of the fourth birthday of the United Nations on Oct. 24 with a special radio kit. General Mills has underwritten the cost of preparing the radio kit and newspaper ads. Barry Mahool, radio director of the American Heritage Foundation, has volunteered his services to the Citizens' Committee for the coordination of the special radio promotion.

of dramatic presentations designed to show how the international organization carries on its functions and its effects on the peoples of the world. The city-owned station also will inaugurate a new U-N news service, six days per week, originating from Lake Success, 6:50-6:55 p.m., beginning Sept. 19. "Live" pickups from the General Assembly at Flushing Meadows, beginning 11 a.m., Sept. 20, will be part of WNYC's "gavel-to-gavel" coverage.

MBS will make tape recordings of the opening of the General Assembly for insert into its "Mutual Newsreel," Sept. 20, 6:45-7 p.m., EDT, and repeated at 10:15-10:30 p.m., EDT, the same night.

ABC's "Baukhage Talking" program will originate from the U-N radio booth for four days, 1-1:15 p.m., EDT, beginning Sept. 20. The web's correspondents, Pauline Frederick and Gordon Fraser, will make special U-N reports to be included in "Headline Edition," 7-7:15 p.m., EDT, and in "News of Tomorrow," 11 p.m., EDT, on Sept. 20.

Many NBC Shows Participate

NBC's "Fred Waring Show" on Sept. 17, 10:00 a.m., EDT, will offer Rachmaninoff's "To the Children" as a U-N tribute, with soprano Jane Wilson and the glee club featured. "Mind Your Manners," a teen-age quiz program, will present Louise Cordier, 16-year-old daughter of Andrew Cordier, assistant to the U-N secretary-general, as guest panelist in a session devoted to the social behavior of teen-agers in the U. S. and France, Sept. 17, 5:00 p.m., EDT.

"Eternal Light," on NBC, Sept. 18, 12:30 p.m., EDT, will present a documentary, "A New Amen," by Morton Wishengrad, concerning problems faced by the United Nations International Children's Emergency Fund in trying to make a new world for sick, starved, homeless children. "Quiz Kids," Sept. 18, 3:30 p.m.,

EDT, will face many questions on various facets of U-N. "Catholic Hour" on NBC, Sept. 18, 6:00 p.m., EDT, will offer prayer and music for the U-N.

Ambassador to Be Heard

During the week, starting Sept. 19, 3:30 p.m., EDT, NBC's "Pepper Young's Family," serial drama, will underscore a U-N theme. On Sept. 23, Philip Jessup, U. S. ambassador-at-large to the U-N, will be guest of Clark M. Eichelberger, director of American Association for the United Nations, on "The U. N. Is My Beat," network except WNBC, 7:30 p.m., EDT. Later the same night, 10:45 p.m., EDT, "Pro and Con" will present a speaker on the U-N. Mary Lee Taylor will incorporate a U-N feature in her Sept. 24 program, 10:30 a.m., EDT. Other Saturday programs touching upon the U-N will be "A Day in the Life of Dennis Day," 9:30 p.m., EDT, and "Coffee with Congress," network except WNBC, 9:30 a.m., EDT.

On WNBC, NBC's New York outlet, the programs joining in the observance will include Mary Margaret McBride, "Tex and Jinx," Ivan Sanderson, Bob Smith, "WNBC Stamp Club" and Norman Brokenshire. Forty-two U-N spot announcements have been recorded for broadcast during the week.

Other NBC programs which will focus attention on the United Nations will be the NBC Symphony on Sept. 17, "Sometime Before Morning" on Sept. 18, "The Biggest Show on Earth" on Sept. 25, "Junction in Europe" on Oct. 2, "Nightmare at Noon" on Oct. 9 and "Memory Street" on Oct. 16.

TV Coverage Set

Among the NBC television programs that will focus on the U-N during the week will be "Howdy Doody," Monday through Friday, 5:30 p.m., EDT, and "Who Said That?" on Saturday, 9:00 p.m., EDT.

The CBS-TV network will have "live" pickups from Flushing Meadows on the opening day of the General Assembly from 11 a.m. to 1 p.m., EDT, possibly followed by another "live" telecast during the afternoon session. CBS commentators Larry Lesueur and Douglas Edwards will handle descriptions on the telecasts. Television cameras, for the first time, will be able to focus directly into the faces of the delegates on the dais. A wall on the side of the dais has been broken through for the purpose of improving the video coverage of the General Assembly. CBS will have cameras also in the regular TV booth and in the delegates' lounge to handle interviews.

Judge Of Beauty

Charles Starke, emcee of the "Music Shoppe" on WINS, New York, will be chief judge at a beauty pageant to be held at the Reading (Pa.) Fair on Saturday.

Petry Picks Up Tab For Firm's Clients

(Continued from Page 1)

to the fold before the Waldorf meeting adjourned.

Representatives of the forty broadcasters in attendance voiced approval of the Petry plan to voice radio sales from TV sell and okayed the appointment of Keith Kiggins to head up the station organization's TV department. They even made it more emphatic by adopting a resolution of confidence in Petry's planning but served their final approval with the administrative blue print which had been tried out.

Hank Christal, dynamic secretary-treasurer who doesn't see eye to eye with Petry on many phases of operation, was there. He chatted with the broadcasters informally and was on hand when Petry made sales pitch. Ed Voynow who heads up the company's Chicago operations was also on hand.

Efforts to keep the meeting closed was not entirely successful. A representative of one trade paper was bounced when discovered among the broadcasters and observers for other station reps were seen in the hotel corridor.

Petry promises to release a statement for Monday publication. The statement will be short and will stress the confidence of broadcast in the company's operations. May it will include the text of the resolution which was reported passed especially for trade paper consumption.

William Materne Joins ABC As Account Executive

William M. Materne has joined American Broadcasting Company network sales staff as an account executive, it was announced by Charles T. Ayers, eastern sales manager of the network.

Materne, formerly with the staff of the Mutual Broadcast System, started his radio career in 1938 and was on the sales staff of the Blue Network Company, predecessor of the American Broadcasting Company.

Fair Minded

Hartford—WTIC will originate twenty-seven broadcasts at the Eastern States Exposition in West Springfield beginning Sunday, September 18. It will be the station's third successive year of active participation in the big fair, which attracts over 350,000 visitors annually. In addition to programs from its permanent studios in the Connecticut Building, WTIC will broadcast "Cinderella Weekend" quiz show daily at 2:30 p.m. from the stage of the Little Theater in the Industrial Arts Building.

Send Birthday Greetings To—

September 16

Mary Hunter Andy Russell

Ruth Girard

September 17

Mary Charles Bob Hotz

Alice Yourman Yvette

Gabriel Heatter

September 18

Walter White, Jr. Don Shaw

Ann Lester Mildred Fenton

Joe Bradley Joan Ellis

Bill Fields E. E. Hill

Sherman K. Gregory

September 19

Aaron S. Bloom Dick Fishell

Josephine Forbes Betty Garde

Janice Gilbert Anice Ives

Curt Purnell Willard Robinson

Mildred O'Neill Brent O. Gunts

September 20

Frank DuVal Daniel Duncan

Mary McKim Billy White

Wm. J. Morris Joy Burnett

Milton Starr Andrea Lord

September 21

Reginald K. Harris Jay Toney

William Hunter Del Courtney

Fred Irving Lewis Ted Nelson

Allen Stock Lloyd Shaffer

September 22

Travis Chapman William Elliott

Clyde Kittell Valerie Lomas

Joe Parsons Betty Wragge

Dorothea Lawrence Toby David

Hanley Stafford Maurice Barrett

TELEVISION DAILY

Continuation of RADIO DAILY, Friday, September 16, 1949 — TELEVISION DAILY is fully protected by register and copyright

\$200,000 CHICAGO GRID SKED SET

TELE TOPICS

IT IS REGRETTABLE that CBS decided upon "Uptown Jubilee" as its vehicle to buck the Berle show. "Jubilee" is not enough vaudeo to successfully compete with Texaco (it is doubtful that any light variety stanza could swap punches with the NBC ailer), but it is good enough for a warrant airing in a time seg where it should have a better chance to attract an audience on its own merits. Staged in a manner reminiscent of "Toast of the Town," the show was well-paced by emcee Eddie Bryant, who knows his way around a stage. His hoofing turn with the team of Art Linkletter and Cole registered well, as did almost everything else he did. Talent lineup was a good one—Louis Armstrong, Anita Hall, Harry Belafonte, Timmy Lester, Jimmy Smith and Dottie Saulters. The acts were Rogers, a fine comic, and Saulters, a rhythm singer with a most engaging personality. Besides Bryant, stars include the Jubileers, a six-girl chorus line used to dress up several numbers, and Don Redman's ork. . . . Program is written by Robert Smith and produced by Barry Wood. John Wray directs, with William Patterson assisting.

OPENING LINEUP of 34 stations has been set for the Lone Ranger film which bowed on most ABC outlets last night. Sponsored by General Mills, program was produced by Apex Films. . . . Nemeth Studios has completed a new blades commercial for American Razor Co., through Federal agency. . . . June Haver and Bert Gordon will join Smith, Rhoda Mann and Bob Keeshan, in the Howdy Doodly stanza as guests on the opening Berle show Tuesday. . . . Mic Scribner has obtained his release from Don Lee in time for the Saturday matinee of "Sleepy Joe" on KECA-TV. Five-week show is a Cardinal package and will be recorded for airing on the ABC network. . . . Bernie London, former CBS sports coordinator, returns to the web to direct coverage of Columbia University football games. Sked will be sponsored by Waterfield. . . . The Air France slacker is releasing a 10-minute film made by news and titled "A Day In The Life of an Air France Hostess." Dwight Weist is the narrator.

KECA-TV, Los Angeles, this week acquired, for an undisclosed price, the fire scene dock of David O. Selznick's Grand Slam Films. The 10-truck-load package includes elaborate plaster columns and carved balustrades used in some of the producer's epics. . . . Dick Shepard and his Hodges will be featured emcees and the masters on "Bowling Headliners," which returns to the air this week. . . . "Mable On The Telephone" will be cut from six to five a week beginning Oct. 2. CBS is reclaiming the five-minute spot on today nites.

New Philco Plant Ups Capacity To 18,000

Sandusky, Ohio — Philco Corp., yesterday began production in its new million-dollar plant here, boosting the firm's capacity to 18,000 sets a week. Top Philco brass turned out for the opening ceremonies included prexy William Balderston; James Carmine, executive veepee; Joseph H. Gillies, veepee, TV and radio operations; Leslie J. Woods, veepee and director of research and engineering; Courtney Pitt, veepee in charge of finance, and plant manager Lionel Searle.

Company officials pointed out that Philco now has an investment of over \$20,000,000 in video.

"Our new Sandusky plant has the longest conveyors in the world for manufacturing television sets," Balderston said. "All our production operations flow along a single floor on which are installed the latest types of manufacturing and testing equipment. With these highly efficient facilities, we expect production here to increase rapidly in coming weeks."

KBTB Debut Tomorrow

Dallas, Texas — Vice-President Alben Barkley has accepted the invitation of Tom Potter, Texas oilman and owner of KBTB, Dallas, to cut the ceremonial ribbon that will officially open the new studio and office building at 8:00 p.m. Saturday, Sept. 17th.

TBA Urges RMA, IRE Action To Standardize Equipment

The TBA engineering committee has called upon RMA and IRE to "undertake expeditiously" standardization of video equipment. Request was contained in letters to Stuart Bailey, IRE prexy, and Dr. W. R. G. Baker, of RMA, from Raymond F. Guy, chairman of the TBA engineering group. Copies of the letter also went to SMPE and NAB.

Guy said that "during the past two years, it has become increasingly evident that there are difficulties arising in the engineering of television studio systems as a result of differences in equipment and design by manufacturers of such equipment. A broadcaster who enters the TV field with equipment of one manufacturer encounters difficulty in the practical adaptation to his plant of equipment originating

TV Box Score	
On the air.....	81
CP's	32
Applications	350

Church Buys ABC Time For Weekly Program

Chicago — The Young People's Church of the Air, Philadelphia, has signed a 52-week contract with ABC for a weekly religious program, it was announced yesterday by James L. Stirton, sales manager of the web's central division.

The half-hour program, said to be TV's first network religious stanza, will be aired Sundays, 9:30 p.m., CST, beginning Oct. 9.

Stations carrying the program, which will originate in Philadelphia, are WFIL-TV, Philadelphia; WJZ-TV, New York; WMAL-TV, Washington; WXYZ-TV, Detroit; WENR-TV, Chicago; WAAM-TV, Baltimore; WTVN, Columbus, Ohio; WLAV-TV Grand Rapids, Mich.; WCTN-TV, Minneapolis; KECA-TV, Los Angeles and WFBM-TV, Indianapolis.

Bank Renews WNBK Seg

Cleveland—Central National Bank of Cleveland has renewed sponsorship of "It Happened Today," daily five-minute news show, over WNBK. Thirteen-week pact was placed through Fuller, Smith & Ross agency.

Notre Dame, Three Big 10 Teams On WBKB, WGN

(Continued from Page 1)

pool forces in order to cut costs and insure widest coverage.

Two Wisconsin games will be fed to the combine by WTMJ-TV, Milwaukee, an NBC affiliate, while on Oct. 1, the station will carry the Wisconsin-Illinois game from WBKB.

Five sportscasters will cover the games in a pool arrangement made by the two Chicago stations and DuMont. WBKB's Joe Wilson will cover five games for the station, and Vince Lloyd and Bill O'Connor will cover five contests for WGN-TV. Mel Allen and Jim Britt will cover the Notre Dame games being fed to DuMont.

Pickups will be supervised by Don Cook for WGN-TV and by Dick Liesendahl for WBKB.

Schedule Outlined

The complete schedule follows: Sept. 24, Indiana at Notre Dame, WBKB to DuMont, (Chevrolet)—on same date WGN-TV will carry Purdue at Northwestern, (Standard Oil); Oct. 1, Wisconsin at Illinois, WBKB feeding to WTMJ-TV, (Chicago Chevrolet), also Pittsburgh at Northwestern over WGN-TV, (Standard Oil); Oct. 8, WTMJ-TV will originate the California-Wisconsin game feeding it via micro wave relay to WBKB—this game at present is sustaining; Oct. 15, WGN-TV will feed DuMont Tulane at Notre Dame, (Chevrolet); Oct. 22, WTMJ-TV will feed WGN-TV Ohio at Wisconsin, (Chicago Chevrolet).

Oct. 29, WBKB will feed Michigan at Illinois to DuMont, (Chevrolet), while on same date, Chevrolet Dealers will sponsor same game over WGN-TV; Nov. 5, WBKB will carry Indiana at Illinois, (Chicago Chevrolet), while WGN-TV on same date will carry Wisconsin at Northwestern and will feed game to DuMont, (Standard Oil); WBKB will carry Colgate at Northwestern on Nov. 12, (Standard Oil), while also on the twelfth, WABD, New York, will feed the DuMont Net including WGN, Chicago, the Notre Dame-North Carolina game originating at Yankee Stadium; Nov. 19, WBKB will air Iowa at Notre Dame and will feed it to DuMont net, (Chevrolet), also on nineteenth, WGN-TV will televise Northwestern at Illinois, (Standard Oil). The final game of the season on Nov. 26, which is the big Southern California-Notre Dame game originating in South Bend, will be carried by both WGN-TV and WBKB and will be fed to entire DuMont for Chevrolet.

with a different manufacturer. "This," he declared, "will quickly result in a lack of flexibility in utilizing new and desirable apparatus in the television field."

Guy added that on May 18, TBA created an Ad Hoc Sub-Committee on Standardization, which made a survey of the requirements, and as a result, urges that RMA and IRE undertake standardization in the following fields:

1. Transmission levels: their standardization and method of measurement.
2. Patch cords, plugs and jacks.
3. Camera cables and their associated connectors.
4. Coaxial equipment connectors.
5. Picture geometry and its method of measurement and adjustment.

Urge Private Webs In WAB Resolution

(Continued from Page 1)

request from the Canadian Association of Broadcasters for an opinion of the Western Association on the question of a private network.

The meeting also discussed the present practice of many radio stations of selling local radio advertisers broadcasting time at less cost than is charged to national advertisers.

The meeting approved a resolution agreeing that within the next year member stations of the WAB should make every effort to bring their advertising rates into line with a view to establishing identical rates for national and local accounts.

The meeting recommended that the Canadian Association of Broadcasters request that the CBC rescind its regulation prohibiting the free use by stations of mechanically reproduced radio programs between the hours of 7:30 p.m. and 11 p.m.

The regulation also requires that such programs be identified on the air as recorded or transcribed programs.

William Guild of Lethbridge, Alberta, was re-elected unanimously as president.

Special Swift Program

Chicago — A special one-time broadcast will be sponsored by Swift and Company, packers, from 7:45 to 8 a.m. (CST) Oct. 1, over the complete ABC network, to launch a sales drive for Swift's Brookfield Sausage.

The entertainment will feature the Breakfast Club cast, including Don McNeill, Sam Cowling, Patsy Lee, and Fran Allison. Executives of the company will outline sales plans for the promotion of their product.

The business was placed through the J. Walter Thompson Agency, which also handles the Swift and Company Monday through Friday sponsorship of ABC's Breakfast Club program, from 8:15 to 8:45 a.m. (CDT).

Mrs. Bridget Stanton

Mrs. Bridget Stanton, 68, mother of Pat J. Stanton, owner of WJMJ, Philadelphia, Pa., died yesterday following a long illness.

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Manufacturers of Fluorescent
Flags and Banners for
All Nations

Also Pennants, Valances and
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CBS Promotes Cowden; Means Also Upped By Net

(Continued from Page 1)

nounced in a statement released to the trade yesterday.

Cowden, with CBS since 1938, has been director of C-O promotion since January, 1946, and Means has been his assistant since December, 1947.

Cowden joined the CBS network in 1938 as a member of the promotion department. Two years later he went with station KSFO, then the CBS affiliate in San Francisco and came back to New York in 1941 as a member of the CBS station relations department.

In 1943 Cowden went into the Army and served as editor of the Pacific edition of "Stars and Stripes." He rejoined CBS in January, 1946, as director of C-O promotion.

Means joined CBS in June, 1943, as a copywriter in the C-O promotion department. In December, 1944, he left to direct advertising and sales promotion for WOL, Washington, D. C., and in June, 1947, became general manager of WFAK, Charleston, S. C. He rejoined CBS in December, 1947, as assistant to the director of C-O promotion.

N. Y. FM Broadcasters Draw Promotional Plans

(Continued from Page 1)

the full membership at a meeting to be held in New York two weeks hence. Morris Novik, radio consultant and a director of the FMA, is serving as temporary chairman of the organizational committee, whose members include: Joe Cramer, WOR-FM; Lou Frankel, WFDR; Mrs. Elliott Sanger, WQXR-FM; Elias Godofsy, WHLI-FM; Seymour Siegel, WNYC-FM, and Wm. Coleman, WFUV (Fordham University).

Biggest problem facing the group at present from an organizational standpoint, a spokesman indicated, is overcoming the apathy of the networks, which thus far have exhibited no great enthusiasm toward plans for hyping FM in the New York area.

Citizenship E. T. Series Sold On 110 Stations

(Continued from Page 1)

series packaged by Laurence Hammond Productions, Inc.

The programs, featuring talks by prominent citizens, are offered to stations at \$5.00 per disc, and less in smaller communities. The new stations carrying the series are: WASK, Lafayette, Ind.; KANS, Wichita, Kansas, WJZM, Clarksville, Tenn.; WDSU, New Orleans; WCOP, Boston; WABJ, Adrian, Mich.; KAUS-KATE, Austin, Minn.; KGGM, Albuquerque; KOVO, Provo, Utah; KDKA, Pitts.; WMP, Memphis; WLLH, Lowell, Mass.; WHUM, Reading, Pa.; WLAN, Lancaster, Pa.; WOAI, San Antonio, Tex.; WKNE, Keene, N. H.

Radio Receiver Repairs Subject Of Campaign

(Continued from Page 1)

as "Radio Preventive Maintenance Month" and while the title fails to tell the story, the servicemen expect to increase the number of receivers in use through their offer of reasonably priced repair service.

RCA is reported to have endorsed the plan and the company's tube and parts department is co-operating with the organization in the furtherance of the drive. It was pointed out that a test campaign staged last year in Harrisburg, Pa., proved very successful and the plan as used there was employed in setting up the special month's drive throughout Pennsylvania.

"Album" Returning Sept. 25

"American Album of Familiar Music," will return to NBC after an eight-week summer vacation on Sunday, Sept. 25, 9:30 p.m., EST. The program soon will pass its 1,000th broadcast.

Artists who have been featured on the program in the past several years will return. Tenor Donald Dame, soprano Margaret Daum, contralto Evelyn MacGregor, violinist Bertrand Hirsch, duo-pianists Arden and Arden, the orchestra and Buckingham Choir directed by Gustave Haenschen will be heard weekly.

Broadcasters Gather For District Meeting

(Continued from Page 1)

Richard Doherty, director of N. employer-employee relations, among the speakers who will be heard.

Following the 9th District meeting the NAB executives will move on to Minneapolis for a two-day meeting of District 11 which will be held at the Hotel Radisson on Sept. 19-20.

Other NAB district meetings follow are:


Sept. 26-27: Dist. 10, Savery, Des Moines, Iowa.
Sept. 29-30: Dist. 12, Allis, Wichita, Kan.
Oct. 3-4: Dist. 13, Adolphus, Dallas, Tex.
Oct. 6-7: Dist. 6, Peabody, Memphis, Tenn.
Oct. 13-14: Dist. 5, Roosevelt, Jacksonville, Fla.
Oct. 17-18: Dist. 4, Carolina Inn, Philadelphia, Pa.
Oct. 25-26: Dist. 3, Skytop Lodge, Skytop, Pa.
Oct. 27-28: Dist. 2, Berkeley-Carteret, N. J.
Oct. 31-Nov. 1: Dist. 1, Somerset, Boston.
Nov. 21-22: Dist. 8, Book Cadillac, Detroit.
Nov. 28-29: Dist. 16, Paradise Inn, Philadelphia, Pa.
Dec. 1-2: Dist. 15, Mark Hopkins, San Francisco.
Dec. 5-6: Dist. 14, Utah, Salt Lake City.
Dec. 14-15: Dist. 17, Benson, Portland, Ore.

Joins Hollingbery

Pat Bolton, receptionist at WWF New York, has resigned to join George Hollingbery, New York station representative.

• faces • facts • figures • wins •

• faces • facts • figures • wins •




BALES OF SALES

• faces • facts • figures • wins •

Jack Lacy is a specialist in selling grocery products. Everyday on BUSHELS OF FUN (12:30 to 1:00 P.M.) Lacy reaches and sells a large housewife audience at home, where the budget money is kept.

Call your WINS-CROSLLEY sales office for participation availabilities . . . and while you're on the phone ask about the merchandising plus offered on BUSHELS OF FUN.



CROSLLEY BROADCASTING CORPORATION



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 48, NO. 55

NEW YORK, MONDAY, SEPTEMBER 19, 1949

TEN CENTS

NINE GET PLACES FOR COLOR HEARING

WLIB Sale OKayed; Other FCC Activity

Washington Bureau of RADIO DAILY
Washington—The FCC on Friday gave its okay to the sale of WLIB, New York, by Dorothy Schiff Thackrey, publisher of the New York Post, to the New Broadcasting Company. Morris S. Novik, radio consultant and former manager of city-owned station WNYC, New York; Harry Novik, Norman Furman and Samuel Haims are owners of the new company. Price for the station is \$150,000. Among those voting for the trans-

(Continued on Page 5)

Radio, TV Panel to Open 4-A Eastern Conference

A panel discussion of radio and television will open the annual Eastern conference of the American Assn. of Advertising Agencies, to be held at the Hotel Roosevelt, New York, starting at 2 p.m., Oct. 4. Ray Vir Den, president of Lennen & Mitchell, and chairman of the 4-A New York Council, will preside.

Speakers at the radio session will include Spyros Skouras, president of 20th Century-Fox Films, and John Crosby, New York Herald Tribune columnist.

'Mr. Keen,' 'FBI' Lead National Nielsen Ratings

"Mr. Keen" moved from second into first place, and "This Is Your FBI" climbed from 13th place to second place in the National Nielsen Ratings for Aug. 7-13, just released.

Other leaders, in order, were "Sam Spade," "Crime Photographer," "Mr. District Attorney," "Our Miss

(Continued on Page 2)

Will Launch Drive

Washington—The Community Chests of America will launch its annual campaign with a half-hour broadcast over the four major networks, Sept. 30, 10 p.m., EST, featuring a three-minute address by President Truman, to be followed by response by CAA chairman Henry Ford II. Affiliates, cutting out, will carry local chairmen in place of Ford.

Hands Across Border Gesture By WCCO

Minneapolis—Clemente David Serna, son of Senor Clemente Serna-Martinez, president of Radio Programas de Mexico, eighty-station Mexican network, was guest on the "Darragh Aldrich Matinee" over WCCO at 2:00 p.m., Saturday. He shared guest star honors with American singing star Lanny Ross.

Clemente Serna, age twelve, recently enrolled in St. Thomas Military Academy in St. Paul, and is preparing for a career in radio, he told Northwest listeners. Though his father is head of the Mexican network, this was his first radio appearance, he said.

Clemente was guest of honor at a luncheon given by WCCO prior to the broadcast.

Duffy's Tavern Taped In P. R. for NBC Web

Ed Gardner's first tape recorded program of "Duffy's Tavern" produced at San Juan, Puerto Rico, has arrived in New York and NBC officials have been huddling on the quality of the recording and a starting date for the new program series.

Gardner, according to reports, has leased the studios of WIPR, government owned radio station at San Juan, set up a business complying with the Insular Government's laws and will operate as a tax free corporation. Engineers from NBC in New York were flown

(Continued on Page 8)

NAB Limits News Coverage Of Their District Meetings

Trade press representatives who gathered at the 9th District NAB convention at Three Lakes, Wis., last Thursday and Friday found a mild form of censorship in effect with all deliberations "off the record" and the actual news release of the two-day session confined to a press conference arranged by Justin Miller, NAB president, and other executives of the industry organization. Indications that something had

Sessions At FCC Could Last 2 Weeks; NBC And CBS Exhibits Planned; May Compare Two Types

WMCA's Co-op Series Completely Sold Out

WMCA's "Mr. & Mrs. Music" with Ted and Doris Steele, 9:15-12 noon, Mondays through Fridays, has been completely sold out, both as to participations and station breaks, with the signing yesterday of a 13-week contract for five 10-minute participations per week by Mutual Benefit Health & Accident Assn. of Omaha. Mutual of Omaha was the 11th

(Continued on Page 8)

Oil Company to Sponsor Penn Football on WFIL

Philadelphia — Sponsorship of seven home games of the University of Pennsylvania football team by the Atlantic Refining Company over WFIL will begin with the first game at Franklin Field on Saturday, Oct. 1, it was announced Friday. George

(Continued on Page 2)

Study Urges AM, TV Use To Increase Readership

More intensive use of radio and television to stimulate newspaper circulation is urged in "How to Increase Daily Newspaper Circula-

(Continued on Page 4)

Washington Bureau of RADIO DAILY
Washington—The FCC on Friday announced the order of testimony for nine groups to be heard on color television during the week beginning September 26—next Monday. Cross examination of these witnesses will be deferred until the end of their direct testimony, which, with dem-

(Continued on Page 6)

Emerson Inaugurates Canadian Operations

Inauguration of Canadian manufacturing operations was announced Friday by the Emerson Radio and Phonograph Corp., New York.

Emerson's president, Max Abrams, said the firm's Canadian operations will center in Montreal. The first Canadian-made Emerson television and radio receivers will go on sale in the Dominion in October, he said. Canadian Fairbanks-Morse Co., Ltd. has been franchised as exclusive

(Continued on Page 2)

Campana Keeps Program For Indefinite Period

Campana Sales Co., reported dropping CBS network's "First Nighter" series on Sept. 29, has decided to keep the dramatic series on indefinitely. The program, aired Thursdays at 10:30-11:00 p.m., stars Barbara

(Continued on Page 4)

New Comedy Series

"Halls of Ivy," a situation comedy series starring Ronald Colman, is now in the works at CBS and is slated for debut within the next month or so. Time and day have not been set as yet but probabilities are that the new programs of the popular movie star will go into the Wednesday, 10:30-11:00 p.m. time period on the network.

A spokesman for NAB indicated (Continued on Page 6)



Vol. 48, No. 55 Monday, Sept. 19, 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 Dahlonga Rd.
Phone: Wisconsin 3271

CHICAGO BUREAU

Hal Tate, Manager.
300 No. Michigan Ave.
Phone: Randolph 6-6050
Phone: Riverside 5491

SOUTHWEST BUREAU

Paul Girard, Manager
Tower Petroleum Bldg.,
Dallas, Texas
Phone: Riverside 5491

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FINANCIAL

(September 16)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Rows include Hazeltin 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).

Name Personalities To Aid Rogers Debut

"Pick A Date With Buddy Rogers," a new half-hour audience participation show to preem over ABC, today, 11:30-12 noon, will feature a roster of big name guests from other ABC network shows, headed by Boris Karloff, Bert Parks, and Ted Malone.

Mary Martin, singing star of South Pacific, will make her only guest appearance to-date on a radio show in a non-singing role. Miss Martin had her start on radio as a singer on a Buddy Rogers show more than 10 years ago.

COMING AND GOING

JO DINE, director of press at NBC, is on a business trip to Worcester, Mass. He'll be back next Sunday.

BEN B. BAYLOR, JR., assistant general manager and sales director of WMAL, is in New York for conferences with officials of the American network, with which WMAL is affiliated.

JACK KUNEY, director at NBC, today will leave for Nantucket, where he'll spend three weeks with his family.

ROBERT PATT, sales promotion director of WCBS, today will return from a one-week holiday at Skytop.

H. QUENTON COX, general manager of KGW, Portland, Ore., an affiliate of NBC, arrived in town Friday for conferences with officials of the network.

FRAN BARBOUR, secretary to Ed Hitz in the sales department of NBC, spent the week-end in Albany.

BRUNO ZIRATO, JR., director of "Sing It Again" on CBS, is honeymooning with the recently-crowned MRS. ZIRATO at Acapulco, Mexico. They were married Saturday. Bride is the former Barbara Keefe.

ROBERT OWEN, assistant manager in charge of engineering at KOA, Denver, Colo., is spending this week in New York for the engineering meetings at NBC.

KATE SMITH has returned from her Summer place at Lake Placid and, starting tonight, will do her "Kate Smith Calls" from the New York studios of ABC.

ADRIAN SPIES, writer on the "Welcome Travelers" show, left for Chicago Friday following a few days in New York. The program company recently returned from Europe.

RITA COLTON, television star on NBC, and PETER ROBERT, staff announcer, spent the week-end in Reading, Pa., where they acted as judges in the beauty contest conducted by the Reading State Fair.

Emerson Inaugurates Canadian Operations

(Continued from Page 1) distributor for Emerson in Canada. "The Canadian market represents an initial annual volume of sales of \$5,000,000," Abrams said, "and Canadian Fairbanks-Morse through its 17 regional Canadian offices is in an excellent position to give a thorough distribution to the Emerson Radio line. . . . We estimate that before long Emerson's sales potential in the Canadian market will reach a figure of approximately \$20,000,000 a year. "This latest Emerson venture," he went on, "brings our total foreign plant operations to six. Since June of 1947, assembly lines for Emerson radio receivers and television sets have been set up successively in Mexico, Argentina, Uruguay, Brazil, Italy, and now in Canada. We hope that before long we shall formalize arrangements for the setting up of additional plants in Israel and in India. We also envisage the setting up of additional plants in three other countries to round out our program of worldwide distribution of Emerson radio products despite the critical dollar shortage."

WLOW, Norfolk, Lines Up Full Football Schedule

Norfolk, Va.—WLOW, local indie specializing in sports coverage, has lined up a full football schedule this season. The station will carry "junior" grid games on Monday and Wednesday, high school games on Friday, college games on Saturday, and professional games on Sunday.

Mark Scott, WLOW sports director, will handle play-by-play, assisted by Erik Paige. Sponsors include Zenith Radio, Ballantine beer, and local advertisers.

Wedding Bells

Montgomery, Ala.—Charles Henry Zeanah, WSFA sports director, will be married on Nov. 1 to Sarah Hunter Martin, daughter of Thomas E. Martin, WAPX official.

'Mr. Keen,' 'FBI' Lead National Nielsen Ratings

(Continued from Page 1) Brooks," "Corliss Archer," "Mystery Theater," "Big Story," and "Inner Sanctum." Nielsen also reported a 50 per cent increase in audience over last year for the All-Star Football Game in the Pacific Time Zone. This year's game was aired live at 5:30 p.m., instead of transcribed at 10 p.m., as last year. In the Eastern and Central Time Zones the 1949 audiences of the All-Star Game were 25 per cent below last year.

Oil Firm To Sponsor Penn Football On WFIL

(Continued from Page 1) Walsh, sports commentator of WFIL and WFIL-TV, will do the play by play coverage and Jim Felix of the station's announcing staff will handle the "color" commentary. The fall schedule will include games with Dartmouth, Columbia, Navy, Pittsburgh, Virginia, Army and Cornell.

WNEW Caught In Middle Of ACA-IBEW Squabble

A jurisdictional dispute between rival engineering unions, with WNEW in the middle, threw a picket line around the New York indie during the lunch hour on Friday. No strike issue was involved.

A WNEW spokesman issued the following statement in explanation of the picketing: "There is a jurisdictional dispute between two opposing unions—ACA-CIO, and the AFL's IBEW. Both of these unions claim a majority of the WNEW engineers and the station is unable to sign with either until the NLRB decides which union actually represents a majority of the engineers."

WNEW's present contract, with the ACA, expires in a month. The lunch-hour pickets, also ACA members, alleged that the station was unfair because it has refused to sign a renewal, pending an NLRB election.



Try Your Hand at This

Sit down sometimes and try your hand at making one of these lace tablecloths. You'll soon realize how much skill this Belgian lacemaker has.

If you're buying time, your job calls for plenty of skill, too. It's not just a matter of picking out big-wattage stations and sending out your orders.

No, sir! Not if you're trying to get top value for your client's dollar! Get the facts, if you want to get the most for the money.

For instance, in Baltimore, it's a fact that WITH delivers more-listeners-per-dollar than any other station in town! WITH isn't the biggest station, but, as many an advertiser knows . . . it's the "cost-less" station.

So, if you've got clients who want to make money in the nation's 6th largest market, make sure you talk to a Headley-Reed man about WITH.



WITH Baltimore 3, Maryland

TOM TINSLEY, President Represented by Headley-Reed



WWJ

has a story to tell...

It's a long story . . . 29 years long, to be exact. It's the success saga of WWJ, Detroit's first radio station, and it includes the many success stories of its multitude of advertisers. It tells of WWJ's pioneering days, when radio was in its swaddling clothes. It covers the intervening years when radio came of voting age, and both WWJ and Detroit reached their pre-war peaks. And it brings you up to the present WWJ and the immensely wealthy post-war Detroit that is currently breaking all production records to keep up with the nation's demand for new cars.

Yes, the WWJ story tells advertisers, who themselves have a story to sell, how to tell it effectively and economically in the Detroit market. Get the WWJ story directly from us, or our national representative.

FIRST IN DETROIT . . . Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY
Associate Television Station W W J-TV



Basic NBC Affiliate

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

AGENCIES

SIDNEY ASCHER ASSOCIATES has been signed to conduct a public relations campaign for Free Nurses Institute, Inc., the 22-year-old organization which supplies free nurses to the needy sick—around the clock where necessary. . . . The Ascher organization also has been signed as public relations consultants for the National Food Packers. George Schreier is account executive on both clients.

WILLIAM H. WEINTRAUB & COMPANY, INC., has been appointed the advertising agency for the new monthly magazine, "Flair," which will be published by Cowles Magazine, Inc., publishers of "Look" and "Quick."

THOMAS ALLEN has joined Grey Advertising, Inc., as a radio copywriter. He was formerly with Al Paul Lefton.

THE R. T. O'CONNELL COMPANY announces its appointment as advertising agency for the Muralo Company, Staten Island, N. Y., manufacturers of Water Paint Products.

PAUL SMITH ADVERTISING, INC. has been appointed by the Risdon Mfg. Co. to handle advertising for Scope, telescopic cigaret holder.

FRANKLIN BRUCK ADVERTISING CORPORATION announces the appointment of Herbert A. Gold as merchandising director on package goods accounts. Until he disposed of his interests to the Sun Ray Drug Company of Philadelphia, Mr. Gold was president of Gold's Drug Stores, and was for five years a member of the executive committee of The Affiliated Drug Stores, where he set up and coordinated merchandising arrangements between manufacturers and the 48 chains of stores serviced by Affiliated.

ROBERT MEEKER ASSOCIATES, INC. have been appointed national sales representatives for KCRA, the NBC affiliate in Sacramento, Calif., other than on the West Coast, where the W. S. Grant Company is retained. The appointment, announced by Ewing C. Kelly, general manager, is effective immediately.

Study Urges AM, TV Use To Increase Readership

(Continued from Page 1)
tion," a study by Max Eisen published last week.

In addition to news broadcasts tied in with newspapers, Eisen advocates the use of radio and television plugs for articles, features, and serials, and of sponsored programs "to attract specific groups, as fashion and cooking tips for women, and sports news by the newspaper's sports staff." The study is available through the Columbia University Book Store, New York.



Mainly About Manhattan. . . !

● ● ● **IT SAYS HERE:** Rumors that the Pope radio interests who operate WHOM, N. Y. indie, are trying to make a deal for WINS have been denied by reps of both stations. . . . Television Broadcasters Ass'n waiting for final word from Wayne Coy, chairman of the FCC, on whether or not he'll accept the paid presidency of the TV organization. If Coy declines, Ralph Austrian, television consultant, may get the post. . . . Gene Autry has advised the Madison Sq. Garden promoters to make liberal use of spot radio in publicizing the forthcoming rodeo. . . . Plans for launching television in Havana, Cuba, have been stymied for the time being, at any rate. One radio station operator is said to have forfeited \$50,000 down payment of an American made transmitter when the deal fell through. . . . Walter Lurie drawing patty-cakes from the trade for landing the "Hopalong Cassidy" radio series with Wm. Boyd for Mutual, due to preem in Jan. for Gen'l Foods. Lurie grabbed off this exclusive contract for his web after three years of negotiating. . . . Starting Oct. 5th, "Luncheon at Sardi's" will be heard from 12:45 to 1:30 via WOR. . . . The axe being sharpened at one of the major webs again.

★ ★ ★
● ● ● **MAIN STREET SEEN-ery:** Ethel Merman and Jackie Robinson, both leading their respective leagues in hits, waiting for the lights to change on 5th Ave. & 52nd Street. . . . Robert Q. Lewis learning all about the facts of life at Bop City. All about the bees and the bops. . . . Coiffurist Mark telling Jessica (fine and) Tandy all about his futuristic hair-dos at the Riviera.

★ ★ ★
● ● ● **THAWTS WHILE THINKING:** Viewing Isabel Leighton's luscious charm as a guest of Wendy Barrie's the other p.m. on television caused us to wonder why some alert program director doesn't make with the contract in her direction. The little lady's got what it takes to keep viewers anchored to their seats. . . . Ernie Harwell's conscientious pre-game reporting (he talks with the players for a full hour before game time) reflects in the consistently fine job that he achieves. Harwell has one bad habit, however. He doesn't go in for histrionics and, from his report, you can actually tell what happened on each play. Watch yourself, Ernie. . . . Guess what television exec. is being tagged "Major Hoople" by his cronies. Only thing is he insists upon being called Colonel. Okay, then, Col. Hoople!

★ ★ ★
● ● ● **MAIN STREET TREATS:** The Marshall Plan on the Capitol stage—Jay Marshall, the comic, that is. . . . Hugh James' narration of "Crusade in Europe." . . . Tony Pastor's slick Col. disc of the new song hit, "If I Had A Million Dollars." . . . Josephine Halpin's news stanzas via WINS. . . . Fran Warren's lush thrashing as Dave Garroway's guest Monday night. . . . Ted Steele's brand new television personality. Evening becomes electric. . . . Mary, Kay & Johnny show—well worth NBC'ing. . . . Suzanne Gilbert's song style at the Biltmore.

★ ★ ★
● ● ● **Hubbell Robinson, Jr.** CBS director of programs, reminisces about 20 years of radio in the Sept. Theater Arts, and, among other things, goes back to the days when: Little boys were still building their own earphones. . . . the beloved Goldbergs first aired their family squabbles. . . . There were two big Sunday night shows—Ruth Etting, with her tears-in-the-throat style, and Amos 'n Andy. . . . Paul Whiteman's vocalist was an interesting young lad named Crosby, who had a peculiar style of delivery that became known as crooning. . . . Morton Downey was inspiring the kind of following that, well, the kind of following that he inspires today. . . . And Rudy Vallee was the Vagabond Lover of every red-blooded American gal's dreams.

SAN FRANCISCO

By NOEL CORBETT

LES HOFFMAN, president of Hoffman Radio and Television, hosted the Bay Area radio dealers, ad men and press at a preview of the new Hoffman line for 1950. Later, the group attended the "Hoffman Hayride" (KGO-TV) at Radio City. Dude Martin, star of the show, used an oversized album with pages devoted to pictures and facts about the new Hoffman sets to show television viewers the various sets in the line—using TV to introduce TV. KSAN will broadcast all San Francisco Forty-Niner games. Sportscasts are sponsored by Acme Beer, through Foote, Cone and Belding. Bud Foster will be at the mike with home games emanating from Kezar Stadium. Other 49er games will be from Buffalo, Chicago, New York, Cleveland, Baltimore and Los Angeles.

The Standard School Broadcasts, now in its twenty second year, starts September 30. Carmen Dragon will conduct the programs which will be aired on 48 stations (NBC and coast affiliates) (Friday mornings at 10.

Campana Keeps Program For Indefinite Period

(Continued from Page 1)

Luddy and Olan Soule. Agency is Wallace-Ferry-Hanly Co.

"Escape," which was announced as going into the First Nighter spot, has been rescheduled and will go into the Saturday, 9:30-10:00 p.m. time period starting Oct. 8.

Staff Reorganization Announced By WHCU

Ithaca—A staff reorganization designed to gear Cornell University station WHCU, CBS outlet in Ithaca, N. Y., to its rapidly expanding activities, is announced by Michael R. Hanna, general manager.

Program director Joseph A. Short, who began work with WHCU in 1940, two months after Hanna took over as manager, becomes assistant manager in charge of broadcast and film production. His place as program director is filled by John H. Deal, chief announcer and musical director, who has been a staff member since 1941.

Samuel M. Woodside, an assistant to manager Hanna since 1945 and a part-time staff member for two years before the war, becomes assistant manager in charge of news, sports and public service.

Delegation of administrative responsibilities in these special fields, Mr. Hanna explains, will facilitate direction of the station's expanding activities, which up to this time, include operation of its 40 thousand watt FM affiliate, the recently announced plan for producing television movies, and preparations for television broadcasting.

FCC Okays Sale Of WLIB, Also Grants Several CP's

(Continued from Page 1)

was Chairman Wayne Coy, who participated in the full slate of Commission actions the later part of this week for the first time in several months. He has been out of the council for nearly all of a period of more than three months.

The Commission agreed to a six-month extension of the completion date for Ted Granik, director of Mutual's "American Forum of the Air." Granik was given until March of next year to get his FM station, WEMB, on the air in Washington. Construction permits for several new stations were okayed at Logan, Va., a permit was issued for the Logan Broadcasting Company to operate on the 1290 band with five kilowatts day, one kilowatt night. Estimated cost of construction is \$97,600, with the permittee liable for the cost of installing and adjusting any necessary filter system or other equipment needed to protect WLOG, Logan, from re-radiation or cross-modulation problems which could arise because of the closeness of the two sites.

One-Kilowatters Approved
Several permits were announced for one kilowatt stations to operate daytime only. One is to the Akron Broadcasting Company, Akron, O., on the 1150 band, with estimated cost of construction \$50,000, and another for the Ark-Valley Broadcasting Co. for Garden City, Kansas, to operate on the 1050 band with an estimated construction cost of \$37,000.

Also okayed for daytime operation only was the application of the Brady-Mitchell Broadcasting Co.,

Cairo, Ga., for the 1300 band. Estimated construction cost is \$27,845.

Okayed for more powerful operation on the 1150 band was KFJI, Klamath Falls, Ore. The station was permitted to switch from the 1240 band with 100 watts unlimited to new power of one kilowatt night, five kilowatts day unlimited.

Daytime-only operation with 500 watts was granted the Prairie Radio Corp., Lincoln, Nebr. The frequency is 1370 kc. E. J. Peters, Wasco, Calif., was granted daytime only operation with 250 watts on the 1050 band, with his estimated cost at \$21,010.

Okayed for unlimited time operation with 250 watts were Baranof Enterprise, Inc., Sitka, Alaska, on the 1400 band at a cost of \$16,995; Interstate Radio, Inc., Colfax, Wash., for the 1450 band at an estimated cost of \$16,950; and Carbondale Broadcasting Company, Carbondale, Pa., for the 1230 band at an estimated cost of \$17,129.

The Commission also okayed the purchase control of WEAT, Lake Worth, Fla., by Robert Rounsaville for \$60,000, and the sale of control of WTNT, Augusta, Ga., to J. B. Fuqua for \$75,000. The latter approval is conditioned upon Fuqua's disposal of his stock in WGAC, Augusta, and his resignation as vice-president and director of the licensee corporation.

The Commission also consented to the transfer of control of WHSY, Hattiesburg, Miss., by sale of 50 per cent of the stock for \$8,000 to Treasury for reissue to newcomers Tom Donovan and Dewey H. Lane.

Standard Oil Co. (Ind.) Sponsors Bears' Games

Standard Oil Co. (Indiana) will sponsor broadcasts of the Chicago Bears' football games this season starting with the Green Bay Packers clash on Sunday, Sept. 25. The game will be carried by WIND, Chicago, and other stations outside Chicago starting at 2 p.m.

Starting Sept. 27 Standard Oil will sponsor a video program, "Chicago Bears' Quarterback Show," over WENR-TV, 8-8:30 p.m.

Stork News

Bill Leonard, of "This Is New York" on WCBS, is the father of a boy—his fourth—born Friday to Mrs. Leonard at Harkness Pavilion. Baby, to be named Nicholas Dacre, made his bow at 9:01 a.m., while Leonard was on the air, and father was privileged to air the glad tidings during his broadcast.

Joel Herron, music director for WMGM, New York, is the father of a boy, Roark Charles. The Herrons have one other child, William, six years old.

Blount Slade Is Upped In BSF&D Detroit Office

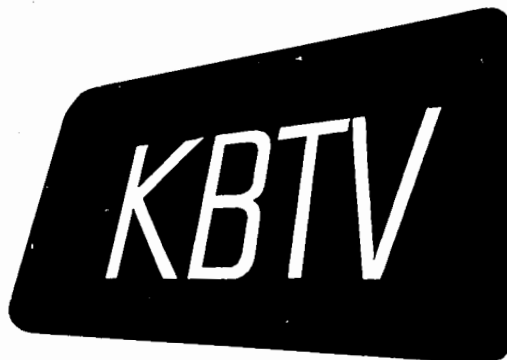
Brooke, Smith, French & Dorrance, Inc., Detroit and New York advertising agency, has announced the appointment of Blount Slade as director of creative service in its Detroit office.

A BSF&D vice-president since 1942, and a member of the agency's plans board and internal operations committees, Slade began his advertising career in 1925 after leaving Princeton. Before joining BSF&D in the middle thirties he was associated with Maxon, Benton & Bowles, and BBD&O.

'Parties For Polio'

"Parties for Polio" have been suggested by Allen Prescott on his program over WJZ, New York, as a means of raising funds for the current Polio Epidemic Emergency Drive, goal of which is \$14,500,000. Under Prescott's plan, guests at "polio parties" would contribute "party fees" to their hosts, who in turn send the money to "Polio," care of their local United States post office.

NOW on the air..



channel

8

Dallas

First

Television

Station



a GREAT new medium
in the GREAT
Southwestern market

NAB Limiting News Of District Meetings

(Continued from Page 1)

that a new press policy had been put in effect at the instigation of the NAB board of directors and would continue throughout all the 17 district meetings. It was explained that heretofore many non-paying members were able to get their reports on NAB district meetings from the trade press and that some of the information revealed was of value to private enterprise competitive to Broadcast Measurement Bureau and other phases of the industry activity.

Some board members are reported not to be in accord with the public relations attitude of NAB. They point out that had the press been able to get all the facts of the BMB administration much unfavorable comment could have been avoided.

NAB's sensitivity about the press and its interpretation of industry affairs is said to stem from the BMB situation. The criticism of BMB, according to reports, was annoying to NAB executives who believed that it reflected on NAB administration generally.

Ted Malone Will Travel, Broadcast At Each Stop

"Radio's roving reporter," Ted Malone, will switch to a new time period and a new format when his five-minute Monday through Friday "Ted Malone Travels" begins on the full ABC network, Monday, Sept. 19, at 3:55 p.m., EDT, it has been announced by Westinghouse Electric Corporation—Malone's sponsor for the past five years.

Planned as a vehicle for stories of the people and places that figure in Ted's travels, the new program will complete Malone's transition from storyteller to roving reporter.

"Ted Malone Travels" began with Ted's report from Pittsburgh's "Better Homes Exposition," starting Sept. 17. Then Malone started for West Coast, where he has been scheduled by Westinghouse for department store appearances in Salt Lake City, San Diego, Fresno, Sacramento, Spokane and Portland—with stopovers in Los Angeles and San Francisco.

Pass Auto TV Law

Montgomery, Ala.—The Alabama Legislature, on the eve of adjournment, passed a bill requiring that the viewing screen of a television set installed in an automobile be placed at a point behind the driver's seat and in such a manner as not to distract the driver's attention. Signed into law by Gov. James E. Folsom, it will go into effect Jan. 1,

Taylor To Speak

ABC commentator Henry J. Taylor, recently returned from a world tour, will open the current Celebrity Luncheon series of the Advertising Club of New York on Wednesday, Sept. 21.

★ THE WEEK IN RADIO ★

'Giveaway' Edict Battle Nears Showdown

By AL JAEGBIN

ORAL arguments on the FCC edict on "giveaway" shows will be presented by attorneys for ABC, NBC and CBS, and by the Commission today at 2:30 p.m. before U. S. District Judge Simon H. Rifkind in United States Federal Court for the Southern District of New York.

The granting of the networks' motions for a "show cause" order on Thursday followed close upon the heels of the decision of the Chicago Federal Court which restrained the FCC in carrying out its anti-giveaway stand at least until a three-judge court sits on the case on Oct. 7. It was pointed out by an attorney for one of the webs that the petitions of the three major networks differ from that of Radio Features, Inc., of Chicago in that the New York cases seek injunctions in behalf of all giveaways carried by the webs and their affiliates rather than for any specifically-named shows.

ABC also registered a strong argument with the FCC for the removal of KOB, Albuquerque, N. M., from the 770 channel it now shares with WJZ, the web's New York outlet. . . . An FCC examiner's decision to turn down the million-dollar sale of WHAS, Louisville, to Crosley's Cincinnati outlet, WLW, brought forth the argument that the TV and FM stations involved should be taken into account. . . . The Commission was told to furnish the Senate Interstate Commerce Committee with detailed information on its operations, especially data on the current size of its case load and the speed with which broadcast cases are being moved.

The issue of free enterprise in radio operations versus government restrictions was contained in a resolution passed by the Western Association of Broadcasters at its annual meeting at Banff, Alberta. The Canadian organization demanded that privately-owned stations be allowed to establish radio networks and hookups, an operation now exclusively in the hands of the Canadian Broadcasting Corp. . . . At another Canadian meeting currently in session, the Third North American Regional Broadcasting Conference, delegates from five countries started work on a full revision of the Havana Agreement on crowded radio channels. The big problem is how many times will 2,500 stations go into 107 radio channels? . . . Included in the week's international developments was the report from Portuguese India that Radio Goa, the first station to beam commercial programs into India and Pakistan, began operations on Sept. 1. . . . An international exchange of American and foreign broadcasters for the purpose of furthering democracy and of improving world-wide radio was urged by William R. Traum, business manager and advance agent for "America's Town Meeting of the Air," who returned to New York early last week.

The NAB's employee relations chief, Richard P. Doherty, told the organization's 7th district meeting at Cincinnati that full-time stations and network outlets had the largest per-station incomes last year. . . . RADIO DAILY's television editor, Irwin Rosten, who attended WHCU's annual press-radio dinner at Ithaca, N. Y., the previous weekend, reported that the Rural Radio (FM) Network, plans to expand from eight to 15 stations to complete its state-wide coverage. . . . A nine-point program for joint research and promotion by New York area FM stations were outlined at the second organizational meeting held by local FM broadcasters. . . . The "how and how much" of transit radio operation for FM stations will be the subject of an exhaustive study to be released shortly by NAB-FM director Arthur Stringer.

The need for more information about foreign language stations and their markets was stressed at a luncheon of the Foreign Language Quality Network in New York on Monday by two agency time-buyers, Linnea Nelson of J. Walter Thompson and Frank Silvernail of BBD&O. . . . "Life" magazine gave the four major webs a free ride in a full-page advertisement in the New York Times by including the networks in its list of the nation's top ten advertising media.

Large scale use of network radio as an advertising medium was underscored with the announcement that the Post Cereal Division of General Foods had signed a five-year pact for sponsorship of "Hopalong Cassidy" over MBS, beginning Jan., 1950. . . . Richfield Oil Corp. picked up the tab on Russ Hodges' sportscasts, a 15-minute Saturday night series over 58 ABC stations along the Atlantic seaboard, starting Sept. 17. . . . Atlantic Refining Co. scheduled its most extensive radio coverage in its 14 years of sports broadcasting, with the signing of 126 stations. . . . Fifty-one local advertisers have signed contracts for sponsorships of "Behind the Story" on 100 Mutual affiliates. . . . Sixteen additional stations, making a total of 110, have sold local sponsorships of "Americans, Speak Up," a transcribed citizenship series. . . . Wildroot Co. will move its "Adventures of Sam Spade" from CBS to NBC as a regular Sunday feature on Sept. 25, 8 p.m., EST. . . . Electric Companies Advertising Program, New York, renewed its "Electric Theater," starring Helen Hayes, for another 52 weeks over CBS, effective Oct. 2.

The Bank of America has begun using time signals over West Coast stations to promote the bank's time-loan services. . . . C. J. Van Houten & Zoom, Dutch cocoa producer, expanded its initial use of radio to include participations on both WOR's "The McCanns At Home" and W CBS' "Housewives Protective League."

FCC Issues 'Lineup' For Color-TV Plans

(Continued from Page 1)

onstrations, the Commission believes apt to run for two weeks. The cross-examination might not get under way until October 10.

The nine parties are, in the order listed, the Joint Technical Advisory Committee, RMA, RCA, CBS, Co. Television, Inc., Dr. Charles Will, Geer, Dr. Leon Rubenstein, Phi and DuMont.

Color TV demonstration by CBS and NBC were announced—the location for the former still to be set. CBS will exhibit October 1 and NBC three days later at the Washington Hotel and at the Warman Park Hotel studios of WNB. In addition, the Commission said hopes to arrange a comparative demonstration at one place to give itself and others a chance to compare these two and other systems advanced, as well as compare them all with black-and-white TV.

Requests for tickets to these sessions should be made in advance the Commission counsel, with on "interested parties to the proceedings and other persons who demonstrate a direct interest in the subject matter" permitted to attend.

The Commission announced that after the color hearings are concluded it "will receive testimony and exhibits from other persons who have filed timely appearance and comments relating to other general subjects pertinent to the hearing, such as revisions of the rules and standards governing black-and-white television, propagation and interference factors, equipment availability and other problems, such as "polycasting," "stratovision," not commercial educational television, general problems of allocation at the request of Bell Telephone Laboratories, Inc. for the allocation of the 470 to 550 mc band to multichannel broad band telephone communications.

The Commission will announce hereafter the date and order in which those and similar subjects will be heard, as well as the order of appearances under each subject. The final part of the hearing will relate to comments concerning the allocation of specific channels to communities and will be preceded by a similar announcement."

Eigen Show to WMGM

Jack Eigen's "Meet Me At the Copa" disc jockey show originating at the New York night club of the name, will be heard nightly over WMGM, New York, from 1 to 4 a.m. starting Sept. 23. The show ran for two years over WINS.

Spots To Plug Hats

MPO Productions, Inc., New York, has just completed filming of TV spots for the Hat Research Foundation, Inc. These spots will be distributed to TV stations for use during National Hat Week, Oct. 2-8.

TELEVISION DAILY

Continuation of RADIO DAILY, Monday, September 19, 1949 — TELEVISION DAILY is fully protected by register and copyright

PARA PLANS TRANSCRIPTION WEB

TELE TOPICS

FOR some time now, we've all been hearing pronouncements from Hollywood to the effect that films would soon provide the backbone of TV programming, in both quality and quantity. Quality must precede quantity and most of the films that have been seen on the air have been—to be kind—unexciting. In "The Lone Ranger," however, Hollywood, or Apex Film Corp., to be specific, has come up with a film that is well-nigh perfect for the medium. Pictures are as good as any live production, faces and backgrounds register with exceptional clarity and tone quality. Equally important, close-ups were effectively balanced with plenty of medium and long shots to give viewers the full sweep of the great outdoors. Production-wise, films on video have definitely arrived. . . . The series opener on ABC last week, depicting L.R. got that way, was full of hard hitting, shooting and blood-and-thunder. The only complaint Wild West fans may have is that the ending was a true old-fashioned cliff-hanger, with L.R. literally hanging on for dear life while the villain's half-breed prepared to toss a boulder down on his head. After all that excitement we'd like to relax and not have to wait breathlessly for next week's installment. Come to think of it, though, L.R. can't die yet—the series has just begun so leave us all exhale.

THE budget Arthur Schwartz will work with on "Inside USA With Chevrolet" is probably the biggest ever for a half-hour show. This means that for the first time a show will be able to use material such show biz stalwarts as George S. Kaufman, Moss Hart, Corey Ford, J. P. McEvoy, Oscar Hammerstein II, Ira Gershwin and Howard Dietz, all of whom will be represented. Program bows Sept. 29 on CBS as a bi-weekly, with plans calling for weekly presentation after the first of the year. . . . Oliver W. Nicoll has joined the World Video staff as exec producer, working on the Wendy Barrie show and "A Couple Of Joes," both on ABC. . . . Paul Gallico's "The Lonely" will be the hilco offering Sept. 25, with Kim Hunter and William Prince in the leads.

NUMBER of cities taking live network programs will be increased to 27 by World Series time. On Oct. 5, AT&T starts full service to Dayton and partial service (enough for the games) to Cincinnati and Columbus. Total service to the latter two cities is slated for Oct. 8. . . . Dr. Lee De Forest will be a guest at the official dedication of DuMont's new receiver plant in East Paterson, N. J., Sept. 26. When Dr. DuMont was in his twenties, he worked for De Forest in charge of engineering and tube production, and it was then that he developed his interest in video.

Macy's And DuMont Kiss And Make Up

The storied pattern of boy-meets-girl, boy-loses-girl, boy-gets-girl may well be applied to the rocky road to romance traveled during the past two months by the DuMont receiver division and R. H. Macy & Co., world's largest department store, in the light of a joint announcement Friday that Macy's has been re-enfranchised as a DuM. dealer.

It Was a "Misunderstanding"

It all began on July 5, when the store was originally franchised by the manufacturer. Three weeks later, however, after the store had advertised and sold DuM. sets below authorized prices, DuM. withdrew the franchise. Friday's announcement said that the withdrawal was the "result of a misunderstanding between the two companies."

Early last month, after Macy's ran large space ads offering DuM. sets for almost 50 per cent of list, DuM. went to court and obtained a temporary injunction to restrain such sales. In its turn, Macy's alleged that DuM. was violating state and federal anti-trust laws. About two weeks later, the New York State Supreme Court vacated the temporary stay, and Macy's continued to sell DuM. sets, including the firm's new line.

Back at List Price

Friday's announcement was seen in the trade as a face-saving measure timed to reach the public before Macy's resumed advertising DuM. sets. The first ads appeared in yesterday's papers and offered the sets at list.

New Color Tests

Washington—The FCC granted temporary okays Friday to KPIX and KGO-TV, both in San Francisco, for 30-day tests of the new color system developed by Color Television, Inc. It was significant that KGO-TV is an ABC-owned station. This was the first sign that the net might be lining up behind a third color TV system which might compete with the CBS and RCA systems.

Crosley Stas. Revise Daytime Sales Setup

Cincinnati — Stating that "if we can't lease the apartments, we'll rent out the rooms," Robert Dunville, Crosley veepee and general manager, Friday announced a revised daytime policy for the company's three stations—WLW-T, Cincinnati; WLW-D, Dayton, and WLW-C, Columbus.

Effective immediately, every show from 11:30 a.m. to 6 p.m., will be available only for participating sponsorship. No programs will be offered for sale under single sponsorship.

Inauguration of the new commercial policy coincided with a realignment of programs. All shows will be aired simultaneously by the three outlets and participating sponsors can use any one station, any two or all three. In one case, that of Ruth Lyons' "Fifty Club," now simulcast on WLW (AM) and the three video outlets, spots are available on all four or any combination hereof.

The Week In Television

All Stations to Carry Pooled Series Cover

TV coverage of the World Series will be made available to all stations, affiliated and independent, connected to the AT&T network or capable of receiving a feed from the web. Pickups will be made by a four-net pool. . . . WBKB and WGN-TV, Chicago, completed arrangements for a 16-game, \$200,000 football package involving Notre Dame and three Big 10 teams. Chevrolet and Standard Oil (Indiana) will split the tab, with the motor company sponsoring ten contests on the DuMont web. . . . NAB brexy Justin Miller called a meeting of stations and webs to be held in Washington Sept. 23 to discuss negotiations with Ascap. The Society had advised that it would grant no further extensions after this month to the temporary agreement which expired at the end of last year. . . . In a paper filed with the FCC, CBS said that the RCA color was a "paper" system, not yet ready for commercial operation. CBS said also that RCA color would cost considerably more than its own system. At the same time, DuMont petitioned FCC for comparative tests between color and black-and-white.

Film Co. Lining Up Stations To Air KTLA Shows

Paramount Television is quietly proceeding with plans for the establishment of a nationwide TV transcription network and has already lined up several stations as affiliates, it was learned Friday. No announcement of the operation has been made by Para, and officials of the film company have declined to comment. However, indications of the aims and scope of the project are contained in an announcement by KBTW, Dallas, Texas, calling itself "the first affiliate in the new, up-and-coming Paramount TV network."

Tom Potter, wealthy Texas oilman and owner of KBTW and four AM stations, the KBTW statement said, "expressed the belief that the new web will soon rival other networks in size and surpass them in quality of films."

The announcement continued: "Several other stations, a few of whom are severing connections with other networks, will sign contracts shortly with Paramount."

Initial program lineup being offered by Para includes six shows originating at KTLA, firm's station in Los Angeles, and other shows are now being cleared for syndication. Programs are sold to stations for local sponsorship, with commercial and sustaining prices based on station rates.

It is believed that development of a live network is included in Paramount's long-range planning.

In addition to selling transcribed shows, Para is offering its services as film buyer for interested stations.

Para shows to be aired by KBTW include: "Time For Beanie," a 15-minute children's show; "Armchair Detective," half-hour mystery sponsored this summer on CBS by Whitehall Phamacal; "Enchanted Piano," 15-minute musical; "Movietown RSVP," 45-minute charade quiz; "Hollywood Opportunity," talent showcase with Nils T. Granlund, and "Your Ole Buddy," behind the scenes in video.

Gimbels Makes TV Debut, Buys WPIX Truex Show

Gimbels New York department store took the TV plunge Friday when it signed with WPIX for sponsorship of "The Truex Family," weekly half-hour domestic comedy series starring Ernest Truex, his wife, Sylvia Fields, and their children, Sally and Barry Truex.

WMCA's Co-op Series Completely Sold Out

(Continued from Page 1)
participating sponsor to sign for the 2 3/4-hour show. The deal was handled through Richard Brahm, a WMCA account executive, and Ruthrauff & Ryan, representing the advertiser.

In addition to the participations, 18 advertisers have been signed for sponsorship of station breaks during the program's morning segments, bringing the total number of sponsors on the show to 29.

Previously, WMCA announced the signing of contracts with National Shoe Stores, Barney's Clothes and Modern Industrial Bank for participations in "Mr. & Mrs. Music" and other recorded programs involving yearly billings of \$100,000. All three advertisers are represented by the Emil Mogul Co.

Other New Business Signed

Among other new business at WMCA, the Garrett Wine Company bought a 13-week campaign including early evening recorded music, and participations in "Night Watch," starting today, American Home Foods (G. Washington Coffee) bought a 16-week spot campaign which started Sept. 6. Other new WMCA sponsors are the General Baking Co., for Bond Bread, Arnold Bakers, and Kirkman and Sons (Colgate-Palmolive-Peet).

Late Eve. News, Comment Scheduled By Mutual

A new news set-up, involving two news programs back to back, one of which will be a commentary program with guest newscasters and the other will be "Mutual Newsreel," will start Sept. 26, on the MBS weekday schedule, 10-10:30 p. m., EST.

The "newsreel" show, which currently is aired 6:45-7 p. m., EDT, will be shifted to the second segment of the new news setup for the purpose of providing a complete news presentation at a late evening hour over an entire network, according to the announcement of A. A. Schechter, MBS v-p in charge of news and special events.

The first commentator to appear during the initial week on the first segment will be William L. Shirer.

Pabst To Sponsor Fights

Albany, N. Y.—Leonard L. Asch, general manager of WPTR, Albany, has announced the inking of a contract with Milton Gould, Pabst executive for Pabst Blue Ribbon Beer sponsorship of the Algonquin Sporting Club card scheduled for Schenectady the night of September 21. The fight card lists Sandy Sadler vs. Proctor Heinold and Lee Sala vs. Herbie Kronowitz in the two feature ten-round bouts of the evening and for the first time brings big-time boxing to Upstate New York and the border New England area.

COAST-TO-COAST

New Radio Workshop

Auburn, Ala.—On October 4th, a radio workshop will be opened at Alabama Polytechnic Institute by Prof. Edward Lambert of the English department for students who have completed his course in fundamentals of radio or who will carry the courses simultaneously. A 15-minute weekly skit will be prepared by enrollees for presentation over WAUD and a weekly quarter-hour broadcast of news events on the campus.

Fay Joins Comm'l. Dept. WPTW

Piqua, Ohio—Jack Fay who recently graduated from Bowling Green University, has joined the commercial department of WPTW. He has been the managing editor of the Bowling Green "U's" paper for the past year.

Ann Tucker Joins WASH-FM

Washington, D. C.—Ann Tucker, Florida State University beauty queen and former associate editor of The FM Bulletin for the FMA has joined the sales department of WASH-FM. Her present plans at the station include establishing agency contacts and servicing accounts.

WTIC Ed. of Hartford Courant

Hartford, Conn.—WTIC's farm program director, Frank Atwood, is now being read as well as heard. He is now Farm Editor of the Hartford Courant. Atwood will continue with his daily farmer's digest program heard on WTIC 6:15 to 6:45 a. m. and his news reports and comments on farm affairs will be published in the Courant twice weekly, Sunday and Wednesday.

WSB To Air Ga. Football Games

Atlanta, Ga.—WSB and FM will again furnish on-the-spot coverage of the University of Georgia football games starting on October 11 with the Ga.-North Carolina grid contest. J. C. Brown Distributing Company for Philco will sponsor the series and George Theeringer will handle the mike chores.

To Announce Horse Show

Hartford, Conn.—William J. Calvert, account executive and special events announcer for WCCC, will take over the duties of announcing and coordinating events at the Vernon Agricultural Society Horse Show to be held September 17 and 18 in Vernon, N. Y.

Davis Joins WCSS Staff

Amsterdam, N. Y.—WCSS has announced the addition of Ernest Davis as staff announcer. He was formerly associated with the Scandage Broadcasting Co. of Gloversville, N. Y. Robert Dingman, of the same station, was in New York City this past week to complete arrangements with Gallico for the publication of a new song.

Show From Sponsors Showroom

San Francisco, Calif.—KSFO's half-hour Hobby Show, until now a participation program, has been bought by Ellis Brooks Motors, Inc. The program, emceed by Ben Sweetland, will originate from the Ellis Brooks showroom every Saturday via a special remote. Following the weekly broadcast, outstanding hobby exhibits will remain on display in the showrooms.

WASH Stork News

Washington, D. C.—During the "Story Book Hour" heard Thursday's over WASH-FM, listeners caught a slight note of anxiety in "Uncle Sherm's" voice. Explanation: In the middle of the show, he was handed a note. His wife was leaving for Washington's Georgetown University Hospital and four hours later—a seven and a half pound son was born.

Duffy's Tavern Tapes In P. R. for NBC We

(Continued from Page 1)

to San Juan to handle the taping.

"Duffy's Tavern" will be sponsored by Blatz Beer, Milwaukee, and will probably be launched on September 29.

It is Gardner's plan to remain on the island and in addition producing his network radio shows there he will produce motion pictures for television use. The film movie is scheduled to go into production at an early date using Puerto Rican talent.

Joins Rosenfield Program

Elizabeth "Rusty" Cooper has joined "Big Joe" Rosenfield as behind-the-scenes assistant on WO: "Happiness Exchange." Miss Cooper formerly was a production assistant with World Video, and prior to that was in charge of radio and television for Russell Birdwell Associates.

the nation's most

distinguished flight



"the Hollywood"

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

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

"The Hollywood" leaves at 11 a. m. (E. S. T.) and arrives in Los Angeles at 6:55 p. m. Only one stop en route—Chicago. Other onestop DC-6 Mainliner 300 flights at 4 p. m. and 9 p. m. (E. S. T.).

UNITED AIR LINES



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 48, NO. 56

NEW YORK, TUESDAY, SEPTEMBER 20, 1949

TEN CENTS

WEBS GRANTED GIVEAWAY INJUNCTION

RMA Silent Re Color Following Bd. Meet

Washington Bureau of RADIO DAILY
Washington — RMA has clamped a lid of secrecy on the deliberations of its board this past week-end at White Sulphur Springs, W. Va., as they reviewed the association's position on color TV at the forthcoming FCC hearing. Practically no information on what the association will propose was released to the press, and inquiries at RMA headquarters here yesterday brought nothing but regretful silence.

President R. C. Cosgrove will
(Continued on Page 6)

Edouarde Joining KFWB As New Sales Manager

William Doty Edouarde, time buyer of Badger, Browning & Hersey, New York agency, has been named sales manager of KFWB, Warner Brothers station in Hollywood, and will be presented to trade in New York at a cocktail party by Harry Maizlish, KFWB general manager, at the New Weston Hotel on Thursday. Prior to his seven years association with Badger, Browning and Hersey, Edouarde
(Continued on Page 6)

Monitor's Canham To Address NARND

An appraisal of radio news by one of the nation's most respected newspaper editors, Erwin D. Canham of the Christian Science Monitor, will highlight the 1949 convention of the National Assn. of Radio News Directors, to be held at the Commodore Hotel, New York, Nov. 11, 12, and 13.

Canham is immediate past presi-
(Continued on Page 6)

Ownership Disputed
CBS' press release claiming ownership of a new situation comedy series, "Halls of Ivy" starring Ronald Colman, backfired yesterday when NBC revealed that they owned the package and it was being offered for commercial sponsorship on the network. NBC also claimed that Colman was under contract to the network.

Educational
Dallas—The State Department of Education has started a campaign designed to carry health education into the schools and homes of every Texas county. The department has mailed each County School Superintendent a kit of materials for producing a radio health program. The program is similar to what is termed "a successful format" worked out in Travis County. The kit, complete with detailed radio script and instructions for its use, is entitled "Healthy Living In Our County."

RCA Victor Cuts Price Of 45-RPM Player

RCA Victor's 45 rpm automatic record player attachment Model 9JY goes on sale today throughout the country at little more than half its former price—\$12.95 instead of \$24.95.
This repricing, RCA Victor said, is the curtain-raiser of an intensive drive to speed the mass distribution of 45 rpm players, and increase the
(Continued on Page 2)

Franco Quits Y & R Post; Coulter Succeeds Him

Carlos A. Franco has resigned as manager of Young & Rubicam's radio media department and has been succeeded by Frank Coulter Jr., his former assistant.
Franco, long an active and articu-
(Continued on Page 6)

SEC Reports Sales, Profits For NBC, RCA And CBS

Washington Bureau of RADIO DAILY
Washington—The SEC reported at the week-end that the sales of NBC and RCA, including NBC, rose from \$303,261,000 in 1946 to \$386,940,000 in 1947, with profit volume and proportions also showing sharp increases. Operating profit went from \$22,996,000 to \$38,049,000 (7.6 to 9.8 per cent of net sales volume).
While CBS sales rose from \$67,115,000 to \$74,262,000, its operating

NBC, CBS, ABC Get Temporary Stay Pending Ruling Of 3-Judge Court; Edict Covers Every Program

Nielsen Does Pitch For Radio Medium

In a September report which points out that "television is good, but let's keep the radio record straight," the A. C. Nielsen Co., declared that "AM radio still lives," that "there is no cause for hysteria," and that "it is much too early to shout radio is dead."
Nielsen backed his contention with charts that showed the average
(Continued on Page 6)

NBC-Brooklyn College Join In Study Program

Brooklyn College will inaugurate a series of "radio-assisted" home-study courses in co-operation with NBC during the 1949-1950 academic year.
The first course, slated to start Oct. 2, is "Reading for Pleasure,"
(Continued on Page 6)

Frank Morgan Mourned By Radio, Film World

Hollywood—The entire film colony is mourning the beloved buffoon of radio, screen, and stage Frank Morgan, who was found dead in bed at his home here on Sunday.
Morgan, born 59 years ago in New
(Continued on Page 5)

U. S. District Judge Simon H. Rifkind verbally granted a joint temporary injunction to ABC, NBC and CBS against the FCC's edict on giveaways pending a decision of a three-judge court not later than the end of October, following the presentations of oral arguments by attorneys for both
(Continued on Page 2)

Cantor's UJA Appeal Raises \$2,800,000

Raising \$1,000,000 in checks at a luncheon yesterday at the Commodore Hotel in New York, Eddie Cantor brought to \$2,800,000 the total cash he has collected this far in a "Paul Revere" tour to arouse the Jewish communities of the United States to the dollar crisis confronting the National Jewish Appeal.
During the past week Cantor's
(Continued on Page 5)

Autry Sells Half Interest In KOWL In Santa Monica

Sale of Gene Autry's 50 per cent interest in KOWL, Santa Monica, Calif., to Art Croghan, partner in the station operation, was announced yesterday.
In 1946 the FCC granted Croghan a license to construct a 5,000-watt
(Continued on Page 5)

Political?
Stamford, Conn.—Gov. Chester Bowles' weekly reports from the State Capital will be broadcast over WSTC and WSTC-FM, starting this week. The Republican State Central Committee has asked for equivalent time which will be granted in the event that the Democratic Governor's commentaries of a political nature.

profit dropped in proportion from 13.4 to 12.3 per cent—although rising in dollar volume from \$9,007,000 to \$9,132,000.
RCA volume went from \$236,146,000 in 1946 to \$312,678,000, while operating profits went from \$13,989,000 (5.9 per cent) to \$28,917,000 (9.2 per cent). NBC earnings and profits are included in these figures, but are not separated from the figures
(Continued on Page 5)



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

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CHICAGO BUREAU

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SOUTHWEST BUREAU

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FINANCIAL

(September 19)

NEW YORK STOCK EXCHANGE

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

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. N.Y. 19 HENRY GREENFIELD, Mg. Director

Grant Giveaway Injunction To CBS, NBC, ABC Webs

(Continued from Page 1)

sides, yesterday, in U. S. Federal Court for the Southern District of New York.

Judge Rifkind indicated that he would sign a restraint order which would be more far-reaching than the order issued in the Radio Features, Inc., case of Chicago, in that AM and TV giveaway programs not yet on the air also would be covered.

In announcing this decision at the end of the hearing, Judge Rifkind declared that he felt the "injunction should be as broad as possible so as to allow the plaintiffs to continue their business without having to question certain contracts" or not to be sure of others already in existence. He pointed out that the order, which will be drawn up and agreed upon by attorneys for both plaintiffs and defendants, should adhere to the principle of simplicity. It was expected that the order would be readied for signature by Wednesday.

Goldman Argues for FCC

Max Goldman, assistant general counsel for the FCC, had maintained that the temporary injunction should cover only those shows currently on the air and slated to continue because "programs not on the air yet, although money has been spent on them in preparation, are not part of the status quo." He told the court that the Commission felt the injunction "should not be an umbrella with absolution of all risk" for programs not yet on the air.

Alfred McCormack of Gravath, Swaine & Moore, attorneys for ABC, expressed the opposing view, i. e.: that "status quo means the continued operation of the entire business." In the case of a network, he pointed out, the entire business involves the continuation of programs, the preparation of new ones, the sale of air time to sponsors and maintaining contracts with affiliates.

Judge Rosenman for CBS

Judge Samuel Rosenman of Rosenman, Goldmark, Colin & Kaye, attorneys for CBS, told the court: "There is nothing in the definition of a lottery which justifies the FCC's new interpretation." He petitioned the court for immunity against reprisal on the part of the FCC for the continuation of giveaways in the event the injunction were granted until a three-judge court could decide the case. He pointed out that a license must be renewed once every three years for a radio station and once a year for TV stations, with the consequence that many CBS affiliates might be affected should the FCC take an adverse stand.

The question of immunity, however, was dropped with the agreed assumption that the Commission would be guided by good faith in its future decisions. Goldman declared that the FCC edict was the outgrowth of a "duty to state our

understanding of the law" on lotteries. He admitted that the Commission's decision made no reference to public policy but merely interpreted the Criminal Statute on lotteries. Judge Rifkind asked attorneys for the defendant whether the "Commission stated only that 'we will regard certain behavior as wicked'." Goldman assented.

McCormack asserted during the oral argument that the fact the Commission invited judicial appeal in its edict was indication it questioned its own ruling on giveaways.

Calls Commission "Hesitant"

Paul Williams of Cahill, Gordon, Zachry & Reindel, attorneys for NBC, pointed to the FCC "hesitancy to act for an entire year after it held initial hearings on giveaways. He declared that NBC would stand to lose \$100,000 per week in gross billings if the restraining order were not granted.

Judge Rifkind commented that he never realized there were so many giveaway shows on the air. (A RADIO DAILY survey showed 41 such programs broadcast over the four major networks during the third week of August).

The court asked if the FCC issued

RCA Victor Cuts Price Of 45-RPM Players

(Continued from Page 1)

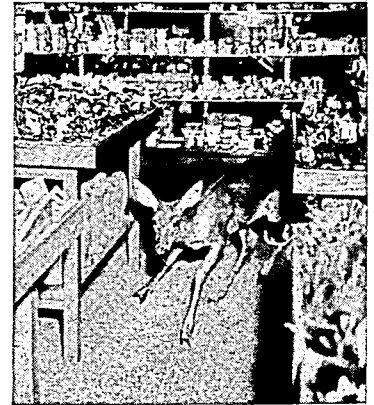
sales of 45 rpm discs. Said J. B. Elliott, vice-president in charge of RCA Victor Consumer Products: "This campaign does more than anything else to clarify RCA Victor's current position in the phonograph situation, for only our complete faith in the eventual adoption of 45 rpm as the system for the vast majority of music lovers makes such an offer possible."

Lowest Priced of Seven

The repriced Model 9JY is the least expensive of seven RCA Victor 45 rpm instruments, and is claimed by the firm to be "the lowest-priced automatic record playing instrument ever offered the public."

the giveaway ban because it considered it poor programming. Attorneys for both the plaintiffs and the defendants stated that the edict referred only to an interpretation of the Criminal Code on lotteries. In reply to another question from the bench, attorneys for the networks explained that the restraining order sought was only against the specific FCC ruling as issued on August 21.

"What do we do now?"



When a scared deer gets loose in a china shop, there's not much you can do except open the door and hope for the best.

But if you timebuyers want a sales kick in Baltimore, you don't have to trust to luck. Cold, hard facts and figures lead you straight to W-I-T-H, the bargain buy in this market.

Yes, sir! If you want to do a lot with a little bit of money, use W-I-T-H, the station that delivers more listeners-per-dollar than any other station in town. Get the full W-I-T-H story from your Headley-Reed man today.



W-I-T-H

BALTIMORE, MARYLAND

Tom Tinsley, President - Represented by Headley-Reed

**TWO TV TOPPERS RETURN
THIS WEEK**



**TUESDAY
MILTON BERLE**

on the
**TEXACO STAR THEATER
COAST TO COAST**

beginning 8 PM EDST
September 20th over NBC-TV Network
and every Tuesday night thereafter

*See local papers for starting
dates on non-network stations.*

presented by
your **TEXACO** dealer

**THURSDAY
OLSEN AND
JOHNSON**

on the
**FIREBALL FUN-FOR-ALL
COAST TO COAST**

beginning 9 PM EDST September 22nd over NBC-TV
Network and every Thursday night thereafter

See local papers for starting dates on non-network stations.

presented by your **BUICK** dealer

KUDNER AGENCY, INC.

AGENCIES

THE CIGAR INSTITUTE OF AMERICA, New York, has appointed Benton & Bowles, Inc., to handle its advertising, it was announced Friday by Howard S. Cullman, president of the Institute.

KOPELAND ASSOCIATES has been named by the Suburban National Bank, Silver Spring, Md.

THE LAWRENCE C. GUMBINER ADVERTISING AGENCY has been named by the American Tobacco Co., for Roi-Tan Cigars.

THE PICARD ADVERTISING CO. has been named by the Borden Co. for its Tykor Products Division.

RICHARD I. STRUNSKY, formerly with WQXR, New York has joined the public relations firm headed by Frank Chapman.

WILLIAM H. WEINTRAUB & CO., INC. has been appointed by Cowles Magazines, Inc., for Flair, new monthly publication.

EMIL MOGUL CO., INC. has been named by the Modern Industrial Bank, New York.

ALAN R. BURMAN, formerly with J. Walter Thompson Co., has been named radio and television editor of Wilson, Haight & Welch, Inc.

LEO BURNETT CO., INC. Chicago, has been named by the Tea Bureau, Inc.

To N. Y. For U. N.

Coral Gables, Fla.—Stan Burns, featured daily on "Wake Up and Live" over WTTT left yesterday for a vacation in New York, during which time he will cover the General Assembly opening of the U. N. While in New York, Burns will also make several movie shorts for the Australian Government and the Welgot Trailer Service and will record interviews with some of the recording artists who are featured in his Sunday "Battle of the Baritone" stint.

Will Cover Fight

The world's championship featherweight bout between Willie Pep of Hartford and challenger Eddie Compo, slated for Waterbury, Conn., tonight, will be covered by the sports commentator of WDRC, Hartford, Jack Smith. His broadcast of the fight's summary will be telephone recorded by WDRC for use at 11:15 p.m.

Stork News

Detroit—Peter Strand, director of WXYZ-TV, is the father of a boy born August 29 to Theresa, his wife. Baby, who weighed in at six pounds, two ounces, has been named Robert Dennis.



California Commentary . . . !

• • • Joy Hodges' first broadcast from Hollywood's Brown Derby will have Jimmy Durante and Dane Clark as guests. Program tees off in about two weeks. . . . Carlton Morse is moving his Hollywood

Hollywood

offices to New York temporarily to handle details on his two video shows, "One Man's Family" and "Mixed Doubles," as well as his radio show, "I Love a Mystery." Office staff here heads East within two weeks. . . . Glenn Langan's television series, "Mystery is My Hobby," has returned to radio. Knox drug houses will sponsor, having acquired transcription rights for 52 weeks. Show will continue on video. . . . Fort Pearson not only draws the job of handling color and commercials for ABC-TV of USC and UCLA games but he also wins the splicing assignment on the same TV set manufacturer's ABC night-time show. . . . Gene Williams, vice-president of the Broadcasting Corp. of America, Riverside, Calif., suffered a heart attack while on a recent vacation trip in the midwest. His condition is reported favorable and when his health permits, he will fly back to the west coast.



• • • KFI's Mary and Harry Hockox have finished 13 to 26 transcriptions on their "Jump Jump" children's radio program. . . . Walt Wade, Wade Advertising Agency head, in from Chicago to confer with his coast executives on Alka-Seltzer's fall radio plans. . . . CBS star Curt Massey is not only set to appear on the national "Go To Church" Kirkoff campaign at the Hollywood Bowl Oct. 2, but is also heading the entertainment committee to line up motion picture and radio talent for the program. . . . Victor Young and his 65-piece orchestra have reported to the Samuel Goldwyn studio to start scoring the Dana Andrews-Susan Hayward starrer "My Foolish Heart." . . . Margaret Whiting, of the CBS Jack Smith-Dinah Shore-Margaret Whiting Show, returned to Hollywood after a flight to Detroit to participate in United Foundations luncheon September 13th, as a guest of Henry Ford II. . . . Virginia White, script girl on the "Joan Davis Show," is recovering at home from surgery performed last week. The attending doctor was Dr. Julius Frieden, husband of Shirley Mitchell, featured cast member of the Joan Davis troupe.



• • • Jack Gregson, emcee of "Your Stand-In," thinks ten years is long enough to wait for a honeymoon, so on Sept. 21 he and Mrs. G. leaves for a ten-day trip to New York. . . . Paul Henning, top writer for "George Burns and Gracie Allen Program," which starts September 21, studied law in Iowa before he took up radio scripting in Hollywood. . . . Buddy Baer appeared in a Gilmore Drive-In Theater sequence filmed for Erskine Johnson's Hollywood Reel television show this week while formerly receiving an award from 400 drive-in theater girl employees designating him as "The Working Girls" Clark Gable—because there is more of him to love. . . . The Fibber McGee & Molly Show will be transcribed so that it may be heard in all parts of the country and Canada at its regularly scheduled time.



• • • Walter Brown, formerly of KRSC in Seattle, has been added to the KIAC sales staff, and Jack Gardner has taken over the duties of chief announcer on TV and AM, replacing the late Al Warner. . . . Kal Phillips, producer of the Frank Veloz Show on KNBH, is the father of a six pound, 12½ ounce son. Mother is a former Powers model. Lad will be named Gregory Campbell. . . . Ted Toll has been named producer of the new ABC "Ozzie and Harriet" shows, which bows September 29. There will be no agency equivalent for Toll. Ozzie Nelson directs and heads the writing corps.

CHICAGO

By HAL TATE

FILM Studios of Chicago's "Woman Speaks" getting more and more popular with the fall season and is now playing, or has been played on 50 television stations. It's a 10-minute series of 13 films.

Earthel, Inc., has recorded for immediate release "As Summer Turns to Fall," with Alan DeWitt and his orchestra. DeWitt is a former singer for Tommy Dorsey. The music was composed by Bernard Yuffy, member of Composers, Authors, and Publishers Association of Canada, associated with Ascapi, and lyrics are by Robert DeLeon, writer of "Can't Get Indiana Out of My Mind."

As a follow-up, Barthel is recording another Yuffy-DeLeon tune, "The Minuet Song," published by the Robert Music Corporation, Al Kavelin's new publishing firm.

John Harrington begins his 13th season as a football broadcaster on WBBM on Sept. 24, when he calls the Purdue-Northwestern game from Evanston. Known as "The Voice from the Stadium," Harrington knows the sport from rule book to locker-room strategy, and is the fastest gent in calling the plays there is.

"The Northerners," oldest sponsored radio program in Chicago, by the Northern Trust Company, celebrates 18 years of continuous weekly broadcasting over WGN, at 9:30 to 10 p. m. June Browne, the program's most popular star, will be soloist, singing "One Kiss," from Romberg's "New Moon," and will join the ensemble in "Little Fish in a Big Pond" from "Miss Liberty."

Rit Spot Campaign

Rit Products Corporation, Chicago, for Rit dyes and tints, will sponsor four weekly spot announcements on KNX, Los Angeles. The order, for eight weeks, was placed by Earle Ludgin & Company, Chicago.

WOW BOW!

the debut of "Life Is A Song" has been such a sensational hit that now we can

CASH SLASH

offer a special 4-week test rate for our new easy-to-use, easy-to-sell script show. It's a serialized story-set-to-song, using music from your library.

NATCH CATCH!

\$14.75 for 20 programs, complete, including transcribed opening and closing. Potent sponsor-bait at record low cost.

ORDER TODAY

SAMPLE SCRIPTS ON REQUEST

RANDEL PRODUCTIONS

Fidelity Bldg., Baltimore 1, Md.

Sales, Profits Figured For NBC, RCA, CBS

(Continued from Page 1)
 of the manufacturing company and other RCA divisions.
 Net worth of CBS went from \$22,500,000 at the end of 1946 to \$24,674,000 a year later, with "intangible assets" of \$1,947,000 reported for each date.
 NBC net worth rose from \$91,375,000 to \$96,436,000.
 Expenses for selling and general administration rose from \$11,140,000 (16 per cent) to \$13,070,000 (17.6 per cent) for CBS, while for NBC they went from \$30,679,000 (13 per cent) to \$36,815,000 (11.8 per cent).
 Net profits before income taxes for CBS were \$9,413,000 (14 per cent) in 1946 and \$9,588,000 (12.9 per cent) in 1947. For 1947 this includes a write-off of \$292,000 for TV facilities, with \$181,000 transferred from the reserve for the part of the write-off.
 Net profit after taxes for CBS was \$5,796,000 (8.6 per cent) in 1946, and \$5,920,000 (eight per cent even) in 1947.
 RCA profits before taxes in 1946 were \$12,550,000 (5.3 per cent) and \$12,316,000 (9.4 per cent) a year later, while after-tax figures went from \$10,985,000 (4.7 per cent) to \$11,770,000 (six per cent).

Frank Morgan Mourned By Radio, Film World

(Continued from Page 1)
 Frank Morgan was one of 11 children of George Wuppermann, founder and first president of the Angostura-Wuppermann Corp., American distributors for Angostura bitters. After leaving Cornell, young Morgan had toothbrushes, punched cows, made freights, stoked a freighter and in 1914 played a juvenile lead on Broadway after making his vaudeville debut. After appearing in a succession of hits, in 1932 he came to Hollywood to stay.
 Morgan made his radio debut with guest appearance in 1938. He later appeared on NBC for Post Toasties, Maxwell House Coffee, and in 1946 launched his own show on WCBC. In addition to his regular appearances he was always in demand for guest appearances. Morgan's last role was that of the baseball pitcher in "The Stratton Story." Besides his widow, he leaves a son, a brother Ralph, the actor, and two sisters.

Good News' Producers Are Sued By Investors

The producer of the "Good News" subscribed package series for radio and television defendants in a \$10,000 breach of contract suit filed this week in New York Supreme Court.
 The plaintiffs, Mr. and Mrs. Efim Miller, are demanding an accounting of their investment in the "Good News" series from which, they charge, they derived no benefit.

SOUTHWEST SIDELIGHTS

OPENING celebration of KBTW, first television station in Dallas, grew from modest proportions, just like Topsy, until they had to appeal to the Gainsville Community Circus in order to house the entire show, under the largest tent in Texas. Tent was pitched on an adjoining lot and crowd which came to witness celebrities, fireworks, entertainment and free television had soon filled even these spacious quarters.

Vice-President Alben W. Barkley cut the ceremonial ribbon and headed a list of celebrities that was to include Governor Allan Shivers, Senators Tom Connally and Sam Rayburn, and Associate Supreme Court Justice Tom Clark. A variety revue with music by Gene Baumgartner, KBTW staff orchestra director, former arranger for Eddie Duchin and Isham Jones, featured Mary Carrell, seen in the Broadway musicals "Panama Hattie" and "Barefoot Boy with Cheek." Accordionist Lucille Cunningham brought back memories of Sophie Tucker in her unusual routine and Gene Pflug, a student at North Texas State College brought down the tent with his tap dancing. Pflug is heralded as the first "find" of KBTW.

Johnny Vacca, popular local disc jockey, has moved his platters to KOSA, CBS affiliate in Odessa, where he will double his bright ad lib with the title of program manager.

Scout master, Jerry Marx, otherwise known as ace newscaster of KOMA, Oklahoma City, made news

himself on his latest outing. Marx, master of the 1520 troupe, which is numbered from the KOMA frequency, originated the plan whereby physically handicapped boys could enjoy scouting, and often interviews them on his newscasts. The latest camping trip almost had a tragic finale when Marx found a poisonous copperhead had been sharing his sleeping bag for the night. After his companions had stoned the reptile to death, they helped Marx into his wheelchair. For years, Jerry has been without the use of arms, legs and feet, though he has managed to develop enough use of his hands to edit and write his own newscasts on KOMA.

The selling power of television was again effectively proven as Kosslow's, Fort Worth, furrier, picked up the tab on Nona Lou Green's "Fashion Reflections" on WBAP-TV, 8:30 to 8:45 each Tuesday. Sponsor was convinced TV pays off, by results of one-minute participation spot.

WBAP-TV studios in Fort Worth were visited by Robert Kintner, executive vice-president, Earnest Jahncke, station relations vice-president, Jim Connelly, station relations and Earl Mullin, publicity manager, all of American Broadcasting Company's New York office contingent attending the four state ABC network meeting held in Fort Worth.

Philco, through local distributor, West Texas Appliance Company, has contracted for the Fort Worth High School football games on WBAP-TV. Games will be on live telecast and

Cantor's UJA Appeal Raises \$2,800,000

(Continued from Page 1)
 tour resulted in the collection of \$1,800,000 and he has pledged himself to continue his tour until he has personally brought in a total of \$5,000,000 for UJA. Among the cities already visited are Detroit, Reading, Wilkes-Barre, Buffalo and Scranton. Other cities on his itinerary are St. Louis, Chicago, Omaha and Pittsburgh.

Another aspect of radio's participation in the UJA drive is the special program over WJZ-ABC tonight at 10 o'clock. Program will feature Al Jolson and Frederic March. The script for the broadcast entitled, "A Handful of Earth" has been written by Allen Sloane.

Autry Sells Half Interest In KOWL In Santa Monica

(Continued from Page 1)
 station at Santa Monica. The station went on the air in July of 1947. During the construction period Autry bought a half interest in KOWL.

Croghan, formerly owner of WJEBK, Detroit, plans to make application for a full time license at KOWL if the FCC approves the purchase terms. At present the station operates from sun-up to sun-down on 1580 kc.

will complete the coverage of the season with Washer Brothers, exclusive apparel store, through Glenn Advertising, sponsoring "Football Extras," a pre-game feature each Friday at 7:45 p.m.

THE lonely wail of the prairie dog and the screech of big city taxis . . . the farmer who is up at 5:00 and the salesman on the 7:42 for the office . . . 13,000,000 New Yorkers or cattle herders of the western plains, we're Americans all with a love for what is truly our own. That's why right here in big New York, American folk music—hillbilly if you prefer, enjoys a popularity equal to that on the prairie from which it came.

That's why Prairie Stars presented on WOV by Rosalie Allen, sweetheart of the prairie, has built and holds one of the most loyal responsive audiences (64% of whom are women) in all of radio.

For maximum results at minimum cost—for listeners who buy—for a program that sells—for product loyalty—for proven sales results, buy Prairie Stars broadcast nightly at nine.

Ask to see the recently completed Prairie Stars Audience Audit. It's the facts on who is listening to . . .

PRAIRIE STARS
 a WOV feature presented by
ROSALIE ALLEN
 now selling for Fall and Winter sponsorship.

Originators of
Audited Audiences
 RALPH N. WEIL, Gen. Mgr.
 The Bolling Company,
 National Representatives

WOV
 NEW YORK

Nielsen Does Pitch For Radio Medium

(Continued from Page 1)
evening radio network program rating was as high in the first four months of 1949 as in the same period of last year. In its report on sets-in-use, the research firm said that the national AM audience in the first four months of this year was 2 per cent below the same period of 1948.

"NRI in its metropolitan area ratings reflects the influence of TV on network AM listening in phone and non-phone homes in all areas which currently supply TV," the Nielsen pamphlet summarized. "But in small town and rural homes, generally, AM listening gained."

The NRI News was prefaced with the declaration:

"Because of the growth of TV set ownership in urban areas and especially in telephone homes within these areas, advertisers, agencies, artists, networks and all others who have a stake in AM broadcasting should sit up and take notice. Audience research which is restricted to 30 or more large cities should not be applied willy-nilly to advertising and policy decisions involving national AM radio listening. It's much too early, obviously, to shout 'Radio is dead!' And until television is received in cities and towns down to the smallest and in the rural areas, it is shortsighted and dangerous to base judgment relative to national AM listening in toto, and to specific national program 'popularity,' on rating levels and trends derived strictly from contacts with telephone homes only in the areas where TV is strongest."

NBC-Brooklyn College Join In Study Program

(Continued from Page 1)
based on the "NBC University Theater" series. Participating students will be required to listen to 15 weekly broadcasts of "University Theater" in conjunction with assigned reading at home. Brooklyn College is the fourth institution to tie in with NBC's "University Theater" series for the current academic year. The others are the University of Louisville, Washington State College, and the University of Tulsa.

'Night Of Stars' Group Attends Luncheon Today

A luncheon initiating the campaign for the 16th annual "Night of Stars" show to be given in Madison Square Garden on Nov. 14, to benefit the United Jewish Appeal, will be held at 12:30 this afternoon at the Hotel Astor, New York.

Nathan Straus, president of WMCA, New York, is general chairman of the campaign committee. James Sauter, of Air Features, chairman of the production committee, heads the list of speakers for today's luncheon.

RMA Silent On Color-Video Following Meeting Of Board

(Continued from Page 1)
speak for RMA. It is thought likely that former Sen. Burton K. Wheeler will be on hand. Wheeler was retained at the week-end as "special counsel on television matters currently before the FCC." Wheeler was formerly chairman of the Senate Interstate Commerce Committee.

Industry Presentation Discussed

The industry presentation, developed over months of meetings and research, was "thoroughly discussed" at White Sulphur Springs by both the board and the TV committee, said RMA, with much material on color TV to be presented.

The United States RMA group was host to the Canadian RMA topers in what was the sixth international session to be held by the two groups since the war. American manufacturers are invited to cross the border for another session in April.

The United States RMA board approved plans for international observance, in both the United States and Canada, of National Radio Week, Oct. 30-Nov. 5. The American industry observance will also include TV.

Will Advise on TV Advertising

Chairman George M. Gardner, of the RMA set division, was authorized to establish a special committee of set-manufacturer sales managers to draw up recommendations on TV receiver advertising.

Upon recommendation of the RMA "town meetings" committee, headed by director R. C. Sprague, the board approved an appropriation for a "town meeting" for TV and radio service technicians to be held Nov. 1-3 in Washington in cooperation with the Washington Electric Institute and local set and parts distributors.

Chairman Sprague also staged a preview of a series of short TV educational films designed for television broadcasting on the operations and causes of ordinary troubles with television reception. The films, which were prepared by the "town meetings" committee in co-operation with the television broadcasters association, will be released to all

TV broadcasters later this month.

Plans for an intensive membership campaign, as outlined by director J. J. Kahn, chairman of the RMA membership committee, were approved by the board following the admission of 14 new members.

Upon recommendation of the RMA parts division executive committee and section chairmen, who met on Tuesday in New York, the board of directors re-appointed director Kahn as one of the two RMA representatives on the parts show corporation board of directors. The other RMA representative is director Sprague. Kahn was recently elected president of the Parts Show Corporation, which will hold its next show on May 22-25 at the Stevens Hotel, Chicago.

Below are the 14 new members listed, bringing RMA membership to 302:

New Members Listed

Alama Television and Radio Co., San Antonio, Tex.; American Television, Inc., Chicago; Caliri Manufacturing Co., Orange, N. J.; Central Coil Company, Inc., Indianapolis, Ind.; General Railway Signal Company, Rochester, N. Y.; Herlec Corporation, Milwaukee, Wisc.; Industrial Development Engineering Associates, Inc., Indianapolis, Ind.; Johnson & Hoffman, Inc., Rockville Center, N. Y.

Also Mycalex Corporation of America, Clifton, N. J.; National Aeronautical Corporation, Ambler, Pennsylvania; North American Philips Company, Inc., New York; Northern Metal Products Company, Chicago; R. K. L. Electro Winding Corporation, Delevan, N. Y.; Sheldon Electric Company, Irvington, N. J.

U.N. Dinner On WNYC

New York City's official dinner for delegates to the U-N General Assembly, featuring U. S. Secretary of State Dean Acheson, Mayor William O'Dwyer, Governor Thomas E. Dewey, British Foreign Minister Ernest Bevin and Assembly president Carlos Romulo as principle speakers, at the Waldorf-Astoria Hotel tonight will be broadcast by WNYC, 9:30-11 p.m.

Monitor's Canham To Address NARN

(Continued from Page 1)
dent of the American Society Newspaper Editors, and an alternate member of the U. S. delegation to the UN General Assembly. Ja. Shelley, news manager of WHI Des Moines, and NARND convention program chairman, said the Monitor editor has accepted bid "to discuss a newspaperman's views on how radio newsmen have measured up to the opportunities and responsibilities of their medium."

Other convention speakers previously announced include Just Miller, president of the NAB; Edward R. Murrow, CBS commentator and Elmer Davis, news analyst of ABC.

Shelley urged all those planning to attend the NARND sessions to make hotel reservations without delay. He added that attendance at the convention is not restricted to members of the Association.

Franco Quits Y & R Post; Coulter Succeeds Him

(Continued from Page 1)
late figure in industry circles, is expected to announce his plans for the future upon his return from vacation. Coulter, his successor as manager of the agency's radio media department, joined Young & Rubicam in 1940. He was formerly associate with N. W. Ayer & Son as a time buyer and in other capacities.

Edouarde Joining KFQB As New Sales Manager

(Continued from Page 1)
was with the Compton agency for two years. He is a son of the late Carl Edouarde, producer who pioneered in stage presentations at the Strand Theater in New York.

NEED RECORDING TAPE IN A HURRY?

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

CALL OR WRITE

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

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

TOP PROMOTION MAN

Gives More for your Money—Gets More for your Money

"Top" is fact, not courtesy, in describing this big-leaguer. Outstandingly successful as writer (advertising, direct mail, presentations); in planning and follow-through, from ideas to finished promotion; in directing a department. Can be hard-hitting department head or dependable aide to Promotion or Sales V-P. New York location. Box 271, RADIO DAILY, 1501 Broadway, N. Y. C.

TELEVISION DAILY

Continuation of RADIO DAILY, Tuesday, September 20, 1949 — TELEVISION DAILY is fully protected by register and copyright

SERIES TO HYPO RECEIVER SALES

TELE TOPICS

THE TECHNIQUES of the documentary have been used by Hollywood to great effect during recent years, but generally have been overlooked by TV producers. "The Big Story," which bowed on NBC last week, however, Bernard J. Prockter has used these techniques to bring to the screen a tense, compact drama, so realistic presentation that it becomes enthralling. A goodly part of the debut was an shot in Pittsburgh, locale of the story, and reproduction of the city's slum area distributed mightily to the mood of the play. Quality of the footage was fine and films were skillfully integrated with live action. . . . Production and acting were admirably restrained, with no undue theatrics. Elliott Sullivan was fine in the lead role and was ably supported by Adelaide Stein, Roger de Koven, Virginia Smith, Lu Polan, Tony Burger and Bernard Burke. Bob Sloane was narrator. Program was directed by Charles E. Skinner, with script by Arnold Perl. Film was shot by George Webber and edited by Richard C. Meyer. . . . Only disturbing note in the show was provided by the Pall Mall commercials. Their "throat scratch" pitch was even more irritating than the symptom they describe.

BUSTER KEATON, hailed in a recent issue of Life as one of the four greatest visual comedians, will be featured in a new show titled "Comedian," if Ray Herwin has his way. The producer is now on the Coast to line up the combination live-and-film show which would employ two film units, one on each coast. Writers are Don Christensen and Malvin Wald, with direction by Frank Tuttle (films) and Rudy Bretz. . . . "L'Amour The Merrier," an original by Richard Steele and Ed Slon, will kickoff the "Silver Theater" series on CBS Oct. 3, with Burgess Meredith and Eva Gabor in the leads. Feature of the series will be the monthly presentation of a Silver Award to the best supporting artist by a leading critic. . . .

ES HAFNER and C. F. Vetter, Jr., claim to be the second largest film studio on the East Coast in Motion Picture Stages, their new studio subsidiary now a-building on the entire sixth floor of 3 East 57th St. Occupying 4,500 square feet, the studio can accommodate four standing stages and is equipped for both 16 and 35 mm. . . . NBC last nite snared Secretary of the Treasury John Snyder for an exclusive interview with Robert McCormick on the effects of the pound sterling devaluation on "Camel News Caravan." . . . Scheduled appearance of Fredric March on the "Inside USA" debut has been postponed. Eddie Bracken will guest instead.

Hoop Circuit Okays Unlimited TV Cover

No area restrictions have been placed on TV pickups of games of the American Basketball League. Leonard F. Winston, directing negotiations with sponsors for the League's coming season, stated unequivocally that video will be permitted to cover cities and areas in which the games originate.

While some other major sports—like boxing and football—have hesitated to allow telecasts in the immediate vicinity of their origin for fear of depleted gate receipts, Winston said, the ABL has no such concern. League officials are confident that video presentation will be an important educational-entertainment force for the good of basketball in the long run.

The League includes the following clubs: New York Gothams, Philadelphia Sphas, Paterson Crescents, Trenton Tigers, Scranton Miners, Wilkes-Barre Barons, Hartford Hurricanes and Bridgeport Newfield Steelers. John J. O'Brien is League president.

SFA Makes TV Debut, Signs WNBT Contract

Saks Fifth Avenue has signed a 13-week contract for participations in WNBT's "Hopalong Cassidy" films, Sundays 5:15-6:30 p.m., it was announced yesterday by John C. Warren, sales manager of the station.

The order, placed through the James R. Flanagan agency, marks the first time that Saks has used either radio or tele as an advertising medium.

"Public Service" Copy Theme In New Stromberg Campaign

A new wrinkle in receiver advertising was unveiled by Stromberg-Carlson last week when it launched its fall campaign on a "public service" note. The firm is using large space newspaper ads to headline and answer questions puzzling prospective set purchasers. Federal Advertising Agency is handling the campaign.

Initial full-page ad is headlined "Are you on the fence about television?" Art work shows a man and wife on a rail fence asking "How big a screen do I need? What happens if color comes along—or new

Celestial

Return to the air of Milton Berle and the Texaco Star Theater tonight will be heralded in the New York area today by several sky-writers emblazoning the good news across the skies. The NBC flackery is hailing the event as the first return of the show after a summer hiatus in TV history.

Station Lineup Set For Notre Dame Sked

DuMont network's airing of five Notre Dame football games under sponsorship of Chevrolet Division of General Motors will be carried in 16 cities, it was announced yesterday by Tom Gallery, web's sales director. In addition, five other cities will join the net for part of the gridiron schedule.

Pickups of four of the games will be made by either WGN-TV or WBKB, Chicago, with the fifth, in New York, by WABD. Other stations carrying the games will be: WFIL-TV, Philadelphia; WNAC-TV, Boston; WAAM, Baltimore; WTTG, Washington; WDTV, Pittsburgh; WBEN-TV, Buffalo; WICU, Erie; WUEWS, Cleveland; WSPD-TV, Toledo; WJTBK-TV, Detroit; KSD-TV, St. Louis; WHAM-TV, Rochester; WLAV-TV, Grand Rapids; WHEN, Syracuse.

WTVN, Columbus; WCPO-TV Cincinnati, and WHIO-TV, Dayton, will take four games. WTMJ-TV, Milwaukee, will carry two contests, and WTVR, Richmond, one.

Campbell-Ewald is the agency for Chevrolet.

Mfrs. And Dealers Plan Promotion For Classic

Heavy promotional campaigns to stimulate the sales of radio and television receivers in connection with the forthcoming World Series broadcasts are being planned by the major manufacturers and distributors in key center cities throughout the country, RADIO DAILY has learned.

Leading the field of manufacturers who will concentrate on both radio receiver and TV set sales are RCA, Philco, Westinghouse, and Emerson. Campaigns are also being planned by DuMont, Admiral, Motorola and other TV set manufacturers.

The TV receiver manufacturers are hopeful of selling an additional 500,000 receivers between now and World Series time, October 5. It has been pointed out that at present, there are over 2,000,000 receivers in use in the 27 cities which will be included in the TV network during telecast baseball games.

Seen In Many "New" TV Cities
One aspect of the Series coverage that is especially gratifying to the industry is that it will be seen in several cities where TV service is new or was recently inaugurated. In these areas—Grand Rapids (WLAV-TV), Johnstown, (WJAC-TV), and Rochester (WHAM-TV), the Series is expected to overcome in large measure the general reluctance of the public to buy sets until two or more stations are on the air.

In addition a strong hypo to set sales is expected in Cincinnati, Columbus and Dayton, where the Series cover will mark the inauguration of live network service.

In New York City radio-TV chain stores are expected to increase their newspaper display advertising and spot radio broadcasting in an effort to hypo receiver sales between now and the opening date of the World Series. TV table models will be featured in the advertising as well as radio and TV combinations which present 16 inch pictures.

The campaigns have the support of the Radio Manufacturers Association and the Television Broadcasters Association with both organizations contributing promotional ideas to increase set sales.

General Time Adds WPIX

General Time Instruments will use spots on WPIX, New York, to promote Westclox and Seth Clocks through BBD&O. Contract starts Oct. 1. This is in addition to the spots General Time is now using on WMAR-TV, Baltimore, and WPTZ, Philadelphia.

COAST-TO-COAST

WCOP Circular to Food Brokers
 Boston, Mass.—The merchandising department of WCOP, over the signature of A. N. Armstrong, Jr., station's commercial manager, has issued and distributed a letter describing the present outlook for the Mildred Bailey show and her advertisers, to the full membership of the grocery manufacturers of New England. The program, which is heard Monday through Friday, is currently sold out and no availabilities are to be had for her many potential participating sponsors.

WHOK To Air Taft Address
 Lancaster, Ohio — On November 16, Robert A. Taft, senior Senator from Ohio, will address the Lancaster Kiwanis Club and WHOK will carry the address. Arrangements were made through the Fairfield County Republican Committee and WHOK.

KGW Staff Changes
 Portland, Oregon—Frank Coffin, director of KGW, has been moved to the position of assistant manager of the NBC affiliate. The station's general manager, H. O. Cox, has taken over the direction of promotion, advertising and publicity for the station, while Coffin will continue with public relations in addition to his new duties of personnel management.

Sec'y.-Treas. Ad Club
 Huntington, W. Va.—Bob Smith, WSAZ sales staffer was elected secretary-treasurer of the Advertising Club of Huntington at the yearly organizational meeting on September 9th. Tom Garten, another WSAZ sales member, was elected program director for all meetings of the 1949-50 club year.

Oman Joins WJOY Staff
 Burlington, Vt.—Ben Oman, after nine months of active duty with the U. S. Naval Reserve, has joined the announcing staff of WJOY. He was formerly associated with WSTC, ABC outlet and WCAX, CBS affiliate as staff announcer.

WFDR British Trade Union Report
 New York, N. Y.—WFDR, FM station of the ILGWU, broadcast a special 15-minute report on September 11th on the annual meeting of the British Trades Union Congress. The program originated in London and was prepared in cooperation with the BBC.

Meat Co. as Sponsor
 Minneapolis—Peters Meat Products, Inc. St. Paul, will sponsor "I'll Never Forget" starring Cedric Adams, 9:30-10:00 p.m. Tuesdays, on WCCO beginning September 27th. The St. Paul firm sponsored the same show with Cedric Adams in a thirteen week series last spring. Featured with Adams will be Burt Hanson, Ramona Gerhard, Sally Foster and the Balladiers.

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 September 9-15, 1949

TITLE	PUBLISHER
A Wonderful Guy.....	Chappell
Again.....	Robbins
Ain't She Sweet.....	Advanced
And It Still Goes.....	Shapiro-Bernstein
Baby It's Cold Outside.....	E. H. Morris
Bali Ha'i.....	Chappell
Be Goody Good Good To Me.....	United
Fiddle Dee Dee.....	Harms
Give Me A Song With A Beautiful Melody.....	Witmark
It's A Great Feeling.....	Remick
Just One To Say I Love You.....	Berlin
Let's Take An Old Fashioned Walk.....	Berlin
Love Is A Beautiful Thing.....	Porgie
Maybe It's Because.....	Bregman-Vocco-Conn
Now That I Need You, (Where Are You).....	Famous
Room Full Of Roses.....	Hill & Range
So In Love.....	T. B. Harms
Some Enchanted Evening.....	Chappell
Someday Day You'll Want Me To Want You.....	Duchess
Song Of Surrender.....	Paramount
There's Yes Yes In Your Eyes.....	Witmark
Through A Long And Sleepless Night.....	Miller
Toot Toot Tootsie Goodbye.....	Feist
Twenty-Four Hours Of Sunshine.....	Advanced
Twilight.....	Ben Bloom Music
Wedding Of Lilli Marlene.....	Leeds
Who Do You Know In Heaven.....	Robbins
You Told A Lie.....	Bourne
Younger Than Springtime.....	Chappell
You're Breaking My Heart.....	Mellin

Second Group

The remaining 20 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.

TITLE	PUBLISHER
Blue For A Boy—Pink For A Girl.....	Gallico
Dime A Dozen.....	E. H. Morris
Dreamer's Holiday.....	Shapiro-Bernstein
Everywhere You Go.....	Lombardo
Five Foot Two, Eyes Of Blue.....	Feist
Four Winds And The Seven Seas.....	Lombardo
Georgia On My Mind.....	Peer
Homework.....	Berlin
Huckle Buck.....	United
I Wish I Had A Record.....	Crawford
I'll Keep The Lovelight Burning.....	Laurel
It's A Big Wide Wonderful World.....	Broadcast Music
Last Mile Home.....	Leeds
Look For The Silver Lining.....	T. B. Harms
Lora Belle Lee.....	Sanity-Joy
Make Believe (You Are Glad When You're Sorry).....	Bregman-Vocco-Conn
Now Now Now Is The Time.....	Fremart
Over The Hillside.....	Dreyer
Similau.....	Campbell
That Lucky Old Sun.....	Robbins
Why Fall In Love With A Stranger.....	Campbell
You're So Understanding.....	Barron-Pomora

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NEW BUSINESS

NBC, Chicago: Renewals of two half-hour Pet Milk Sales Corporation programs on the full NBC network, and of the split network Faultless Starch Time show are announced by Paul McCluer, network sales manager of the Central division. The Pet Milk contract calls for 52-week renewals with Kay Arme (Sundays, 9:30 p.m.) effective Oct. 23, and the Mary Lee Taylor show (Saturdays, 9:30 a.m.) effective Oct. 22. Agency for the Pet Milk Company is the Gardner Advertising Company, St. Louis, while Gillhar Advertising Company handles the Sago Milk cut-ins. George Diefenderfer is the NBC Chicago account executive. The Faultless Starch Company, through Bruce B. Brewster and Company, contracted for the second year of sponsorship of the program (NBC-Split, 10 to 10:1 p.m.) beginning Oct. 9. Diefenderfer is the NBC account executive.

WQXR, New York: Schick Inc. will begin a 13-week campaign today with sponsorship of a two-minute weather report three days each week, on behalf of the Schick Electric Shaver. This contract is part of the nationwide campaign announced by Schick two weeks ago, marking its first wide use of radio and television. BBD&O is handling the campaign.

WNBT, New York: The Alliant Manufacturing Company, for Tenna Rotor, has purchased station break and spot announcements on the "Easy Does It" program for 11 weeks. Foster & Davies, Inc. is the agency. One-minute spot announcements in the same program have been purchased for a four-week period by Pequot Mills. The order, calling for announcements on Tuesdays, Wednesdays and Fridays during October, was placed through Jackson and Company.

Peter Paul, Inc. has signed a 26-week contract for the 9:30 p.m. station break on Saturdays and the 7:00 p.m. break on Mondays. The contract was placed through Brisacher Wheeler & Staff, Inc. A 52-week station-break contract has been signed by the Pepsi-Cola Company calling for station break announcements on Mondays, Tuesdays, Thursdays and Fridays. The order was placed through the Biow Company, Inc.

Sonotone, Inc., to advertise their hearing aid devices, has signed a 13-week contract for one-minute announcements on Sundays and Thursdays. The agency is Lloyd, Chester & Dillingham, Inc. The Borden Company has signed a contract for the 7:00 p.m. station break on Wednesdays. The order, running through June 28th, was placed through Young & Rubicam. A 26-week contract for the 7:45 p.m. station break on Wednesdays was signed by the Pioneer Scientific Corporation for Polaroid TV Filters. Cayton is the agency.

WIDE COVERAGE GIVEN U. N. OPENING

Operational Costs, Basis Of Presentation

"The greater the sales volume, the greater the profit ratio for broadcasters," NAB said yesterday on the basis of a study of 1948 station records. The highest ratios of operating expenses to gross income are found among stations doing less than \$50,000 a year, the survey shows, while the lowest operating cost ratios are found among stations doing million-dollar-a-year business.

Stations with less than \$50,000 annual total income devoted 88.64 per cent of their revenue to operating costs in 1948. Stations in the million-dollar class, or above, spent 74.18 per cent of their income on operations. (Continued on Page 6)

Canadian Receiver Sales Rose Sharply In June

Montreal—Continuing the gains of earlier months this year, number of radio receiving sets sold by Canadian producers showed a sharp rise in June. Sales in the month amounted to 63,400 units with a value of \$3,361,200 as compared with 26,000 units sold for \$2,089,400 in the same month last year. During the first six months of this year, 304,200 units were sold for \$21,863,200 as against 205,400 for \$18,818,800 in 1948.

BAB Members Sent Plan Of Retail Radio Campaign

Details of an "outstandingly successful" radio campaign being used by Schuneman's Department Store in St. Paul, Minn., were mailed this week by the Broadcast Advertising Bureau to member stations.

The Schuneman plan, which con- (Continued on Page 4)

Will Honor Slueths

ABC will launch a new five minute program next Wednesday night titled, "Detective of the Week." Program will follow "The Adventures of Sherlock Holmes" and will single out an officer each week who has distinguished himself in the line of duty during the preceding seven day period. Broadcast will be heard from 8:55 to 9 p.m., Eastern time.

Needle Expert

Fred Allen, who waged a personal war against giveaways long before the FCC got into the act, is carrying his fight into the movies. The baggy-eyed radio wit will be seen briefly in "Champagne For Caesar," a forthcoming United Artists film satirizing the giveaway craze, which stars Ronald Colman as a contestant with all the answers.

CCNY Drops Awards, Cites Overabundance

City College of New York has announced the suspension of its annual radio awards, instituted in 1944, "... in the sincere belief that the college could best serve the radio and television industry by being leaders in a movement to reduce the excessive number of annual contests." No awards will be made for 1949.

The decision to drop the awards was announced by Dr. Robert A. Love, director of the Evening and (Continued on Page 5)

Heinz Returning To Air With "Ozzie And Harriet"

The H. J. Heinz Co., of "57 Varieties" fame, re-enters network radio after a four-year hiatus on Oct. 14, when the firm begins sponsorship of "The Adventures of Ozzie and Harriet" on ABC, 9-9:30 p.m.

Heinz signed an initial 39-week contract through Maxon, Inc., covering 270 ABC stations. The show is (Continued on Page 5)

Meighan Heads CBS On Coast Under Reorganization Plan

Howard S. Meighan, vice-president and general executive of the Columbia Broadcasting System at the web's headquarters in New York, has been transferred to the post of chief executive of the network's west coast operations. In a realignment of coast operations, Frank Stanton, president of CBS, announced yesterday.

Under the reorganization plan,

State Department And Foreign Nations Schedule Shortwave Broadcasts To All Points Of Globe

By AL JAECCIN
Staff Writer, RADIO DAILY

Newsmen from various nations and correspondents of the United Nations Radio Division, the Armed Forces Radio Service, the British Broadcasting Corp. and the French Broadcasting System kept 36 shortwave transmitters humming throughout the day yesterday when the Gen- (Continued on Page 8)

Sees FM As Solution To NARBA Problems

Washington Bureau of RADIO DAILY
Washington—Channel problems of AM radio now confronting the NARBA conference could easily be solved by FM, said the FMA president, William E. Ware. He declared the best that can come out of the Montreal conference so far as the AM station operator is concerned is (Continued on Page 5)

Chet Thomas Re-Elected Transit Radio President

C. L. (Chet) Thomas, general manager of KXOK and KXOK-FM, St. Louis, was re-elected president of Transit Radio, Inc. at the annual board of directors meeting held at the Netherlands Plaza Hotel, Cincinnati.

Hulbert Taft, Jr., managing direc- (Continued on Page 2)

Radio Theater Tops Hooper's 'First Fifteen'

The "first fifteen" evening program Hooperatings of Sept. 15 were led by "Radio Theater" with 13.8, followed by "My Friend Irma" with 13.2 and Arthur Godfrey's "Talent Scouts" with 12.9.

"Available Homes," heretofore re- (Continued on Page 6)

Tyler Rejoins MBS As Advtg. Manager

James S. Tyler has returned to MBS as the advertising manager of the web, effective immediately, it was announced yesterday by Robert A. Schmid, v-p in charge of advertising, promotion, research and planning.

Tyler, who served with the network in a similar capacity from 1941 through 1945, will supervise the (Continued on Page 2)

Bill of Rights Society's '49 Award Goes To Noble

Edward J. Noble, ABC board chairman, has been named by the Bill of Rights Commemorative Society for its 1949 award, in recognition of his "distinguished services" (Continued on Page 4)

On The Spot

Commissioner Paul A. Walker of the FCC will give the Commission's point of view on giveaway programs when he appears on the WOR-Mutual "Meet The Press" program on Friday, 10 to 10:30 p.m. The FCC Commissioner will answer questions fired at him by a panel of four reporters conversant with the Commission's ban on giveaways.



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JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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WASHINGTON BUREAU

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Phone: Wisconsin 3271

CHICAGO BUREAU

Hal Tate, Manager,
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SOUTHWEST BUREAU

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FINANCIAL

(September 20)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

Robinson To Discuss Humor

Hubbell Robinson, Jr., CBS vice-president and director of programs, will give a preview of the network's comedy programs for the 1949-50 season when he appears as guest of host Dwight Cooke on the CBS "You and Humor" series, Friday, Sept. 30, at 6:15-6:30 p.m., EDT. Robinson will explain how different comedy shows are constructed and will present a CBS showcase of humor.

KGW KGW-FM PORTLAND, OREGON AFFILIATED WITH DEPENDENT NATIONALLY BROADCASTING CO.

★ COMING AND GOING ★

ALFRED H. SAXTON, director of engineering in the western division of NBC, is in New York for the technical meetings at network headquarters. Also here for the confabs are: CURTIS W. PECK, engineer in charge at San Francisco; HOWARD LUTGENS, central division engineer; ROBERT H. OWENS, engineer in charge at Denver; SAMUEL E. LEONARD, engineering head in Cleveland, and DONALD COOPER, manager of the engineering department in Washington, D. C.

G. L. CARRINGTON, president of Altco Service, has arrived in New York from the West Coast.

CHARLES S. "CY" YOUNG, manager of KEX, Westinghouse station in Portland, Ore., to Los Angeles for the ABC affiliates' confab.

JACK ROACHE, director of the Vaughn Monroe show on CBS, today will leave for Hollywood, where he will join the members of the program company and will resume broadcasting Oct. 1.

BILL GILLET, producer, and RALPH WARREN, director, of the Fred Waring show on CBS-TV, are at the Waring residence, Shawnee-on-the-Delaware, where they're completing plans for the Fall season, which starts on the network Sunday.

IRVING MANSFIELD, producer of "This Is Broadway" on CBS-TV, is in Cincinnati on business.

TONY MARTIN and his wife, CYD CHARRISE, who were visiting in New York, have returned to Hollywood.

STEVE GEORGE, courier acting as liaison between RADIO DAILY and Barnes Printing Company, has returned aboard the Queen Mary following a visit to his native town of Marathon, also other parts of Greece and the storied isles of the Aegean Sea.

WILL YOLEN, of Yolen, Ross & Salzman, Inc., publicists, will leave New York by plane Saturday for Hollywood.

CARL HAVERLIN, president of BMI, is back at his desk following a trip to the West Coast, where, at his physician's direction, he underwent a minor operation, shedding 18 pounds in the process. On the way home he attended the meeting of NAB's District 9 at Three Lakes, Wis.

MARIE WILSON, star of "My Friend Irma" on CBS, is back in Hollywood after a series of personal appearances in Boston, Philadelphia and Detroit in connection with the current movie based on the "Irma" theme.

GORDON FRASER, American network commentator, is back in New York following a trip of three and a half weeks in Germany, France and Austria.

BENEDICT GIMBEL, JR., president and general manager of WIP, Philadelphia, is back in the Quaker City after having attended the Petry meeting in New York. But already he's planning to leave for Washington to sit in at the television hearings which open Monday at the FCC.

EDDIE CANTOR left early this week via United Airlines for Chicago and Omaha, the first stops on a tour for the United Jewish Appeal.

GEORGE ALLEN, program director in the western division of CBS, is back in Hollywood following a vacation which he spent in the High Sierras.

JAMES FONDA, manager of the "Amos 'n' Andy" productions, who has been in New York on business, will leave today on the return trip to Hollywood.

WAYNE STEFFNER, sales manager of KNX-Columbia Pacific Network, is back in Hollywood after four weeks of conferences in New York and Chicago.

KYLE MacDONNELL, vocalist, on Wednesday will be in New Haven, Conn., to open in George Abbott's new musical revue, "Touch and Go."

Chet Thomas Re-Elected Transit Radio President

(Continued from Page 1)

tor of WKRC, Cincinnati, was re-elected chairman of the board. Other officers elected for one year terms are: R. C. Crisler, executive vice-president and treasurer; William M. O'Neil, Jr., president of WJW, Cleveland, director and vice-president; Frank Pelligrin, vice-president in charge of sales; and David Gamble, Cincinnati, secretary.

Thomas, who has been associated with the radio industry for more than 20 years, is 1st vice-president of the St. Louis Advertising Club and a member of several advisory committees of NAB.

Buys ET Series

"Portland Punch," fruit juice concentrate with distribution throughout the Northwest, has purchased the Broadcasters Program Syndicate's half-hour Western dramatic series, "Frontier Town," for 52-weeks transcribed release on KOIN, Portland and KJR, Seattle.

Lansing Joins WOR As Writer

Shirley Lansing, formerly a copywriter for ABC's network advertising and promotion department, has joined the WOR, New York, promotion department as a staff writer and an assistant to Joseph Creamer, advertising and promotion director for the station.

Tyler Rejoining Mutual As Advertising Manager

(Continued from Page 1)

creative work of Mutual's advertising-promotion department. Schmid said that the appointment is "in line with plans for sharply increased MBS promotional activities this Fall."

Harold M. Coulter will continue as director of promotion for Mutual and assistant to Schmid.

During his absence from Mutual, Tyler has been engaged in sales promotion for Time, Inc., Fawcett Publications and McGraw-Hill Publishing Co., consecutively.

WFUV-FM Grid Sked

WFUV-FM, New York, the Fordham University station will launch its fall football coverage with a broadcast of the Yale-Fordham game to be played at New Haven on Oct. 1. Bill Polglase and Chip Cipolla, WFUV sportscasters, will handle play-by-play and color. The Fordham stations will cover seven other games during the current season.

AFM Concert On WINS

A concert by New York Local 802 of the American Federation of Musicians at the Halloran Veterans Hospital on Sept. 26 will be aired by WINS, New York, starting at 8 p.m. Josef Stopak will conduct a program of light classics.



Collapse

That's not a pleasant picture. It's a shot of a New York tenement house that fell apart following the explosion of a nearby ice-house.

No, it's not pretty. And neither is the point we're about to make in this ad.

It's this: A great many businesses are going to fall apart just like that building if they don't get ready for the battle of brands that lies just ahead.

The smart outfits are mending fences now. Putting new vitality into salesmen and advertising that have been coasting along in the buyers' market.

And the smart operators are covering the 6th largest city with radio over W-I-T-H, the successful independent. This is the station that delivers more listeners-per-dollar-spent than any other in this big town.

How about you? Is W-I-T-H on your list?



WITH Baltimore 3, Maryland

TOM TINSLEY, President Represented by Headley-Reed



The Du Mont Television Network

Telecasts from WGN-TV, Chicago as well as WABD, New York

For the promotion-minded Midwest, Du Mont offers every facility for producing the best in television through the studios of its Chicago affiliate, WGN-TV. National advertisers now have their choice of two originating cities, serving a list of stations which can be seen by 99% of the country's television receivers!



America's Window on the World

Copyright 1949, Allen B. Du Mont Laboratories, Inc.
515 Madison Avenue, New York 22, N. Y. • Western Division, Marshall Field Bldg., 135 So. La Salle St., Chicago, Ill.

PROMOTION

FM Disc Jockey Contest

Chicago — Jamison Brinkmeyer, WMOR's latest disc jockey, ran a contest recently for a week, asking listeners to write in on "Why I Like FM Broadcasts." The ten winners will be his guests Friday night for dinner and dancing at the LaSalle Hotel, and will share in the \$1,100 in gifts, ranging from an Encyclopedia Americana to two pair of poultry shears. There are 30 prizes, and each winner will have the pick of at least three prizes. Brinkmeyer is on every night but Saturday from 10:30 to 10:55, on a program consisting of poetry and music.

Tribute To Druggists

Cincinnati—WLW's promotion department is pulling out all the stops in support of Nationally Advertised Brands Week, Sept. 16-26.

"The Druggists Show," aired Wednesday at 11:15 p.m., will list the benefits obtainable through drugstore shopping. "Morning Matinee," broadcast daily at 8:30 a.m., will plug Brands Week heavily. In addition, many announcements calling attention to the event will be spotted throughout WLW's program schedule. Local taxis will carry signs tying in with the Brands Week observance.

TV World Series Display

Window streamers designed to help boost TV sales during September and early October when interest in the 1949 baseball season reaches its peak with the playing of the annual classic are an attention-getting sales promotion aid, tying-in directly with the wide public interest in the world series, prepared by John Meck Industries, Inc., Plymouth, Ind., manufacturers of television and radio receivers. Any television dealer who writes the plant requesting them, can secure this five-foot, three-color streamer at no charge.

Bill of Rights Society's '49 Award Goes To Noble

(Continued from Page 1) and contributions to the appreciation of and furtherance of the Bill of Rights."

The presentation will be made on Friday by Messmore Kendall, president of the Society, at a ceremony to be held on the steps of the Sub-Treasury Building in New York, site of the building where the first ten Amendments to the Constitution were adopted.

NBC Outing Held

Five hundred denizens of the vast NBC headquarters in Radio City cavorted yesterday in and about the Crestwood Country Club, Huntington, L. I., at the network's annual outing. In the athletic feature of the day, R. S. Swanecamp beat Lou Hathaway for the web's tennis title.



Mainly About Manhattan. . . !

● ● ● AROUND TOWN: One of the General Motors cars trying to get Walt Disney to do one original full-length cartoon a month for television starting in Jan. Deal would involve a fabulous fee. . . Ted Granik's American Forum of the Air (oldest of the radio forums) concluded its 21-year run on Mutual this week and will switch to another web (prob'ly NBC) in a few weeks as a simulcast. . . Another shakeup due in NBC's television dept. . . M. Berle denying reports of his TV series switching to twice-monthly. . . Paul Winchell assays his first dramatic role Friday night via "Lights Out." Not with Jerry Mahoney, but another dummy named Nello. (According to Jerry, the new dummy should be tagged Nullo—and voido). . . CBS dropping "It Pays To Be Ignorant" on AM and TV this week. . . An actor was telling Gary Stevens that his show (a floperoo) had received mixed notices. "Mixed?" snapped Stevens. "You mean mixed!" . . . Ed Byron finally won out on his "fight" with NBC to have his series, "Mr. D.A.," tape-recorded via Ampex Equipment (same kind Bing Crosby uses). . . Bill Slater starts his 17th year as a football broadcaster this Sat. with the Princeton-Lafayette game. . . Winnie Garrett notes that when some radio agents give you anything straight from the shoulder, it's generally a shrug.



● ● ● SMALL TALK: Anthony Quinn will do some scenes from "The Champion" on "H'wood Screen Test" Oct. 1st. Constance Ford, of "Death of a Salesman," is taking the test. . . Sylvia Friedlander signed as asst producer of the Boris Karloff radio and TV sessions via ABC. . . Mina Bess Lewis caught Wm. Eythe playing a detective on the Philco show last week and immediately tagged him Private Eythe. . . Jack Parker in town lining up guests and celebs for his 30,000-acre Rancho Diablo in Tucson, Ariz. (Jack used to be with Walter Jacobs up at Lake Tarleton, N. H.). . . WHOM's Willie Bryant turned in a smooth emcee job on CBS' "Uptown Jubilee" the other p.m. . . Red Barber's Club House being dropped by U. S. Army and Air Forces this week. . . Lyn Dudy cut short a Bermuda vacation to hustle back here for the Olsen & Johnson series.



● ● ● Bob Hope, back on the air again for his 12th season from the coast, feels this will be the greatest year that radio has ever had. Feeling much the same about television as this corner does, he points out that you still can't sell 80 million listeners short no matter how potent television seems to be. In fact, Roberto claims that this will be a lush year for all branches of showbiz. "Radio had a slow start this season," he sez, "but I believe it will finish a record breaker. Television is making great strides. It doesn't have the pressure against it that radio had in its early days. You now see newspapers and even theaters seriously considering and supporting television. It's going to be an important medium with its own spot in the amusement world. Vaudeville is coming back, at least in some spots. The legit stage has been hit hard, but the good shows are still solid hits. My own experience in making personal appearances proved that people everywhere want to see stars, want to be entertained, and are willing to pay for it. I think the coming season will be tops for showbiz, including films which I also have a slight interest in." Hope confides that he does not plan a television show this year, altho' he still considers himself as one of the old-timers in that medium. "Back in the early 30's he sez, "when I was playing on B'way, I was shanghai'd one night, taken to a rather disreputable neighborhood and up some dark stairs to a room where a funny machine was making moving dots. Looking close you could see a picture. I did some gags for the machine. It was my first television appearance."

SAN FRANCISCO

By NOEL CORBETT

JOHN GALBRAITH, assistant program manager in charge of AM, KGO, is a proud pappy. Daughter was born at Children's Hospital September 13.

Dink Templeton has a new KFFRC sports show at 6:30 Thursdays, "Sports Award of the Week." Dink interviews a footballer in the public eye picked by a board of former football coaches.

Paul Carson, erstwhile "Bridge to Dreamland" organist, ditto "One Man's Family," has givin up radio and gone into the oil business. He's set up the MacMillan Sales Company in Oakland with a full staff.

San Francisco and Bay Area stations went all out to help the recent Polio Emergency Drive, with KNBC and others giving over all of their public service time, interviews, etc.

KJBS's "Chuck" Pendleton spent his vacation right at home fixing up broken fences, steps and the other things he's been getting around to for the last year.

George Feurst, KJBS salesman out of the hospital after a recent attack of ulcers.

Ed Barker, owner of KLOK, San Jose, up to give the town a one-day casing; in and out of the Palace Corner, by KCBS, and the Clift Hotel, Redwood Room, favored spot for Radio City folks.

BAB Members Sent Plan Of Retail Radio Campaign

(Continued from Page 1)

stitute's the BAB's second Retail Service Bulletin, is described by the store's sales executives as a blueprint for "getting the most juice out of the radio program orange." While some stores "are sitting around sucking their thumbs waiting for television," Schuneman's says the BAB bulletin, "is going ahead and really selling with radio."

About six of the ten daily Schuneman commercials on WDGY, Minneapolis, are on top value items which are plugged once a day for an entire week "rather than scattering shots to 10 entirely different items daily," the BAB bulletin says. Time signals, news flashes, weather and highway reports are also used.

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

AGENCIES

EDWARD WHITLEY is joining **Badger and Browning & Hersey**, October 3rd as radio time buyer. He has been time buyer at **McCann-Eckson**. Whitley takes over the job vacated by **William Doty Louarde**, who is moving to the west coast to become sales manager of **KFWB** in Hollywood.

THE BLOW COMPANY, INC. effective January 1st has been appointed the advertising agency for the **Anso** and **Ozalid** Divisions of the **General Aniline & Film Corporation**.

CHARLES E. SODEN has been appointed account executive for **Alaska Network Sales**, according to **An American Broadcasting Company**, international radio station representatives of New York. Soden was formerly with **NBC** as assistant advertising and sales promotion manager. He will handle all network sales for the **Alaska Broadcasting System**.

MALLEN M. WHITLOCK, formerly associate advertising manager for the **Jell-O** division of **General Foods**, has joined **Doherty, Clifford & Penfield, Inc.** as an account executive. He is assigned to the **Vacuum Foods Corp.** account.

JESSE BUTCHER, formerly with **MPCC**, Los Angeles, has been appointed business coordinator of the **Wain-McHugh Advertising Agency, Inc.**, Beverly Hills.

CCNY Drops Awards, Cites Overabundance

(Continued from Page 1)
 Extension Division of the **CCNY School of Business**. "Although we are suspending our Annual Radio Awards," Dr. Love said, "we will continue, as we have always done, to make all our facilities available to provide educational services to the radio and television industry."
 Dr. Love also voiced his "sincere appreciation" for the interest and support earned by the **CCNY** awards among broadcasters, agencies, advertisers, trade journals, newspapers, and he added his thanks to members of the trade press who served on the Awards Committee headed by **Dr. John Gray Peatman**. **CCNY** has just published an eight-page report on its **Fifth Annual Radio-Television and Business Conference**, which is being sent to 1,000 industry representatives who participated.

Wedding Bells

Kansas City—**Jimmy Fulkerson**, **KMBC-KFRM** singer-instrumentalist and member of the station's trio "**Lazy River Boys**," and **Bernice Andrew** were married Sunday afternoon, September 11. The wedding ceremony was performed at the **Leeds Baptist Church**.

Sees FM As Solution To NARBA Problems

(Continued from Page 1)

whatever disturbs the present AM system the least. That there will be little disturbance, he said, is practically an impossibility from the international point of view.

Cites Shortage of Channels

The radio facilities of neighboring **Canada, Cuba, Dominican Republic, Haiti and Mexico** must have room to expand, **Ware** explained, "but there are only 107 radio channels available to accommodate the 2,500 stations already on the air in these countries and the U. S."

As a result, the **FMA** executive said, inter-station interference has reached the point where it is seri-

Heinz Returning To Air With "Ozzie And Harriet"

(Continued from Page 1)

built around the activities of **Ozzie and Harriet Nelson**, and their two sons, **David, 12, and Rickey, 9**. **ABC** has had the **Nelsons** under contract for all radio and television activities since July, 1949.

ously hampering any further expansion of AM facilities in this country as well as our international neighbors. **Ware** said this is the United States' "second chance" to put the sound broadcasting industry in this country on a new and superior footing by turning to **FM**—"the finest aural broadcasting system attainable."

SOUTHWEST

KING ROBINSON, manager of **KATL**, oldest Houston, Texas, independent, has announced the appointment of former chief announcer **Johnny Edwards** to post of program director. **Edwards'** entire radio experience has been with **KATL** and his was the voice which first signed the station on the air with his "Chuckwagon Call" on May 12th, 1947.

A navigator of a **B-17**, **Edwards** qualified for membership in the **Caterpillar Club** in his jump from a burning plane that caused him to be hospitalized for a year during the last war.

INFORMAL COMMENTARY •

WITTY ANECDOTES •

GUEST STARS •

MUSIC by the

WORLD'S GREAT

ORCHESTRAS •

Playing Time: 55 minutes with standard allowance for commercials



"SIR THOMAS BEECHAM TURNS THE TABLES!"

MUSIC'S NUMBER ONE PERSONALITY HOSTS RADIO'S NUMBER ONE TRANSCRIPTION PACKAGE!

AVAILABLE NOW!

TOWERS of LONDON, Ltd.

Oliver W. Nicoll

Vice President and National Director for the U. S.

37 WEST 46 STREET

LUXemburg 2-5130

NEW YORK CITY 19

*In the New York City area program will be sponsored exclusively on **WQXR** and **WQXR-FM** beginning this fall.

Operational Costs, Basis Of Presentation

(Continued from Page 1)

ling expenses, the survey analysis shows.

The analysis, by NAB employee-employer relations department director Richard P. Doherty on the basis of an NAB research department survey, is a feature of the current series of 17 NAB district meetings, being held throughout the United States until mid-December. Doherty made the presentation of the 11th District Meeting, at Minneapolis yesterday.

The survey analysis, which forms a special feature of each meeting of broadcasters, is reapplied at each gathering to cover regional breakdowns of operating expense ratios. Over-all figures for the stations of the country as a whole reveal the differing ratios of expense to income, showing that while wattage, affiliation or non-affiliation, and time of operation bear on income and operating cost, the vital factor is the income bracket in which a station falls.

"A very interesting observation may be made in the declining trend which exists as station revenues increase," the analysis says. "This is that an upward bulge exists when we come to stations in the approximate region of \$150,000 to \$200,000 (in annual incomes). In other words, it would appear that, generally speaking, as stations move above the \$125,000 (approximate) level of income categories, they experience a very positive increase in their break-even point. The result is that there is a higher operating cost ratio until income moves upward, beyond the \$200,000 level. From there on, costs decline in proportion to income."

Program Expenses High

Largest cost item for the majority of stations, the Doherty analysis points out, is program expenses. Second largest is general administrative expense. Technical costs are third, and selling expenses fourth.

Aggregate wages and salaries of all staff and administrative personnel took 47 per cent to 50 per cent of the revenue received by the typical stations throughout the nation. This item varied according to location, size of income, and other factors.

Stations in the Northeast and Pacific coast regions, for instance, had the highest ratios of total salaries to total revenues.

The NAB analysis also revealed a trend in selling costs. In the stations with lower incomes, 75 per cent to 80 per cent of selling expense was accounted for by salaries, including commissions. Only 20 per cent to 25 per cent of these selling costs consisted of other, non-salary items, such as promotion.

Stations above the \$350,000 level, spent approximately as much for these other selling expenses, including promotion, as they spent for salaries in their sales departments.

Meighan Heads CBS On Coast Under Reorganization Plan

(Continued from Page 1)

both Jones and Meighan will assume their new duties here on Sept. 27.

A. E. Joscelyn, currently director of KNX operations, was named to the new position of director of CBS Operations, Hollywood. Harry S. Ackerman will continue as vice-president in charge of network programs, Hollywood. He is in charge of all transcontinental radio and television programs originating in Columbia Square. Kenneth L. Yourd will continue in charge of business management of transcontinental programs from Hollywood.

Meighan, who is serving his twenty-first year in radio, was graduated from Columbia University in 1928, and joined J. Walter Thompson Co. that same year. In 1930, he became vice-president in charge of station relations for Scott Howe Bowen, Inc. In 1933, he joined J. Sterling Getchell, heading that agency's radio department.

He joined CBS in 1934, as an account executive in Radio Sales. Five years later, he became Eastern sales manager of Radio Sales. In 1945, he was appointed director of station administration, and in September, 1946, he was appointed vice-president in charge of station administration.

Later Meighan became vice-president in charge of Columbia-owned stations and in January, 1948, he became a vice-president and general executive of the company.

KNX Departments Listed

KNX, which will be separated from network functions, will consist of the following departments: Local Programming, including News and Public Affairs, Sales and Sales Promotion. CBS Operations, Hollywood, division will include Accounting, Construction and Maintenance, Engineering, Legal, Network Sales Service, Personnel Relations, Press Information, Script Processing and all

of the operating departments formerly a part of KNX.

Jones has been general manager of WCCO since June, 1947. Before that, he was with CBS for eight years until October, 1944, when he resigned as general manager of the Columbia-owned station KMOX, St. Louis, to become an executive of the Cowles Broadcasting Company. He left Cowles organization to rejoin Columbia.

Jones was graduated from the University of Nebraska Law School in 1929, entered legal practice in his native city and withdrew from the legal field in 1933 when he joined the staff of a local radio station. In the ensuing years, he held various executive positions in radio stations in Kansas City, Chicago and Cincinnati.

Joscelyn has been director of operations of KNX since May, 1948. He has been identified with the radio industry since 1934 when he joined the sales staff of Free and Sleinger, radio station representatives, after a dozen years in the newspaper business. He joined the CBS Radio Sales staff in Chicago in 1937, moving to New York in 1938 as Eastern manager of Radio Sales.

On January 1, 1940, Joscelyn was appointed manager of station WBT, Charlotte, N. C., then a Columbia-owned station. In November 1942, he became manager of WCCO, Minneapolis-St. Paul. He left WCCO in 1947 to become vice-president of the Northwest Linseed Company, a position he relinquished when he rejoined CBS.

Lee Named Station Mgr. Of WROW In Albany, N. Y.

Johnny Lee has been named station manager and Walt Sheehan, chief announcer of WROW, Albany, N. Y., Harry L. Goldman, executive vice-president and general manager, announced yesterday in connection with the second anniversary of the station. Lee was program director when the station went on the air and later was named assistant to Goldman.

Sheehan joined WROW in January, 1948.

Name Bands Signed For New ET Series

In a campaign to corral the country's top "original" rhythm bands, C. O. ("Cy") Langlois, President of Lang-Worth Feature Programs, Inc., has just signed Henry Busse and his orchestra and Red Nichols and his Five Pennies for transcription recordings. Busse, the famous "Hot Lips" trumpet man, plays original "Shuffle Rhythm"; while Red Nichols and his Five Pennies is original "Dixieland." New releases will be ready next month.

Radio Theater Tops Hooper's 'First 15'

(Continued from Page 1)

ported by Hooper only in terms of total evening and total daytime were listed individually for each evening quarter-hour period, each Monday-through-Friday daytime quarter-hour period and each Saturday and Sunday daytime half-hour period. These percentages have been made a regular new feature of the "Program Hooperatings Pocket Piece."

The runners-up in the first fifteen evening programs were: Suspense 12.0; Big Story 11.8; Mr. District Attorney 11.6; Mr. Keen 11.3; Horan, Heidt 11.2; Mystery Theater 10.0; Bob Hawk 10.8; Mr. & Mrs. North 10.6; Curtain Time 10.5; Mr. Chameleon 10.4; Fat Man 10.3; Critic Photographer 10.1; First Nighter 10.0.

The Average Evening Home Using Sets of 24.9 reported was up 2.4 from last report, up 3.5 from year ago. The Average Evening Rating was 6.3, up 0.9 from last report up 0.2 from a year ago.

Evening Available Homes were 70.4, which was down 0.3 from last report, up 0.5 from a year ago. The current Total Evening Sponsors Hour Index was 47½ as compared with 35½ last report and 54¼ a year ago.

In the "Top Ten" daytime program ratings, "When a Girl Marries" ranked first with 6.5 followed by four shows each with a rating of 5.9. The remainder of the list follows: Our Gal, Sunday 5.9; Arthur Godfrey (10:30-11:30) 5.9, (11:00-11:30) 6.6, (10:30-10:45) 5.6, (10:45-11:00) 4.6; Aunt Jenny 5.9; Romance of Helen Trent 5.9; Big Sister 5.8; Ma Perkins 5.8; Pepper Young's Family 5.7; Portia Faces Life 5.6; Young Widder Brown 5.5.

The Average Daytime Home Using Sets of 16.1 reported was up 0.9 from last report, up 0.7 from a year ago. The Average Daytime Rating of 4.0 was down 0.2 from last report, up 0.3 from a year ago.

Daytime Available Homes were 69.2 which was up 0.9 from last report, down 0.3 from a year ago. The current Total Daytime Sponsors Hour Index was 71¼ as compared with 72½ last report and 86¼ a year ago.

Fitzgerald Named Mgr.

Harold Fitzgerald of Allentown Pa., has been named commercial manager of WOHI, East Liverpool O., which will go on the air Oct. 15. John W. Ridder, Amsterdam, N. Y., was named program director. Richard V. Beatty is president and general manager.

Plan New Akron Station

Fourth radio station in Akron is expected to start in about three months, following issuance of a permit by the FCC to the Akron Broadcasting Co., to operate daytime only on 1150 kilocycles with 1,000 watts power. George K. Stroupe is president.



JONES



MEIGHAN



JOSCELYN

TELEVISION DAILY

Section of RADIO DAILY, Wednesday, September 21, 1949—TELEVISION DAILY is fully protected by register and copyright

VIDEO IN SERIES SQUEEZE PLAY

TELE TOPICS

EVER SINCE this department has been operating in this space we've cried out, often in anguish; that programs should be something to see, that the visual is by far the most important element in any television presentation. Because of the gigantic rush to hop aboard the TV bandwagon, we said, many shows that belonged to radio, and only on radio, were being spaced before the cameras. Exactly such a program, one that should be heard and not seen, is "The Al Morgan Show," a WGN-TV origination recently arrived on the DuMont web. A fairly pleasant half-hour of corny music, the program is one that could stay around for many years—on radio. With the cameras present, it's just a bore. Morgan, who plays the piano with his hands flying up around his head half the time, is an engaging singer. He and his piano are backed by a Guy Lombardo-type trumpet, bass and guitar (Billy Chandler and his Benedicts). Margo Goode was guest vocalist this week. Don Cook directs.

LEONARD HOLE has checked out of DuMont, where he was manager of network operations. He's going to Europe for a vacation and expects to announce his future plans when he returns. . . . Since Bill Berns has turned scripter and will do an adaptation of "The Prisoners" for October airing on "The Clock." . . . Cancellation of Bert Gordon's scheduled appearance on the Berle show last night, we hear, was brought about by Eddie Cantor, who refused to allow use of the "Mad Russian" character. Phil Silvers took his place. . . . WTVN and WBNS-TV, Columbus, plan to go on the air Oct. 1 in time for the Series. . . . TV programming in France, writes Vernon Brooks, WGN-TV director, is "pas beaucoup." RDF is still using a 450-line screen, he adds, but plans to start a 819-line picture some time next month. . . . Irving J. Pasternack has joined the staff of WOR-TV as titling artist and animator. In addition, he'll handle assignments for the advertising and promotion department, headed by Joe Creamer.

JOHN MECK, Indiana receiver manufacturer, has signed with WNBQ, Chicago, to sponsor a half-hour of the station's Projectall program four days a week. What makes the item newsworthy is Meck's statement accompanying the pact. "In taking this step," he said, "we are addressing an appeal to others in the television field to buy program time during the daylight hours. We feel that in order to help increase the value of television in the home, it is necessary that all of us express our confidence in the industry in this concrete manner." To which we add: Bravo, Mr. Meck.

Most Stations Will Carry Baseball Classic Despite "No Pay, No Charge" Stipulation; Trade Fears Precedent For Future Events

Despite the general attitude of resentment prevalent in the trade this week over the "no pay, no charge" stipulation in "sponsorship" of the World Series by Gillette Safety Razor Co., most stations on the live network have indicated that they will carry the games.

Most stations feel that they have been caught in a squeeze play. Those in cities where more than one station is on the air say that they must take the Series because their competitors will take it. On the other hand, most of the broadcasters in one-station areas feel that the press of public opinion will force them to accept Gillette's terms.

The competition factor, it was said, is what brought about the four-network pool, with the webs not only carrying commercials without compensation, but also absorbing the costs of pickups and facilities, including cable charges. None of the four could get an exclusive agreement, it was reported, because of Mutual's first refusal option. Although Mutual stations will carry the series, that web will not share in the costs, it was said.

Markham Undecided

(In Washington yesterday G. Emerson Markham, TV director of NAB, said he could not comment directly upon the situation, but added that he "can understand why the stations are not pleased." It is not the function of a trade association to jump into the controversy, he said, pointing out that NAB's position historically is that the service rendered by licensees is valuable and that they should be paid for their time.)

Only three stations were reported to have declined the Gillette offer yesterday—WMAR-TV, Baltimore; WMAL-TV, Washington, and

WTMJ-TV, Milwaukee. Bob Jamieson, of DuMont, who is coordinating the pool, said he has received acceptance from 34 stations.

Although some broadcasters had stated that the situation would bear investigation by the Department of Justice because of possible anti-trust violations, the Department yesterday refused to say whether it has received any complaints on the matter.

Network May Set Mark

It is probable that the Series will be carried by the largest live network in the history of the medium. A total of 51 stations on the network or capable of taking a feed from it will be on the air by Series time. For this coverage, which will include from four to seven games, Gillette reportedly paid \$200,000 for TV nights to the office of Baseball Commissioner Happy Chandler.

"This is the biggest bargain in the history of advertising," one broadcaster said.

It was pointed out, however, that the Series should prove to be a great circulation builder and probably will be a strong hypo to set sales especially in areas where video is new.

Most broadcasters expressed the fear that this year's Series situation might set a precedent not only for future baseball classics on radio as well as tele, but also for all special events of wide interest.

Frank Upped At Y & R

Norman Frank, formerly radio director of "We, the People," has been appointed general expeditor for the radio-TV department at Young & Rubicam. He will assist both Rod Erickson department supervisor and Bill Gillette, production v.p. in over-all administration.

Web Plans Salute To Crosley Stations

Cincinnati — A special network show "NBC Salutes WLW Television," will highlight the inauguration of coaxial cable service to the three Crosley stations next Sunday.

(Program, originating in New York, 7:30 to 8:00 p.m., will feature NBC stars and messages by Niles Trammell, president, and Charles B. Denny, executive vice-president.

Stations carrying the program will include WLW-T, Cincinnati; WLW-D, Dayton and WLW-C, Columbus. With the special ceremonial show, the three outlets will begin regular schedules of live NBC programs on a daily basis.

According to latest word, coaxial cable service will start in Dayton alone on September 25. However, despite the lack of corollary microwave link from Dayton to Cincinnati and Columbus, respectively, the Crosley stations in the latter cities will carry live shows beginning the same date.

The Cincinnati station will simply pick up the signal of its sister station in Dayton, while the Columbus station will get the programs through an already existing microwave relay. The relay is one erected earlier this year by Crosley engineers between Dayton and Columbus, via Mechanicsburg. Ordinarily, the Crosley microwave system is used only to relay programs originating at WLW-T in Cincinnati. Its use for the network programs will be temporary, giving place to the relay system now being installed by AT&T.

Boston Grid On WPIX Sponsored By Rheingold

Liebmann Breweries, for Rheingold beer, will sponsor six Friday night college football games on WPIX, beginning Sept. 23. Five contests will be home games of Boston College, fed by WBZ-TV, and the sixth will involve Georgetown and Villanova.

Lou Little, Columbia University grid coach, will be featured in between-halves news and commentary, while John Tillman and Pat McElroy, "Miss Rheingold, 1949," will do pre-game warmup.

Footo, Cone & Belding is the agency.

TBA Board Meet Set

Board of directors of Television Broadcasters Association will meet at the organization's offices Sept. 25.

Strike Against NBC Planned By Radio-TV Director Guild

The Radio and Television Directors Guild yesterday began activating strike committees in preparation for a possible walkout of production personnel at NBC. Action was authorized by Guild membership at a meeting Monday night after a negotiating committee reported no progress in discussions with the web for a collective bargaining agreement.

In its negotiations with NBC, the Guild has asked that a contract in-

clude directors, associate directors, floor managers and program assistants. NBC maintains that its directors are supervisory personnel and therefore cannot be covered by a union contract.

A meeting is scheduled for tomorrow between RTDG, NBC and a mediator. If no progress is made, a Guild spokesman said, a strike, already authorized by the union, will be called, with date to be set by the union's strategy committee.

U. N. Gen. Assembly Opening Aired To All Parts Of World

(Continued from Page 1)

eral Assembly reopened. The State Department's Voice of America beamed 28 program hours in 20 different languages to Europe, the Near East, Latin America and the Far East. The programs, which consisted of recordings taken at actual sessions and news reports on the activities of the international organization, were relayed at Voice-of-America stations at Manila, Honolulu, Munich and Wofferton, the BBC's relay station in England.

AFRS Serves G. I.'s

The Armed Forces Radio Service in New York shortwaved a special half-hour program last night to G. I.'s in Europe, aboard ships at sea, the Mediterranean area and the North Atlantic area. The program consisted of recorded portions from the General Assembly plus general news dispatches on the U-N. The material and the recordings were supplied to the Army's radio division by New York City-owned station WNYC and by the U-N Radio Division. A similar type program was shortwaved by the Armed Forces Radio Service in Los Angeles to Far Eastern points where American G. I.'s are based.

French Broadcasters Here

The French Broadcasting System was represented at the General Assembly by its director in North America, Pierre Crenesse, and by its roving correspondent, Claude Villedieu. They shortwaved their dispatches to Paris where it was re-broadcast almost immediately last night, French time. The French Broadcasting System used the radio facilities of the U-N, which in turn used transmitters of the Voice of America.

BBC Staff On Hand

The British Broadcasting Corporation's regular U-N correspondent, Bernard Moore, was aided in covering the opening day of the General

Assembly yesterday by five reporters and one producer sent over for the occasion from London. The five correspondents were Godfrey W. Talbot, Lionel Fleming, Bertram Mycock, Roger Lazar and George Tarjan. Tarjan, a member of the BBC's Overseas Division, reported the "running" story in both English and Hungarian. The producer for all BBC productions at Flushing Meadows and Lake Success, also from London, is Berkeley Smith.

The BBC transmitted a 15-minute program via commercial circuit to London for broadcast from there throughout the British Isles and for re-transmission via shortwave to various parts of the world last night. "Live" shows, via shortwave, are planned for later this week. Beginning this Sunday, the BBC has scheduled a series of one-half hour programs reviewing the week's activities at the U-N. Also, a four-to-eight-minute news report series in Hungarian is contemplated from Flushing Meadows.

Special Broadcast on 'Voice'

The Voice of America will use parts of recordings made at various sessions in its regular weekend English-language program, "U-N Review," to be shortwaved throughout the world. The regular V. of A. correspondents at the U-N, Howard Garnish and William Clark, were on hand again yesterday at the opening of the General Assembly.

Domestic WEBS Active

In accordance with the schedule for domestic coverage of the Assembly reopening, reported by RADIO DAILY on Sept. 16, the four major networks had their "ace" correspondents on hand at Flushing Meadows yesterday. WNYC cancelled out most of its daytime programs in order to carry direct pickups throughout the day from the Assembly Hall.

New Illinois Station Has Prosperous Record

Chicago—WFDR, in Sterling, Ill., which services that city, Dixon, and Rock Falls, about 115 miles west of Chicago, is reported to have been in the black since it went on the air on Aug. 21.

Owned by the Blackhawk Corporation, of which Sam Bartlett is president, WFDR had 100 sponsors three days after its opening. It was engineered by Edward Jacker, consulting engineer, of Elmhurst, Ill. The sponsors now number approximately 140.

WFDR operates on a full 17-hour a day basis, using few records. A mobile unit cruises the territory surrounded by the three towns, taking tape recordings. Business organizations, barn dances, country fairs, and all and everything of interest to the community are broadcast over the station.

N. W. Ayer Co., Selected By Morrell Packing Co.

Chicago—John Morrell and Company, of Ottumwa, Ia., meat packers and makers of Red Heart Dog Food, have appointed the N. W. Ayer and Company to handle their advertising account. The Morrell business was formerly handled by Henri, Hurst and McDonald.

Selection of N. W. Ayer was made after a New York consultant screened 15 agencies. Primary requisites in bidding were that the agency have a strong Chicago office, and represent no competitive meat account.

No change of policy will be announced until the return of Howard Rose, N. W. Ayer vice-president and supervisor of accounts. Morrell, which spends approximately \$1,500,000 a year in advertising, \$350,000 in radio, has the "Lassie" program on NBC Saturday mornings.



Man Who Comes To Dinner Brews a Nightcap

He comes to dinner five times a week—and his hosts number about 13,500,000 listeners weekly. He likes his coffee and his news hot—and while he roasts no coffee, the subjects of his research are sometimes well-roasted. He finds grounds for comment in the many political pots which are always brewing in the nation's capital.

His nightly "top of the news as it looks from here" puts cream in many a sponsor's cup.

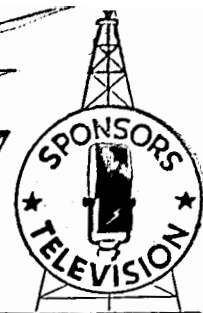
Lively, stimulating, widely followed, his broadcast—the Fulton Lewis Jr. program—is currently sponsored on more than 300 stations. It offers local advertisers the prestige of a network feature, at local time cost with prorated talent cost.

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



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 48, NO. 58

NEW YORK, THURSDAY, SEPTEMBER 22, 1949

TEN CENTS

AFL BUYS NETWORK NEWS PROGRAM

"Off The Record"

NAB's decision to keep the business sessions of this year's district meetings "off-the-record" may or may not be good public relations policy for an industry organization which is striving to bring all broadcasters into the fold.

* * *

PERHAPS something is accomplished in keeping confidential the thinking and planning of NAB departmental activities. And maybe too the procedure stimulates greater attendance of the dues paying members at the district gatherings. It fails, however, in exciting interest among other broadcasters in the potency of NAB as a militant, driving force in behalf of the industry.

* * *

ROBERT RICHARDS, NAB public relations director, claims the sessions have been placed off-the-record because "they feel that broadcasters have an inherent right to discuss their private business privately." Does this mean that NAB comes under the category of private enterprise or does it represent the radio and TV industry as a whole?

* * *

THE wisdom of NAB's off-the-record policy will be recorded in the months to come. It may strengthen the organization in some quarters but it probably will not induce broadcasters outside the organization to seek membership. After all if the industry cannot learn through the trade press the achievements of NAB district meetings, where will they get this newsworthy information?

—BURKE.

Record Review

"Voices That Live," an "antiquo" record program emceed by Wally Butterworth, will have its ABC premiere from 10 to 10:15 p.m., EST, on Saturday. The same program, but featuring a different selection of records also will be heard on Sundays, from 4 to 4:30 p.m., EST, starting also over the American network on September 25.

FCC Postpones Date On 'Giveaway' Ban

Washington—The FCC yesterday made the relief granted by New York and Chicago courts to appellants from its giveaway ban apply to all licensees equally. It rubbed out the October 1 effective date, stipulating that its ban on giveaways shall be suspended until the conclusion of court action.

This move is in line with the rulings of Chicago, Judge Michael Igoe and New York Judge Simon Rifkind. Their relief, however, had not applied generally to all parties.

\$30,000,000 Invested In Radio Cab Equip.

Buffalo—The U. S. taxicab industry has invested nearly \$30,000,000 in radio equipment, Commissioner George E. Sterling disclosed here yesterday in a speech at the annual convention of the National Assn. of Taxicab Owners.

Ninety per cent of all U. S. taxicabs will be equipped with radio "within three to five years" from

(Continued on Page 5)

La Rosa Macaroni Plans Wide Radio Expansion

Plans for "the biggest selling campaign in macaroni history" were announced yesterday by V. La Rosa & Sons, Inc., makers of La Rosa Grade A Macaroni Products.

The campaign will include, ac-

(Continued on Page 6)

Union Contracts With MBS For Series To Start Over Web In January; Deal Aggregates \$1,300,000

Indies' Sales, Rates Discussed In Chicago

Chicago — Twenty-four members of the Association of Independent Metropolitan Stations met yesterday at the Stevens Hotel, to discuss problems of their year-and-a-half-old organization—national business, how to get it, and rating problems. The sole officer of the association is Steve Cisler, secretary, WKYW.

(Continued on Page 5)

Publisher's Son Dies In Washington Accident

Washington Bureau of RADIO DAILY. Washington—Robert Charles Taischoff, eight-year-old son of Sol Taischoff, editor and publisher of "Broadcasting," was killed Tuesday afternoon in a bicycle accident near the home of his parents here.

The youngster was riding down a

(Continued on Page 3)

Government Census Plans Outlined By Speaker

The first Government-gathered statistics on television-set ownership throughout the U. S., along with similar figures on radio for the second time, will be released about

(Continued on Page 2)

Washington Bureau of RADIO DAILY. Washington—The American Federation of Labor has contracted with the Mutual network for \$1,300,000 worth of news programs to be launched on the network January 1 under terms of a 52-week contract.

Deal was reported consummated by A. A. Schechter, Mutual vice-president in charge of news and special events, following a series of conferences with Phillip Pearl, AFL director of public relations.

Present plans call for the union to present a 15-minute news program,

(Continued on Page 2)

Schenley Bows Out Of Pitch for Radio

Schenley Distillers, Inc., which touched off a national furore some weeks ago by "exploring" the attitude of radio and television broadcasters on acceptance of liquor advertising, has decided to shelve temporarily any plans involving those media.

Schenley's president, J. L. Leban, said yesterday in announcing his

(Continued on Page 3)

Orth Gets Sound Studios For Radio-TV Production

Acquisition of Manon Sound Stages, Inc., for use in radio and TV production as well as movies was announced yesterday by George Orth, veteran operator and builder of movie studios. Mr. Orth as presi-

(Continued on Page 3)

Richards Defends Procedure At NAB District Meetings

Robert K. Richards, director of public relations and publications for NAB, yesterday defended the "off the record" procedure of NAB district meetings, became critical of RADIO DAILY's appraisal of the new method of conducting the meetings and disclosed that it was optional with each district director as to whether or not the trade press might give full coverage to deliberations.

The Richards letter which expressed hope that "other NAB directors will continue to place business discussions 'off the record'" follows:

"There are a few inaccuracies in your Page 1 story (issue of September 19) under the headline 'NAB Limits News Coverage of Their District Meetings.'"

"Knowing RADIO DAILY would not wish to mislead its extensive audi-

(Continued on Page 5)

Returning

"Camel Caravan with Vaughn Monroe," CBS Saturday series sponsored by R. I. Reynolds Tobacco Co., and starring the singing maestro and his orchestra, returns to the air after a 5-week absence, Saturday, Oct. 1, 7:30-8 p. m., EST. Broadcasts will originate again this season from the various cities where the Monroe troupe is appearing.



★ COMING AND GOING ★

Vol. 48, No. 58 Thu., Sept. 22, 1949 10 Cts.

JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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

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
Hal Tate, Manager.
360 No. Michigan Ave.
Phone: Randolph 6-6650
Phone: Riverside 5491
SOUTHWEST BUREAU
Paul Girard, Manager
Tower Petroleum Bldg.,
Dallas, Texas
Phone: Riverside 5491

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

FINANCIAL

(September 21)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

Wedding Bells

Charles Baxter, 24, radio announcer at WTOL, Toledo, Ohio, will marry Ann Haney, 19, a student at Toledo University, on September 30 in Memorial Lutheran Church, Northern, Michigan.

RCA INSTITUTES, INC.

A Service of Radio Corporation of America
One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting Industry.

Our graduates have 1st Class Telephone License.

Address inquiries to Placement Director
RCA INSTITUTES, Inc.
350 W. 4th St., New York 14, N. Y.

ALLEN M. WOODALL, president and general manager of WDAK, Columbus, Ga., is in town on station business. He visited yesterday at the offices of his national reps.

CECIL MASTIN, general manager of WBNF, Binghamton, N. Y., was welcomed yesterday at the headquarters of CBS, with which the station is affiliated.

GLENN MARSHALL, JR., general manager of WMBR, Columbia network affiliate in Jacksonville, is here from Florida on a short business trip.

JOSEPH MARTIN, commercial manager of WDSC, Dillon, S. C., paid a call yesterday at the New York headquarters of his national representatives.

GENE AUTRY and the members of his CBS program company on Saturday will be in Chicago and will do their broadcast from the studios of WBBM, owned-and-operated CBS station in the Windy City.

V. E. CARMICHAEL, vice-president of KWK in charge of sales, has arrived from St. Louis for conferences with the national representatives of the station.

CRENSHAW BONNER is in town on station business. The commercial manager of WCON, Atlanta, Ga., was in conference yesterday with spot sales executives.

WALTER A. BASS, commercial manager of WOOD, Grand Rapids affiliate of NBC, has arrived from Michigan. Sat in for a while yesterday with his national reps.

GENE SINK is here from WMRA, Myrtle Beach, S. C., on general business and to huddle with his station reps.

DANNY O'NEILL, television star, stars today on an extensive swing across most of the 48 states making personal appearances in communities where his TV film series, "Paradise Island," now is playing. He will make his start from Las Vegas, Nev.

Government Census Plans Outlined By Speaker

(Continued from Page 1)
the middle of 1951, Dr. Philip M. Hauser, newly-appointed director of the Bureau of Census, Dept. of Commerce, disclosed at an interview with RADIO DAILY yesterday, following his address before a luncheon meeting of the New York Chapter of the American Marketing Assn.

He explained that the figures will be based upon a 20 per cent sampling system to be incorporated with 17th Decennial Census of Population, scheduled to start on April 1, 1950. Earlier, Hauser said preliminary figures on population will come out probably in July, 1950, with a more comprehensive announcement to follow in Dec., 1950.

In his luncheon speech, he declared that the 1950 census would be of vast importance to both the manufacturing and marketing industry, that it would "provide a spark to make the entire economy return to high gear" and that it would "reflect a definite orientation for the marketing profession." Commenting upon what he termed the "statistical drought" of the last 10 years, Hauser said that "markets have often been defined as 'people with money' and that the next census will have the "best measurement of markets in this sense on a national scale."

The 1950 data, it was disclosed, will be a combination of population and income, both on a family and an individual basis. Small area tabulations that will be highly useful for marketing are planned also. It was pointed out that the Bureau of Census is not unmindful of the fact that "the usefulness of the data for marketing purposes is dependent on the geographical detail in which they are made available."

Spot Campaign Planned By Jelke Div. Of Lever Co.

Chicago—George A. Bolas, radio director of Tatham-Laird, Inc., Chicago, advertising agency, which handles the Jelke Division (margarine) of Lever Brothers, told RADIO DAILY this week the agency is planning a one-minute spot campaign to run 13 weeks from Oct. 3. Stations and markets have not been announced.

AFL Buys Program On Mutual Network

(Continued from Page 1)

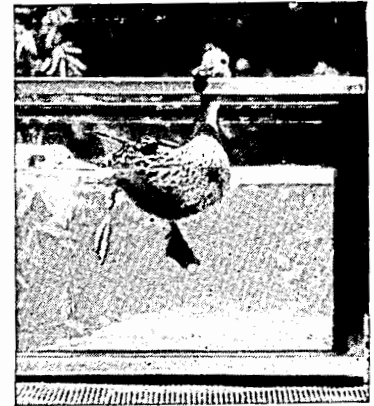
five times a week, Monday through Friday, 10:00 to 10:15 p.m., starting around January 1. Format will feature a name commentator and institutional commercials in behalf of the American Federation of Labor and its unions.

Suggested at Miami

The AFL plan for commercial sponsorship of a network radio program is reported to have stemmed from deliberations of the Miami convention of the union. At that convention the union took cognizance of the effectiveness of radio in political campaigning and it was proposed that a budget be raised for an AFL sponsored news show.

At Mutual headquarters in New York last night it was learned that William Shirer will be presented in a 15-minute newscast from 10 to 10:15 p.m., beginning next Monday and this program will be followed by the 15-minute Mutual News Reel from 10:15 to 10:30 p.m. Reports could not be confirmed that Shirer might take over the AFL program when it goes commercial in January of next year.

Too wet for the duck



The water in this tank has been treated chemically to make it "wetter"—more effective in fire-fighting. And the poor duck finds that it's harder for him to keep afloat in it.

Advertisers are finding it harder to keep afloat these days in the tough, competitive markets. And in Baltimore they are turning to W-I-T-H to produce low-cost sales.

You can do so much with so little money on W-I-T-H! It's the station that's famous for delivering more listeners-per-dollar than any other station in town. So if you're looking for a BIG BARGAIN in radio time, call in your Headley-Reed man and get the full W-I-T-H story.



WITH

BALTIMORE, MARYLAND

Tom Tinsley, President • Represented by Headley-Reed

Schenley Bows Out Of Pitch for Radio

(Continued from Page 1)

firm's advertising program for the current year that after "a careful weighing of the advantages and disadvantages" involved, the company's advertising department recommended the continued use for the present, of all media except radio and television. Consequently, he said, "there is no provision in our budget now for using radio or television in advertising distilled spirits."

However, Leban cited excerpts from a report on radio and television by Schenley's advertising department which said: "Except among avowed Prohibitionists, who wish to prohibit sale of alcoholic beverages as well as advertising, general reaction is markedly different from that of 10 or 15 years ago. The time is undoubtedly coming when distilled-spirits advertising on the major radio and television outlets will be accepted as completely for our industry as advertising in the major magazines and in newspapers is today. Wine and beer advertising has for many years received such acceptance. Therefore, the department will keep the matter of radio and television advertising under exploration and consideration."

Survey Results Cited

According to Leban, his advertising department's report cited a difference of opinion among broadcasters about whether the time is ripe for liquor advertising on the air. The report also pointed out that, while the networks decided to forego such advertising, one of them (ABC) reaffirmed its right to carry liquor commercials if it wanted to. In addition, the Schenley report went on, some 200 stations, "many of whom are affiliated with major networks," signified their readiness to air liquor advertising.

Publisher's Son Dies In Washington Accident

(Continued from Page 1)

hill when his bicycle swerved into the side of an automobile crossing an intersection. Robert was the youngest of the three Taishoff children. The others are Mrs. Kenneth Cowan, of Washington, and Lawrence, a student at Staunton Military Academy. Funeral services will be held at 11 a.m. today at the Danzansky Funeral Home, 3501 14th Street, N.W.

Will Carry Grid Sked

Worcester, Mass. — WTAG (and FM) has been signed to carry the entire Holy Cross grid schedule for Atlantic Refining effective with the opening game against Georgetown, September 24. Play-by-play will be by Jack Ingersoll. Schedule includes Georgetown, Brown, Dartmouth, Duquesne, Yale, Harvard, Colgate, Syracuse, Temple and Boston College.

★ AGENCY NEWSCAST ★

CHARLES P. HAMMOND, vice-president and assistant to the president at NBC, will direct the radio and television clinic of the Advertising and Selling Course, sponsored by the Advertising Club of New York. Among those who will serve as leaders at the various meetings are: H. M. Beville, director of research, NBC; Rodney Erickson, supervisor, radio and television department, Young & Rubicam, Inc.; C. E. Midgley, sales service manager, CBS; Joseph A. Moran, vice-president and associate director of radio and television, Young & Rubicam, Inc.; Mitchell De Groot, manager, advertising and promotion, ABC; Fred Coe, manager, new program development, National Broadcasting Company.

JAMES R. CUNNISON has been appointed national sales manager of Selective Radio Advertising Incorporated, station representatives for FM radio broadcasting to transit vehicles. Cunnison formerly was associated with The Bolling Company, Inc., AM and TV station representatives.

HIXON & JORGENSEN, INC., Los Angeles, has been elected to membership in the American Association of Advertising Agencies.

ADAM YOUNG TELEVISION, INC. has been appointed as exclusive national representative to represent KBTW, Dallas, Texas. This station will be affiliated with the Paramount and DuMont Networks. It operates on Channel 8 and will be the first Dallas television station. The only other service in the past has been Fort Worth.

MARKET RESEARCH AND ADVERTISING, INC. has moved its Newark office to permanent quarters at 21 Fulton St.

ROY V. SMITH, formerly account executive for R. D. Altman Associates, Harrisburg, Pa., has been appointed account executive on spot sales for the Alaska Broadcasting System, according to Pan American Broadcasting Company, international radio station representatives of New York. Smith will handle all spot sales for ABC.

HENRY MORGENTHAU, JR., chairman of the board of the Modern Industrial Bank, has announced the appointment of Emil Mogul Company, Inc. to prepare and direct an advertising campaign in the New York metropolitan area. Initially the campaign will include a large schedule of minute and half minutes of radio spots as well as program announcements.

CAYTON, INC. has been named by the Trad Television Corp., theater-size television.

THE AMERICAN ASSOCIATION OF ADVERTISING AGENCIES has elected to membership Ohio Advertising Agency, Inc., of Cleveland.

THE BLOW CO. has been appointed to handle advertising for the Ansoco and Ozalid divisions of the General Aniline and Film Corp., effective Jan. 1.

THE PULSE, INC. has released to its New York radio clients a "personal simultaneous" study of the New York radio audience—obtained by personal interviews at the time of broadcast. This study, showing audience composition by age, sex, and listeners per set, will be issued four times a year without cost as an additional service to clients.

The first survey covers the period of August 1 through August 7, from 9 a.m. to 9 p.m. Audience composition data are given for Monday-Friday, Saturday and Sunday for the entire time period as well as for three day-parts (9 a.m.-12 noon; 12 noon-6 p.m.; 6 p.m.-9 p.m.).

Sound Studios To Orth For Radio And Video

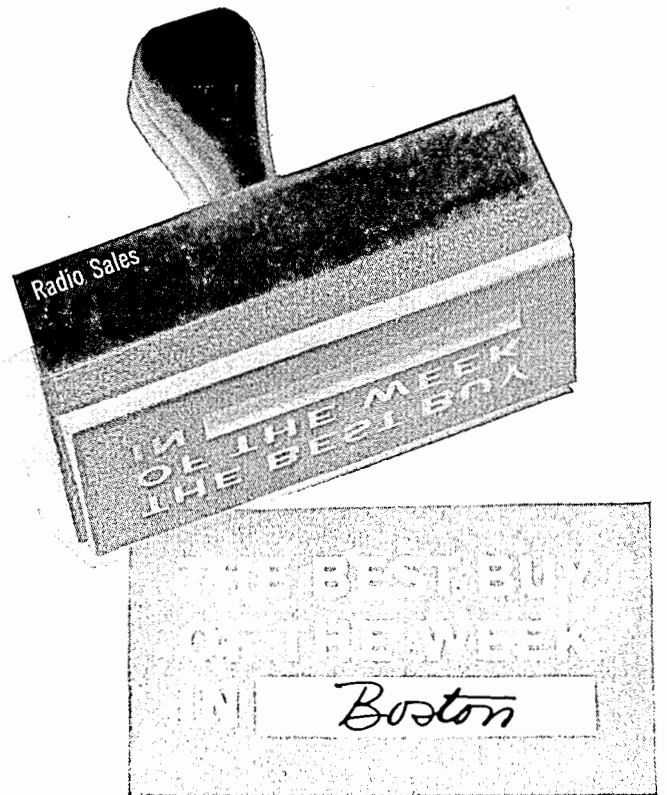
(Continued from Page 1)

dent and general manager will operate the studios which are located at 112 West 89th Street. He is a pioneer in the motion picture industry and was at one time associated with Paramount.

ABC Executives Named For West Coast Posts

West Coast Bureau, RADIO DAILY

Los Angeles—Richard A. Moore has been appointed assistant general manager and director of television operations of the Western Division of the American Broadcasting Company and Ernest Felix has been named assistant treasurer of the company, Robert E. Kintner, executive vice-president of the network announced. In their new posts, Moore and Felix will report to Frank Samuels, vice-president in charge of the network's Western Division.



It's "Rhyme Does Pay." On WEEI. From 6:30 to 6:45 pm five nights a week. It has an average rating of 5.5—the highest-rated local origination! Tuesday and Thursday now available to the advertiser who reaches Radio Sales first.

RADIO DAILY

PROMOTION

WBBM Beauty Contest

Six Chicago girls, selected by a group of judges last week, are eligible to win the prize of "the most beautiful 15-year-old girl in America," in the Chicago area beauty search conducted by WBBM. The Chicago winner will be a candidate for All-American honors awarded by the Lux Radio theater, celebrating its 15th birthday.

The prettiest teen-ager will be chosen by popular ballot. Pictures of all six will be in newspapers, and thousands of extra copies will be put in groceries and drug stores throughout the area. Voting by the public starts Oct. 17th and ends Nov. 14.

Local winner will be announced Nov. 21, and her picture will be sent to Hollywood for competition with other district winners. She gets a two-week chaperoned trip to Hollywood, screen and television tests, and a complete wardrobe, among other nice things.

Polio Fund Drive

Radio stations WMBO and WMBO-FM in Auburn, New York, held a radio auction this past week that brought over \$8,000.00 in immediate pledges to help in the Emergency Campaign for Funds being conducted by the National Foundation for Infantile Paralysis. It is expected that the total will reach \$10,000.00 before the effect of the special broadcast is finished.

Conducted as an auction with two auctioneers working simultaneously, the program auctioned livestock, household goods and the like that had been received from listeners. Top bid of the auction was \$1,210.00 for a Black Angus Prime Beef Steer.

Ballyhoo Program

Worcester, Mass.—In addition to the usual teaser ads, streamers and announcements heralding a new program, WTAG and the Nissen Baking Co. are going a step further in promoting their twice-weekly "Cisco Kid" program. Nissen truck drivers are sporting "Cisco" sombreros on their Central New England delivery routes.

Joining NBC Promotion

Clyde Clem, promotion manager of WSOC, Charlotte, N. C., is resigning to join the audience promotion department of NBC in New York. Before going to WSOC, Clem was with WISE, Asheville, N. C.



Windy City Wordage. . . !

● ● ● Biggest coup of the week was pulled by Howard Rose at the N. W. Ayer agency by snaring the million and a half dollar annual billing Red Heart dog food account away from Henri, Hurst & McDonald.

More than \$300,000 annually is spent by Red Heart in radio. The NBC "Lassie" show will continue for a while anyway as NBC has a contract with John Morrell & Co. (Red Heart) for the program. . . . Chicagoans amazed that one of Chicago's most popular disc jockeys, Jerry Saxon, and WIND have come to the parting of the ways. Saxon's "Nite Watch" all-night program had a bigger rating from mid-nite to 1:30 a.m. than any of its 50,000 watt competitors. Saxon has several "hot" offers, especially one from a big-name agency which he may accept. Meanwhile, the battle for Chicago's mid-nite to 6:00 a.m. audience really gets underway in a big-way. Jim Lounsberry takes over Saxon's spot on WIND.

★ ★ ★ ★

● ● ● WCFL kicks off its new all-night policy with a big Polio Drive Monday night. Special permission has been obtained by Program Director Bob Platt to have musicians, vaudevillians, AFRANs, and every big name in show business in town participate next Monday night in launching WCFL's 24-hour policy. It'll be called the Chicago Federation of Labor's contribution to the current Polio Drive. Listeners will call local Polio headquarters to donate their contributions. It is hoped that WCFL can raise a half-million dollars next Monday night. . . . Another 50,000-watt station will shortly enter the battle for the all-night audience. It will, however, be sold solid on a P. I. basis—with a minimum guarantee going to the station.

★ ★ ★ ★

● ● ● Miller Hi-Life Beer will shortly announce a one-minute transcribed announcement schedule on some 50-odd stations. The same musical theme used on the "Lawrence Welk" ABC show will be integrated into the minute spots. Klau-Van Pietersom-Dunlap, Milwaukee ad agency, handles the Miller beer account. Latter beer really going to town with a 12 and a half million dollar building just completed in the beer capital. . . . Bob Hope will be in town Nov. 19th to emcee the big "Harvest Moon" festival sponsored by the Chicago Sun-Times. . . . Incidentally, the editor of the latter paper, Don Foster (who in real life is Bill Irvin) is responsible for radio listeners in the Chicago area winning \$85,100 in prize-money. His tip that the answer to NBC's "Hollywood Calling" was "Ziegfeld Follies of 1946" enabled Chicago bride Mrs. Mary Jane Mikenas to win the \$27,500 jack-pot. Bill also was responsible for two Chicagoans winning the jack-pots on the "Stop the Music" by publishing the correct answers. . . . Mort Jacobson, head of Morton Radio Productions, back from his Florida vacation. . . . WJJD's Ernie Simon has signed a TV contract with CBS. His TV show is aired over the local CBS outlet, WBKB. . . . Norman Boggs seen huddling with Ralph Atlass at Wrigley Bldg.

Will Sponsor Football

Stamford, Conn. — All Stamford High School home and away games will be broadcast by WSTC and WSTC-FM, Saturday afternoons, starting Sept. 24. Yale and Towne Mfg. Co., lock manufacturers, will sponsor the broadcasts for the fifth consecutive season, with commercials entirely of an institutional nature approved by the local Board of Education which has granted broadcast rights to the stations.

New Spaeth Show

Sigmund Spaeth, well-known speaker and writer on music, will present a new weekly series titled "At Home With Music" on ABC, Saturday, 10-10:30 p.m., starting Oct. 1. Guest artists will be drawn from among winners of contests conducted by the National Federation of Music Clubs. Spaeth has appeared on ABC's "Metropolitan Opera Quiz" series for the last eight years.

SOUTHWEST

VIDEO LANE, avenue which begins and ends with huge double doors that lead into and out of the WBAP-TV, Fort Worth studios, again echoed with unusual sound and sight as the eight horse team of tremendous Clydesdales pulled the Budweiser Beer Wagon before the mikes. The cameramen assigned to Video Lane are accustomed to big things however, since they have "shot" three circus elephants, countless steers, cow ponies and square dancing teams, so, when the big horses had cleared the stage, they again opened the doors and let the three big vans the horses use to get about the country come under the lights so the van drivers could be interviewed by Ted Gouddy, WBAP-TV farm and market expert.

Cover Ship Disaster On Cleveland TV Outlet

Cleveland — Running newsreel story and video interviews with survivors and investigators featured WEWS coverage of Noronic disaster in Toronto Harbor. With hundreds of Clevelanders, Ohioans aboard, WEWS sent cameraman Mel Horace to Toronto in chartered plane, got first newsreel pictures of the ruined ship seen on theater or TV screens this area—maybe first anywhere. They were shown last Saturday evening.

WEWS had six survivors on "live" show half-hour after arrival home Saturday and was first with "live" show on which Cleveland police investigating disaster with Canadians told reasons behind the event.

Second cameraman and engineer planned to Toronto for followup on victim identification and investigations with film and live shows televised Monday and Tuesday. James C. Hanrahan, Scripps-Howard radio v. p. and WEWS general manager directed coverage from Toronto.

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

WBAL
means business
in Baltimore

Indies' Sales, Rates Discussed In Chicago

(Continued from Page 1)

Louisville, Ky., who receives and forwards questions and suggestions from other stations.

One of the points under consideration was the purchase of transcribed programs, and whether the association will get a discount for the whole group of stations. Some forty-odd stations now comprise the group.

The meeting at the Stevens will continue through Friday.

Present, besides Cislser, are: Pat McDonald, WHHM, Memphis; Elroy McCaw, KPOA, Honolulu, Hawaii; Ivey Baylor, WJMO, Cleveland; Ann A. Engelbrecht, WIKY, Evansville, Ind.; Ed Lovelace, KTBI, Tacoma, Wash.; Ed S. Thomas, WFTW, Wayne, Ind.; Cole E. Wylie, REM, Spokane, Wash.; R. L. Stufham, KSTL, St. Louis; Paul Lytle, WNEB, Worcester, Mass.; Frank W. Ivaney, WMIN, St. Paul, Minneapolis; Tom Baker, WKDA, Nashville, Tenn.; Peter Schloss, WWSW, Pittsburgh; H. S. Jacobson, KXL, Portland, Ore.; Sherm Marshall, WOLF, Syracuse, N. Y.; H. M. Feltis, ENG, Seattle, Wash.; Al Mayer, MYR, Denver; Howard Johnson and R. M. Johnson, KNAK, Salt Lake City; Gene Trace, WBBW, Huntington, O.; John Hurley, WNEB, Worcester, Mass.; Jerry Sill, WML, Milwaukee; King Robertson, KATL, Houston, Tex., and Charles Balthrope, San Antonio, Tex.

One of the association's aims is to convince agency time-buyers and national advertisers that, although not so powerful or widely known as city network stations in metropolitan areas, the AIMS is able to deliver as good and often a better dollar value per radio home than the bigger stations.

It is possible that at the meeting the association will appoint a national representative to handle the entire business.

Basil A. Caparell

Pittstown, N. J.—Basil A. Caparell, sales manager for International News Service and assistant sales manager for King Features Syndicate, died unexpectedly yesterday afternoon at his home here. He would have been 61 years old today. Death was attributed to a heart attack induced by a blood clot.

Funeral services will be held at 2 p.m. Saturday at Frank E. Campbell Funeral Home, 1076 Madison avenue in New York City. The place of burial will be announced later. Pending removal of the body to New York it will lie at Trimmer's Undertaking Rooms, Clinton, N. J.

MBS To Air Morgan Series

"The Russ Morgan Show" will be carried by Mutual, under the auspices of the U. S. Treasury Dept., beginning Sept. 30, 8-8:30 p.m., EST, as a regular Friday feature.

Richards Defends Procedure At NAB District Meetings

(Continued from Page 1)

ence among broadcasters, I am forwarding this letter in the hope that it may be reprinted in full.

"In the first place, you attribute to the Board of Directors of the NAB the decision to conduct District meeting business sessions on an 'off-the-record' basis. This is not the case. On September 6, 1949, the Director of Public Relations sent to all NAB Board members a memorandum on the subject: 'Press Relations, District Meetings.' The burden of the memorandum was this: a recommendation that the business sessions before which Judge Miller, Maurice Mitchell and Richard P. Doherty appeared be open to the press with the distinct understanding that the presentations of these gentlemen and the pursuant discussion would be off-record. To the extent that Kenneth H. Baker would speak as NAB's Director of Research, this suggestion likewise would apply.

"However, and this is somewhat important, it seems to me, the proposal was made subject to approval of the individual director. In other words, if a District director does not wish to impose such a restriction at his meeting, certainly nothing binds him to do so.

"RADIO DAILY said: 'NAB's sensitivity about the press and its inter-

pretation of industry affairs is said to stem from the BMB situation.' This is not true. Dr. Baker, speaking in his capacity as Acting President of BMB, can say anything for publication he wants to say. Being a sensible man, I presume he would consider the propriety of his remarks in the light of his own Board's judgement before he made them.

Procedure Is Followed

"At the three district meetings held to date, Directors have agreed with the recommendations of the Public Relations Director and placed the sessions off-the-record. They have done so because they feel that broadcasters have an inherent right to discuss their private business privately; they have done so to create an atmosphere in which NAB's staff people can speak without restraint and in which questions can be asked and answered with the same candor that one presumes would exist between a publication and its advertising client. . . .

"I hope this will serve to clarify the matter. I hope, too, that the other NAB directors will continue to place the business discussions 'off-the-record'."

Sincerely,

Robert K. Richards, Director
Public Relations and Publications

Buys New Spot Campaign

Cleveland, Ohio — The Alliance Manufacturing Company has signed for another TV spot campaign through its advertising agency, Foster & Davies, Inc. of Cleveland, Ohio. The largest buyers of television time among TV accessory manufacturers, Tenna-Rotor first entered the spot field with films over WNBT in New York and WNBK in Cleveland. Jack Treacy, NBC Spot Sales, represented WNBK; Miles McKearney, Foster & Davies account executive, and John Bentia, sales manager of Alliance Mfg. represented the client.

Transferred To N. Y.

James H. Neu, Washington attorney for CBS, has been transferred to the network's Legal Department in New York effective immediately. He will spend most of his time in New York but will continue to be responsible for handling the CBS network's legal matters in the nation's capital.

Faulk On WPAT

John Henry Faulk, satirist and humorist, will be heard on WPAT, Patterson, on "Pat's Jamboree" from 7:30 until 9 o'clock each morning, Monday through Saturday. Formerly heard on the CBS network show, "Johnny's Front Porch," Faulk is a lecturer and character performer who has appeared with the Columbia Concerts and lectured at Yale University.

\$30,000,000 Invested In Radio Cab Equip.

(Continued from Page 1)

now, Sterling predicted. "The radio-less cab," he declared, "will be as much of a variety as the surrey with the fringe on top." To date a total of some 2,700 radio taxicab systems have been authorized by the FCC.

"Radio means greater safety for the passenger and for the driver, as the driver is always in ready communication with the dispatcher who can send police aid or other assistance," Sterling pointed out. "The radio-equipped cab, ranging far and wide over the city streets at all hours of the day and night, is also proving a valuable ally to the local authorities in the reporting of crime, fires and accidents, in facilitating rescue work in floods and other disasters."

Cites "Shifting" Problem

The Commissioner continued: "One of your most pressing problems right now is shifting from the frequencies you have occupied on an experimental basis to the new frequencies. The abnormally large number of applications for modification of license have swamped our Commercial Licensing Section and we must ask you to be understanding. . . . And don't think the Commission has gone off fishing. The load is simply too big. . . ."

Frito Buys Condon In Tulsa

"Condon Views the News," 12:45 p.m. news program on KTUL, Tulsa, has been signed across the board by Frito. Monty Mann, vice-president of Glenn Advertising in Dallas, placed the order through Paul Girard Company, regional reps for the CBS outlet in Tulsa, effective Monday, September 12th. Frito sponsorship marks the return of Glenn Condon, veteran Oklahoma newsmen, and former state legislator to the KTUL newsroom, where he started his radio news career several years ago.

SOUND EFFECTS!

Carroll is now equipped to furnish the world's greatest variety of vaudeville and television sound effects.

HERE ARE A FEW OF OUR SPECIALTIES:

FIRE OR TRAIN BELL PLATES • DOG BARKS • COWBELLS
LION ROARS AND BEAR GROWLS • FRISCO SONG WHISTLES
POPGUNS • SLEIGH BELLS • KLAXON OR JITNEY HORNS
GONGS (all types and sizes) • CASTANETS • TRIANGLES
WARNING HORNS • RATCHETS • BIRD AND CUCKOO WHISTLES
SANDPAPER BLOCKS • STEAMBOAT WHISTLES • SLAPSTICKS
SIRENS AND WIND WHISTLES (4 sizes) • SIGNALLING HORNS
HONKING HORNS (bulb type—8 sizes) • HUNDREDS MORE

Write for our FREE brochure and prices.

Carroll

"PERCUSSION SPECIALTIES FOR EVERY PURPOSE"
RENTALS—REPAIRS—SPECIAL SOUND EFFECTS
DRUM SERVICE • 339 West 43rd St., N. Y. 18

NEW BUSINESS

WENR, Chicago: Studebaker Corporation, through Roche, Williams, and Cleary, Chicago, have scheduled seven spot announcements weekly for one week; Kellogg Company through Kenyon and Eckhardt, Inc., two spot announcements weekly for 15 weeks; Garrett Company, (wines) through Ruthrauff and Ryan, Chicago, five spot announcements weekly for 13 weeks.

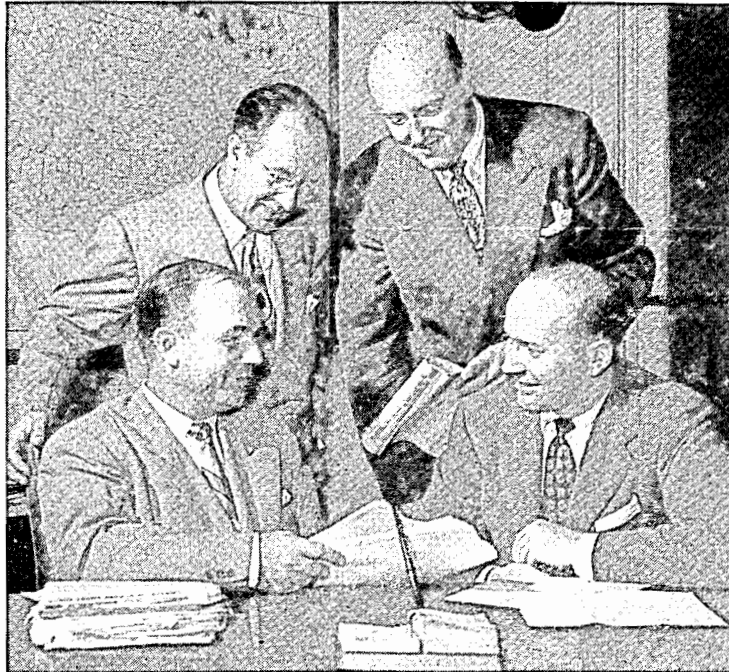
New spot business obtained is Canadian Ace Brewing Company, through L. Weitzman, Los Angeles, five announcements weekly for 52 weeks; Griffith Laboratories through Muench, one-spot announcement weekly for four weeks; G. Ruhnke Industrial System through Guenther-Bradford, one-spot announcement weekly for 13 weeks; and Fine-Thomas Motor Sales Inc., for De Soto-Plymouth Cars, through Guenther-Bradford, one spot announcement weekly for 13 weeks.

WSTC - WSTC-FM, Stamford, Conn.: New Business reported at WSTC and WSTC-FM, Stamford, Conn., this week, includes 52-week sponsorship by the C. O. Miller Co., of the ABC Martin Agonsky, co-op, Monday, Wednesday and Friday mornings; local 6:30 news, by Nathanson Motors, Oldsmobile dealer, and Arthur Clothes.

WNBC, New York: H. C. Bohack, Inc. has signed a 52-week contract for participations in the Mary Margaret McBride program. The order was placed through H. L. Mihic & Company, Inc. One-minute announcements in the Norman Brokenshire program have been purchased by the General Baking Company for Bond bread. The order, to run through December 2nd, was placed through BBD&O. J. H. Heinz Company has signed a contract for one-minute announcements in the Bob Smith program. The order, calling for thirty spots, was placed through Maxon, Inc. Procter & Gamble Company, to advertise Tide, has signed a contract calling for 128 station breaks, six-days-a-week, running through December 30th. Benton & Bowles, Inc., was the agency.

WFDR, New York: The Brentano Record Bar will sponsor "Music from London," a 30-minute program of London Records, each Wednesday, Friday and Sunday evening from 9-9:30 p.m. for 15 weeks commencing October 2. Contract was placed direct. The New York Telephone Company, via Batten, Barton, Durstine and Osborn, has added WFDR to its list of stations airing its spot campaign. This schedule commenced September 14 and is for a 52-week period. Stuhmer Bread and Shelton Baths, via A. B. Landau, will start a 52-week spot campaign on Monday, Oct. 17. Paramount Theaters, via Buchanan & Co., will use a teaser spot-campaign for "Pinky," the new film booked for the Rivoli Theater.

PICTURE OF THE WEEK



Plans for a new era in Thesaurus and Syndicated Programs sales are discussed by (L. to R.) Jim Davis, Bert Wood, Wade Barnes and Don Mercer. Thesaurus and Syndicated Programs, headed by Mercer, have just been integrated with Jim Davis' RCA Custom Record Sales, with New York offices at 120 East 23rd Street. The transcribed programming features are now known as RCA Recorded Program Services.

La Rosa Macaroni Plans Wide Radio Expansion

(Continued from Page 1)

According to a company spokesman, the widest use to date among macaroni makers of non-network radio time, spot announcements, and participations. "The La Rosa Hollywood Theater of Stars," a daily half-hour transcribed series starring big-name Hollywood actors, will be expanded into many new markets in the northeastern U. S. starting Oct. 3. The series was broadcast on a test basis last season. La Rosa will use up to 25 announcements weekly on each station carrying the series.

Italian Programs to Continue

In addition, the firm will continue its daily half-hour dramatic programs in Italian, aired six days a week on a special network of foreign language stations. Kiesewetter, Wetterau & Baker is the La Rosa agency.

Kenway To Speak

Ivor Kenway, ABC vice-president in charge of advertising, promotion and research, will address a sales meeting of the Frank H. Lee Co. at the Hotel Biltmore, New York, on Monday. Lee sponsors the new ABC series, "Robert Montgomery Speaking," which made its debut last Thursday night.

New Nancy Craig Contest Offers \$5000 In Prizes

ABC's "Nancy Craig" this week announced a new contest in which listeners are offered prizes valued at more than \$5,000, including an all-expense-paid trip for two to Haiti. The contest, conducted in conjunction with the Belt Assn. of America requires entrants to indicate a preferred line of choice, and write a letter telling the reason for their choice.

The contest closes at midnight on Oct. 16, 1949. ABC did not say whether the rules of the new "Nancy Craig" contest were drafted with an eye on the FCC giveaway edict. In addition to the Haitian interlude, prizes to be awarded include furs, clothing, silver, and a closet.

WVOM Acquires Library Of WORL In Boston

Boston — WVOM has purchased the entire library of the defunct WORL, one-time popular Boston independent. This increases WVOM's music library by more than six thousand records. Besides recordings, WVOM also subscribes to Standard, World, and Sesac Library Service.

COAST-TO-COAST

KDKA Renews Two

Pittsburgh, Penn.—The Mildred Don and Men About Town show Monday, Wednesday and Friday KDKA at 6:30 p.m. has been renewed for another 52 weeks by the Pittsburgh Brewing Company through Smith, Taylor Jenkins, Inc. Paul Shannon is the announcer. KDKA's Midnighter's Club is back on the air for the 1949-50 season from midnight until 12:55 a.m. with Bill Brant as disc jockey. Pet Milk Sales Corp., through Gardner Advertising Company, has renewed the Mary Lee Taylor program on KDKA, Saturday mornings at 10:30 for another 52 weeks. KDKA will again broadcast this year's Pittsburgh University's football game beginning Saturday, September 24, with the William and Mary game at the Pitt Stadium.

Editors Are Guests

Wichita — Thomas Bashaw, program director of KFJH, Wichita, has inaugurated a new series of Sunday afternoon programs entitled "Country Editor Speaks." Host for the quarter-hour series is Bob Arthur, KFJH morning news editor. Guests for the premiere airing Sept. 18, 3:45 p.m. were R. A. Clymer, editor of the Eldorado Times, and W. Keith, editor of the Winfield Daily Courier.

WDRS Reports Picnic

Hartford, Conn.—When Edward N. Allen, head of Sage-Allen's Department store, threw a picnic for Connecticut political leaders, WDRS was on the job with a wire recorded program. Manager, Harvey Olson interviewed Allen, a former mayor of Hartford, and William H. Mortenson, both mentioned for the Republican nomination for governor in 1950.

WCSS Adds Two Shows

Amsterdam, N. Y.—WCSS is adding "Defense Report" and "Understanding Industrial Relations" to its new fall programming. "Defense Report" is a fifteen-minute weekly program summarizing current information concerning the armed forces for the benefit of the members and their families. The program will be presented on Thursday evening at 8:30 p.m. "Understanding Industrial Relations" will be heard on Wednesday evening at 8:45.

Gorman In WABI Post

Portland, Maine—Leon P. Gorman Jr., has been appointed sales and promotion manager for WABI by new owners ex-governor Horace Hildreth and Murray Carpenter. Gorman formerly worked with Carpenter in the same position for WPOR in Portland and has been with WPOR for two and a half years prior to which he was the manager of the Strand and Cameo theaters in Portland, and the Cape theater in South Portland.

TELEVISION DAILY

Section of RADIO DAILY, Thursday, September 22, 1949 — TELEVISION DAILY is fully protected by register and copyright

CHARGES 'COLOR' TALK HURTS TV

TELE TOPICS

RETURN of the "Texaco Star Theater" to NBC Tuesday nite was, on all counts, a disappointment. Milton Berle was far from his best, while the rest of the show was badly paced and suffered from uneven production. Berle's entrance was weak, and his opening monologue, along with the rest of his efforts, drew heavily from his infinite collection of prehistoric gags. Most exciting act was Stuart Morgan acrobatic dancers, three men and a gal who was tossed through the rings though she were filled with helium. Ed Silvers' voice-coach bit with Berle was very funny—last season when it was paid for the first time. Nor did any of the other headliners show to best advantage—admittedly a difficult task when the time is around. June Havoc's specialty number about H'wood was rather flat, while her sex appeal was almost completely hidden by a too-frilly gown. Bob Smith was completely out of his element in his skit with Berle, Havoc, Silvers et al in a number of "Howdy Doody" peanut gallery. Finale, with Duke Ellington and his great band, was poorly staged and developed into a near-riot of noise and frenzied movement. As a whole, the show paced more like the tired end of a 39-week cycle than the beginning of a new season. . . . Program is produced and directed by Ed Cashman for the Kudner Agency.

THE EDDIE CONDON Floor Show will be dropped by NBC this week after a 12-week run as a sustainer. Another World Video package, "A Couple of Joes," will be expanded to the ABC network beginning Sept. 30. Telephone quiz on the floor show will be dropped in favor of a mail gimmick. . . . Margaret O'Brien to make her bow in video on the "Inside TV" debut over CBS Sept. 29. . . . "New Stars" is the new title for "Showbusiness, Inc.," talent showcase bowing on NBC Friday nite. Produced by Martin Aronson, and scripted by Paul Newman, show will feature Joey Faye, Bobbie Martin, Dick Fletcher and Bill Sheidy. . . . WOIC, Washington, has completed arrangements for scanning of 13 local high school football contests.

MERITEX DIVISION of Cohn-Hall-Marx, one of the country's largest advertising firms, will take the TV plunge Monday when it begins participations on Max Baer's "And Everything Nice" over NBC. Thirteen-week pact was placed through the Dorland agency. . . . Mal Edson, in New York to produce Buddy Rogers' radio and tele shows, will retain the presidency of TPA on the Coast as well as his positions with the Academy of Television Arts and Science and the N. A. Chamber of Commerce. Rogers' TV quiz will start on ABC Nov. 2.

Live, Film Grid Cover Sponsored On WKY

Oklahoma City — WKY-TV the Oklahoma Gas & Electric Co., and the Ford Dealers Association are teaming up to air a double-barreled football show this autumn.

Contracts have been signed with O.G.&E. as sponsor for live airing of the five home games to be played this season at Norman by the University of Oklahoma, Big Seven conference winners last year. The Ford Dealers are sponsoring telecasts of the film versions of both the home games and the five tilts which the Sooners will play on the road.

WKY-TV will use its new \$90,000 mobile television studio to remote telecast the home games from Owen Stadium, twenty miles south of Oklahoma City.

Film versions will be presented each Monday night following the weekend clashes. Bud Wilkinson, coach of the 1949 Sugar Bowl victors, or one of his assistants will do the commentary for the Monday night sessions. Play by play commentary for the five home games will be given by Jack Mitchell, star quarterback of the 1948 Sooner squad.

New Casting Firm Set

Formation of Hoyt Television Casting and Registry, Inc., a new organization designed to serve TV in similar manner to Central Casting in Hollywood, was announced yesterday. Directors of the firm are Howard Hoyt, Tom Elwell, Denny Beach and Phillip Bloom. Offices will be opened Oct. 3 in the Playhouse Theater Building.

Video Campaign Set By Community Chests

A series of fifteen animated 20-second spots will be distributed to stations by local Community Chests throughout the country for use during the Community Chests Red Feather fund-raising campaign which gets under way Oct. 1.

Created for the drive by Dave Lion, of Spectrolux Television Corp., the spots employ a new silent animation process using cartoons by Walt Disney, Otto Soglow, William Steig, Crockett Johnson, Gluyas Williams and Helen Hokinson. Spots are on 16 mm. film and may be aired with live narration or musical background.

TV plans for the campaign are being handled by Eloise Walton, audiovisual director of Community Chests of America, assisted by Emma Mae Roberts and Claude Morris. Bent Taylor is in charge of all public relations for CCA.

Signs TV Juvenile Show

Hollywood — Klaus Landsberg, acting for Paramount Television Productions (KTLA) has signed Rubens Musical Workshop's "Sandy Dreams," juvenile musical comedy video show, to another 13-week term contract effective September 24. The show, telecast Saturdays, 6:30-7 p.m., via KTLA here and KFMB-TV, San Diego, is produced by Gladys Rubens and Bud Stefan and brought in a high 4.6 Hooper rating for the June-July survey. Hooper also gave "Sandy Dreams" 77 per cent of the video audience. Landsberg plans to make the show available immediately to other stations throughout the country.

Press-Time Paragraphs

FCC Okays Color Tests By WNBW

Washington—The FCC yesterday granted a 90-day special temporary authorization to WNBW to use its transmitter for special color tests. NBC will use this transmitter in demonstration during the forthcoming TV hearings here. The Commission also announced that it has okayed the appearance at the color-TV hearing next week of the Webster-Chicago Corporation, which is prepared to manufacture color adapters. The appearance was filed late.

WAAM Appoints HR&P As National Rep

Baltimore—Appointment of Harrington, Righter & Parsons, Inc., as national rep for WAAM was announced yesterday by Samuel Carlner, executive vicepres of the station. National and local sales for the outlet are under the supervision of Armand Grant. HR&P also represents WTMJ-TV, Milwaukee; WBEN-TV, Buffalo, and WFMY-TV, Greensboro, N. C.

AM Broadcasters Cause Distrust, Says Meek

Charges that certain "broadcasting interests" are using color as a "stop-light" to halt the growth of the TV industry were raised yesterday by receiver manufacturer John Meek, president of John Meek Industries, Inc., Plymouth, Indiana, in a statement to dealers.

Meek accused "selfish AM broadcasting interests of:

(1) Creating confusion, complication and skepticism about the future of video;

(2) Recklessly making misleading and conflicting claims about the "nearby obsolescence" of present day monochrome;

(3) Striking fear of video's future into the hearts of an otherwise eager buying public.

"It is easy to understand the position of certain broadcasters who have from one to five million dollars of good will and franchise rights at stake in large cities where TV has already reached a high degree of popularity," Meek said. "These people are faced with the depreciation of over 20 per cent of their investments as television continues to boom. They are frantically creating all possible confusion to reduce the number of persons who are changing daily from radio to video."

Andrews Quits KBTB, Dank Acting Manager

Dallas—Mort Dank, formerly with CBS-TV, has been named assistant manager of KBTB following the abrupt resignation of general manager Seymour C. Andrews.

According to Sam Cuff, TV consultant for Adam Young, Jr., national rep for the new station, Dank is in Dallas on a short term contract and his plans for the future are incomplete. For the present, however, he will be in complete charge of operations and will report directly to Tom Potter, owner of the outlet.

Andrews could not be reached for comment, but it is understood his resignation stemmed from disagreement on operational policy for the station, Dallas' first, which went on the air Saturday night.

WSB-TV Sells Grid Sked

Atlanta — With General Electric Supply Corporation picking up the tab, WSB-TV will televise all of Georgia Tech's football games played this season at Atlanta's Grant Field.

PLUG TUNES

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

WHERE ARE YOU BLUE EYES?
 Recorded on RCA-Victor
 KNICKERBOCKER MUSIC PUB. INC.
 1619 Broadway New York, N. Y.

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

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

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

TAKE YOUR FINGER OUT OF YOUR MOUTH
 (I Want A Kiss From You)
 CASH BOX'S "sleeper" hit of the week
 Ted Herbert's Sensational LONDON Record
 HARRY VON TILZER MUSIC PUB. CO.
 1697 Broadway, New York City

**TOOT, TOOT,
 TOOTSIE!**
 (GOOD-BYE)

Featured By
AL JOLSON
 In The Columbia Picture
 "Jolson Sings Again"
 on
Decca Records

LEO FEIST, INC.

WORDS AND MUSIC

By PINKY HERMAN

● ● ● **TIN PAN ALLEY OOPS**—It isn't news when an Orchestra Leader opens his own music firm as a sideline but it is something when an Ork Pilot, gives up the baton to devote all his efforts himself to his pubbery. . . . George Paxton has done just that and his click tune is "If I Ever Love Again," penned by Russ Carlyle and Dick Reynolds. . . . ● With words & music by Willard Robinson, Clarick Music has a different type of folk ditty titled, "Breath of Scandal." . . . ● Producers of "Bonny Maid Varieties," the Bonafide Mills NBT series, receive requests for photos of blondelighful Anne Francis, teen-age model who spiels the commercials. . . . ● Three Feist oldies, "Peg O' My Heart," "When I Get You Alone Tonight" and "Ireland Must Be Heaven," featured in the forthcoming 20th Century-Fox Musical "Oh You Beautiful Doll," will be re-issued . . . ● The movies is beckoning Roberta Quinlan, whose twice-weekly NBTelecast for Mohawk Carpets is definitely one of the High (frequency) Spots in TV. . . . ● Robert Dingman WCBS staff announcer and Arthur La Paugh have a commercial in "When Summer Comes" which Al Gallico may publish.

☆ ☆ ☆ ☆

● ● ● Regent Music going all out on "She Wore A Yellow Ribbon," clefted by M. Otner and LeRoy Parker for the Argosy Production, of the same name. . . . ● Announcer George Ansbro, whose 12 year stint on the NBCCommercial "Young Widdler Brown" is a radio career in itself, has just assumed similar chores for two additional ABC shows, "Talk Your Way Out Of This" and "Pick A Date With Buddy Rogers." . . . ● Phil Brito will take fifty kids to the Yankee Stadium Oct. 1, (Joe DiMaggio Day) for the Polio Fund campaign. . . . ● Dr. Frank Black, director of the symphony orchestra featured on the "ABCarnegie Hall" series, celebrates his 25th anniversary in radio. . . . Co-incidentally, American Oil Company, starts its second year as sponsors of the series. . . . this department salutes Black, because the 'Long Hair' can also lead his orchestra through arrangements of pop tunes that rate with swing and be-bop specialists. . . . ● DeeJay Ray Perkins will be one busy hombre starting Monday when he'll add a daily 11-12 noon series to his current 2:30-4:30 p.m. programs at KFEL, Denver. . . . the emcee-deejay-songwriter, is one of the most-listened-to personalities in that neck of the woods.

☆ ☆ ☆ ☆

● ● ● Back in 1928, two Baltimore songwriters, Perry Alexander and Sammy Marks met backstage of the Century Theater and wrote a song with Emcee Ted Claire titled "Let's Make Whoopee Now." . . . the following day Alexander and Marks started to compose another number titled "S.O.S." (Help, I Need Love.) but Sammy, a pianist of local repute, was called out of town on a club date. . . he didn't return to Baltimore, going instead to Washington where he organized his own orchestra and for the next 20 years, was featured at the Mayflower and Shoreham Hotels . . . Alexander meanwhile had become quite a radio personality, 'Uncle Perry' to thousands of Baltimoreans and after several years, decided to go to New York to open his own music publishing firm. . . . yesterday Sammy, while in the Brill Building picking up music, found himself, quite unexpectedly, in the offices of Perry Alexander Music Co. . . . without further ado, the pianist started playing a tune and said, "Come on Perry, let's finish that "S.O.S." song we'd started over 20 years ago."

☆ ☆ ☆ ☆

● ● ● **ON AND OFF THE RECORD**:—Dinah Shore's pairing of "Story of Annie Laurie" with "A Thousand Violins" one of Dixieland Songbird's better efforts and juke box ops and deejays will sing 'Hail Columbia,' for this one. . . . Harry Zimmerman's orchestra provides velvety background. . . . ● Capitol will keep its presses hot filling orders on Kay Starr's new platter of "Break It To Me Gently" flipped with "You Gotta Buy For Baby." . . . ● Newest wax factory is Crystalette Records, making its debut with biscuits by Ralph Ford, Mr. Goon-Bones, Arthur Lee Simpkins and Kay Starr (latter must be a disk made many moons ago).

PLUG TUNES

Climbing Fast!
**I DON'T SEE ME IN
 YOUR EYES ANYMORE**
 Laurel Music Co.
 1619 Broadway New York City

**THE WEDDING OF
 LILLI MARLENE**
 The PETER MAURICE Music Co. Ltd.

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

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

My Heart Goes With You
 by Thomas G. Meehan
 —◆◆—
JAMES MUSIC, Inc.
 1650 Broadway Room 709 N. Y.

Brand New Novelty!
**"If I Had A
 Million Dollars"**
 (I Would Give It All to You)
 TONY PASTOR'S
 Sensational COLUMBIA Record
 #38577
RYTVOC, Inc.
 1585 Broadway New York 19, N. Y.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 48, NO. 59

NEW YORK, FRIDAY, SEPTEMBER 23, 1949

TEN CENTS

D. OF J. CITES ANTI-RADIO NEWSPAPER

Fatima Show Moving From CBS To NBC

Liggett & Myers Tobacco Co., now sponsoring Basil Rathbone's "Tales of Fatima" on CBS for Fatima cigarettes, will drop that program Oct. 1, and begin a new half-hour mystery series on NBC, "Dragnet," starting Oct. 6, 10:30-11 p.m.

"Dragnet," which also will be heard on behalf of Fatimas, moves into the time slot now filled by the Fred Waring show, which switches to Saturday morning. Newell-Emmett is the agency for Fatimas.

Liggett & Myers also sponsors shows starring Arthur Godfrey and Bing Crosby on CBS, for Chesterfield cigarettes.

Radio And TV To Support Chi. Community Fund

Chicago—Plans for the Chicago Community Fund's 1949 campaign received hearty approval at a recent luncheon from 24 program managers of the city's radio and television stations.

The plans were outlined by Russell Tolg, radio and television director of Batten, Barton, Durstine, and Osborn, and radio chairman for the (Continued on Page 2)

Boston Radio Executives Appoint New Committees

Boston — The Radio Executives Club of Boston drew a record attendance of 75 members last week at its first luncheon meeting of the current season. Graig Lawrence, general manager of WCOP and newly-elected president of the club, was in the chair.

The following committee chair- (Continued on Page 4)

Marathon

Trenton, N. J.—WTTM seeks to make a record for marathon broadcasting. Carl Mark, general manager, has assigned Ernie Kovacs, director of special events, to cover the New Jersey State Fair in Trenton from the time it opens the door at 10 o'clock on Sunday, to the final lowering of the flags 8 days and 7 nights later on Sunday afternoon.

Time Change

The change back to Standard Time on Sunday morning will be accomplished with a minimum of confusion for stations and networks, unlike the earlier situation when Daylight Saving Time arrived. However, all stations, except all-nighters, which are broadcasting Saturday night will air an additional hour of programs due to the hour's set back.

Miller Sees Upset Of Giveaway Edict

Minneapolis — The FCC's ban on giveaway programs probably will be overruled by the U. S. Supreme Court, Justin Miller, NAB president, predicted here Tuesday at the 11th NAB District meeting.

Such programs, Miller contended in an address at the afternoon session, are not lotteries. And even if they were ruled to be lotteries, he declared, the FCC would have no authority to ban them. Later, in an interview over WCCO, Minneapolis, (Continued on Page 2)

Preservation Of Freedom, Theme Of McMillan Talk

Worcester, Mass.—Declaring that workers, management, the retailer and the consumer have an equal interest in the preservation of America's system of brand name identification and advertising, George S. McMillan, vice-president of Bristol-Myers Co., and chairman of the board of AFA, addressed a meeting (Continued on Page 2)

AIMS Talks Promotion Drive To 'Sell' Indie-Station Value

Chicago—The Association of Independent Metropolitan Stations, in the second and final day of their meeting at the Stevens Hotel here yesterday discussed the possibilities of a concerted trade paper and direct mail campaign to tell their story to national advertisers and the advertising agencies. Jerome Sill of W M I L, Milwaukee, (formerly WMAW), headed the promotion panel at the Thursday afternoon ses-

Moves Against Lorain (Ohio) Journal Which Barred Air-Advertisers; Anti-Trust Act Is Basis

Thornburgh, Wilkie Address REC Oct. 6

Donald W. Thornburgh, president and general manager of WCAU, Philadelphia, and Philip H. Wilkie, member of the Indiana Legislature and son of the late Wendell Willkie, will speak at the opening luncheon meeting this season of the Radio Executives Club of New York, to be held Oct. 6 in the ballroom of the Hotel Roosevelt. This was announced (Continued on Page 3)

Kraft Buys NBC Time For Daytime Serial

Kraft Foods Co. has signed a 52-week contract with NBC for a new 15-minute daytime serial, "Marriage For Two," Mondays through Fridays, beginning Oct. 3, 10:30 a.m., EST.

The deal, which represents a (Continued on Page 2)

WGN 'Round Clock Sked To Begin On Monday

Chicago — WGN next Monday night will adopt a twenty-four hour daily operating policy, according to an announcement made by Frank Schreiber, manager of the station. The Mail Order Network, headed (Continued on Page 3)

Washington Bureau of RADIO DAILY
Washington—In a historic move to pave the way for freer competition between radio and the press, the Department of Justice yesterday brought anti-trust action against the Lorain Journal, Lorain, O., because of its attempts to keep local advertisers from buying time on (Continued on Page 3)

Webs, Indies Salute Rosh Hashonah

Rosh Hashonah, which tonight ushers in the year 5710 in the Hebrew Calendar, and Yom Kippur, the Jewish Day of Atonement, Oct. 3, will be marked in a series of special broadcasts scheduled by the major networks and New York Indies.

Simultaneous with the blowing of the Ram's horn tonight, CBS in cooperation with the American Jewish Committee will present a special (Continued on Page 6)

Two New Affiliates Will Join ABC Network

Two new affiliates—WIMA, Lima, O., and WKOK, Sunbury, Pa.—will join ABC soon, it was announced yesterday.

Owned by the Northwestern Ohio Broadcasting Corp., WIMA, a 1,000- (Continued on Page 2)

Flying Cowboy

Gene Autry, star of CBS' "Gene Autry Show," is making a fast visit to New York to set up arrangements for his 24th annual World Championship Rodeo, which opens at Madison Square Garden, Wednesday, Sept. 28. He flew in from Chicago, Tuesday in his private plane and flies out today on the return trip to the Midwest metropolis.



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JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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Dallas, Texas
Phone: Riverside 5491

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FINANCIAL (September 22)

Table with columns: Stock Name, High, Low, Close, Net Chg. Includes ABC, Admiral Corp., Am. Tel. & Tel., CBS A, CBS B, Philco, RCA Common, Stewart-Warner, Westinghouse, Westinghouse pfd., Zenith Radio, NEW YORK CURB EXCHANGE, Hatzeltine Corp., Nat. Union Radio, OVER THE COUNTER, DuMont Lab., Stromberg-Carlson.

Kraft Buys NBC Time For Daytime Serial

(Continued from Page 1) greater investment than Kraft's "Music Hall" show, formerly sponsored on Thursday nights over NBC, calls for a running drama on the problem of making a modern marriage work. The part of the mature wife, "Vikki," will be played by Teri Keane. The role of an immature husband will be taken by Staats Cotsworth.

Wedding Bells
Joanne Taggart, of the Lieber & Taggart flackery, was married in New York Wednesday to Arnold Stang, of the Henry Morgan show. They plan to leave on a honeymoon next week.

★ COMING AND GOING ★

HUGH MITCHELL, supervisor of McCann-Erickson's three European offices at London, Paris and Frankfurt-am-Main, Germany, has arrived in New York for a three-week business trip. He predicts increased economic stability abroad as a result of the currency devaluation.

HAROLD FELLOWS, manager of New England operations for CBS and general manager of WEEI, Boston owned-and-operated outlet of the network, has arrived in New York on business.

RALPH JACKSON, commercial manager of WAVE-TV, Louisville, Ky., in New York this week for the Petry meeting.

TOM McDERMOTT, assistant to the vice-president in charge of radio and television at Benton & Bowles, Inc., left yesterday for Hollywood on business. He'll be on the Coast for two weeks.

E. O. WILSCHKE, operating manager of Altec Service, is back in New York following a trip to San Francisco, Los Angeles, San Diego and Hollywood, where he attended the annual convention of the Theater Owners of America.

MERLE JONES, newly-appointed general manager of KNX, Los Angeles, is in New York on a brief visit prior to his departure for the West Coast offices of CBS to take up his new duties.

ROGER PRYOR, director of television for Foote, Cone & Belding, off to Boston for the Rheingold-sponsored telecast of Saturday's gridiron match between Boston College and Oklahoma.

DEAN MARTIN and JERRY LEWIS, principals in the NBC network program, tomorrow will arrive in New York from Hollywood. They have an engagement coming up at the Paramount Theater.

MONTY CLEBAN, general manager of KTRH, Houston, Tex., is in town for conferences at the headquarters of CBS, with which the station is affiliated.

PEGGY McNEARY, of the press department at NBC, planning a pleasure trip this weekend to Washington, D. C.

JOE HASEL, American network sportscaster, has left for Pittsburgh and Chicago, where he will be seen and heard on the ABC telecasts of the National League football games on Saturday and Sunday, respectively. He'll return to New York for his sports roundup on Tuesday.

JACK GREGSON, auctioneer on the new television series, "Auction-aire," sponsored by Libby, McNeill & Libby, will commute, starting today, between Hollywood and New York. The LM&L show originates here, but Jack has other commitments in radio on the West Coast.

Miller Expects Upset Of FCC Giveaway Edict

(Continued from Page 1) with Sig Mickelson, WCCO's public affairs director, Miller voiced the opinion that the FCC has acted "arbitrarily" in the giveaway situation, and not in the best interests of freedom of communication.

The spotlight at the two-day conclave was on sales, with primary emphasis on ways and means of increasing the efficiency of day-to-day operations. The meetings, attended by more than 100 members, were presided over by John F. Meagher, of KYSM, Mankato, NAB district director. Feature of the opening session was a preview of BMB Study No. 2 by Dr. Kenneth Baker, NAB research director. The afternoon session was devoted to a slide film presentation by Maurice Mitchell, NAB national director, and an analysis of sales techniques of competing media.

Tuesday's sessions were opened by Richard P. Doherty, director of employee-employer relations for the NAB, with an analysis of station income as related to operating costs. In a late afternoon session 250 agency radio directors and time buyers were invited to hear Maurice Mitchell's pitch on radio for retailers.

Radio And TV To Support Chi. Community Fund

(Continued from Page 1) Community Fund's 1949 campaign. Program managers indicated that top priority would be given to tell the Community Fund story, when the campaign to raise \$8,159,000 begins next month. Radio and television programming will include spot announcements, movies, musical transcriptions, guest appearances, and special features on regular shows.

Preservation Of Freedom, Theme Of McMillan Talk

(Continued from Page 1) of the Advertising Club at the Hotel Sheraton on Wednesday night.

The speaker called brand names the "keynote" of America's system of free enterprise, a system which he said is "the best civilization ever developed."

"Under the American system," he said, "the consumer has a wealth of products to choose from. Brand names are the insurance that means that each purchase will be as good or better than the last purchase of the same brand. These names are the public's insurance of the integrity of manufacturers who are proud to put their names on what they make.

McMillan called on all economic groups for renewed interest and faith in the preservation of the system that has made America "unique in the world." He described makers' brands as an evidence of the greatest freedoms of the freest people on earth—freedom of choice. So long as America preserves its faith in this freedom, so long will it lead the world, he said.

Two New Affiliates Will Join ABC Network

(Continued from Page 1) watt station operating full time on 1150 kilocycles, will affiliate with ABC as a member of the network's Northeast Group on October 10. R. W. Mack manages the new ABC affiliate.

On December 1, WKOK, a 250-watt radio station operating full time on 1240 kilocycles will join the ABC network. Homer R. Smith manages WKOK, which is owned by the Sunbury Broadcasting Corp., of Sunbury, Pa.



The Pay-off

What's the big thing about the organ-grinding business? It's the pay-off, and it comes when the monkey collects the money from the audience.

Not so very different from radio advertising, is it? The pay-off is what counts!

Here in Baltimore, the nation's sixth largest market, there's one station that consistently pays off with more listeners-per-dollar than any other station in town. It's W-I-T-H, the BIG independent with the BIG audience that really delivers for its advertisers.

W-I-T-H covers 92.3% of all the radio homes in the Baltimore trading area. So if you aren't using W-I-T-H in Baltimore, call in your Headley-Reed man today and get the full story.

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

Gov't Moves Against Anti-Radio Paper

(Continued from Page 1)
radio stations in the vicinity. The FCC last year refused to grant the publishers of the paper applications for radio stations in Lorain and Mansfield, where they also have a newspaper.

Defendants are Samuel and Isadore Horvitz, D. P. Self and Frank Malloy, as well as the paper itself. The Horvitz brothers were scored by the Commission in its decision of last year for rapacity in their competitive methods, and they are widely credited with responsibility for causing the special House investigation of the Commission led last year by Rep. Forrest Harness of Indiana.

Statement by Attorney General Attorney General J. Howard McGrath said yesterday:

"This is the first Sherman Act case filed by the Government against a newspaper charging it with conspiring to injure a competing radio station. As the Supreme Court pointed out in the associated press case, freedom to keep others from publishing news is not guaranteed by the Constitution. Indeed, the constitutional guaranty of freedom of the press goes hand in hand with the application of the Sherman Act to situations where businessmen are combining to prevent competitors from publishing."

The Horvitz brothers are charged with trying to take over their competitors and with refusing to publish advertising copy from firms which buy time over local stations in Lorain and nearby Elyria. Also denied space in the Journal are firms which advertise in the Lorain Sunday News, a weekly independent paper.

The Justice Department said also that the defendants have induced the publishers of the Elyria Chronicle-Telegram to refrain from circulating their newspaper in the city of Lorain.

The complaint also charges that the activities of the defendants have compelled businessmen to refrain from advertising over the radio stations and in the Sunday newspaper and to irreparably injure the Lorain Journal's competitors.

Many File Complaints

Filed with the complaint are many affidavits by businessmen in Cleveland, Elyria and Lorain reciting their experiences with the Journal.

The complaint seeks a preliminary injunction requiring the Lorain Journal Company, while the case is pending, to publish at its current rates all advertisements submitted by persons who also advertise over the local radio stations or in the Lorain Sunday newspaper unless the publication of the advertisements would be in violation of law.

Herbert A. Benson, Assistant Attorney General in charge of the anti-trust division, said: "Since advertising plays an important role in our free enterprise system, it is

AIMS Talks Promotion Drive To 'Sell' Indie-Station Value

(Continued from Page 1)
Cisler, as secretary of the group and AIMS' only officer, will circulate material to members relative to programming, technical equipment, and other matters of interest to the member stations. He emphasized that the meeting was strictly a series of round table discussions in which the members exchanged ideas and discussed practical matters. He emphasized that AIMS is not interested in any legal matters or any other aspects which would be handled by the NAB or similar groups.

One idea discussed was for the various stations to exchange tape recordings of their successful programs.

Also discussed was the possibility of buying syndicated programs and technical equipment as a group rather than purchasing them as individual stations.

Subjects discussed at the round

table meetings and those in charge of the forum discussions were: National Sales, Sherman Marshall, WOLF, Syracuse; Surveys, Hugh Feltis, KING, Seattle; Programs, Patt McDonald, WHHM, Memphis; Engineering, John Engelbrecht, WIKY, Evansville, Ind.; Promotion, Jerry Sill, WMIL, Milwaukee; Office Procedures, Dave Baylor, WJMO, Cleveland; Costs, Elroy McCaw, KPOA, Honolulu.

AIMS is an outgrowth of an idea started in July, 1948, by Cisler, McDonald, Frank Pellegrin of KSTL, St. Louis, and Engelbrecht.

New Members Join

New members joining the organization at the Chicago meeting were H. Shelton Earp, Jr. of WBMD, Baltimore; Gordon B. McLendon of KLIF, Dallas, and Tom Baker of WKDA, Nashville, bringing the total membership to 34, of which 22 members were present at the current Chicago conclave.

Cisler told RADIO DAILY that while stations in such large metropolitan centers as New York and Chicago are not members of the group to date, it is possible that they might become members in the near future.

WGN Round Clock Sked To Begin On Monday

(Continued from Page 1)

by Harold Kaye of New York, starting Monday will sponsor a nightly five-hour disc jockey show emceed by Ervin Victor. Victor is being brought here by the Mail Order Network from KMOX, St. Louis. He was formerly announcer for Consolidated Drug Trade Products over WJJD. Victor's show will be heard nightly from 1:00 a.m. to 6:00 a.m., except early Monday morning.

The entry of WGN into the battle for Chicago's all-night audience marks the first time that a 50,000 watt clear channel station has operated full time in Chicago, excluding the emergency war-time period.

Up until now, WIND has held a virtual monopoly on the all-night audience. The only other station broadcasting all night other than WIND has been WEDC, a 250 watt part-time station.

WCFL, the Voice of Labor's 50,000-watt American Broadcasting Company's affiliate, (WENR and WLS are the regular ABC affiliates here), also enters the battle for the nighttime audience next Monday by going full time, and they are launching their initial nighttime show with personal appearances by leading show business stars in Chicago. It will be tied up in connection with a half million dollar polio drive next Monday night. A staff announcer, as yet unchosen, will handle show.

vital that advertising channels not be closed by private combinations. This suit invokes the remedial provisions of the Sherman Act in support of that principle."

The case was prepared by Victor H. Kramer, Eddia J. Rachid, Herman H. Sedler, Eugene C. Peck, II, and Frank J. Oberst under the supervision of Edward P. Hodier, chief of trial section anti-trust division.

Thornburgh, Willkie Address REC Oct. 6

(Continued from Page 1)
ced yesterday by John J. Karol of CBS, president of the REC.

Karol disclosed that acceptances to speak at subsequent REC luncheons have already been received from Gen. William H. Harrison, president of IT&T; Ben Duffy, BBD&O president; Ralph Starr Butler, of General Foods, and Clarence Goshorn, president of Benton & Bowles. Fifteen REC meetings are scheduled for the 1949-1950 season, the last on May 18.


'Mr. D. A.' & 'Ma Perkins' To Lecture At Town Hall

"Mr. District Attorney" (Jay Jostyn) and "Ma Perkins" (Virginia Payne) will be guest instructors at the opening session of Town Hall's adult-education course, "Exploring Radio and Television," on October 6.

Following the opening session on radio acting, the weekly discussions will be on television acting, writing, directing, announcing and sound effects. Guest instructors will include Peggy Wood, Ilka Chase, Milton Cross and Hector Chevigny.

• faces • facts • figures • wins •

faces • facts • figures • wins •




BALES OF SALES

wins • facts • figures • wins •

Jack Lacy is a specialist in selling grocery products. Everyday on **BUSHELS OF FUN** (12:30 to 1:00 P.M.) Lacy reaches and sells a large housewife audience at home, where the budget money is kept.

Call your **WINS-CROSLY** sales office for participation availabilities . . . and while you're on the phone ask about the merchandising plus offered on **BUSHELS OF FUN**.



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HOW TO GET SUCCESSFUL RESULTS

from . . .

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Musical Clock Programs
Women's Service Programs
Audience Participation

Husband and Wife Programs
Farm Programs

—and other types of

SPONSOR PARTICIPATION.

FREE

10-DAY
TRIAL



The **ONLY** complete guide on profitable, low-cost radio advertising.

By ROBERT I. GARVER

Here, for the first time, is your complete guide on every phase of Sponsor Participation Programs. Gives you hundreds of valuable pointers on stretching your budget . . . how to choose the right program and get the best results from it . . . how to obtain the merchandising aids you are entitled to . . . how to pre-test your program . . . when to use announcements or participations . . . and scores of other profitable ideas for obtaining effective low-cost radio advertising results.

Written by Robert I. Garver, Account Executive, Lynn Baker, Inc., formerly Radio and Television Director Alley & Richards, Inc., and Sales Manager, WJZ. Contains priceless information based on years of experience in the specialized field of sponsor participation programs.

"An important contribution to the intelligent use of radio as an advertising medium."—M. B. Grabhorn, V.P., American Broadcasting Co., Inc.

EXAMINE 10 DAYS FREE

You don't risk a penny to find out how valuable this book can be to you. Just mail the coupon below to get your copy for 10 DAYS FREE TRIAL. If you decide to keep it, send only \$5.75 plus few cents postage, in full payment. If not, return it and owe nothing. A single idea in this book can be worth a hundred times the small cost!

—MAIL THIS COUPON—

Prentice-Hall, Inc., Dept. B-RD-949
70 Fifth Avenue, New York 11, N. Y.

Send me, for 10 DAYS FREE TRIAL, a copy of "Successful Radio Advertising with Sponsor Participation Programs." Within ten days I will either return it and owe nothing, or send \$5.75 (plus few cents postage) in full payment.

NAME

ADDRESS

CITY & STATE



Mainly About Manhattan. . . !

● ● ● IT SEZ HERE: Don't be surprised if a deal is consummated over the week-end whereby the Pope interests will acquire WINS, the Crosley independent. It is said that the Pope Organization will drop WHOM and will convert WINS to the "languago" type of station which now characterizes WHOM . . . Washington bookies now accepting bets on the outcome of the FCC ban on giveaways. They believe it'll fizzle out and that the shows will continue on their merry giveaway . . . Jello mulling a heavy splurge in daytime radio. . . Guesting fees on radio seem to be heading downward while the price tags for TV appearances are beginning to inch up. . . Benita Hume's probable choice to headline proposed "Halls of Ivy" airer. . . Morey Amsterdam has been offered a daily coast-to-coast disc jockey session. . . Irene Beasley's "Grand Slam," top daytime audience participation stanza, celebrates its 3rd ann'y next Friday. . . Paramount stars coming into town usually insist upon scheduling in a booking on "Cavalcade"—a personal tribute to the competence of its producer, Jack Zollar. (Ray Milland, coming in on Oct. 15th, completely rearranged his entire schedule to pencil in this date as did John Lund, who's set for Sept. 27th).

★ ★ ★

● ● ● Helen Hall, better known on the airwaves as Barbara Welles, is back from England with a hot 'exclusive' for her flock on today's airing—an exclusive interview with Rudolph Bing, who is coming over here in May to head up the Metropolitan Opera. So far as we know, it's the first air interview Bing has yet granted and BBC has already requested permission from Miss Hall to rebroadcast it over there.

★ ★ ★

● ● ● "Greater love than this, hath no friends—that they dig down into their pocketbooks to buy a one-time spot to wish a friend good luck on a new job." When it was learned that Arthur Moore, former director of "County Fair," took over as manager of WAKR, Akron, Ohio, Stu Peabody, ass't veepee in charge of advertising for Bordens along with Henry Schachte and Bill Ewen, also of that firm, plus Hal Davis and Herb Landon, publicity aces at Kenyon & Eckhardt, decided to give Art a real send-off. The quintet bought a one-minute spot on WAKR and transcribed a little message to the natives of Akron, not neglecting to get in a few plugs meanwhile such as: "Moore is as appealing as a breakfast with Kellogg's Corn Flakes. . . his good taste is on a level with Amazo Instant Desert. . . he's as much fun as the Borden 'County Fair' and his wife is as pretty as a Hudnut Beauty ad," etc. and even etc.

★ ★ ★

● ● ● MAIN STREET TREATS: Mark Warnow's deft batoning on the final broadcast of "Conductor's Showcase" last week—an hour of solid entertainment. . . Roberta Quinlan's videokay singing. . . Bob Dixon's versatility as Mr. Mittens on "Singing Lady" and the Sheriff in "Chuck Wagon." . . Laura Leeds' warbling at the King Edward. . . Messing Bakeries' exciting "Prize Party" with Bill Slater via CBS-TV. . . Johnny Thompson's baritoneing on WJZ.

★ ★ ★

● ● ● SMALL TALK: Jack Wyatt's dad starts a Sunday afternoon series on WOR this week—a sustainer, no less (Payoff is that Jack is head of radio at Grey Advertising agency and the least he could do is throw Pop a sponsor) . . . Eddie Dunn up and around after undergoing major surgery at the White Plains hosp. Plans are underway for his signing up for the 5th straight year on the Berch show for Prudential. . . Alfred Drake refused to answer his phone all last week. Didn't know the mystery melody.

CHICAGO

By HAL TATE

BONNIE PRITCHETT, WGN receptionist, who has appeared several times on WGN-TV thriller series, "Chicago-Land Mystery Players," will marry John McGowan at Holy Cross Church Sept. 24. They will honeymoon in Colorado Springs.

Dawn Kelly, originally of the WGN script-writing department, is now assisting Jerry Gardner in the WGN-TV traffic department.

The John Howard Association's book on police lock-ups, "Held Without Bail," carries a complete transcription of the WIND Forum of the Air October, 1947, discussion, "What Is Being Done With Chicago's Sub-Standard Police Lockups." Dr. Joseph Lohman, of the University of Chicago, is moderator.

Visiting WBBM and the Chicago office of Radio Sales this week were Wilbur Edwards, assistant business manager of WEEL, Boston, and Frank McLatchy, commercial manager of KSL, Salt Lake City. Eugene Eubanks, formerly production manager of WCON, and with Air Features in New York, joined the WBBM staff as a producer. Al Morey, program manager, announced.

Boston Radio Executives Appoint New Committees

(Continued from Page 1)

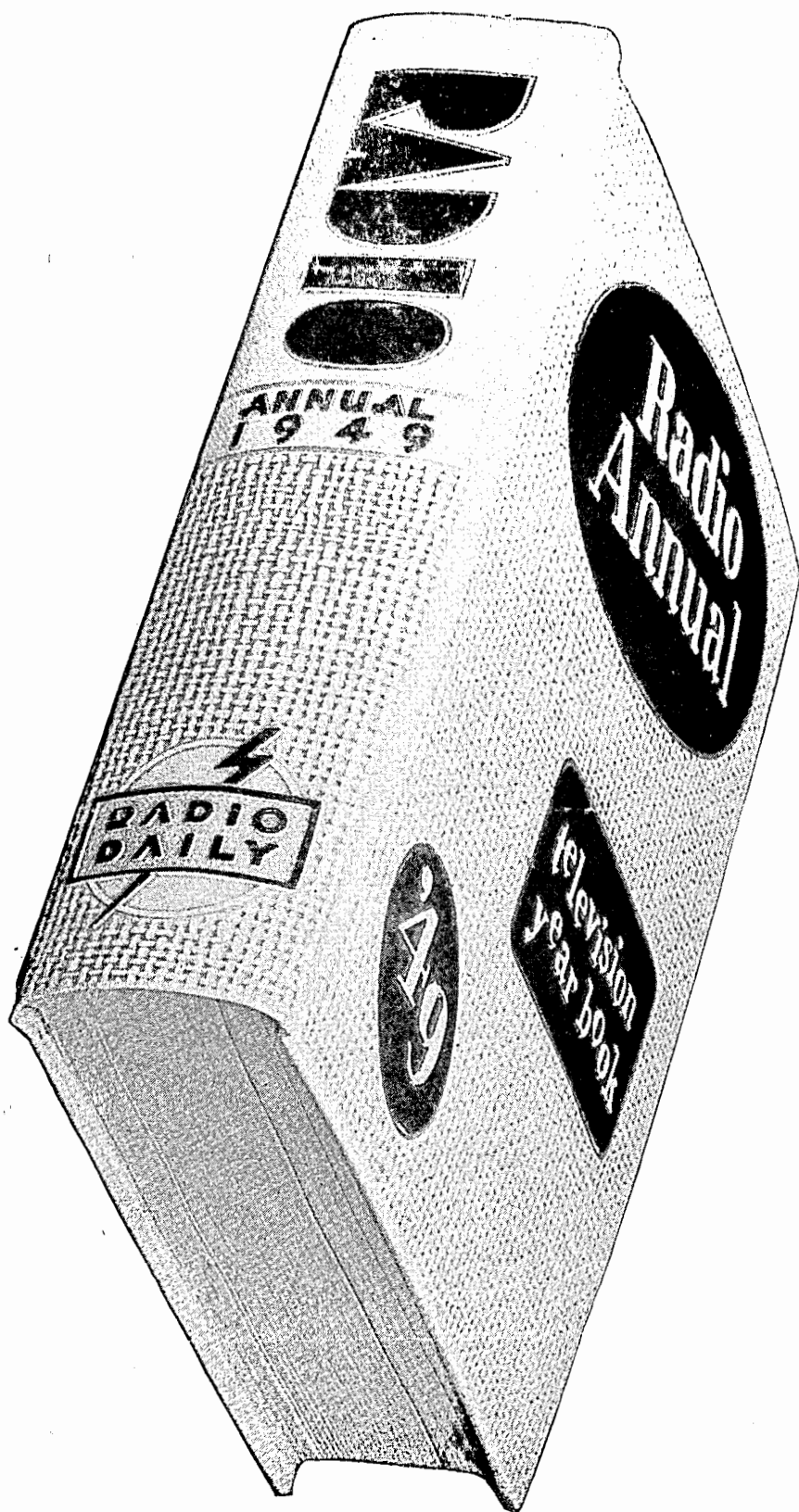
man and members were named at the initial business session: Rules Committee—Rudolph Bruce, advertising manager, New England Coke Co., chairman; Wilbur S. Edwards, WEEL; A. M. Morgan, WLYN, Mass.; Harvey Carter, WMUR, Manchester, N. H.; Harvey P. Newcomb, Harry M. Frost Co.

Membership Committee — Bertha Bannan, chairman; James Asher, WJDA, Quincy; Paul Eaton, H. P. Hood & Sons; Helen Horrigan, Chambers & Wiswell; Gerald Harrison, WMAS, Springfield; Creighton Gatchell, WGAN, Portland; A. F. Johnson, A & P Tea Co.; Arthur Newcomb, WOTW, Nashua; Charles W. Morse, Doremus & Co.; Connie Stackpole.

Program Committee—C. Herbert Masse, WBZ-WBZA, chairman; Paul Belaire, WBKA, Brockton; Sally Larkin, H. B. Humphrey Co.; H. Roy Marks, WEEL; Harvey P. Newcomb, Harry M. Frost Co.; John C. Nicodemus, Kennedy's, Inc.; Paul Perreault, WTAO, Cambridge.

Publicity Committee — Marie H. Houlahan, WEEL, chairman and editor of REC Bulletin; Beryl Kimball, Boston Consolidated Gas Co.; Claire Crawford, WNAC; Arthur Haley, WBMS; Warren Journay, WFEA; Paul Provandie, Hoag & Provandie, Inc.; Bob Kimel, WHAV-FM; Mitchell F. Stanley, WWON, Woonsocket.

Reception Committee — Gerald Kirby, WEEL, and Connie Stackpole. The next meeting will be held Oct. 5.



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FOR A COMPLETE
LIST
OF

**TELEVISION
STATIONS**

GIVING
PERSONNEL,
POWER,
AFFILIATION
&
OTHER
USEFUL
INFORMATION



ONE OF 1001
SUBJECTS COVERED
IN THE

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

COAST-TO-COAST

Back To School In Montgomery
Montgomery, Ala.—Katherine Pill, daughter of WSFA prexy, Howard E. Pill, has returned to the University of Alabama after a summer stint at the station in the continuity department. Ralph Howard has returned to school after a vacation chore on the announcing staff. Earl Andrews, Jr., has joined the staff as an announcer.

WBAL Names Campbell

Baltimore, Maryland — Victor Campbell, creator of the popular television puppet "Howdy Doody" and writer of numerous top rated radio and television programs, has been appointed director of production for WBAL and WBAL-TV. Campbell's record also includes authorship of the daily "Bob Smith Show," the weekly children's program, "Triple B Ranch."

WLAN Appoints Chief Copywriter

Lancaster, Fla.—WLAN announces the appointment of Ted Pollack as chief copywriter. Pollack was formerly on the faculty of the National Academy of Broadcasting in Washington, D. C. and also chief copywriter for WEED in Rocky Mount, N. C.

Speaks on TV

Denver—KLZ vice-president and general manager, Hugh B. Terry, was speaker of the day at the Denver Kiwanis Club last week. Terry spoke on "Television, Where Art Thou." KLZ assistant manager, R. Main Morris, was Kiwanian of the day and introduced Terry.

Garris Joins WHBS

Huntsville, Ala.—Lou Garris, a native of Bessemer, Ala., joined WHBS as a sports announcer. Garris was formerly with WJID and WJLD in Tuscaloosa and WBRC in Birmingham.

New Show On WCAU

Philadelphia — WCAU, Philadelphia, on Sunday will launch a new weekly news highlight program when it presents "In Person" a different type show featuring live and recorded interviews with interesting people who made news during the week. Program will be heard from 1 to 1:30.

Will Feature Charles Shaw

"In Person" will feature Charles Shaw, WCAU news commentator, who handles the live portions and ties together the recorded interviews. On the opening show such varied events will be presented as Shaw's description of his plane landing on the aircraft carrier the USS Siboney; a telephone interview with a local survivor of the Noronic fire disaster; an interview with a 94-year-old woman who survived the Titanic sinking, baseball and football bits by Phillies manager, Eddie Sawyer, and the Penn coach, George Munger.

Welcome To Rosh Hashonah Planned By Webs And Indies

(Continued from Page 1)

25-minute broadcast, 4:35-5 p.m., featuring holiday messages from the Hon. Lewis Strauss, member of the U. S. Atomic Energy Committee and the American Jewish Committee's executive board, and Rabbi Bernard J. Bamberger, president of the Synagogue Council of America and rabbi of the West End Synagogue, New York.

Cantor Robert H. Segal of Temple Beth-El, Cedarhurst, L. I., will sing traditional liturgies, assisted by the Temple Choir and Ilse Wunsch, organist.

On ABC's regular Sunday program, "Message of Israel," Rabbi Newton J. Friedman will preach, via transcription, a special sermon in connection with the Jewish 10-days of penitence. The rest of the program, to be aired Sept. 25, 10:10:30 a.m., will originate from New York City's Central Synagogue.

NBC's television network show, "Camel News Caravan," will present a film story on the gathering of grapes in Israel for the making of sacramental wines used in Jewish rites. The commentary will mark the advent of the Jewish New Year, starting at Sunset tonight. The show will be telecast tonight, 7:45-8 p.m., EDT.

WMCA, New York, independent, will broadcast the "Slichot" purification, service of Rosh Hashonah originating from the Great Synagogue in Tel Aviv, Israel, tonight, 10:13 p.m., New York time. The service will be part of WMCA's daily "Report From Israel." The special broadcast was arranged through the facilities of "Kol Israel," the Jewish State Broadcasting Service.

The broadcast will include prayers from the synagogue, the chants of the huge Israeli choirs, and the solemn "Kadish," the traditional Hebrew service for the dead. Explanatory English interpolations will be provided by WMCA's Tel Aviv correspondent, Arthur D. Holzman.

WHLI, Hempstead, will carry a special program of Jewish music, prayers by Rabbi Solomon Sternstein of New Hyde Park, N. Y., and a message by Rabbi Harry E. Schwartz of Hempstead, this afternoon, 2:35-3 p.m. This program will initiate a new Jewish religious ser-

ies, "The Light of Israel," to be aired Fridays, 2:35-2:45 p.m.

The Hempstead Indie will air a Yom Kippur program, Oct. 2, 2:45-3 p.m., featuring special music and a discussion on the significance of the Holy Day by service men from Mitchel Air Force Base.

WEVD, New York, will suspend all of its Jewish programs on Sept. 24 & 25, Oct. 3, 8 & 9. These periods will be filled by public service programs, including spots and English-language shows with recordings. The station's Italian, Lithuanian, Spanish, Armenian, German, Greek, Norwegian and English shows will continue during the Holy Days as usual.

WBNX, New York, will air a special one-hour sustaining show consisting of religious music on Oct. 3, 11 a.m.-noon. The participating sponsors on this regular Jewish program will drop their commercials from the special broadcast.

Will Mark 100th Anniversary

The American Broadcasting Co., in cooperation with the Hebrew Union College-Jewish Institute of Religion, will present "Democracy and Judaism," Oct. 1, 10:15-10:30 p.m., EST, in celebration of Yom Kippur. The program will originate from Temple Beth Elohim, Charleston, S. C., and will include an address to the congregation by Dr. Nelson Glueck, president of the Jewish institution. The program will mark the 100th anniversary of Reformed Judaism in the United States.

Another program commemorating the Jewish high holy days will be broadcast on the latter half of Columbia's "Church of the Air, Oct. 2, 10:30-11 a.m., EST. Dr. Maurice N. Eisendrath, president of the Union of American Hebrew Congregation will conduct the Yom Kippur service. Cantor Edgar Mills of Temple Oheb-Shalom, Newark, N. J., will sing "Kol Nidre" and other traditional music.

WHLI, in addition to its other special Jewish programs, will mark the Succoth Festival, Oct. 10, 2:45-3 p.m., with special music and a message by Rabbi Roland Gittlesohn, hero of Iwo Jima, and also a member of President Truman's Committee on Civil Rights.

Judge Miller Presides At Dinner Of Bar Ass'n

Washington—Justin Miller, president of the NAB, presided last night at dinner of the Federal Bar Assn. honoring members of the Judicial Conference of the United States.

Invited guests included the Chief Justice and the Associate Justice of the Supreme Court, Judges of the Circuit Court, and Attorney General J. Howard McGrath. Miller was an associate justice of the U. S. Court of Appeals before accepting the NAB presidency in 1945.

Gordon Day Productions To Celebrate Anniversary

Gordon M. Day Productions, radio singing commercial and program producers, will celebrate their third anniversary next week. Since 1946, when Day's "Timetable Mable" for the Boston & Maine Railroad inaugurated a new style in radio jingles, Day Productions has created and produced 61 series for such advertisers as Marlin Blades, A & P Ann Page Foods, Crosley Electric Range, Krueger Beer, and Gruen Curvex Watch.

AGENCIES

LEO BURNETT COMPANY, INC. has been appointed advertising agency for Dean Milk Company, Chicago, it is announced by S. Dean, Jr., president. Effective Oct. 1, Burnett will handle all advertising for Dean's milk, evaporated milk cream, and the new Dean's Chocolate Dairy Drink.

J. M. MATHES, INC. has been appointed by Northam Warren Co. makers of Odo-Ro-No products.

JAMES R. CUNNISON has been named national sales manager. Selected Radio Advertising, Inc. station representatives for trans-FM broadcasting.

ABBOTT KIMBALL, INC. has been appointed by Northam Warren Corp. for Cutex manicure products.

WCKY Celebrates 20th Anniversary On The Air

WCKY, Cincinnati — 50,000-watt independent, is celebrating its 20th anniversary this week. Conceived as a "small town" 5,000-watt by L. Wilson, the station debuted from Covington, Kentucky, September 1929.

Wilson took over active management in 1931. WCKY grew to 10,000 watts in 1937, and to 50 kilowatts in 1939. During the summer of 1939, the station was moved to Cincinnati.

Charles H. Topmiller, veteran engineer of WCKY, is station manager. Wilson serves as president and general manager.

Send Birthday Greetings To—

September 23
Don Bestor Helen Marshall
Bob Dryenforth Bill Pinnell
Artie Dunn Leo B. Tyson
Fred Vosburg
September 24
Jack Armstrong Jim Lucas
Charles F. Gannon
Margaret Potter Bowen
September 25
Carl Haff Ruth Wentworth
Charles Parker Robert Simmons
Tom Revere Tommy Taylor
September 26
Hal Hackett Harold Essex
Kermit Moss Ted Robertson
September 27
Pat Barrett Bob Keller
Edwin H. Kasper Phil Cook
Edward Tomlinson Annette King
September 28
Lynn Brandt Marilyn Stuart
Perry Marlin Dick Brown
Wm. S. Paley Fred Robbins
September 29
Ed R. Dunning, Jr. Jane Bloom
Robert Regent Pat Murphy

TELEVISION DAILY

Continuation of RADIO DAILY, Friday, September 23, 1949 — TELEVISION DAILY is fully protected by register and copyright

EXPECTS 24,000,000 SETS BY '56

TELE TOPICS

PRESENTING Stevenson's "Dr. Jekyll and Mr. Hyde" as a half-hour TV drama, Bob Stevens, producer-director of "Suspense," on CBS, took upon himself the toughest assignments imaginable. Beginning with a first-rate adaptation by Halsted Welles, fine sets by Gil Kacox and Albert J. Ostrander and excellent casting, he added fluid, imaginative direction to produce one of the best thrillers seen to date. Eschewing the almost impossible task, in a live show, of showing the transformation from Jekyll to Hyde, Stevens used the subjective camera technique whenever the good doctor became his evil alter ego, with only Hyde's charmed hand showing occasionally. This effectively suggested the horror of the dual personality without exposing viewers to the gruesome countenance of Mr. Hyde. Ralph Bell's truly fine performance as the tortured doctor was matched by that of Pamela Conroy as the maid who is drawn by Hyde's ugliness: Others in the cast, all outstanding, were Gage Clarke, Tom Simpson and Guy Spaul.

HENRY WHITE, World Video prexy, predicts great things for John Daly, this newsman who has been cast to play the role of managing editor Walter Burns in the TV version of "The Front Page." White says he won't be surprised if, as a result of the show, Daly embarks on the red-and-greenback strewn path to Hollywood recently trod by Paul Douglas, former CBS announcer and sportscaster. . . . An ABC handout informs that the web site opened "a modern, completely equipped first aid office . . . (with) all the necessary equipment and facilities to handle major as well as minor accidents" in the new TV center on 66th Street. They've hired a nurse to take charge and installed an oxygen tank. Just what do they expect to happen up there? . . . Title of "Uptown Jubilee," formerly "Harlem Jubilee," has been changed to "Sugar Hill Times."

IN THE OPINION OF MANY who usually know the score, the FCC will not adopt any color system in the near future, despite the furor certain to be caused at the upcoming hearings. . . . Preston Wood, who assisted producer Frank Telford on "The Bigelow Show" when it was NBC last season has been named director of the series when it moves to CBS Oct. 5. Telford continues as producer. . . . When Abby, McNeill & Libby's "Auction-Aire" starts on ABC Sept. 30, auctioneer Jack Ferguson will "commute" between New York and Hollywood, where he emcees two radio shows, every week. Incidentally, H. J. Walter Thompson releases on the how are on Libby tomato juice labels so that the press may participate in the auction.

SAG Officials Coming To Talk Talent Pacts

Hollywood—A delegation of officers, directors and executives of the Screen Actors Guild will leave over the week-end for New York, where they will continue discussions with eastern talent unions regarding organization and administration of the video field for entertainers. Earlier discussions held in Hollywood were recessed August 7 to allow delegates to confer with governing bodies of their respective unions.

New York conferences will start Thursday and will be followed by an official meeting of the board of the AAAAA.

The Guild delegation is composed of Ronald Reagan, president; Dana Andrews, Lee Bowman and Richard Carlson, members of the board; John Dales, Jr., executive secretary; Kenneth Thomson, television administrator; Buck Harris, public relations director, and William Berger, legal counsel.

The Screen Extras Guild is sending a delegation composed of Richard Gordon, president; Ed Russell, past president and member of the executive committee; H. O'Neil Shanks, executive secretary, and Robert Gilbert, legal counsel.

Lloyd Joins WGN-TV

Vince Lloyd, former sports editor of WMBD (AM), Peoria, has joined the announcing staff of WGN-TV, Chicago. He will handle announcing chores as well as collegiate football coverage with Bill O'Connor.

WBKB In Black By Winter, Mitchell Tells Chi. Council

Chicago—John Mitchell, manager of WBKB, predicted this week that his station would be operating in the black by mid-winter. He spoke at the opening meeting of the Chicago Television Council.

L. E. "Chick" Showerman of NBC felt confident that Chicago would assume a larger spot in the television horizon than it has heretofore. While admitting that it was impossible to sell expensive shows produced in Chicago because many sponsors are looking for name stars, he did say that Chicago could produce less expensive programs which could do the selling job better than either New York or Hollywood. Showerman said that WNBQ now had thirty-three national and local

Colossal Debut

Hollywood — The world premiere of Ed Wynn's video show on CBS last night marked the inauguration of network television originating from Hollywood. The event is regarded as of great civic importance to both Los Angeles and the Hollywood Community.

The premiere was held with typical Hollywood trimmings, searchlights and bleachers for the public having been erected outside studio A.

Film Problems Forum Set For SMPE Meet

Forum on film problems in tele will highlight the Atlantic Coast sectional meeting of SMPE to be held Sept. 27, 7:30 p.m., at NBC studio 3-B.

Film problems will be outlined by representatives of six New York stations: N. Ray Kelly, NBC; Robert Fraser, NBC; Robert Holland, ABC; Harry Milholland, DuMont; Walter Engles, WPIX, and Frank Bremer, WATV.

Representatives of the film industry will comment on the broadcasters' problems. They are: N. F. Oakley, DuPont; J. A. Maurer, J. A. Maurer, Inc.; William Steiner, ASC; Ted Gaski, Pathe Labs; Clyde Keith, Western Electric; H. D. Bradbury, RCA Victor; William McCord, DuMont Labs, and William Morris, Biow agency.

Production Nears All-Time High, Says Sprague

With production of receivers approaching an all-time high, R. C. Sprague, chairman of the RMA "Town Meeting" Committee, yesterday predicted there will be 24,000,000 sets in American homes by 1956.

Sprague's prediction was made in the Astor Hotel at a preview of a series of educational motion pictures produced by his committee for TV airings.

Discussing the expansion of the industry and its effects upon production, employment, and income in this country, Sprague said, "I believe that every month of the last quarter of this year will see a new production record in the manufacture and sale of television sets—a new high of television broadcasting stations on the air."

The films previewed yesterday consist of a series of 19 20-second and three one-minute features covering such subjects as set focussing and operation, proper viewing positions to avoid eye-strain, proper use of the test pattern, the nature of television waves, and recognition of various types of interference and means of clearing up those of local origin.

Sponsored jointly by RMA and TBA, these films are to be offered without charge to every station in the country and early samplings, Sprague said, indicate that they "will be viewed on more television sets by more Americans than any series, commercial or non-commercial, ever before produced for television."

Research and production were in the hands of the committee's consultant, the Philadelphia firm of Howard Browning, Public Relations, for whom the films were created by Spectrolux Television Corporation of New York.

"Riley" Debut Set On NBC

Video version of "The Life of Riley," written and produced by Irving Brecher, and starring Jackie Gleason, will be aired by NBC beginning Tuesday, Oct. 4 (9:30-10:00 p.m., EST). Rosemary De Camp will portray the part of "Mrs. Riley." Other cast members to be included Lanny Rees as "Riley, Jr.," Gloria Winters as "Babs Riley" and Sid Tomack as "Jim Gillis." The show, which will be filmed in Hollywood and aired from NBC, New York, will be sponsored by the Pabst Sales Company through Warwick and Legler.

AM TV EQUIPMENT FM FA

Section of RADIO DAILY, Friday, September 23, 1949

Philco Microwave TV First Time In Canada

Toronto, Canada—For a period of two weeks, some 2,000,000 visitors who attended the recent Canadian National Exhibit here were afforded the opportunity to view television programs.

The demonstration, believed to be the first use of microwave television relays in Canada, was accomplished through the use of Philco microwave relay equipment.

The showing of television programs to the Exhibit's visitors was particularly timely since the CBC is launching the development of TV broadcasting networks in the Dominion.

Telecasts relayed to the Exhibit, included two types of programs. The principal entertainment consisted of TV shows from WBEN-TV, Buffalo, N. Y., about 65 miles from here. At other times, still pictures and recordings were televised at an experimental station in the Philco factory in Toronto and relayed to the fairgrounds three miles away. Visitors viewed all programs on the latest models of Philco TV receivers.

Signals from the Buffalo TV station were picked up by a special high-gain antenna mounted on the 150-foot smokestack at the local Philco-Canada plant, next fed to the input of the relay transmitter, beamed by microwave to the relay receiver at the fairgrounds, and then displayed on the screens of typical home video sets.

PICTURE OF THE WEEK



The eye-catching window-display material for RCA's radio repair and tune-up campaign, designed to bring the estimated ten million inoperative and ailing radio receivers now in American homes into the shops, is demonstrated by Betty Owen, RCA Tube Department employee.

Radio Repair Drive To Aid Servicemen

Provided RCA's "Radio - Rep and Tune-Up" merchandising campaign for use by radio service dealers throughout the country gains the momentum which it should, estimated additional 10 million radio receivers, now in various states of disrepair in American homes should again be set in good operating condition.

The campaign, prepared by the RCA Tube Department is built around an eight-point "Radio Repair and Tune-Up Special," listing eight definite services and advertising the total price.

Radio service dealers are being offered all requirements for a comprehensive local promotion, ranging from direct-mail to window display material. Included are a colorful five-piece display kit; a three-piece direct-mail campaign, a window streamer, newspaper ad mats, and several spot-radio announcements. In addition, the RCA Tube Department is making available a special pricing kit to enable radio service dealers to price clearly and attractively their window and counter merchandise.

The Pennsylvania Radio Servicemen's Association already has planned underway for launching "Radio Preventive Maintenance Month" throughout their state and RCA cooperating with the Association when the campaign starts on October 6.

ENGINEERS— CONSULTANTS

RALPH B. AUSTRIAN
Television Consultant
1270 AVENUE OF THE AMERICAS
NEW YORK 20, N. Y.
Tel.: CO. 5-6848

A. R. BITTER
Consulting Radio Engineers
4125 MONROE STREET
TOLEDO 6, OHIO
Tel.: Kingswood 7631

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N.W. REpublic 3883
WASHINGTON, D. C.

PRODUCTION PARADE

TV Antennae Production Line
The Ashtabula, Ohio plant of Ward Products Corp., Division of the Gabriel Company, has set up a production line unique in the TV industry for the manufacture of TV antennae. Geared to make thousands of "Minute Man Series" antennae daily, the line uses specially designed machinery, jigs, and material handling methods for precision control during production.

Diethert Forms New Co.
Formation of the Dial Corporation, Chicago, to manufacture instrument dials in luminescent materials has been announced by Russ Diethert, general manager. Diethert is well-known in the electronic field as head of the manufacturers' representatives bearing his name, and is national secretary-treasurer of "The Representatives" of Radio Parts Manufacturers, Inc.

DuMont Appointee
F. A. Lyman has been appointed assistant national sales manager of the receiver division, Allen B. DuMont Laboratories, Inc., according to an announcement by Ernest A. Marx, general manager of receiver sales. Lyman will assist Walter L. Stickel, DuMont's national sales manager in administration of national sales.

RCA TV Portable Power Supply
A special lightweight power supply capable of providing a well-regulated source of direct current at loads from 200 to 300 milliamperes, suitable for laboratory, broadcast, industrial, and communications applications, was announced this week by the Television Section of the RCA Engineering Department. Equipment may be adapted for use as either a portable or a rack-mounted unit.

ENGINEERS— CONSULTANTS

McNARY & WRATHALL
RADIO ENGINEERS
906 Natl. Press Bldg. 1407 Pacific Ave.
Washington 4, D. C. Santa Cruz, Cal.
Member AFCCCE

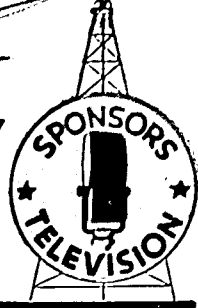
L. W. ANDREWS, INC.
RADIO CONSULTANTS
219 WHITAKER BLDG.
DAVENPORT, IOWA
Phone 2-7824

GEORGE P. ADAIR
Radio Engineering Consultants
Executive 1230
Executive 5851
1833 M STREET, N.W.
WASHINGTON 6, D. C.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 48, NO. 60

NEW YORK, MONDAY, SEPTEMBER 26, 1949

TEN CENTS

HEARINGS ON COLOR-TELE OPEN TODAY

FCC Won't OK Sale Of WHAS To Crosley

Washington Bureau of RADIO DAILY
Washington—The FCC announced Friday that it is denying the application for sale of WHAS, Louisville, and its TV and FM affiliates by the Louisville Courier-Journal to the Crosley Corp. Price tag was set at \$1,925,000. The turndown was based upon the extreme overlap of primary service provided by WHAS and Crosleys' WLW, Cincinnati. Even though there is no question of overlap between the TV and FM operations of the two stations, the
(Continued on Page 5)

Microwave Relay System Sold By Philco To RR.

Philadelphia—The Philo Corp. has announced the sale to the Chicago, Rock Island and Pacific Railroad of microwave relay equipment to be used in the first railroad-operated microwave communications system in the U. S. The equipment will be used to provide five video channels, one control and one telemetering channel for the railroad. The microwave relay system can be expanded to handle up to 32 voice channels, plus a number of telegraph, teletype and signaling circuits.

N. Y. GOP Fusionists Buy Time On Four Stations

The Republican Liberal Fusion Party will sponsor a series of broadcasts over four New York City stations on behalf of candidates for the offices of Mayor, Controller, and City Council President. The broadcast schedule follows:
(Continued on Page 2)

BMI Clinic
The 10th Program Directors' and Librarians' Clinic will be conducted by BMI on Monday and Tuesday, October 24 and 25, in New York, the sessions being the final one for 1949. Next Clinic will be held after the holiday season, early in 1950. Emphasis will be placed on management, programming, library and television.

Atomic Flash
The announcement by President on Russia's possession of the A-bomb was flashed on this country's networks, indies and shortwave stations a few seconds after 11:05 a.m., EST, Friday. Radio programming throughout the weekend was centered on the subject, with the "I-told-you-so" commentators putting in their traditional "pitch."

Pope Deal For WINS Reported Closed

While confirmation of the deal was lacking in the trade on Friday it was understood that Generoso Pope, publisher of Il Progresso Italo-Americano, has purchased WINS, independent station owned by the Crosley Corporation in New York, and would transfer Italian language programming from WHOM to the 50,000 watt station. The deal has been in the works for several weeks with Marcus Cohn, Washington lawyer, repre-
(Continued on Page 5)

Brokaw Moves To Chi. For Paul Raymer Firm

Fred C. Brokaw, vice-president and partner of The Paul H. Raymer Company, Inc. will move his headquarters to Chicago office of that company effective October first. This change is one of several major steps in a program devised over a year ago for streamlining over-all control of the company and stepping up
(Continued on Page 2)

ASCAP Proposals Approved By Television Group At NAB

Washington Bureau of RADIO DAILY
Washington — A representative group of TV licensees meeting here Friday at the invitation of NAB president Justin Miller agreed to accept the blanket licensing proposals offered by Ascap for the use of Ascap music, but to seek further negotiation on behalf of those who would prefer per program licensing. The blanket license rate proposed by Ascap is the AM rate plus an ad-

Final Decisions May Set TV's Course In The U. S. For The Next 50 Years; Dr. DeForest May Be Heard

Paige Leaves MBS For Intermountain

Jack Paige has resigned as program manager of the Mutual Broadcasting System in New York in order to accept the post of vice-president in charge of programs and promotion at the Intermountain Network, Inc., Salt Lake City, effective Nov. 1. Paige entered radio in 1935 as a producer at NBC and then became
(Continued on Page 6)

Red Cross Disc Series Extended For 26 Weeks

West Coast Bureau of RADIO DAILY
Hollywood — "Errand of Mercy," weekly transcribed dramatic series of the American Red Cross which is now being carried by 439 stations, will be continued for 26 weeks more, Red Cross National Headquarters
(Continued on Page 2)

Prominent Speakers Set For 4-A Eastern Parley

Prominent industry figures will participate in Part Two of the annual Eastern conference of the 4-A's, to be held Oct. 5 at the Hotel Roosevelt, New York. Part Two will consist of three
(Continued on Page 8)

Washington Bureau of RADIO DAILY
Washington — With color problems slated for the first round, the FCC this morning opens a series of hearings which may very well set the pattern of television for the American public for the next half century. Various proposals for color TV standards, and demonstrations, are
(Continued on Page 7)

Thomas Is Injured In Far East Accident

Lowell Thomas, CBS newscaster, was seriously injured in an accident in the Himalaya Mountains and was awaiting rescue by the U. S. Army Air Force from a tiny mountain village, Gyantse, Sikkim, located between India and Tibet, according to an announcement released Friday by Thomas' office in New York. Although the extent of his injury
(Continued on Page 4)

Ads For Radio Week Described By RMA

Washington—the RMA on Friday released details on three forms of advertising material for use during National Radio and Television Week Oct. 30-Nov. 5. Full-page advertising mats, for joint local sponsorship,
(Continued on Page 5)

Nice Gesture
John Wilner, engineer in charge of transmitter and TV research at CBS, was supposed to join Hearst's WBAL and WBAL-TV in Baltimore on September 1 as chief engineer. Instead WBAL loaned him to CBS for the color TV tests which will be held in conjunction with the FCC's television hearing which gets underway today in Washington.



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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 Dahlfonega Rd.
Phone: Wisconsin 3271

CHICAGO BUREAU

Hal Tate, Manager,
360 N. Michigan Ave.
Phone: Randolph 6-6650
Phone: Riverside 5491

SOUTHWEST BUREAU

Paul Girard, Manager
Tower Petroleum Bldg.,
Dallas, Texas
Phone: Riverside 5491

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

FINANCIAL

(September 23)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	6 1/2	6 1/8	6 3/8	1/8
Admiral Corp.	21 5/8	21	21 5/8	+ 5/8
Am. Tel. & Tel.	142 1/2	142 1/4	142 3/8	- 1/8
CBS A	21 1/8	20 3/4	21	+ 3/8
CBS B	21	21	21	0
Philco	29	28 3/4	29	+ 1/2
Philco pfd.	84	84	84	- 1 1/2
RCA Common	11 7/8	11 5/8	11 3/4	- 1/4
RCA 1st pfd.	72 7/8	72 3/4	72 3/4	+ 3/4
Stewart-Warner	12 3/8	12 1/4	12 3/8	- 1/4
Westinghouse	25 1/8	24 3/4	25	- 1/4
Westinghouse pfd.	97 1/2	97 1/2	97 1/2	0
Zenith Radio	27 3/8	26 7/8	27	- 1/4

NEW YORK CURB EXCHANGE

Hazeltine Corp.	13	13	13	+ 5/8
Nat. Union Radio	3	2 7/8	3	0

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	13 1/2	14 1/2
Stromberg-Carlson	10 1/4	11 1/2

★ COMING AND GOING ★

ROBERT E. KINTNER, executive vice-president of ABC, heads the contingent of network executives returning today from the West Coast, where they met with affiliates and attended the premier of KECA-TV in Hollywood. Others returning include CHARLES C. BARRY, vice-president in charge of programs; ERNEST LEE JAHNCKE, vice-president in charge of stations; JAMES CONNOLLY, of the station relations department, and EARL MULLIN, publicity director of the network.

HAL COOPER, television actor, left Sunday for Charleston, S. C., where he has been signed to play the title role in "The Male Animal" at Dock Street Theater.

GERALD BOYD, manager of WPAY, Columbia network outlet in Portsmouth, Ohio, paid a call Friday at the New York headquarters of the web.

CARL KING is back on his WATV program following a visit to Washington, where he addressed the Women's Auxiliary Club.

CONRAD THIBAUT, baritone star of "The Music Room" on WJZ-TV, off to Cape Cod for a short vacation.

DAVIDSON TAYLOR, vice-president and director of public affairs for the Columbia network, is spending a short vacation in Nantucket, Mass.

CLIFFORD HARRIS, technical supervisor of WIP, Philadelphia, is in Washington attending the television hearings which open today at the FCC.

ROBERT SAUDEK, American network vice-president in charge of public affairs, will be back in town tomorrow following a business trip which took him to Virginia, Florida and Georgia.

GUY LEBOW, sportscaster who, with Russ Hodges, will report the Cerdan-La Motta bout on Mutual Wednesday, has returned from Loch Sheldrake, where he visited the training camp of the Frenchman.

MARTIN ABRAMSON, on the staff of "We, The People," has left by plane on a business trip to Hollywood.

CATHY MASTICE, soprano, has returned from a tour of several old-age homes in New Jersey.



N. Y. GOP Fusionists Buy Time On Four Stations

(Continued from Page 1)

WNBC: Monday, 7:30-7:45 p.m.; WJZ: Wednesday, 7-7:15 p.m.; WOR: Thursday, 7:45-8 p.m.; WMCA: Monday through Friday, 10:15-10:30 p.m. This schedule will be followed each week until just before the city elections on Nov. 8.

Co-ordinator for the broadcasts, on behalf of the Campaign Committee for Morris, Uviller and Desirio, is Morris Novik. The series will be produced by Gainsborough Associates and directed by Nat Rudick. Furman, Feiner and Co., is the agency.

Brokaw Moves To Chi., For Paul Raymer Firm

(Continued from Page 1)

sales pressure and technique. It is also the major move in an expansion of the representative firm's activities in the Middle West and West Coast. Garfield C. Packard will continue as manager of the Chicago office and in charge of the company's sales in that territory.

Soda, Cigaret Firms Buy Football Skeds On WINS

Broadcasts over WINS, New York of football games to be played this season by Columbia University and the New York Yankees will be sponsored by Liggett & Myers and the Canada Dry Bottling Co., respectively.

The Columbia broadcasts for Chesterfields will be handled by Russ Hodges, who will cover seven games starting with the Yale clash on Oct. 8. Newell-Emmet is the agency for Chesterfield.

The Yankees' series begins Oct. 7 at Chicago, with Mel Allen and Curt Gowdy at the microphone for the nine-game schedule. The contract was placed through the J. M. Mathes agency.

Red Cross Disc Series Extended For 26 Weeks

(Continued from Page 1)

ters has announced. The series was launched last Oct. 2.

The programs, based on case histories in Red Cross files, are distributed by local Red Cross chapters without charge to broadcasters. They are produced in Hollywood with casts of leading radio and screen actors. In announcing the 26-week extension Howard Bonham, vice-president in charge of public relations for the Red Cross, paid tribute to the radio industry for its "wholehearted support and cooperation" in providing public service time for the broadcasts.

Coast Guard Series To Be Broadcast By MBS

New London, Conn.—The U. S. Coast Guard Academy band will be featured in a 26-week, half-hour Saturday morning series, "Coast Guard on Parade," over about 150 MBS stations, beginning Oct. 1, 11-11:30 a.m. EST.

The show, which will originate from here, will be produced and directed by Fletcher D. Richards, Inc., of New York, according to an announcement by Capt. S. F. Gray, Chief of public relations division of the Coast Guard. Chief Musician George H. Jenks will conduct the Academy band.

Named Ass'n Chairman

Chicago—James M. Blackledge, of Standard Transformer Corp., Chicago, was elected chairman of the Association of Electronic Parts and Equipment Manufacturers at the annual election of officers here. A. L. Tuttle, of Centralab., Milwaukee was named vice chairman; Helen Staniland Quam, of Quam Nichols Co., Chicago, was elected treasurer for her fourteenth consecutive term and Kenneth C. Prince, Chicago, was named executive secretary for the fifteenth year.

Right smack on the head!

If you're driving nails, there's only one good place to hit them — right smack on the head! And that's the only good way to buy radio time, too. You've got to hit the nail on the head by selecting the best radio station in each town.

In Baltimore, the nation's 6th largest market, the answer is easy. You just buy W-I-T-H, the BIG independent with the BIG audience. For W-I-T-H delivers 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 trading area. If you want low-cost sales in this rich market, call in your Headley-Reed man and get the full W-I-T-H story.



WITH Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

A New Kind of Radio Program Listing

Radio, Television Clock

(These listings are purposely run on the outside of the page to enable readers to tear them out easily and save for reference.)

AM Station	WIND	WILL	WMAQ	WGN	WDBM	WAIT	WENH	WLS	WAAF	WCFL	WMBI	WJJD	WJOB	WSDC	WMHO	WGES	WHFC	WNMP
Kilocycle	560	580	670	720	780	820	890	890	950	1000	1110	1160	1230	1240	1280	1390	1450	1520
FM Station	WDEZ	WFJL	WENR	WMRI	WBIK	WDRM	WEHS	WGNH	WDFM	WFMF	WMAQ	WXRT	WMOH	WRDU	WCFL	WEAW	WOAK	WLEY
Mcgacycle	91.5	93.1	94.7	95.5	96.3	97.1	97.9	98.7	99.5	100.3	101.1	101.9	102.7	103.9	104.3	105.1	105.9	107.1

(*Indicates TV From N.Y.)

★ STARRED PROGRAM LISTINGS are all paid for by the Sponsors to give you more complete information about their radio programs.

AM in Light Type	TV IN BOLD TYPE	FM in Italics
<p>3:30 P.M. WMAQ-Lorenzo Jones WBBM-Winner Take All WGN-Linda's Love WCFL-Happy Home WJJD-Scoreboard WIND-Dick Haymes WLS-Bride and Groom (5)-NEWSCAST <i>EXXT-The Opera Story</i> <i>WOAK-Matinee With Strings</i></p> <p>3:45 P.M. WGN-Editor's Daughter WMAQ-Widder Brown WBBM-News WJJD-Simon Speaks WIND-Record Shop WAIT-H-A NEWS (3:55 PM)</p> <p>4:00 P.M. WMAQ-When a Girl Marries WBBM-Paul Gibson WLS-Galen Drake WGN-Nichols, News WCFL-Happy Home <i>News, Spike Jones</i></p>	<p>6:45 P.M. WJJD-Suppertime Frolic WMAQ-Kaltenborn, News WBBM-Murrow, News WCFL-Music for Men WGN-Behind the Story WIND-Dinner Serenade WAIT-H-A NEWS (8:55 P.M.) (4)-WINDOW SHOPPING (5)-NEWS CARAVAN*</p> <p>★ WENR-TV. (Channel 7). "The Adventures of Uncle Mistletoe" with Aunt Judy and the gang from Wonderland, presented by Marshall Field & Company, daily, Monday through Friday.</p> <p>(7)-UNCLE MISTLETOE (9)-NEWSREEL</p>	<p>9:00 P.M. ★ WCFL-CHICAGO FEDERAL TREASURY OF MUSIC--full orchestra, guest soloist. Savings grow faster with safety at Chicago Federal Savings and Loan Assn.</p> <p>WMAQ-Contented Hour WBBM-My Friend Irma WGN-John Steele WENR-Arthur Gaeth</p> <p>9:30 P.M. ★ WGN-NORTHERNERS- with Earl Wilkie. Delightful half-hour of songs brought by The NORTHERN TRUST CO.</p> <p>WMAQ-Dave Garroway WBBM-Bob Hawk Show</p>

12:00 Midnight
WIND-Night Watch
WMAQ-Promenade Concert
WBBM-Midnight Matinee
WGN-Weather, News, Music
WENR-This is the Music
WOAK-Request Line

TOMORROW'S PROGRAMS

7:00 A.M.
WBBM-News Roundup
WLS-Sage Riders
WJJD-News, Oscar Brown
WGN-Record Revellie
WCFL-Martin Agronsky
WMAQ-Norman Ross
WIND-News, Record Shop

7:15 A.M.
★ WLS-BOB ATCHER SHOW
Hear a rare musical treat. Bob brings you America's favorite folk lore in song sponsored by Chicago's oldest and largest Federal Savings Association.
FIRST FEDERAL SAVINGS
7 South Dearborn

Quiz Tips

NETWORK
"The Jackpot" (Tues. Night, WBBM);
"Gentle at Both Ends";

Gives the SPONSOR a Break . . . A Listing He Controls and That He Pays For

Now sponsors of radio and television shows can feature their product and company name right in the program listings of the Herald-American, Chicago's leading amusement guide. This is the sponsor's chance to sell his product and his program at the time and place the listener is selecting his program listening choice. These program listings are one of the best-read features in the newspaper and in the Herald-American, they reach over 500,000 families each evening and more than a million on Sunday. Notice how the starred program listings stand out in the sample above and how inexpensively this high spot advertising can be purchased. For more listeners—listeners who will remember your product—spotlight your program in the

- #### RATES and REQUIREMENTS
- \$1.25 per count line Daily or Sunday.
 - Minimum for advertisements 3 count lines. Maximum, 14 count lines.
 - All ads are straight reader type. No illustrations or reverses permitted.
 - The advertisements will appear in caps and bold face in the same style type as used for regular listings. However, advertisers so desiring may use caps for their entire advertisement or to emphasize points.

Chicago HERALD-AMERICAN

CHICAGO'S LEADING AMUSEMENT GUIDE

NATIONALLY REPRESENTED by HEARST ADVERTISING SERVICE

CHICAGO

By HAL TATE

EMERGENCY RADIO AND APPLIANCE signed a 26-week pact to sponsor "Fun At Johnny's" heard Saturday at 9:30 a.m. over WBBM.

William Wunder, 25-year-old lyric tenor, who was presented as "Career Performance" on the Chicago Theater of the Air on WGN Air Summer Concert, is now under contract by the New York City Opera Company.

Dr. Preston Bradley, pastor of the People's Church, has returned to his pulpit after a European trip, and his fall and winter sermons will be broadcast at 11 a.m. over WJJD. During his absence, Dr. Bradley's addresses were recorded.

Robert J. Casey, newspaperman and author of "Such Interesting People" and a recent book about the Black Hills of South Dakota, was the guest of Emmett Dedmon, book-editor of the Chicago Sun-Times, on the "Meet the Author" on WJJD recently.

With two summer concert discoveries starred, the Chicago Theater of the Air begins its 11th consecutive opera and operetta season over WGN and the coast-to-coast Mutual network on Saturday, Oct. 1, from 9 to 10 p.m. The newcomers are Nancy Carr as Kathie, and David Poleri as Prince Karl Franz, in Romberg's "The Student Prince." Marion Claire continues as production supervisor of the series, and the addresses of Col. Robert R. McCormick, editor and publisher of the Chicago Tribune, are a feature of each broadcast.

WBBM studios will take on the aspect of a dude ranch Sept. 24, when Gene Autrey, on a personal tour of the midwest, stops off in Chicago with his radio troupe. Supporting the singing cowboy are ex-WLS comic Pat Buttram and Johnny Bond, the Pinafores, and Carl Cotner. William Burch is the show's producer.

Bert Wilson, WIND's ace sportscaster, describes the play-by-play, and Howard Miller does the color, of the Northwestern-Purdue game Sept. 24 at Dyche Stadium. WIND is the only station broadcasting Northwestern's full schedule of five home and four away games, ending with Illinois at Urbana Nov. 19.

Thomas Is Injured In Far East Accident

(Continued from Page 1)

ies were not known at the time of the original announcement, it was revealed that the 57-year-old newscaster and author had been thrown from his horse while riding through a steep mountain pass.

Thomas, who was accompanied by his 25-year-old son, Lowell, Jr. at the time of the accident, had only recently left Tibet with a message from the Dalai Lama for President Truman. The touring party was scheduled to return to New York early in October.



Mainly About Manhattan. . . !

● ● ● **AROUND TOWN:** After four years as executive producer with Mutual (and in complete charge of west coast production), Walter Lurie has handed in his resignation to take effect immediately. Grounded in this business as very few people we know, Lurie was responsible for bringing such shows as "Hopalong Cassidy," "The Falcon," "Mayor of the Town," etc., to Mutual and was one of the web's real dynamos. He leaves for the coast early in Oct. for a few weeks and will announce his future plans on his return here. . . . There's a strong possibility that both ABC and DuMont will grab off NBC's "axe victims" for key spots in television. . . . Les Tremayne and Ralph Austrian doing a film deal together for video. . . . None of the TV stations carrying the World's Series are being paid for the time—only stipulation is that they have to carry Gillette commercials. Mel Allen and Jim Britt are a good bet to be named as the broadcasting team again this year. They're also teaming up for the Notre Dame telecast for Chevrolet. . . . Fishing & Hunting Club" goes on DuMont Friday the 30th. . . . On reading Tex & Jinx's col'm in the Herald-Trib, Pat Weaver said to Jinx: "I always knew you were a clever gal, Jinx, but I never knew that you could write in italics."

● ● ● Fred Allen once noticed another comic using some of his old material, so he sat down and penned this note to the culprit: "May I have your kind permission to use the material which I wrote 6 years ago and which you originated on your show last week?"

● ● ● **SMALL TALK:** After 13 years as Fay in "Ma Perkins," Rita Ascot has resigned to return to her Chicago home where she and her hubby, Al Boyd, have a Fox River farm to take care of and where Rita hopes to keep busy in shows originating from Chicago. . . . Starting on the 30th, Al Bernie's "54th St. Revue" will be offered every other week via CBS. . . . Art Green, former Gotham disc jock, is knocking 'em dead down Miami way via WMIE where he's pinch-hitting for Barry Gray plus his own "Make Believe Ballroom" sessions. . . . Bill Todman is working on a new tome about radio quiz shows. He oughta know. With Mark Goodson, he co-produces such stanzas as "Winner Take All," "Hit the Jackpot," "Beat the Clock" and "Spin to Win." . . . Look-alikes: Jack Wyatt and Garry Moore. Sound-alikes: Wm. Lundigan and Geo. F. Putnam. . . . Vic Damone has recorded 4 new tunes penned by Morey Amsterdam. . . . Coleman Jacoby, who writes funny sayings for Joe E. Lewis, sez he isn't worried about any recession talk. "I went broke during the boom," he explains.

● ● ● Composer-pianist Irving Fields, who has won considerable renown as a radio, recording and night club personality, reaches another important climax in his fast-climbing career on Oct. 15th when he makes his bow as a concert artist at Carnegie Hall. Fields, who has penned such hits as "Managua, Nicaragua," "Miami Beach Rhumba," etc., will make a complete departure from that type of music and will introduce and play his first symphony, "American Forest" at his Carnegie Hall debut.

● ● ● All the hepsters aren't with the N.Y. ad agencies, as Bob Swan, of the Joe Katz agency in Baltimore has just demonstrated. Bob has signed Margaret Truman to sing on the Amoco Carnegie Hall series on Dec. 20th. The engagement will be Miss Truman's only New York appearance and her only radio broadcast of the year. Jack Banner and Ed Greif, who handle Amoco's publicity, will have charge of the press tickets for the event—and we don't envy the poor guys for the headaches they'll have.

AGENCIES

TEDD JOSEPH has been appointed manager of the Foote, Cone & Belding International Corporation's Central European office in Bienne, Switzerland. Joseph moved from the New York staff of Foote, Cone & Belding International to the Swiss office early this year. He will be in charge of coordination of campaigns for accounts in Switzerland which the agency is handling in international markets, as well as in the United States.

JAMES S. MACVICKAR, formerly with Batten, Barton, Durstine & Osborn, Inc. and Ruthrauff & Ryan, Inc., has joined Benton & Bowles, Inc., as an account executive.

ADVERTISING WOMEN OF NEW YORK will begin their fall program with a reception-dinner to be given at Hotel Astor, Tuesday, September 27. Grace M. Johnsen, president, has announced. J. Handly Wright, director of industrial and public relations of Monsanto Chemical Company, St. Louis, Mo., will be guest speaker. He is co-author of "Public Relations in Management" and a director of the Public Relations Society of America.

LEE HERZBERG, JR., of Herbert S. Benjamin Associates, Inc., Baton Rouge, was elected governor of the Seventh (Deep South) District of the Advertising Federation of America at the District's first annual meeting in Baton Rouge, September 17-18. Secretary of the District is Victor Ehr, publicity director of the Baton Rouge Chamber of Commerce. Other elected officers were Wallace Witmer, Wallace Witmer Company of Memphis, first lieutenant governor; Winston Haas of the Mobile Advertising Club, second lieutenant governor, and Mrs. Helen Silver, Silver & Douce, Birmingham, treasurer.

THOMAS G. DENNY, for the past five years head of book advertising for Harper's Magazine, has joined the book advertising sales staff of The New York Times. Prior to joining Harper's, Denny was associated with Erwin Wasey & Co., The John Price Jones Corporation, Raymond Rich Associates, and the New York American.

ROBERT SEIDEL, who for ten years was president of Seidel Advertising Agency, Inc., in Washington, D. C. and New York, has joined Dorland, Inc., as vice-president.

Whitehall Renews 'Keen'

Whitehall Pharmacal Co., for Kolynos Toothpaste, Toothpowder and Anacin, has renewed the CBS dramatic series, "Mr. Keen, Tracer of Lost Persons," for another 52 weeks effective October 20. Series is aired Thursdays, 8:30-9:00 p.m., EST. Agency is John F. Murray Advertising Agency, Inc., New York.

Ads For Radio Week Described By RMA

(Continued from Page 1)

have been prepared and letters will go out shortly to all newspaper advertising managers together with a folder illustrating the three advertisements.

Corresponding spot announcements are to be provided radio and TV stations by NAB which is a sponsor of National Radio and Television Week.

The industry's 29th anniversary this year for the first time will place television on a par with radio in the week's title and in industry promotion. It will also be the first time that the anniversary will be internationally observed, as the Canadian RMA and Canadian Radio Dealers will observe National Radio Week simultaneously with the United States Radio and Television Week.

The three forms of full-page advertisements, which were authorized by the RMA advertising committee under Chairman Stanley H. Manson, fall into the following themes and messages:

(1) "See and hear the world of talent brought to your home by television." This is for use in television areas only.

(2) "Enjoy the greatest array of talent you've ever heard—or seen." This is for use wherever both TV and radio broadcasting facilities are available. It carries the slogan: "A Radio for Every One . . . Television at Every Home."

(3) "Listen, enjoy the world's greatest talent—with a new, finer radio—today." This is for use anywhere. It features both FM and AM and radio-phonograph receivers and carries the slogan: "A Radio for Every Room—a Radio for Everyone Everywhere."

Fellowship Awards Announced By Jolliffe

Award by the Radio Corporation of America of fourteen RCA Fellowships for the academic year 1949-50 to young scientists and graduate engineering students in various parts of the country was announced by Dr. C. B. Jolliffe, executive vice-president in charge of RCA Laboratories Division, Princeton, N. J.

Dr. Jolliffe, who is chairman of the RCA Education Committee, said the purpose of the fellowships is to encourage scientific training, particularly in radio-television and electronics, in accordance with an RCA scholarship Plan which has been in operation since July, 1945.

This year's award winners include eight graduate students selected by the RCA Fellowship Board of the National Research Council, two graduate students chosen for fellowships established at Cornell and Princeton Universities, and four engineering employees of RCA selected on a competitive basis by the RCA Education Committee.

PICTURE OF THE WEEK



Margaret Truman will make her only professional radio appearance of the season on the Amoco program to be broadcast from Carnegie Hall on Tuesday, December 20, over the ABC network. The President's daughter is shown above discussing the program details in the offices of James A. Davidson, her concert manager. Left to right are Mr. Davidson, Charles H. Wagner, president of the American Oil Company, Miss Truman and Robert Giles Swan, program producer.

FCC Won't OK Sale Of WHAS To Crosley

(Continued from Page 1)

AM duplication is so great that the Commission found it could not permit the transfer.

It was interesting that the opinion—unanimous, with Coy, Hyde and Sterling not participating—pointed out that the Crosley control of the two stations was 100 per cent. While it was not stated that a less than complete control would have meant a different ruling by the Commission, the possibility was left open.

As it was, the Commission found the control would be "so complete, the overlap areas and populations so vast, and the competitive service to the nighttime overlap area so restricted that it affirmatively appears that the public interest would not be served by the multiple ownership proposed."

Any other decision, the Commission said, would nullify "the Commission's long-established policy in favor of competition and against concentration of control."

Wedding Bells

Mary Anne Rosebury, secretary to Henry S. White, president of World Video, Inc. will marry Charles I. Leonard, son of Mr. and Mrs. Ralph B. Leonard of Pleasantville, New York, October first at Saint John's Episcopal Church, Pleasantville.

Cathode-Ray Tube-Sales Rose During 2nd Quarter

Washington—RMA on Friday reported that sales of cathode ray tubes for TV receivers rose to 777,054 tubes valued at \$23,123,698 in the second quarter, compared with 686,620 units valued at \$21,971,869 in the first quarter. A breakdown of the second quarter report shows 730,148 cathode ray tubes valued at \$21,769,427 were sold to equipment manufacturers and 42,299 units valued at \$1,279,009 were sold to users and distributors for renewal purposes. Sales to the U.S. Government and for export totalled 30 units valued at \$871 and 4,577 valued at \$74,391, respectively.

Sales of all types of cathode ray tubes, including oscillographs, camera pick-up tubes, etc., totalled 790,931 units valued at \$24,260,041 during the second quarter.

Receiver-type cathode ray tube sales in the first six months of this year amounted to 1,463,392 units valued at \$45,081,038 and sales of all types of cathode ray tubes totalled 1,511,667 units valued at \$47,363,876 during the same half year.

Dinah Shore Guesting

Dinah Shore will be the first guest star when Edgar Bergen and Charlie McCarthy launch their new series over the CBS network, Sunday, Oct. 2, 8:00-8:30 p.m., EST.

Pope Deal For WINS Reported Closed

(Continued from Page 1)

senting the Pope interests in the negotiations. Purchase price is said to be around \$750,000 with Pope acquiring an FM license as well as the AM outlet.

Sale of WINS would mean abandonment of the station's present commercial operations as an English language operation. The station has been building a reputation as an independent operation in the sports field since Crosley took over.

With the acquisition of WINS, Pope is expected to place the WHOM equipment up for sale. One prospective buyer is said to be the Journal of Jersey City, N. J. The Journal, according to reports, has been interested in establishing a radio station in Jersey City. WHOM's transmitter is located in Ridgewood Park, N. J., and the station maintains studios at 30 Journal Square in Jersey City.

Iowa Football Schedule To Be Carried By Regional

Iowa City—Ten Iowa radio stations will carry broadcasts of the University of Iowa's football games through the facilities of the Hawkeye Sports Network, fed from radio station KXIC in Iowa City, according to Gene Claussen, general manager of KXIC.

KXIC formed the network last fall and reports the following stations taking the 1949 games; WOC, Davenport, KROS, Clinton, KOKX, Keokuk, KCOG, Centerville, KWWL, Waterloo, KVFD, Fort Dodge, KICD, Spencer, KCOM, Sioux City and KSWI, Council Bluffs.

Claussen will again handle the play-by-play account and will be assisted by Herb Olson of KXIC in color and halftime interviews. The broadcast series started with the Iowa-UCLA game in Iowa City September 24th.

KXIC will feed the broadcasts of all nine Hawkeye games.

Jack Cleary Joins KFC&C As Radio Production Head

Jack Cleary, formerly executive producer for ABC, has joined Kaster, Farrell, Chesley & Clifford, New York, as head of the agency's radio production department.

Cleary will produce "Duffy's Tavern" as one of his new duties for KFC&C.

Langham Resigns

Roy Langham, national executive secretary of the Radio Writers Guild of the Authors League of America, Inc., has tendered his resignation effective January 1, 1950. His resignation has not been acted upon by the National Executive Committee or the National Council of the Guild.

Paige Leaves MBS For Intermountain

(Continued from Page 1)
a free lance director in Chicago. From there, he went into active station management at WSLB, Ogdensburg, N. Y.

He next assumed the duties of promotion director for the Cowles stations, moving eastward in 1944 coincident with the purchase of WHOM, WCOP and WOL by the Cowles interests. In 1945, Paige transferred his activities to WOL, Washington, and became Washington director and coordinator for Mutual. In 1946, he was promoted to director of special events and moved to New York. He became program manager of the network on December 1, 1948.

Joint Announcement Made

Paige's new appointment was announced simultaneously in New York by MBS and in Salt Lake City, Utah, by George C. Hatch, president of the Intermountain Network. Hatch stated: "The growth of the Intermountain Network to 21 stations serving the five western states of Utah, Idaho, Montana, Wyoming and Nevada has made mandatory the appointment of a top-flight network program and promotion executive. We feel particularly pleased in securing the services of Jack Paige, who has had outstanding success in western programs and promotion work during his long association with the Cowles stations including WNAX-Yankton, South Dakota and KRNT-Des Moines, Iowa. Mr. Paige couples with the western program experience several years of direction of network program operations in his recent work with the Mutual Broadcasting System in New York. This combination of network experience and western operation is ideally suited for the programming plans of the Intermountain Network. Mr. Paige will carry forward the network's plans for development of outstanding regional program originations and the completion of the extensive promotion facilities of the network."

Dr. Christian Renewed On Columbia Network

Chesebrough Mfg. Co., New York, has renewed "Dr. Christian" on the CBS network for another 52 weeks effective October 19. Long-run dramatic series, starring Jean Hersholt in the title role, is aired Wednesdays, 8:30-9:00 p.m., EST. Agency is McCann-Erickson, Inc.

Marshall To KNX

Appointment of Joseph K. Marshall as a KNX account executive has been announced by William D. Shaw, assistant sales manager for KNX and the Columbia Pacific Network. Marshall has been with CBS as an account executive at KCBS, San Francisco and also served with KYA, San Francisco, in a similar capacity.

★ THE WEEK IN RADIO ★

Gov't Court Actions Make Headlines

By AL JAEGBIN

AMONG the top news headlines on government court actions concerning the radio industry during the week were the Department of Justice anti-trust action against the Lorain, O., Journal because of its alleged anti-radio activities and the granting of an injunction in favor of ABC, NBC and CBS against the FCC's edict on giveaways.

The Lorain newspaper was charged with attempting to monopolize advertising by refusing to accept advertisements from firms who also use radio as a medium. This suit parallels the case (reported by RADIO DAILY on July 15) in which WEOL, Elyria, was granted an injunction against the City of Lorain on the charge that city officials had refused to permit the station's reporters to examine the public records at "reasonable times." . . . In contrast to the reported anti-radio attitude of the Lorain newspaper, a study published by Columbia University on "How To Increase Daily Newspaper Circulation" urged more intensive use of radio and TV to stimulate readership.

The granting of injunctions in both New York and Chicago against the FCC's edict on giveaway shows led to the decision by the Commission to postpone its ruling until the conclusion of the court tests. . . . If and when the FCC edict reaches the U. S. Supreme Court, it will be overruled, according to NAB president Justin Miller. He made that prediction at the 11th NAB District meeting in Minneapolis.

The fear of new government restrictions on broadcasting lessened with the decision of Schenley Distillers, Inc., to drop, for the time being at least, its "explorations" into stations' attitude on accepting liquor advertising. It had been felt in many quarters that the acceptance of liquor commercials would have prompted Congressional bans.

The NAB's director of public relations, Robert K. Richards, took exception to RADIO DAILY's stand against "off-the-record" district meetings, based on the belief that such censorship fails to excite interest among other broadcasters "in the potency of the NAB as a militant, driving force in behalf of the industry." Richards, on the other hand, suggested that district meetings are "private" discussions by "private" broadcasters.

News, as presented by radio, will be appraised by Erwin D. Canham of the Christian Science Monitor at the 1949 convention of the National Assn. of Radio News Directors, Hotel Commodore, Nov. 11, 12 and 13. . . . Radio news coverage of the opening of the U-N General Assembly was world wide in scope, with the United Nations Radio Division, the Armed Forces Radio Service, the Voice of America, the British Broadcasting Corp. and the French Broadcasting System keeping 36 shortwave trans-

mitters humming throughout the day on Tuesday.

The effectiveness of radio and the influence of its personalities on the public was demonstrated again on Monday when Eddie Cantor's appeal at a luncheon in behalf of the National Jewish Appeal brought in \$1,000,000 in checks. . . . Plans for another public service campaign, the Chicago Community Fund's 1949 campaign, received the "heartly" approval of 24 program managers of the Windy City's radio and TV stations. . . . According to a report released by the A. C. Nielsen Co., the statistics show that "AM radio still lives," that "there is no cause of hysteria" and that "it is much too early to shout radio is dead." . . . Details of an "outstandingly successful" radio campaign used by Schuneman's Department Store, St. Paul, Minn., were mailed to members of the Broadcast Advertising Bureau.

The Association of Independent Metropolitan Stations in Chicago discussed the possibilities of a concerted trade paper and direct mail campaign to tell its story to national advertisers and advertising agencies. . . . An NAB study pointed out that the highest ratios of operating expenses to gross income was found among stations doing less than \$50,000 a year while the lowest operating cost ratios were among those doing \$1,000,000 a year business. . . . The SEC reported that sales of RCA, including NBC, rose from \$303,261,000 in 1946 to \$386,940,000 in 1947 with profit volume and proportions also sharply increased. While CBS sales rose from \$67,115,000 to \$74,262,000, its operating profit dropped in proportion from 13.4 per cent to 12.3 per cent, although dollar volume rose from \$9,007,000 to \$9,132,000. . . . Another Government agency, the Bureau of Census, will release about the middle of 1951 the second nation-wide report on radio ownership and the first figures on television ownership along with its 1950 census. The Bureau's new director, Dr. Philip M. Hauser, told the New York Chapter of the American Marketing Assn. that the 1950 census will be of vast importance to both the manufacturing and marketing industries because of the additional data to be included in the 1950-51 reports.

Data released by Commissioner George E. Sterling at the annual convention of the National Assn. of Taxicab Owners at Buffalo, N. Y., pointed out that nearly \$30,000,000 has been invested so far for radio equipment by the taxicab industry. . . . A continued upturn was noted also in the sale of radio receivers in Canada during the month of June when total sales amounted to 63,400 units compared to 26,000 units in the same month of last year. . . . The inauguration of Canadian manufacturing operations was announced by the Emerson Radio and Phonograph Corp. of New York.

ASCAP Proposals OK'd By TV Group

(Continued from Page 1)
yet from Ascap membership, but this is expected shortly.

A special committee was named to seek an extension beyond the present October 1 deadline for negotiating an agreeable new set of rates per program rights. Included on the committee are Roger Clipp, WFIL, Philadelphia; C. Howard Lane, WJJD, Chicago; Nathan Lord, WAVE-TV, Louisville; Clair McCollough, WGAL-TV, Lancaster, Pa.; Dwight Martin, WLW, Cincinnati; G. Richard Shafto, WIS, Columbia, S. C.; Robert D. Swezey, WDSU, New Orleans; Eugene Thomas, WOIC, Washington, and C. Robert Thompson, WBEN, Buffalo.

Film Fees Discussed

The problem of additional fees for music in films—even though they might have been cleared with the producers—was also gone over. While it was generally believed that court decisions last year freeing movie theaters of obligations here would apply also to TV stations, it was agreed that the matter must be clarified with Ascap.

In addition to the members of the committee named above, the following were present Friday: Paul Adanti, WHEN, Syracuse, New York; Walter Compton, WTTG, Washington, D. C.; Thomas H. Belviso, NBC, New York; Lyle DeMoss, WOW, Omaha; John J. Boyle, WJAR, Providence; Everett Dillard, KOZY, Kansas City, Mo.; Julius F. Brauner, CBS, New York; Robert D. Enoch, KTOK, Oklahoma City; Frank V. Bremer, WATV, Newark, N. J.; Harold Fair, WHO, Des Moines; Mrs. A. Scott Bullitt, KING, Seattle; William Fay, WHAM-TV, Rochester; Herbert Cahan, WAAM, Baltimore; Harold E. Fellows, WEEL, Boston; John E. Fetzer, WKZO, Kalamazoo, Mich.; R. B. Cochrane, WMAR-TV, Baltimore; Frank U. Fletcher, WARL, Arlington, Va.; Robert L. Coe, WPIX, New York.

Additional Executives Attending

Also Walter Haase, WDR, Hartford; William S. Hedges, NBC, New York; Richard B. Rawls, ABC, New York; Sheldon B. Hickox, Jr., NBC, New York; Marshall Rosene, WSAZ-TV, Huntington, W. Va.; George E. Hughes, KPIX, San Francisco; Irving R. Rosenhaus, WATV, Newark, N. J.; Percy H. Russell, WGN, Chicago; Paul Spearman, KSTP, St. Paul, Minn.; Edwin J. McCrossin, DuMont, WJJD, New York; John W. Steen, WBZ, Boston; Joseph A. McDonald, ABC, New York; George Steffy, WNAC, Boston; Glenn Marshall, Jr., WMBR, Jacksonville, Fla.; Hubert Taft, Jr., WKRC-TV, Cincinnati; Paul A. O'Bryan, WSPD, Toledo, Ohio; Paul Peter, Consultant, WFMY-TV, Greensboro, N. C.; William E. Ware, KSWI, Council Bluffs, Iowa; R. W. Welpott, WGY, Schenectady, N. Y.; Glenn A. Wilkinson, KSL-TV, Salt Lake City, and Morton H. Wilner, WFIL, Philadelphia.

TELEVISION DAILY

Section of RADIO DAILY, Monday, September 26, 1949 — TELEVISION DAILY is fully protected by register and copyright

COLOR-TV HEARINGS OPEN TODAY

TELE TOPICS

OUTSTANDING FEATURE of the return of Olsen and Johnson to NBC this week was the vastly improved production, writing and camera work. While the hodge-podge of merriment moved along with the same reckless abandon as of old, the full-hour show had an entertainment pattern that gave Ole and Chic greater informality in their sight-and-sound burlesque. Highlights of the show were the parade entrance of the two comedians and Marty May's takeoff of civic leader Grover Whalen. June Johnson, Chic's photogenic daughter, cavorted about several hilarious scenes, and J. C. Olsen, Ole's dead-pan son, was a physical revelation in a misfit bathing suit. Dancers, comedians and a contortionist act blended perfectly in the pacing of the stanza. Two incidents marred the performance. One was the length of the Buick commercial and the other was the bad timing of the finale. Live plug for a new trick became boresome, while Ole and Chic's efforts to build a rip-roaring exit bogged down to an on-stage wait. . . . Produced by the Kudner agency, program directed by Edward F. Cline, with choreography by Bob Sidney, music by Charles Inford, scenery by Frederick Fox.

THE AUTHOR MEETS THE CRITICS, formerly on NBC, moves to ABC Monday, Oct. 3, 7:30-8 p. m. Audio portion will be recorded for airing on the radio's radio hookup at 6:30 the following Monday. John K. M. McCaffery will continue as moderator. First book to be discussed is Max Lerner's "Actions and Reactions," which will be defended by Raymond Walsh and attacked by Godfrey P. Schmidt. Program is a Martin Stone package. . . . Manning J. Post, president of Pyramid Productions, has signed John Reinhardt to produce and direct six of the 26 films Pyramid will make for General Television Enterprises, Inc., for airing by Procter & Gamble. Frank Wisbar was signed earlier this week to make 13 of the Pyramid pix. Production gets under way Oct. 3. . . . WOIC has sold WPIX's second 13-feature film package to Pledged Quality Laundries.

OUR COAST OPERATIVE informs that "Let There Be Stars," said to be the biggest budgeted sustainer out there, was a solid smash in its debut on ABC last week and appears certain to be snared by a sponsor. Produced by Leighton Brill and William Triz, show featured the introduction of "Tele-Parencies," a new screen device similar to motion picture ear-screen process shots. Web has acquired exclusive lease on the process in L. A. and may extend its hold to all affiliated stations. Donna Fargo, owner of the system, leaves for New York this week or parleys with ABC execs.

DuMont To Dedicate New Set Plant Today

Allen B. DuMont Laboratories, Inc., today will formally dedicate its new receiver assembly plant in East Paterson, N. J., said to be the largest and most modern plant of its kind in the world.

At full capacity, the new plant will produce one completed receiver every 22 seconds. Located on the former Wright Aeronautical plant 58 acre site, the plant was purchased from the War Assets Administration last December for \$1,350,000. It was converted to video at a cost of more than \$750,000.

Governor To Attend

Among the dignitaries attending today's ceremonies will be Dr. Lee De Forest, inventor of the three-element radio tube. Speakers will include Governor Alfred E. Driscoll, of New Jersey, Dr. DuMont and Leonard Cramer, vice-president of DuMont Labs.

A special hour-long program titled "The DuMont Story" will originate at the plant and will be carried by WOR-TV and a ten-city network.

Stork News

John Allan Kalmus, six pounds, three ounces, was born Sept. 22 at Woman's Hospital, N. Y., to Jane and Allan Kalmus. Father is TV manager of the NBC press department, and Mrs. Kalmus formerly was with the Hutchins agency and Carl Byoir. They have a daughter, Susan Jane, 2½.

WOR Sets Programs For Oct. 11 Debut

WOR-TV, New York's seventh video station, will begin programming over Channel 9 on Oct. 5 with the first game of the World Series. On Oct. 11 the station will launch regular evening programming, operating 20 hours weekly, 7 p. m. to 11 p. m., Tuesday through Saturday.

A breakdown of WOR-TV's programming shows a total of two and three-quarter hours devoted to musical-variety shows, two and a half hours to straight variety shows, one hour and 15 minutes weekly to comedy, and two hours to audience-participation quizzes. Eight and one-half hours are earmarked for sports coverage, two hours for forums and discussions, one half-hour for drama.

Several Shows Already Sold

Shows already sold include "The John Reed King Show," half-hour quiz aimed at female listeners, sponsored cross-the-board by Flagstaff Foods, through Weiss & Geller; Westchester County Center boxing bouts for Piels Beer, through Wm. Esty; a 15-minute sportscast Saturday nights by Stan Lomax, for La Primadora Cigars, through Pedlar & Ryan. Boxing cards at the Broadway Arena in Brooklyn also have been signed, according to the station.

Other programs scheduled include "Dinner At Sardi's," with Bill Slater; "The Barry Gray Show," and "The Old Knickerbocker Music Hall." WOR-TV has been operating on an "equipment test" basis since Aug. 14.

Will Be Followed By UHF & VHF Discussions

(Continued from Page 1)

slated to take up the first week, with cross examination by industry representatives following. After the color phase will come lengthy hearings on proposals by the FCC for utilization of the UHF bands and for re-allocation of the present frequency table to provide for a mingling of UHF and VHF service.

Many Groups Interested

Greatly concerned are numerous groups feeling that the FCC proposals will stifle the development of a UHF service because it will be more profitable for manufacturers of home receivers to concentrate their production on VHF sets. On the other hand, industry groups are anxious to win VHF channels for themselves even though they accept the principle of UHF frequencies.

Opening the hearing today will be the joint technical advisory committee, followed by RMA, RCA, CBS, Color Television, Inc., Dr. Charles Willard Geer, Philco, DuMont, and Chicago-Webster. Dr. Lee DeForest, inventor of the vacuum tube, may also be heard.

Dr. DeForest notified the FCC last week that he has applied for patents on color television developments. As yet the details of his findings have not been publicized.

Political Party Signs For Series On WNBT

In what is believed to be the first purchase of a series of television programs as a major campaign medium for a political candidate, the Republican-City Fusion Party has signed a contract with WNBT for six 15-minute programs titled "Campaign Issues," which will feature Oren Root, its candidate for the post of Borough President of Manhattan. The series will begin on Monday, October 3rd, at 6:45-7 p. m. and will continue each Monday thereafter through November 7th.

Statement By Metzner

After the contract signing, Charles M. Metzner, campaign chairman for Root, said, "The borough of Manhattan has almost two million population and it would be impossible to present our case and candidate in the manner we would like before all of them. Through the medium of television, we can have a personal visit with the whole family right in their own living room."

Contract was placed through J. Walter Thompson.

No Decision On Theater-TV By FCC For Several Months

Washington Bureau of RADIO DAILY

Washington—The FCC will make no final decision on the question of a national system of theater television until well into 1950, it was learned reliably here yesterday.

Pressure of more important issues on the Commission's agenda which require more immediate disposition was given as the primary reason for the delay. Foremost among these other problems are the allocation of frequencies in the UHF band and the question of color.

Disposition of the UHF space has top priority on the FCC schedule since numerous applications for new stations are being blocked by the lack of availability of bands in the

spectrum presently in use. Hearings on color start here next week to be followed immediately by an airing of the UHF allocations issue. When all of the data is in and added to the already voluminous information which the Commission has been gathering in recent months, it is expected that a minimum of six months will be required to adequately sift the arguments and render a decision.

It is believed that the Commission will take preliminary action on the movie industry's petition for channel space necessary for a national theater video system before the end of the year, at least to the extent of setting a date for hearings.

COAST-TO-COAST

Music Commentaries On WQQW

Washington, D. C.—Next Sunday, Patrick Hayes, concert impresario, will start a series of weekly commentaries on the world of music over stations WQQW and WQQW-FM. The program titled "Speaking of Music" is sponsored by the DuMont Television Co. and the Shrader Manufacturing Co. from 12:30 until 2:00 p.m. Hayes will feature guests and on next Sunday's program he will interview Howard Mitchell, conductor of the National Symphony Orchestra.

Classroom Education

Bloomington, Ind.—The "Indiana School of the Sky," produced by the Indiana University Department of Radio in cooperation with the State Department of Education, starts its third year on the air. This year the program will be used for classroom education far beyond the borders of the Hoosier State. The programs will be transcribed on magnetic tape and will be distributed to Minnesota's schools by Richard C. Brower, supervisor of the Minnesota Department of Education.

New Dramatic Series

Washington, D. C.—The Radio Artists Workshop will be heard for the next four weeks from 10:30 to 11 P.M. Wednesdays over WMAL, starting September 28. The Workshop, composed of the membership of the Washington local of the AFRA in cooperation with local AFM has produced eight radio dramas and has scheduled eight more. Jack Logan, manager of broadcast operations for WMAL, will act as director for the AFRA series of four plays. James B. Smiley will furnish the music.

KOOL Personnel Notes

Phoenix, Ariz.—The new voice on KOOL belongs to Warren Lynn Chandler, former KSFT writer, announcer, and newscaster. Lorraine Hall with return to the air Monday morning. KOOL may air "The Family Theatre" broadcast of September 21 (9:30) to commemorate the 168th anniversary of the city of Los Angeles. The story, titled "Queen of the Angels," will trace the growth of L. A. back to the founding of the mission of San Gabriel in September 1781. Leo Carrillo and Stephen McNally will be cast in the leading roles.

New Equipment for KRUL

Corvallis, Or.—C. W. Peck, manager of station KRUL, announces the purchase of new equipment consisting in the main of a new Gates control console, new Gates limiter and new Gray transcription arms, fitted with G. E. variable reluctance cartridges. The equipment will be installed under the supervision of KRUL's chief engineer, Jeff Evans, assisted by station engineers Mel Palder, Wayne Looke, Steve Evans, and Leo Roetz.

Prominent Speakers Set For 4-A Eastern Parley

(Continued from Page 1)

panel sessions—"Media," "Sales Promotion," and "Contact and Service." Speakers on "Media" will include Sylvester L. Weaver, NBC vice-president in charge of television; Harold S. Barnes, director of the ANPA Bureau of Advertising; William Gittinger, CBS vice-president in charge of network sales, and Frank Braucher, president, Magazine Advertising Bureau.

"Sales Promotion" speakers are Arthur H. Motley, publisher of "Parade Magazine"; Roland L. Welch, McCann-Erickson, Inc.; H. J. Deines, Fuller & Smith & Ross, Inc.; William E. Palmer, Benton & Bowles, Inc., and John S. Grier, Young & Rubicam, Inc.

"Contact and Service" speakers: A. C. Nielsen, president, A. C. Nielsen Co.; Q. F. Walker, R. H. Macy & Co., and Louis H. Bean, U. S. Dept. of Agriculture.

North American Philips Names Reed, McNicholas

Pieter van den Berg, president of North American Philips, has announced the appointment of T. James Reed as plant manager and M. J. McNicholas as purchasing agent at the firm's Dobbs Ferry, N. Y. plant. Both appointments are effective Oct. 1, and coincide with the start of a re-equipment program to increase production of television projection systems, picture tubes and components at Dobbs Ferry, van der Berg said.

Reed, a veteran of almost 30 years in the electronic field, comes to North American Philips from Westinghouse. He has also been associated with RCA manufacturing operations. McNicholas joined Philips in 1941, after 14 years' service with Fada Radio and Electric Corp. and three years with Bendix Home Appliances.

Navy Recruiting Series Based On Bambino's Life

A new transcribed program series on behalf of the Navy's recruiting service, "The Adventures of Babe Ruth," will be aired by WNEW, New York, each Sunday, 8-8:15 p.m., starting Oct. 2.

The show is built around dramatized highlights in the career of the great ballplayer. Frank Cooper Associates transcribes the series for the Navy.

Gets WNAX Sales Post

Yankton, S. D.—WNAX has named Arden E. Swisher as district sales representative with offices in the WNAX studios in Sioux City, Iowa. Swisher was sales promotion manager of WNAX in 1940-41. After a tour of duty with the U. S. Navy he joined the sales staff of KRNT in Des Moines. He returns to WNAX in Sioux City after a year and a half as commercial manager of WOL, Washington, D. C.

N. Y. FM Station Extending Schedule

WABF (New York FM station) will extend its present Sunday 5 p.m. to midnight schedule to 12 noon-12 midnight, beginning Oct. 2, and plans to extend its Monday-through-Saturday air times at a later date because of recent sponsorship additions, it was announced yesterday by Ira A. Hirschmann, president.

Included in the roster of new business at WABF was Allen B. DuMont Laboratories, Inc., which signed for the Saturday 6 p.m.-midnight recorded music program. Lafayette Radio extended its one-hour sponsorship on Monday nights to a three-hour period, 6-9 p.m. Cinema Sixteen Co. and the publisher of the magazine, "In Fact," each purchased a series of spot announcements to be aired throughout the week.

In commenting to RADIO DAILY about the station's extension of time on Sundays, Hirschmann said: "If business continues at its present rapid rate, we plan to extend our weekday air time also." He pointed out, however, that no definite plans have been worked out yet.

PROMOTION

Circus Tieup

Crowds gathered to see the WGAY elephant parade which marched down Silver Spring, Maryland main thoroughfare last week. A deal promoted by general manager Joe Brechner with Hun Brothers' Circus, and the local Civitan Club which sponsored the show, four elephants wearing signs with the names Winnie, Gay, Alice, and Yvonne painted on them were led by four WGAY personalities through Silver Spring's business district to the delight of thousands of shoppers and others who came to see the fun. In addition to the elephants, the other paraders were Ernie Tanner, WGAY morning man, Chuck Duane, sports director, Big Brother Bill Mayhugh, and Don Owens.

Guinan Joins WSCR

Scranton, Pa.—Jack Guinan will join the other mikemen at WSCR concentrating his talents on news special events and local program production.

the nation's most

distinguished flight



"The Hollywood"

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

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

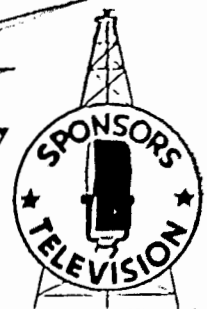
"The Hollywood" leaves at 12 noon and arrives in Los Angeles at 7:55 p. m. Only one stop en route—at Chicago. Another onestop DC-6 Mainliner 300 flight at 9 p. m.

UNITED AIR LINES



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 48, NO. 61

NEW YORK, TUESDAY, SEPTEMBER 27, 1949

TEN CENTS

RMA TAKES STAND ON COLOR TV ISSUE

Calls CBC Competition To Private Operations

Montreal—T. J. Allard, general manager of the Canadian Association of Broadcasters, said the Canadian Broadcasting Corporation was competitor and regulator at the same time of the community stations.

Speaking at a meeting of the Northmount Lions Club, he said the CBC was "complainant, prosecutor, judge, jury and hangman all in the same operation."

The CBC operates 12 stations of its own "located strategically in or near major centers of population, or" (Continued on Page 5)

Acquires Movie Rights For "Queen For A Day"

West Coast Bureau of RADIO DAILY
Hollywood—Robert Stillman yesterday acquired screen rights to the popular radio program, "Queen for a Day," under a deal made with the Raymond R. Morgan Advertising Co. which owns the show played by 6540 stations. "Queen for a Day" is one of three pictures now in preparation for major company release by Robert Stillman Productions.

More Servicemen Needed, RMA Official Declares

Fifty thousand more technicians will be needed by 1956 to service and repair video sets, at the present rate of set purchase, an RMA official has estimated.

R. C. Sprague, chairman of the RMA Town Meeting Committee, based his statement on a calculation that 24,000,000 television sets will (Continued on Page 2)

Public Service
Pittsfield, Mass.—Ted Holmes, night announcer at WBRK in the Berkshires, received a call the other night from the police that an unidentified plane was circling the airport in distress. Holmes broke into his local program to ask all available motorists to head for the airport to light the runways with their headlights. Five minutes later, he repeated the request—and scores of cars answered the request.

Admiral, Air King Allocate Dealers

The prospect of a serious shortage of video sets because of the increased demand cued by the upcoming World Series has led the Admiral Corp. and Air King to place their Metropolitan New York dealers on an allocation basis. RCA, Philco, and Emerson dealers were already on allocation.

T. J. Hodgins, general manager of Admiral, New York local factory (Continued on Page 7)

Helen Hayes Will Rest Before Returning On CBS

Helen Hayes will delay her return in the CBS Sunday series, "Electric Theater," for a few weeks, the network announced yesterday. Mary MacArthur, 19-year-old daughter of Miss Hayes and Charles MacArthur, died suddenly in New York last week.

Meanwhile, "Meet Corliss Archer," (Continued on Page 4)

Witnesses At FCC Hearing Ask Delay In Commercial Grant To Color TV; Seeking Monochrome Expansion

Nielsen Co. To Issue 4 Ratings Per Month

The A. C. Nielsen Co. has announced the stepping-up of its ratings to a four-weeks-per-month frequency, a move characterized by the firm as "a major blow to its competitors in the radio ratings field."

Said A. C. Nielsen, president, in an official communique: "One of the major specifications of the ideal pro- (Continued on Page 2)

Olsen & Johnson Lead August TV Web Hooper

Olsen and Johnson's "Fireball Fun for All" led the first five network tele-ratings of Hooper for the month of August, according to figures announced yesterday by C. E. Hooper. The Olsen and Johnson show had a (Continued on Page 2)

Pabst Beer Sponsoring Giant Football On WMGM

Pabst Blue Ribbon Beer is sponsoring broadcasts of 12 New York Giants pro football games over WMGM, New York. The initial game on the schedule, with the Steelers at (Continued on Page 4)

Washington Bureau of RADIO DAILY
Washington—Enthusiastic predictions regarding color TV were doused with cold water yesterday by spokesmen for the Radio Manufacturers Association and the joint technical advisory committee of RMA and the Institute of Radio Engineers. Opening the chips-down FCC (Continued on Page 5)

Newspaper To Fight Anti-Trust Charges

Cleveland—Plans to fight the government's charges that the Lorain Journal company, Lorain, Ohio, had conspired to injure a competing radio station, were announced yesterday by Samuel A. Horvitz, company president, and one of the four officers named in the suit. First hearing of the anti-trust civil action will be held November 15 (Continued on Page 5)

Quality Control Group Is Formed By Institute

The Institute of Radio Engineers has announced the formation of a Professional Group of Quality Control, with R. F. Rollman, of the Quality Control Section, Allen B. DuMont Labs., as chairman. Other officers elected at the ini- (Continued on Page 2)

Dedicate New DuMont Plant With Special TV Ceremonies

East Paterson, N. J.—"It will be many years before color television will be ready for the public" based on the fact that color-TV is only 22 years old in development compared to a history of 62 years in the research of black and white, Dr. Allen B. DuMont, president of Allen B. DuMont Laboratories Inc., told a gathering of some 2,500 persons attending the opening of the com-

pany's new assembly plant here yesterday afternoon. At the dedication of what was described as "the world's largest and most modern television assembly plant," capable of turning out one TV set every 22 seconds or 10,000 units per week, Dr. DuMont advocated a minimum of four stations in each area in order to give the pub- (Continued on Page 7)

Competition?
The new York Central railroad which pays part of the bill for sponsorship of "The Railroad Hour" on NBC has its own concept of commercial radio through the use of wired music at Grand Central station. Railroad recently inaugurated wired music with speakers located in commuter sections of the station, plugging beer and headache remedies.

Observer
NBC's "Voice of Firestone," simulcast Monday nights on network and video, has its final rehearsal each Monday morning. Yesterday, during the appearance of Helen Traubel, and the previous Monday, when Eleanor Steber was the visiting soprano, an observer at the rehearsal was Margaret Truman, who has just signed for radio and concerts.



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

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Phone: Riverside 5491
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Dallas, Texas
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FINANCIAL (September 26)

Table with columns: High, Low, Close, Net Chg. Rows include ABC, Admiral Corp., Am. Tel. & Tel., CBS A, Philco, RCA Common, Stewart-Warner, Westinghouse, Westinghouse pfd., Zenith Radio, NEW YORK CURB EXCHANGE, OVER THE COUNTER.

Golden Takes WTTT Post
Dave Golden, formerly public relations director of WPAT, Patterson, N. J., recently accepted the post as sales manager of WTTT, independent station at Coral Gables, Fla.

Advertisement for WIBW featuring a map of Kansas and the slogan 'SALES MAGIC in the "/>

COMING AND GOING

JO DINE, director of the press department at NBC, is back at his desk following a two-week vacation.
HENRY GROSSMAN, Columbia network director of plant and construction, has returned from Hollywood, where he spent four days, during which he attended the premiere of the Ed Wynn television show.
JULIAN ANTHONY, whose early-morning newscasts are heard on WJZ, will enjoy a brief vacation this Saturday and Sunday, during which time his shoes will be filled by Gordon Fraser.
HELENE SCHUCK, of the press department at NBC, is enjoying the autumnal vistas of the Vermont and New Hampshire hills.
HORACE HEIDT, whose Philip Morris program is heard over CBS, this week invaded Texas on the first of a series of traveling engagements that will cover more than 50 cities in 17 states within the next two months to promote his "Original Youth Opportunity Program."

DONALD M. MERSEREAU, general manager of RADIO DAILY, is en route to Hollywood. He's scheduled to arrive Sept. 30, and plans to stay about a month.
ROBERT HELLER, executive producer at CBS, is back on the job after having spent four weeks in Massachusetts.
RICHARD HARKNESS, Washington news analyst of NBC, accompanied by MRS. HARKNESS, left yesterday aboard the Cunarder "Mauretania" for a five-week visit to Europe. He'll visit England, Germany, France, Italy and Greece. During his absence his Tuesday and Thursday programs will feature Earl Godwin.
BARRY MANSFIELD, art director of WAAM-TV, Baltimore, today will return to the station after having been in Cherry Grove, L. I., to design scenery for a special charity revue.
MARIE WILSON, actress, and HAL WALLIS, producer, of the film "My Friend Irma," based on the radio program, have arrived in New York by plane to attend the premiere of the picture.

More Servicemen Needed, RMA Official Declares

(Continued from Page 1)
be in use by that date. He said that 40,000 technicians are now occupied in servicing the 80,000,000 to 90,000,000 radio sets and the 2,350,000 video sets now in use.
Sprague spoke at a preview showing in New York of film shorts prepared jointly by RMA and TBA, which are aimed at teaching TV set owners how to use their sets properly, and thus minimize service calls. The films are being offered free of charge to all television stations.

Quality Control Group Is Formed by Institute

(Continued from Page 1)
tial administrative committee meeting in New York last week were: B. Hecht, manager, Quality Control Section, International Resistance Co., vice-chairman; Dr. Victor Wouk, chief engineer, Beta Electric Corp., secretary-treasurer.
Major interest of the group is "quality control of components and entire systems in the fields of radio, communication, television, electronics, and allied subjects."

Crampton Does RCA Staff

Bill Crampton, former agency and station executive of Toronto, Can., has been named public relations director of the RCA Exhibition Hall at Radio City. Crampton did photographic publicity for the Canadian Broadcasting Corporation and also did script writing and promotional work for Canadian stations.

Charles Mencher
Charles Mencher, 50 years old, senior clerk for the Federal Communications Commission in New York, died suddenly yesterday from a heart attack. Funeral services will be held tomorrow at 1 p.m., from the Westminister Funeral Home, 1153 Coney Island Avenue, Brooklyn, N. Y.

Olsen & Johnson Lead August TV Web Ratings

(Continued from Page 1)
rating of 42.9 for 33 NBC-TV cities; "Stop The Music" was second with 35.0 for 11 ABC cities; Arthur Godfrey and his Friends, third with 28.5 for 33 CBS-TV cities; Original Amateur Hour, fourth with 27.4 for 16 DuMont cities, and Kraft Theater, fifth with 26.2 in 15 NBC-television cities.

Nielsen Co. To Issue 4 Ratings Per Month

(Continued from Page 1)
gram ratings service, as prescribed by the Kobak-Elder-Brophy Committee appointed by the radio industry, was that measurements should cover all broadcasts of a program, not merely one or two weeks out of four.
"While Nielsen Audimeters have always recorded all four weeks, actual conversion of all this information into the form of weekly ratings became financially practicable only on successful completion of certain new developments in the field of automatic tabulation and computation."
Get "Blue" and "Red" Reports
As a result, he went on, NRI subscribers will now get, "for a small optional surcharge," the new blue-covered "Extra-Week Nielsen Ratings" covering all evening and weekend programs, in addition to the red-covered reports for all network programs two weeks each month. The net gain from the added service, according to Nielsen, will be: "sounder decisions . . . earlier decisions . . . guest stars and other special features may be appraised, almost irrespective of date of broadcast. . . ."

Large advertisement for W-I-T-H (With) featuring a photo of two polar bears and the slogan 'The battle's on! WITH BALTIMORE, MARYLAND Tom Tinsley, President • Represented by Headley-Reed'



Plenty of VITAMIN "SEE" in Cincinnati

(Dayton & Columbus, too!)

Yes, the "eyes have it" in Cincinnati. It's a RED HOT television town. Take a look at these figures reported in the six-city Telepulse for August, 1949:

Average ¼ Hour TV Sets-In-Use (12 Noon—12 Midnight)

City	August 1-7	July
CINCINNATI	30.4%	23.7%
New York	21.8	20.8
Philadelphia	21.7	19.5
Chicago	20.1	18.9

Now, *another* shot of vitamins has been added in the three cities with all new star-studded daytime programs, starting at 11:30 AM daily and featuring the million dollar WLW-Television talent staff.

More vitamins: All three Crosley TV stations—WLW-T, Cincinnati; WLW-D, Dayton; and WLW-C, Columbus—also began carrying the full NBC television network schedule on September 25th—LIVE—via cable and our own microwave facilities.

For a healthy sales prescription, contact your nearest WLW Sales Office.

* RUTH LYONS Mid-West's
Greatest Showman



TELEVISION SERVICE OF THE NATION'S STATION
Crosley Broadcasting Corporation

CHICAGO

By HAL TATE

"LEAHY OF NOTRE DAME," a 15-minute program starring the distinguished football coach, is being presented over WGN on Fridays, from 7 to 7:15. The program is produced by Green and Associates, Chicago. It consists of forecasts, guest interviews, and analyses of football strategy. Outstanding stars of this season and famous oldtimers will appear on the program.

Return of striking typographical union members to the composing rooms of five major Chicago newspapers, after a 22-month strike, was covered by NBC television cameras on the Camel News telecast. Special films were taken in the Chicago Herald-American composing room, as publisher Worth C. Courtney removed a cover from the first linotype machine, and the printers sat down at the keyboards for the first time in two years.

The addition of Pat Murphy to the NBC Chicago program staff, as a production-director, was announced by Homer Heck, central division manager. He replaces Melvin (Bob) Wamboldt, recently transferred to New York.

Audio & Video Corp. Promotes Two, Adds 5

Election of Russell O. Hudson as vice-president in charge of sales of Audio & Video Products Corp. and W. Oliver Summerlin as vice-president in charge of engineering was announced yesterday by Charles E. Rynd, president.

Hudson joined Audio-Video a year ago as sales manager, and previously headed the sales-service and recording departments of ABC in Hollywood. Summerlin, formerly chief recording engineer for Capitol Records, joined Audio-Video in February as chief engineer.

Rynd also announced the following additions to the corporation's staff: Kenneth B. Boothe, formerly with the United Nations, as Eastern sales representative; James Stacey, formerly free-lance production man, as tape editor and recording technician; Richard S. Rynd, formerly with Sperry Gyroscope, as office manager; Thomas J. Merson and Edwin Liberg, both formerly with RCA Labs., as design and maintenance engineers.

Honored

Ralph Weil, president of WOV, New York Italian language station, was honored the past week when he was the recipient of the Star of the Order of Italian Solidarity. The presentation was made at the Consulate General of the Republic of Italy as a tribute to the Italian broadcasting service of WOV.



California Commentary...!

• • • The past week was a busy week in television in Hollywood. ABC made its video debut, hiking the number of local channels to seven. The big event has been covered in the news columns but the echoes are still being heard. . . . Ed Wynn made his bow Thursday night amid all the glamor that Hollywood could toss and that's saying plenty. CBS not only rolled out the velvet carpet for the event but just about turned the town inside out. According to the best reports, the Wynn show represents approximately 75 jobs and a weekly operating outlay of \$15,000. On this score, let's quote Richard Miller of the Chamber of Commerce television committee: "The \$15,000 budgeted for the weekly Wynn show on CBS and KTTV is only a part of the measurement of television's economic significance. In addition, some \$50,000 has been expended by CBS in special preparation, extra rehearsals, preview film recordings and promotion. Many other indirect costs, such as \$125,000 worth of film recording equipment and rental on studios for radio shows moved elsewhere in the changeover to television, make TV production an impressive business in dollar circulation."

• • • Joe Morhaim has joined NBC as trade news editor. He formerly was with United Press in Los Angeles, covering the Hollywood scene. . . . Edgar Bergen will do a full hour show when he bows over CBS on Oct. 2. However, only the studio audience will get the benefit of the extra half-hour, either before or after the air show. . . . A new television studio—for film, that is—opened last week. M. A. Lewis, prominent local investment broker and realtor, opened his Sunset Studios across from the old Fox lot, with 25,000 square feet and four sound stages. . . . Peggy Ryan and Ray McDonald made their first radio guest visit since leaving Hollywood for a tour of England when they appeared on the Bebe Daniels-Ben Lyon airshow on BBC last weekend. . . . Allan Jones and Agent Eddie Sherman are talking a deal with Jack Chertok to place the Jones television series on film because of Jones' bookings outside of Hollywood. Jones' TV programs are scheduled to begin in November. . . . The press junket of Warner Bros. on the USS Valley Forge for "Task Force" was short-waved around the globe through the facilities of the Armed Forces Radio Service.

• • • Dorothy Allsup Sanders, formerly community service director for WHIO in Dayton, has been named director of radio and television for the Los Angeles chapter of the American Red Cross. . . . Lou Lewyn, who has been producing pictures since the early 1920's, has been appointed production consultant for KLAC-TV. Lewyn recently produced a video film version of the Jerry Colonna show with Leroy Prinz. . . . New television production company out here is Herald Productions, formed by Noel Madison and his wife, in association with Mr. and Mrs. Tim Huntley. . . . Believe it or not, but Don Lee's KTSL will be 19 years old in December, making it the oldest television station in the USA. . . . And the station hopes to be able to switch from Mt. Lee to Mt. Wilson by December. . . .

Welter Bout On ABC

ABC will broadcast the bout between welterweight contenders Beau Jack and Johnny Bratton on Friday, starting at 10:30 p.m., as part of the Gillette Safety Razor Company's "Cavalcade of Sports." Don Dunphy and Bill Corum will be at ringside in Chicago Stadium.

'Rabbit' In Production

Jerry Fairbanks Productions has begun fullscale production of "Crusader Rabbit," a daily five-minute show on film, designed for youngsters. Television Arts Production is doing the animation, with editing, narration, voice dubbing and scoring handled at the Fairbanks studio.

SOUTHWEST

MAURICE B. MITCHELL of NAE was the principal speaker of a special luncheon meeting honoring KADA, ABC and Oklahoma Network affiliate in Ada, Oklahoma Luncheon, in the Aldridge Hotel ballroom, marked the city wide celebration of KADA's fifteenth year of service to the market area served by that city.

Head football coaches of the team in the Southwest Conference appeared in a special pre-season Football Preview on KFJZ and the Texas State Network. Produced by Harry Thompson, program featured the pre-season statements of coaches Matty Bell, SMU, Dutch Myer of TCU, Blair Cherry, University of Texas, Harry Stitler of Texas A&M, Jeff Neely of Rice Institute, Bol Woodruff of Baylor and John Barnhill of Arkansas University.

Pabst Beer Sponsoring Giant Football On WMGM

(Continued from Page 1)
Pittsburgh, was aired Sunday by transcription.

Marty Glickman and Harold Holt handle the play-by-play and color Warwick and Legler, Inc. is the Pabst agency.

WMGM is also covering the full 1949 Army schedule of nine games with Ted Husing and Walter Kennedy at the microphone. The first game in this series, with Davidson College, was aired last Saturday.

Helen Hayes Will Rest Before Returning On CBS

(Continued from Page 1)
summer substitute for "Electric Theater," will continue in the 9-9:30 p.m. Sunday spot until the latter program resumes, probably in late October.

WEVD

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Witnesses At Hearing On Color TV Oppose Commercial Grant By FCC

(Continued from Page 1)

Hearing on color TV, they urged the Commission to leave the door open for color—but to sound the starting gun for monochrome right away, with color still on the leash.

These sentiments were expressed on the stand by Donald Fink, editor of Electronics Magazine and representative of the joint technical advisory committee of the RMA and the IRE, also by Raymond C. Cosgrove, president of the RMA, in a statement issued to the press.

Statement By Cosgrove

"No system has been proved by tests to be ready for commercial use," said RMA President Raymond C. Cosgrove. "Therefore, no standards should be adopted by the Commission at this time. It is our view that if standards are established now, the experimentation necessary to develop systems and the testing necessary to prove their acceptability as a permanent service for the public would be prematurely shut off. The results would be disastrous to the public and the entire television industry."

Speaking for JTAC, editor Donald Fink of Electronics magazine called for the Commission to adopt an allocation table for black and white TV on proposed VHF and UHF bands and then to dig into the color problem to see if a suitable six-megacycle system adaptable to the monochrome equipment is at hand. When such a system is found, he said, the Commission can call a hearing during which spokesmen for the entire industry can go over the problems. Before adopting standards, however, at least six months of public field testing should be held, Fink added.

In the event this does not work out successfully, he said, the Commission should be certain it has left spectrum space for the development of a non-compatible system.

No Evaluation of Systems

JTAC, he said, cannot comment on the various color TV systems advanced by RCA, CBS, color television, and others.

Another strong pitch against adoption of standards for color now will come later this week from DuMont, which finds that so far color demonstrations have not shown that the systems advanced can be employed successfully with remote or teletranscription equipment and that the whole picture as regards reception of color transmission by black and white sets is still uncertain. As

for adapters, DuMont says the whole picture there is completely befogged.

Regards Receivers 'Complicated'

Cosgrove said that "color receivers will be far more complicated and, therefore, will be more costly than black and white receivers. We are interested in having as large a market for all kinds of television receivers as possible. We should not be limited to the luxury market. We want to be able to sell, and we believe the consuming public is entitled to the right to purchase, if they so desire, a less costly television receiver which will receive all transmissions, whether in color or black and white only.



Cosgrove

Sees 'Grave Injury'

"If the non-compatible color principle is standardized as a result of these hearings, we believe that grave injury will be done to the public and to the television industry in all of its phases. The existing set owner will have to go to the expense and inconvenience of having a serviceman alter his set, or install an adapter. Even with this change, according to the report of our engineering committee, the black and white picture of a color transmission which he will thereafter be able to receive will be inferior in quality to the black and white picture which he now receives. If the non-compatible principle is approved, the confidence of the public in the television manufacturing industry will suffer severely and so will the confidence of the public in the Commission.

Might Affect Business

"The potentialities of a television station also will be immediately and materially reduced. Advertisers will reduce their expenditures for television programs. The ensuing situation is liable to start a downward spiral which will feed upon itself and will severely injure the entire industry. Television broadcasters today, almost without exception are losing money. They continue operations only because they are looking to the future. Substantial progress now is being made in the entire industry as more sets are sold and programs improve.

Fears Limited Audience

"If this trend is reversed by the adoption of the non-compatible principle, many of the stations now on the air will be forced out of business. It has been proven in our industry that converters, adapters, etc., are not purchased by many receiver owners. Therefore, if the color system is not compatible, the

audience of a station transmitting color will be severely limited. The progress of color television will be materially hampered. Thus, we urge you to make compatibility the corner stone of any standards you adopt so that color television will be commercially feasible and color will have a healthy and rapid growth once you have issued standards for its operation."

Sees Billion Dollar Market

Cosgrove said the present investment of the public in TV sets is about \$700 million, with an increase to one billion dollars in prospect by the end of the year. "These figures must not be overlooked."

Both witnesses stressed the importance of a basic decision by the FCC that "any method approved in the future (for color TV) include the requirement of compatibility."

Any system to be accepted by the Commission, they said, must safeguard the public in that "the millions of receivers now in the hands of the public, and which they will continue to purchase, will be able, without any extra cost or inconvenience, to receive in black and white, all programs transmitted over the air."

The thought was advanced that there might always be a dual system so long as color sets are more expensive. So long as the color transmissions are to be received either in full color or in black and white, however, that is not a concern for the FCC.

Urges Lifting of Freeze

Cosgrove also called for prompt removal of the freeze on VHF and UHF. He argued that "adoption of compatibility as a requirement for color television would remove the major reason for keeping UHF frequencies frozen. We urge you to make UHF available and this can be done if you adopt compatibility as a key principle for color television. The technical reasons for keeping VHF frozen have been removed and these frequencies can be made available immediately. If both frequency bands are made available promptly, a really national television system will be possible.

Commissioner Robert F. Jones started to deliver yesterday on his pledge that he will be untiring in his questioning on the subject of color. He insisted upon examining every statement in the presentations by the witness which might bear upon color and the early promulgation of standards for color.

Both Eager For Color

Both JTCA and RMA insisted that they are anxious for color as soon as possible, "provided the millions who bought their existing sets in good faith are protected and there is no betrayal of future millions who look to this industry to give them the best possible service."

Calls CBC Competition To Private Operations

(Continued from Page 1)

said Mr. Allard. "It has a complete monopoly by its own regulations on network or chain broadcasts and it writes, interprets and enforces the regulations under which the community stations must operate."

He claimed the CBC had the power "to add your station to its networks if it wishes."

He said the privately-owned stations had been petitioning the Parliamentary Radio Committee and other authorities for a separate regulatory body for several years. "We believe some measure of public licensing and regulation of broadcasting is essential in the public interest, but we maintain that such regulation should not be exercised by our competitor but by a body not connected with anyone in the broadcasting field."

He stressed that the community stations were not asking for the destruction of the CBC as an operating body. "We would welcome competition on fair and equal terms," he said.

"We have so frequently been told the price of liberty is eternal vigilance. True as this might be, I would like to suggest that the real value of freedom, and its last safeguard, rests in individual responsibility. I believe that unless each of us recognizes his own responsibility as individual, we might as well bid a farewell to freedom," he said. Mr. Allard pointed out that the modern emphasis on groups over the individual was the real threat of communism.

Newspaper To Fight Anti-Trust Charges

(Continued from Page 1)

before United States District Judge Emerich B. Freed. The hearing will concern an injunction requiring the Journal to publish advertising from persons who advertise in the Lorain Sunday News and over radio stations WEOL and WEOL-FM in Elyria.

It is charged that the defendants have refused to publish advertisements from persons or firms advertising in either the Sunday newspaper or on the radio stations.

Magnus Joins WWRL

John Magnus, formerly an announcer at WICC, Bridgeport, and WRNB, New Britain, has joined the announcing staff of WWRL, New York.

A Technical Team

A present chief engineer and engineer capable of some announcing. Experienced in all phases of construction and operation. AM and FM to 50 KW. Looking for new desirable connection. Write RADIO DAILY, Box 272, 1501 Broadway, New York City.

3-ROOM APARTMENT. \$90 UNFURNISHED. EAST 51st STREET. NEWLY DECORATED. SUITABLE SOMEONE RADIO OR THEATER. FURNITURE, \$2,000. AVAILABLE IMMEDIATELY. CALL PLAZA 9-4535, 11 a.m. to 3 p.m.



RCA scientists develop new *direct-reading* Loran instrument which simplifies problems of navigation.

The homing pigeon goes to sea

Now science gives the navigator an improved "homing pigeon instinct," a way which—without checking the sun or the stars—he can head his ship directly home.

Already thoroughly proved, *Loran equipment* has been simplified through RCA research and engineering, so that almost anyone can learn to use it in a few minutes. Free of human error, readings appear *directly* on the instrument. A quick check gives position.

Brain of this Loran system is a circuit

developed at RCA Laboratories which splits seconds into millions of parts—and accurately measures the difference in the time it takes a pair of radio signals to travel from shore to ship.

Given this information, the navigator, hundreds of miles from shore, can determine his position quickly and accurately. Loran's simplicity adapts it to every type of vessel from merchant ship to yacht. Manufactured by Radiomarine Corporation of America, a service of RCA, it is already being installed in U. S. Coast Guard rescue ships.

The meaning of RCA research

RCA's contribution to the development of this new direct-reading Loran is another example of the continued leadership in science and engineering which adds *value beyond price* to any product or service of RCA.

* * *

The newest advances in television, radio, and electronics can be seen in action at RCA Exhibition Hall, 36 West 49th St., N. Y. Admission is free. Radio Corporation of America, RCA Building, Radio City, N. Y. 20.



RADIO CORPORATION of AMERICA

World Leader in Radio — First in Television

TELEVISION DAILY

Section of RADIO DAILY, Tuesday, September 27, 1949 — TELEVISION DAILY is fully protected by register and copyright

DuMONT EXPANSION DRAMATIZED

TELE TOPICS

CBS CAMERMEN covering the Dodgers-Phillies game at Ebbet's Field Sunday came up with one dramatic shot which offset the fluff when they failed to catch the base-running confusion which involved Miksis being caught off second. The dramatic eyeful was Pee-wee Reese—No. 1 and captain of the Dodger team, dejectedly entering the dugout exit as the last man of the Brooklyn squad after the 5-3 drubbing in the hands of the Phils. It had been "Pee-wee Reese Day" and the Dodger player had received many gifts.

ONLY GOOD NEWS to come out of Ebbet's Field Sunday was Connie Desmond's announcement that Shaeffer Beer would again be television sponsor of the Dodger home games during the 1950 season. The announcement was made during the progress of the game and set to forest rumors that Branch Rickey would bar TV from the Brooklyn park next season.

APPENDING THE HOPE that it isn't putting a whammy on the Series ambitions of the New York Yankees, ABC announces that it will present a "World Series Hero" on "Celebrity Time," 9 p. m., Oct. 2—two days before the first Series game. Said hero is Tommy Henrich, who will team with Minerva Pious—Mrs. Nussbaum—in swapping repartee with Ilka Chase and John Daly. (Casey Stengel please note this vote of confidence by ABC). . . . Initial trade showing of the Animation-TV projector process developed by Toy Television Corp. will be held in RCA's Johnny Victor Theater, 40 West 49th St., New York, on Wednesday at 11 a. m.

CINCINNATI TELEVIEWERS had a choice of baseball or football on Sunday, through the courtesy of WCPO-TV. The station arranged for another local outlet, WKRC-TV, to carry a National Pro League grid clash while WCPO-TV itself presented the Cincinnati Reds' double-header, plus highlights of three other crucial major league games, as a public service. . . . Philip L. Worcester has been appointed program and production manager of WNBK, Cleveland. He joined the station in September, 1948.

TELEVISION FEATURES, INC., has completed a series of film commercials for Kenyon & Eckhardt on Mercury-Ford automobiles. William Van Praag, production head of the concern, said that one-minute, 30-second and 29-second spots would be issued for television use next week. Also, 1½-minute spots will be used on Ed Sullivan's "Toast of the Town" program.

Founder Of Passaic Plant Recounts Story Of Video's Great Strides, And Forecasts A New Era Of Sight-And-Sound Development

(Continued from Page 1)

lic full benefits of television and to avoid monopoly in the broadcasting field.

The hour-long tour through the new DuMont plant and the dedication with speeches, which followed, were televised by a 10-station hook-up, 3-4:30 p. m., EST. WOR-TV, the Mutual outlet which will go on the air officially on Oct. 5th with the World Series and will begin regular nighttime programming on Oct. 11, carried the complete show in the New York area. DuMont's New York station, WABD, was occupied during the afternoon in the telecast of the baseball game from the Yankee Stadium. The other stations carrying the DuMont tour and dedication were: WGN-TV, Chicago; WTTG, Washington; WDTV, Pittsburgh; WTNJ-TV, Milwaukee; WNAC-TV, Boston; WFIL-TV, Philadelphia; WEWS-TV, Cleveland; WJBK-TV, Detroit, and WSPD-TV, Toledo.



DuMONT

Governor Present
Among the speakers at the dedication, in addition to Dr. DuMont, were Gov. Alfred E. Driscoll and Leonard F. Cramer, DuMont v-p, who presided at the ceremonies. Paul Eshleman, executive assistant to the vice-president, acted as chairman of the plans committee. Also appearing before a record battery of 10 DuMont cameras were Mortimer W. Loewi, director of the DuMont TV network, and Helen Jepson, the Metropolitan Opera soprano, who opened the ceremonies by singing the "Star Spangled Banner." Three of the network's stars, Dennis James, Kathi Norris and George F. Putman, narrated the hour-long "DuMont Story" which preceded the dedication.

In his short talk, Gov. Driscoll described the new 480,000-square foot plant situated on the 58-acre side of the former Wright Aeronautical plant as "an achievement worthy of the scientific tradition of New Jersey begun by Thomas A. Edison and Dr. Lee De Forest."



CRAMER

At the unveiling of a bronze plaque, Dr. DuMont paid tribute to the employees of his company and hailed the plant as "a reflection of the tremendous rise of television upon the national industrial scene."

Announces New Receivers
Simultaneous with the dedication of the assembly plant, Dr. DuMont announced the addition of three new 19" video receivers to its line. Ernest A. Marx, general manager of the firm's receiver sales division, declared the new models, all consoles, which will be sent to dealers shortly, will produce an expanded direct-view picture of 203 square inches, full-range FM radio and provision for attaching a record-player.

Admiral, Air King Allocate Dealers

(Continued from Page 1)

distributing branch, said that dealer allocations will remain in force for the "foreseeable" future. R. D. Payne, sales manager for Air King Products, Inc., said his firm's decision to allocate its dealers was prompted by a "huge increase" in orders.

Irving Sarnoff, executive vice president of Bruno-New York, Inc., RCA distributors, declared: "Not only are we on allocation for every model in the line but we have no inventories at all. The shortage is more serious now than at any time since we entered the television business."

Sees Demand Exceeding Supply
A spokesman for Philco Distributors, Inc., said that recent increases in the output of Philco's factories will not cause any relaxation of allocations, since the demand will continue to exceed the supply by a wide margin.

Dr. Zworykin Of RCA To Address SMPE Parley

West Coast Bureau of RADIO DAILY
Hollywood — Dr. Vladimir K. Zworykin, vice-president and technical consultant of the RCA Laboratories Division will discuss recent innovations in television pickup cameras at an evening session of the 66th semi-annual convention of the Society of Motion Picture Engineers, to be held here Oct. 10-14.

Dr. Zworykin will speak on Oct. 13. At the same session Frederick C. Wolcott, of Gilfillan Brothers, Inc., will discuss "The Uniqueness of Television in the Los Angeles Area." This session will be held jointly with a meeting of the Society of Television Engineers, in the Carnegie Assembly Hall, Mount Wilson Observatory.

Most of the technical papers to be presented will deal with color photography. E. Labin, of the Federal Telecommunications Laboratories, will present his paper on "Theater Television Transmission and Projection System" by the Eidopher Method.

Joins TV Firm

Wayne Wirth, former director of television at Van Diver and Carlyle, has joined West Hooker Telefeatures as vice-president and production co-ordinator.

Press-Time Paragraphs

Will Sponsor Hockey

Boston—The Chevrolet Dealers Assn. will sponsor telecasts of all 35 home games of the Boston Bruins ice hockey team over WBZ-TV, starting Oct. 16. Chevrolet pickups will start with the third period of each game, beginning at 10 p. m.

WHIO-TV Joining ABC

WHIO-TV, Dayton, O., joins ABC as a television affiliate on Saturday, Oct. 1. The station, which operates fulltime on Channel 13, is owned by the Miami Valley Broadcasting Corp., and managed by Robert H. Moody.

Coast Color Tests

San Francisco—KPIX inaugurated live daytime programming this week and color experimental tests, using Color Television, Inc's., system. These tests will continue for the next month.

COAST-TO-COAST

New Science Show On WSM
Nashville, Tenn. — "Parade of Science," the new program on current scientific developments, is presented by announcer Ernie Keller and written by William R. Daniel. The program, heard each Thursday at 5:45 PM, will feature developments in various scientific fields by the guest speakers.

Strictly Personnel

Philadelphia, Pa.—Byrum Saam starts his tenth consecutive year of broadcasting the Penn football games on WCAU when he does the Penn-Dartmouth game on Saturday, October 1. Robert Ives, who comes to WCAU from the Sindlinger Radio Survey Company—Radox, will handle research and sales promotion presentations for WCAU. Edward L. McMahon has joined WCAU-TV in the Program Department. Creighton Stewart has started his 6th year as conductor of WCAU's "For Women Only" broadcasts. Stewart is featured twice daily at 11:30 AM and 3:30 PM. Herbert Wile has joined the WCAU news staff as copy runner and production assistant on the station's TV news program.

Complete Exposition Coverage

Stamford, Conn.—Over 50 programs were originated by WSTC-FM during the 9-day Stamford Exposition of Progress. The broadcasts originated from the individual booths of exhibitors, many of whom manufacture nationally-known products. All Stamford High School football games, played at home and away, will be broadcast by WSTC and WSTC-FM. Yale and Towne Manufacturing Company will sponsor the broadcast for the fifth consecutive season.

New Youth Forum Scheduled

Morristown, N. J.—WMTR will add a youth forum program to its Saturday morning schedule of programs designed for the teens. The Forum will be conducted by Robert Jones, a senior at Morristown High School.

Announcer Joins WKNA

Charleston, West Va.—Ted McKay, former program director and announcer for the Midwest Network and WCSI, is now a staff announcer and disc jockey for WKNA and WKNA-FM.

Plan Cabrille Day

Sacramento, Calif.—Cabrille Day on October 2, marking the 407th anniversary of the discovery of California by John Rodrigues Cabrille, will be observed with a transcontinental broadcast over the ABC network. The program will be originated by KFBK of the McClatchy Broadcasting Company in Sacramento, and may be heard at 6:30 p.m. (EST). It will be rebroadcast for west coast listeners at 7:30 (PST).

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 September 16-22, 1949

TITLE	PUBLISHER
A Dreamer's Holiday	Shapiro-Bernstein
A Wonderful Guy	Chappell
Again	Robbins
Ain't She Sweet	Advanced
Bali Ha'i	Chappell
Dime A Dozen	E. H. Morris
Don't Cry Joe	Harms
Fiddle Dee Dee	Harms
Five Foot Two, Eyes of Blue	Feist
Georgia On My Mind	Peer
Huckle Buck	United
It's A Great Feeling	Remick
Just One Way To Say I Love You	Berlin
Katrina	E. H. Morris
Last Mile Home	Leeds
Le's Take An Old Fashioned Walk	Berlin
Maybe It's Because	Bregman-Vocco-Conn
Over The Hillside	Dreyer
Room Full Of Roses	Hill & Range
Some Enchanted Evening	Chappell
Someday You'll Want Me To Want You	Duchess
That Lucky Old Sun	Robbins
There's Yes Yes In Your Eyes	Witmark
Through A Long And Sleepless Night	Miller
Too Toot Tootsie Goodbye	Feist
Twenty-Four Hours of Sunshine	Advanced
(Where Are You) Now That I Need You	Famous
Who Do You Know In Heaven	Robbins
Younger Than Springtime	Chappell
You're Breaking My Heart	Mellin
You're So Understanding	Barton-Pemora

Second Group

The remaining 20 songs of the week (more in case of ties), based on the copyrighted Audience Coverage Index Survey of Popular Music Broadcast on Radio Networks. Published by the Office of Research, Inc., Dr. John G. Peatman, Director.

TITLE	PUBLISHER
And It Still Goes	Shapiro-Bernstein
Ev'ry Night Is Saturday Night	Broadcast Music
Four Winds And The Seven Seas	Lombardo
Give Me A Song With A Beautiful Melody	Witmark
Homework	Berlin
Hop Scotch Polka	Cromwell
I Wish I Had A Record	Crawford
If You Ever Fall In Love Again	J. J. Robbins
In Santiago By The Sea	Life Music
Look At Me	Jewel
Love Is A Beautiful Thing	Porgie
Make Believe (You Are Glad When You're Sorry)	Bregman-Vocco-Conn
My One and Only Highland Fling	Harry Warren
So In Love	T. B. Harms
Song Of Surrender	Paramount
Weddin' Day	Famous
Wedding of Lilli Marlene	Leeds
Why Fall In Love With A Stranger	Campbell
Wunderbar	Chappell
You Told A Lie	Bourne
You're My Thrill	Sam Fox

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

AGENCIES

WMAQ for the second year has been awarded first-place "Best of Industry" award in the nationwide competition conducted by the Direct Mail Advertising Association. NBC was awarded first place in the national radio network classification, and the NBC owned-and-operated station, KNBC (San Francisco), received honorary mention in the radio stations category.

KENYON & ECKHARDT, INC. has been appointed by the Ford Motor Car Co. for institutional advertising. J. Walter Thompson will continue to handle Ford product and dealer accounts.

W. P. BOOTH has resigned from Ted Bates & Co. to rejoin the Biow Co. as an account executive on the Procter & Gamble account.

DANCER - FITZGERALD - SAMPLE, INC. has been appointed by the Campbell Soup Co. for three of its Franco-American brand products—Spaghetti, Macaroni, and Beef Gravy, effective Oct. 31.

MANSON M. STEFFEE, recently with Norman Malone & Associates and formerly with McDaniels, Fisher & Spelman, Akron, Ohio, has joined the copy staff of VanSant, Dugdale & Company, Inc., Baltimore.



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

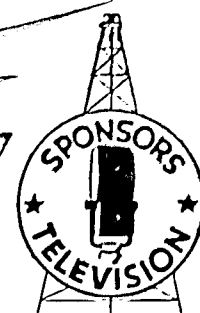
The Sunpapers Station

CHANNEL 2 • BALTIMORE, MD.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 48, NO. 62

NEW YORK, WEDNESDAY, SEPTEMBER 28, 1949

TEN CENTS

TENSION HEIGHTENS AT COLOR SESSION

FCC Attorneys Bypass Chi. Giveaway Case

Chicago, Ill.—The FCC yesterday by-passed the Radio Features case in Chicago and has decided to fight the giveaway issue in the New York action which involves ABC, NBC, and CBS. Briefs in the Radio Features vs. FCC suit were due in Judge Michael L. Igoe's court yesterday, but because there will be no hearing here on October 7, no briefs have been filed. RADIO DAILY learned that Walter Tinsley, of the Radio Features law firm and government attorneys have been discussing the case and that the FCC attorneys in Washington have said that there

(Continued on Page 6)

Meeting-Dates Changed For 2 NAB Regionals

Washington Bureau of RADIO DAILY Washington—NAB announced yesterday that it has had to shift the dates of the meetings of Districts 3 and 2, with the former to be at the Skytop Lodge, Skytop, Pa., Oct. 26-27, and the latter at the Berkeley-Carteret, Asbury Park, N. J., Nov. 3-4. Conflicting hotel schedules caused the changes, said NAB.

Kermit-Raymond Corp. Calls Creditors Meeting

Kermit-Raymond Corp. and Transcription Broadcasting System, Inc., jointly-operated package producers, have called a creditors' meeting for Friday in New York, due to their "pressing financial circumstances."

The following announcements went out this week to all creditors: "Due to the untimely death of Mr.

(Continued on Page 3)

Announcer Seeks Endurance Record

Trenton, N. J.—Ernie Kovacs, WTTM-NBC announcer has just completed 49 hours of non-stop broadcasting from the New Jersey State Fair, thus shattering Milton Berle's record of 18 hours previously set on television. Kovacs has been on the air continuously since the fair opened at 11:00 a.m. on Sunday, September 25th and he is shooting for a record of 173 hours up to the closing of the fair at 4:00 p.m. on Sunday, October 2nd. During Kovacs' marathon WTTM is staying on the air 24 hours a day, with Kovacs running a 9-hour disc jockey program from midnight to 9:00 a.m. nightly. During the rest of the day he announces all local programs and delivers station identifications and announcements between NBC network programs. Kovacs work on the air has held up well.

New Sponsor Signed For Walter Winchell

Walter Winchell, currently sponsored by Kaiser-Frazer on ABC, will be sponsored by William R. Warner and Company, Inc., in behalf of Richard Hudnut Home permanent wave on ABC beginning January 1, it was announced yesterday.

The contract, reported to involve more than a million dollars for time charges and services of Winchell, covers the full ABC network and

(Continued on Page 2)

FCC, Hearing Pro And Con Elements, Finds Bitter Cleavage Re Medium; DuMont Files Lengthy Petition

Town Hall's Future Uncertain On ABC Net

America's Town Meeting of the Air, discussion program heard on ABC, will probably become a free agent when the current contract with the network expires in January, RADIO DAILY learned yesterday.

The program, currently offered as a co-op on the web, has local commercial sponsorships in about 65 cities. This sponsorship, according

(Continued on Page 2)

Montreal Is Holdout On DST Time Change

Montreal — Montreal stayed on daylight saving time Sunday, and chiefly affected were the radio stations.

Programs of the Canadian Broadcasting Station, which reverted to

(Continued on Page 2)

WHLI Signs \$60,000 In Long Island Billings

Hempstead, N. Y.—Eleven 52-week contracts for programs and one deal covering hourly time signals, representing combined gross billings of \$60,000, resulted from an "intensive" mid-year sales campaign, it was an-

(Continued on Page 3)

Washington Bureau of RADIO DAILY Washington—After a long day of bitter questioning, during which former Senator Burton K. Wheeler, serving as counsel for RMA, accused Commissioner Robert F. Jones of "unfair" questioning and "browbeating" RMA president Raymond C. Cosgrove, it was obvious that contro-

(Continued on Page 6)

Release New Figures On Network Billings

Billings of the four major networks for the month of July totaled \$12,090,579 and for the first seven months of this year, \$112,862,890, according to figures released the past weekend by the Publishers Information Bureau.

NBC leads the list for the seven months with a total of \$37,873,390 and CBS is a close second with a

(Continued on Page 2)

WNEW Offers Third Set Of Public Service Jingles

WNEW, New York, yesterday announced completion of its third set of transcribed public service jingles, which will be offered to all stations through the National Board of Fire Underwriters. The latest jingles concern fire prevention.

The first WNEW series, "Little

(Continued on Page 3)

World Series Origination Presents Problem For TV

Uncertainty of the points of origin of the World's Series on October 5th has both radio and TV technicians and production men considering Boston, St. Louis, New York and Brooklyn and cities from which their baseball programming will originate.

Robert Jamieson of the DuMont organization, who will serve as coordinator for the TV network pool has the toughest assignment of all.

Inasmuch as the World Series contenders will not be decided until this weekend, Jamieson has the task of setting up the coaxial cable schedule, installing cameras and other equipment within a period of three days.

Both the TV and radio crews had hoped for convenience sake the Series would originate with the Dodgers in Brooklyn and the New

(Continued on Page 7)

Sly Sam

Buddy Clark, singing star of the Carnation "Contented Hour," was introducing his own number on the NBC program Monday night. "It will be sung for you," he said. "by a man whose initials, read backwards, stand for the network he'll be moving to on Sunday." The show switches to CBS next week. Clark's first name is Sam.

For Charity

The four major networks will help launch Red Feather campaigns throughout the country with a special star-studded program featuring President Truman and Henry Ford II as principle speakers, Sept. 30, 10-10:30 p.m., EST. The cast will include Ralph Edwards, Jack Benny, Jerry Colonna, Hoagy Carmichael, Dinah Shore and Margaret Whiting.



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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

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

CHICAGO BUREAU
Hal Tate, Manager,
360 No. Michigan Ave.
Phone: Randolph 6-6650
Phone: Riverside 5491

SOUTHWEST BUREAU
Paul Girard, Manager
Tower Petroleum Bldg.,
Dallas, Texas
Phone: Riverside 5491

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FINANCIAL

(September 27)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	73 3/8	61 1/2	73 3/8	+ 5/8
Admiral Corp.	22 1/4	20 7/8	22 1/8	+ 1/8
Am. Tel. & Tel.	142 1/4	141 7/8	142 1/8	+ 3/8
CBS A	21 1/2	21 3/8	21 1/2	+ 1/8
CBS B	21 3/8	20 3/4	21 3/8	+ 3/8
Philco	29	28 3/4	28 7/8	+ 1/8
RCA Common	11 7/8	11 3/8	11 5/8	+ 1/4
RCA 1st pfd.	73	72 1/4	72 1/4	+ 3/2
Westinghouse	25	24 3/8	24 5/8	+ 3/8
Westinghouse pfd.	98 1/2	98 1/2	98 1/2	+ 1/4
Zenith Radio	27	26 1/4	26 1/4	- 1/8

NEW YORK CURB EXCHANGE

Nat. Union Radio	2 7/8	2 3/4	2 3/4	- 1/4
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OVER THE COUNTER

	Bid	Asked
DuMont Lab.	13 1/4	14 1/4
Stromberg-Carlson	10 1/2	11 3/4
U. S. Television	5-16	1/2
WJR (Detroit)	6 1/4	6 3/4

Skiatron Opens Offices
Skiatron Corp., owner of basic television patents formerly owned by the Scophony Corporation of America, have opened offices in New York, Arthur Levey, president, announced yesterday. Mr. Levey also announced the appointments of Corydon M. Johnson as vice-president and William Levy as secretary-treasurer.

★ COMING AND GOING ★

MONTE KLEBAN, of the executive staff at KTRH, Columbia network affiliate in Houston, Texas, is in New York conferring with station clients regarding live shows in connection with the new live-program policy of KTRH.

LEE B. WAILES, executive vice-president of Fort Industry Company, a visitor yesterday at the New York offices of CBS.

CREIGHTON GATCHELL, general manager of WGAN, Columbia outlet in Portland, Me., is here on station and network business.

RICHARD C. HOTTELET, Columbia network correspondent, is back in New York following three weeks in Europe, during which he visited England, Germany, France and Italy.

LANNY ROSS will open his personal appearance show at the Mt. Royal Hotel in Montreal, but on October 2 he'll make a flying trip to New York to guest on the Pet Milk Show over NBC.

JOE BOLAND, who left the role of Tex Burton on NBC's "Life Can Be Beautiful" to go with the road show of "Good Bye My Fancy," is now back with the Broadway company of the stage production and has resumed his role in the web series.

WALTER ROTHCHILD, general manager of WTAD, Quincy, Ill., was in conference yesterday at the headquarters of CBS, with which the station is affiliated.

LEROI MOFFETT, staff engineer at NBC, and **JOSEPH PETIT**, development group engineer, are in Washington to attend the color television hearings now in progress at the FCC.

"RED" CROSS, general manager of WMAZ, Macon, Ga., was welcomed yesterday at CBS, of which WMAZ is an outlet.

GORDON GRAY, vice-president of WIP, arrived in New York yesterday and will remain through today on company business.



Town Hall's Future Uncertain On ABC Net

(Continued from Page 1)
to reports, has not been enough to justify the network's continuance of the program as a commercial offering.

George Denny, moderator of the program who has just returned to the United States after an extensive European tour, could not be reached on the west coast yesterday for comment. At Town Hall headquarters in New York, Denny's associates were noncommittal on the future of their discussion series.

Montreal Is Holdout On DST Time Change

(Continued from Page 1)
standard time as in past years, were one hour later than usual. Other Montreal stations stayed on daylight saving time but broadcasts emanating from the United States were delayed one hour. That will continue until Oct. 30 when Montreal falls in line with most U. S. cities. However, there will be another hitch. Toronto has decided to extend D.S.T. until Nov. 27 and there will be one hour's difference between this metropolis and the Queen City.

It all started when the city council recently voted to extend D.S.T. one month. Montreal usually returned to standard time at about this time every year.

New Sponsor Signed For Walter Winchell

(Continued from Page 1)
the time period Sundays from 9 to 9:15 p.m., EST.

Kenyon & Eckhardt represented the William R. Warner and Company in the deal. Charles A. Pennock is president of the Richard Hudnut and Du Barry, affiliates of the Warner Company.

Release New Figures On Network Billings

(Continued from Page 1)
total of \$37,323,652. ABC's billings total \$26,253,259 and MBS is fourth with a total of \$11,412,589.

Billings for the month of July rate the webs in the following order: NBC, \$4,384,305; CBS, \$3,784,861; ABC, \$2,788,098 and MBS, \$1,133,315.

Amer. Forestry Assn. Honors Thomas Page

Thomas J. Page, agricultural director of WNBC, has been named by The American Forestry Association to receive one of its six conservation awards for 1949 which will be given at the Association's annual meeting in Akron, Ohio, on October 12th.

Since the premiere of his WNBC program in 1946, Page has made a practice of devoting one broadcast a week to covering every aspect of forestry and the importance of conservation of the nation's natural resources.

WOV's New Italian Show Offered To Other Indies

WOV, New York, will offer its English-Italian comedy series, "Pasquale C.O.D." to other Italian station members of the Foreign Language Quality Network, thus implementing a cooperative policy announced when the network was formed several months ago.

The program began a new across-the-board series on WOV yesterday under the sponsorship of J. Ossola & Co., food distributors. The format employs both English and simple Italian, to attract second and third generations of Italian parentage as well as those who speak the language more fluently. While "Pasquale" is being showcased on WOV, a special version in English will be offered by the station to networks and agencies.

Resigns Publicity Post

De Ward Jones, radio and TV publicist for the Radio City Music Hall the past 17 years, resigned yesterday to devote his time to writing a book and doing free lance public relations. Jones also handled the radio-TV publicity for Center Theater and Rockefeller Center, Inc.

Elementary, my dear Watson!

It wouldn't take the great Sherlock Holmes long to solve the problem of buying radio time in Baltimore — the nation's sixth largest market. After a few minutes' study, he would say:

"Elementary, my dear Watson! The best buy is the BIG independent with the BIG audience, Station W-I-T-H."

Yes, sir! In this big, rich market, it's W-I-T-H that delivers more listeners-per-dollar than any other station in town. W-I-T-H covers 92.3% of all radio homes in the Baltimore trading area.

So if you're looking for the station that produces low-cost sales, the station that is the big-bargain-buy, the station that has the big audience at low cost, put W-I-T-H on that list of yours. Call in the Headley-Reed man, and get the whole exciting story about W-I-T-H today.

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

AGENCIES

KENYON & ECKHARDT, INC. has been appointed to serve as advertising agency for the Eastern Railroads Transportation Committee.

CKNX, Wingham, Ontario, has engaged Adam J. Young, Jr., Inc., New York, as the United States representatives effective immediately.

MOGGE-PRIVETT, INC., Los Angeles, has been elected to membership in the American Association of Advertising Agencies.

FRANCES RAFFERY, formerly with the Sterling Advertising Agency, has joined Ellington & Co., New York, as a vice-president.

WILMA FREEMAN, formerly production manager for Warner Bros. and United Artists, has been appointed public relations director of Gordon & Rudwick, Inc.

KILLINGSWORTH TV PRODUCTIONS, INC. have occupied new quarters at 150 West 49 St. Additional personnel includes John T. Matthews, sales manager, formerly with Visual Science and Research, and Irving G. Gordon, attorney.

LEWIS ADVERTISING AGENCY, Newark, N. J., has been elected to membership in the American Association of Advertising Agencies.

W. P. BOOTH has resigned from Ted Bates & Company to rejoin The Biow Company, where he will resume responsibilities as an account executive on the Procter & Gamble account.

ROBERT F. ANTHONY has been appointed director of advertising and sales promotion of the Plumbing Ware Division of the Briggs Manufacturing Company, Detroit, according to E. O. Brady, general manager. Formerly in charge of advertising and sales promotion for Lumber Fabrications, Inc., Detroit, and WJR, Detroit, Anthony is well known in motor city advertising circles. Prior to coming to Detroit six years ago, he handled advertising and promotion for radio divisions of Loews and Mutual in New York City.

Henrich To Substitute

Jack Barry and Dan Ehrenreich, producers of the DiMaggio Show, have arranged to have Tommy Henrich, Yankee star outfielder, to substitute for Joe DiMaggio on the show this Saturday on CBS, due to Joe's illness.

Takes Sports Post At WCAX

Arnold Lewis, for the past year sports announcer at WCAX, Burlington, Vt., has recently been appointed sports editor and assistant news editor of that station. Mr. Lewis will report directly to Lawrence Killick, WCAX news editor.

WHLI Signs \$60,000 In Long Island Billings

(Continued from Page 1) nounced yesterday by Joseph A. Lenn, v-p in charge of sales at WHLI and WHLI-FM.

The time-signal contract for announcements every hour on the hour was renewed by Woods Jewelers. The sponsor has stores in Hempstead, Glen Cove, Huntington and Bay Shore, L. I.

Other contracts with Long Island firms include the following: Baer's Rug and Linoleum Co., of Franklin Square, three 15-minute programs weekly 1:15 to 1:30 p.m. of "Luncheon Melodies;" Sir Cleaners, Inc., with 22 stores on Long Island, three 15-minute programs weekly 1:15 to 1:30 p.m. on "Luncheon Melodies;" Reisterer's Bakery of West Hempstead, four 10-minute programs weekly 1:35 to 1:45 p.m. on "Luncheon Melodies;" Testerman Stores Corp. (appliances) of Queens Village and Floral Park, seven 15-minute programs weekly Monday through Saturday 10:15 to 10:30 a.m. on "Melody Caravan" and Sunday 12:15 to 12:30 p.m. on "Sunday Serenade;" Electric Vacuum and Supply Co. of Hempstead, three 10-minute programs weekly 10:35 to 10:45 a.m. "Melody Caravan," and Eastern Camera Exchange of Hempstead and Lynbrook, three 10-minute programs weekly 7:20 to 7:30 a.m. on "Commuters' Time."

Also: Art Mart Decorators, Inc., of Hempstead, three 10-minute programs weekly 10:35 to 10:45 a.m. on "Melody Caravan;" Todd Cleaners and Launderers, Inc., of West Hempstead with four other stores on Long Island, three 15-minute programs weekly 9:45 to 10 a.m. on "Rendezvous with Romance;" Queens Bifocal Company, Inc., of Hempstead, Woodhaven and Jamaica, three 10-minute programs weekly 4:34 to 4:45 p.m. on "At the Country Club;" Frank Van Pelt (custom built furniture) of Floral Park, three 10-minute programs weekly 7:35 to 7:45 a.m. on "Commuters' Time."

Television Film Council Names Officers Thursday

The National Television Film Council will hold its second annual election of officers tomorrow night at the Fifth Avenue Brass Rail restaurant, in New York.

Melvin L. Gold, incumbent president, is unopposed for reelection. Other nominees: for vice-president, William S. Roach, of the law firm of Weisman, Grant & Jafec; for secretary, Sally Perle, of the Mesal Organization; for treasurer, Ed Evans, film relations director of WPIX, New York. Twenty nominees will compete for 11 seats on the Board of Directors.

Renew News Program

Harmonson Hatchery has placed a 52-week renewal, through the Couchman Agency of Dallas, for the 6:15-6:30 a.m. news on WBAP-820, Fort Worth.

WNEU Offers Third Set Of Public Service Jingles

(Continued from Page 1) Songs About Big Subjects," urging tolerance, were aired by more than 600 stations. The second series, "Little Songs About The UN," were carried by more than 800 stations. The jingles are produced by WNEU's Ted Cott, with lyrics by Bob Stewart and Stan Rhodes, music by Roy Ross, WNEU musical director, and vocals by The Jesters.

Stations may obtain a copy of the disc free of charge by writing J. Wendell Sether, Director of Public Information, National Board of Fire Underwriters, 85 John St. New York 7, N. Y.

Kermit-Raymond Corp. Calls Creditors Meeting

(Continued from Page 1) Raymond Green and the pressing financial circumstances in which these corporations now find themselves, a creditors' meeting will be held Friday, Sept. 30, at 1 p.m. in the offices of Transcription Broadcasting System, Inc., Ritz Tower Hotel, 57th St. & Park Ave., New York City. Your attendance is imperative!

The announcement was signed by Theodore Green, TBS treasurer. Green could not be reached yesterday for comment.

PROMOTION

Beauty Contest

Semi-finals in the contest for "Miss Tavern Pale of 1949" will begin on WGN-TV, Chicago, on Sept. 29. The weekly beauty contest takes place at intermission time during the wrestling telecast from the Madison Arena, over WGN-TV.

Each weekly winner receives a beauty course in a Chicago modeling school, a hand-bag, cologne, a dress, and becomes a candidate for the title of "Miss Tavern Pale of 1949."

The five finalists will compete for the audience vote on November 10 through Nov. 17, and the final grand prize winner will be crowned on Thanksgiving night, Nov. 24.

Phil Alampi's Farm Shows On WJZ Awarded Ribbons

Two programs conducted on WJZ, New York, by Phil Alampi, the station's farm news editor, have been awarded blue ribbons by the New Jersey State Fair Committee as the best broadcasts of their type.

The prize-winning shows are "Home Gardener," aired on Saturday, 1-1:30 p.m., and "Farm News," heard daily at 6 a.m.

for profitable selling **INVESTIGATE**

WDEL

WILMINGTON
DELAWARE

WGAL

LANCASTER
PENNSYLVANIA

WKBO

HARRISBURG
PENNSYLVANIA

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WORK

YORK
PENNSYLVANIA

WEST

EASTON
PENNSYLVANIA

and

WDEL-TV

WILMINGTON
DELAWARE

WGAL-TV

LANCASTER
PENNSYLVANIA



STEINMAN STATIONS

Clair R. McCollough, Managing Director

Represented by **ROBERT MEEKER ASSOCIATES**

Chicago San Francisco New York Los Angeles

SAN FRANCISCO

By NOEL CORBETT

BLANCHE THEBOM, Met Opera star, here for the San Francisco Opera season, was guest on "Breakfast in Hollywood" when the program aired from the Top O' the Mark this week.

Robert Kintner, executive ABC veepee touring the country studying the TV situation, was in town for a few days. Frank Samuels, West Coast veepee accompanied him up from Hollywood.

Lou Simon, KPIX Commercial Manager, and his wife are the proud parents of a baby girl. Youngster made her advent at the Mt. Zion Hospital September 20 and was promptly named Deborah Elizabeth. Mrs. Simon is television, radio and fiction writer.

Tom Paxton is the new emcee of "Quizdown," 10 ayem Saturday show on KGO slanted toward a kid audience. Program was off the air for the summer. Former emcee Dwight Newton is now devoting most of his time to his Examiner feature column.

Evelyn Schoelen is now TV traffic manager at KPIX.

"Candy Matson" is now aired Fridays at 8:30 p.m., over 23 western NBC stations. Show is written by Monty Masters and star is his wife, Natalie Masters. Masters also has his own program, "Masters Show" on KNBC which celebrated its first year on the air this week.

Marcia Lee has joined the public relations staff of J. Walter Thompson, according to an announcement made by Evan R. Peters, West Coast Public Relations Director. Miss Lee was associated with Dudley, Anderson and Yutzy in New York.

KNBC-FM is off the air for a 16-day period in order to move its frequency modulation transmitting equipment to the new transmitter site on San Bruno Mountain. Interruption in service will not affect the regular operations of the station's AM transmitter.

The Radio Department of the San Francisco Ad Club, "Television Today" was held at the Palace Hotel September 22. Accolade for the largest turnout to date goes to Phil Lasky, of KSFO-KPIX, Chairman of the Radio Departmental and Florence Gardner of the Ad Club. Maury Baker, Sales Promotion Manager, KGO-TV was Chairman of the Day, and Vincent Francis, Sales Manager, KGO-TV and Lou Simon, Commercial Sales Manager of KPIX, were on hand to answer questions after the film was run.

3 - ROOM APARTMENT. \$90 UNFURNISHED. EAST 51st STREET. NEWLY DECORATED. SUITABLE SOMEONE RADIO OR THEATER. FURNITURE, \$2,000. AVAILABLE IMMEDIATELY. CALL PLAZA 9-4535, 11 a.m. to 3 p.m.



Mainly About Manhattan. . . !

● ● ● IT SEZ HERE: University of Chi Round Table, radio's oldest public service discussion stanza, is expected to go commercial on NBC. Several sponsors are reported interested in it as an institutional series and the University board is considering the proposals. . . . Gabe heatter's "Opportunity Hour," skedded to preem this Sat., is off. Gabe will leave shortly for Florida. . . . Colgate is making some experimental hums of Dennis Day with an eye toward sponsoring him on television. . . . Paul Whiteman has Goodyear Rubber interested in a new TV series. . . . Is Chesterfield buying Robert Q. Lewis? . . . Nick & Chas. Kenny may take a crack at turning out a weekly musical comedy series for TV—with a minimum of three original tunes each week. . . . WW's new bankroller will be Hudnut. . . . Revere Copper and Brass getting back into radio and TV via spots. . . . Drew Pearson not too happy with that singing commercial on his stanza. . . . BMI is one-two-three on the Hit Parade with "You're Breaking My Heart," "Room Full of Roses," and "Someday You'll Want Me To Want You," displacing So Pacific which had been up there most of the summer. . . . Jim Sauter sez his enemies rarely snub him and in fact usually cross the room to talk to him. Jim explains it this way: "They'd rather come over and hear what I'm saying about them than not talk to me."

★ ★ ★

● ● ● THIS FRIDAY, Art Henley winds up almost 4 years of scripting "Honeymoon in N.Y." for NBC. The series is slated to bow off the net at that time. During that period, Art figures he's written some 990 scripts—interviewed some 6,000 guests—and gathered enough material to fill several good-sized tomes, one of which he'll prob'ly write. Ironically enough, altho' connected with "Honeymoon" over that long stretch, Art has yet to become romantically entangled and still remains one of NBC's most eligible bachelors.

★ ★ ★

● ● ● THAWTS WHILE THINKING: Add to curious coincidences the fact that dummies played the part of the unconscious mind in two fine TV shows last week. Paul Lukas gave one of his best performances as a ventriloquist whose dummy was his alter ego. This was on "Studio One." Then, on NBC's "Lights Out," Paul Winchell played an excellent straight role, with a dummy as the villainous subconscious. We're a-freud this may start a trend. . . . Frances Faye is a first rate entertainer in the night clubs but she should stay away from TV or at least insist upon full face shots. She could sue the cameramen for some of those profile shots on DuMont the other night. . . . Arthur Van Horn's "Heart Beats in the News" sessions have plenty of Vitamin B-1 in both script and delivery. . . . "The Fat Man" works cheap. Only gets fifty bucks a day plus expenses, while Dick Powell (as Richard Diamond) asks for and gets 100 clams a day plus the swindle sheet. While on the subject, we wish Powell didn't get the urge to break into song after every manhunt. The guy can't seem to make up his mind whether he's a crooner or a hard guy. Incidentally, have you noticed how many of the 'killers' on the air scripts turn out to be femmes.

★ ★ ★

● ● ● Small TALK: Gene Autry met his No. 1 Puerto Rican fan when Senor J. R. Quinones, pres. of WAPA, San Juan, visited him at Madison Sq. Garden yesterday. . . . Miklos Gafni, whom music critics have tagged as "the greatest voice since Caruso," set for a Carnegie Hall concert Nov. 1st. . . . Bill Berns wonders whether color will take television out of the red and put it in the black or vice versa. . . . Leo De Lyon sez his eyes still hurt from watching Rocky Graziano's recent Polo Grounds fight from a bar on B'way. The darned thing wasn't televised.

NEW BUSINESS

WGN-TV, Chicago: Isbell's restaurants will sponsor "Club Kickoff," 15-minute period immediately preceding nine collegiate football telecasts. Jones Frankel Company, Chicago, handles the account. Patricia Stevens will sponsor "Musical Score," 15-minute period immediately following the same games. Arthur Meyerhoff, Chicago, is the agency. Chicago Distributing Company, for Wynn Oil, is sponsoring a one-minute announcement during the Marigold Wrestling telecasts Saturday nights, for 13 weeks from Sept. 13. The account is handled direct.

The Dulane Manufacturing Company will renew a one-minute announcement in "Stop, Look, and Learn," Wednesday, 9-9:30 p.m., for 13 weeks from Oct. 5. Vernon S. Weiler, Chicago, is the agency. Atlantic Brewing Company, Chicago, will renew sponsorship of the Thursday night wrestling matches from the Madison Athletic Club for 52 weeks from Oct. 6. W. B. Doner, Chicago, handles the beer company's account.

WIND, Chicago: Maico Hearing Aid begins sponsorship of "Do You Remember," 1:15-1:30 p.m., Monday through Friday, Oct. 3. M. Glen Miller Agency, Chicago, handles the account. Durkee Margarine continues the schedule of announcement through Sept. 29, with C. Wendell Muench, Chicago, the agency. Spot announcements have been purchased by Monarch Brewing Company, through C. Wendell Muench.

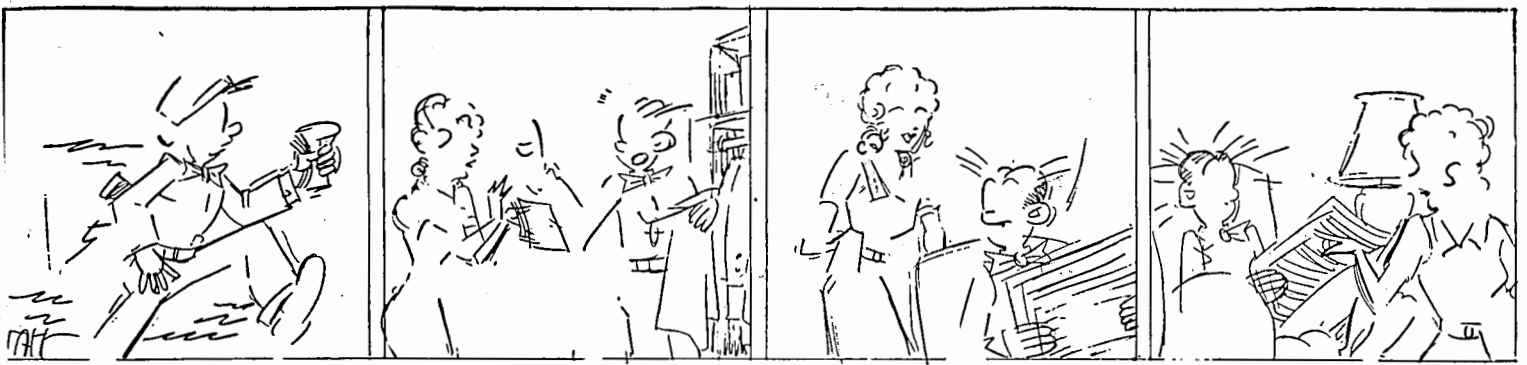
WJBK-TV, Detroit: Dossin's Food Products, Detroit distributor for Pepsi Cola, has signed a 52 week contract for the sponsorship of "Sports Telescope" on WJBK-TV, Channel 2 in Detroit. The program stars Al Nagler, sportscaster, with a nightly round-up of the latest sports news, scores and interviews with sportsmen currently in the limelight. "Sports Telescope" is telecast via WJBK-TV Monday thru Friday, 6:45-6:55 P.M. Sponsorship by Pepsi Cola is being handled through the Simons-Michelson Agency in Detroit.

1906 1949

Henri
CONFISEUR

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

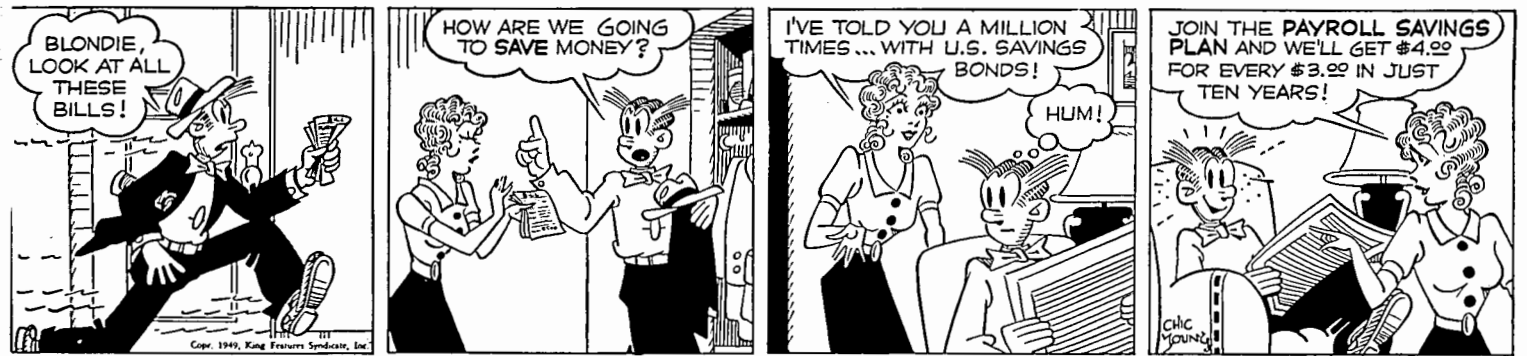
Famous French Candies
15 East 52nd St.
AIR CONDITIONED



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



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



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

STEP BY STEP . . . that's the way it's done successfully!

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

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

Particularly, saving money.

One of the easiest and surest ways to set

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

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

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

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



THIS SPACE CONTRIBUTED BY RADIO DAILY

Tension Heightens At Color Session As FCC Hears Pro And Con Sides

(Continued from Page 1)

very over color in TV is deepening. For CBS, Judge Samuel Rosenman registered a formal protest over parts of the RMA color TV report, and observed that the RMA definition of "compatibility" as voiced yesterday by Cosgrove differed radically from the definition RMA was using a few weeks ago.

Both Cosgrove and David B. Smith of Philco, who was, however, testifying as chairman of an RMA technical committee, were subjected to a series of stiff questions by Jones and Commissioner Frieda B. Hennock. The central question was whether RMA wants color now or wants delay, with the witnesses insisting the manufacturers are as anxious as anyone for color, while the Commissioners were trying to prove that the manufacturers were trying to delay the advent of color.

Cosgrove Sets No Date

Cosgrove said he could not set a date for commercial color operations, when asked by Commissioner George Sterling to enlarge upon a prediction that it would be "several years." Cosgrove likewise was unable to give definite answers as Miss Hennock questioned him about converters and adapters, and the possible cost of such equipment. He proposed that he might come back to the stand to testify again after the demonstrations of the RCA, CBS and Color Television, Inc., systems next month. This proposal came as the result of what amounted to complaints from Jones and Miss Hennock that he and other RMA toppers had not made it their business to be familiar with the RCA system in time for this hearing.

Meantime DuMont filed a petition renewing its request that the forthcoming demonstrations of color systems "be required to include comparable demonstrations of black and white commercial systems under conditions controlled by the Commission," that the availability of equipment for color be disclosed, "that any competitive demonstration of color signals over intercity transmitting facilities be required to include provision for demonstration under like conditions of commercial black and white," and that, in addition, "full opportunity for similar black and white demonstrations be afforded at subsequent and more detailed comparative demonstrations of the several color systems."

Jones Critical Of RMA

Jones scored Cosgrove for the failure of RMA member companies to co-operate with CBS in the preparation of equipment for its experimental work. Cosgrove pointed out that RMA is not itself in a position to dictate policy to its member companies. They are "a highly competitive group," he added.

Under fire from Jones, Cosgrove pointed out that his presentation

was not solely his own personal opinions from his own personal knowledge, but was rather a composite of the views of himself and other RMA toppers. He admitted that he was a "transmission belt" for these views, and that he could

'Not Now'—Miller

Des Moines, Iowa — NAB president Justin Miller told a news conference here yesterday he thinks color TV is "at least five years away," and that it will be 10 years before small towns have TV service.

Radio will not be affected in that period, Miller added.

not personally vouch for the accuracy of everything he said. Jones then objected because the advance text of the Cosgrove statement cautioning the Commission to "go slow" on color had been released to the newspapers before the statement was made. His implication was that Cosgrove was seeking to "try his case in the newspapers."

(This reporter can vouch that RMA did try to prevent premature leaking of the Cosgrove statement, but through inadvertence it was not possible to stop it.)

Wheeler Charges "Browbeating"

It was at about this point that Wheeler got up and accused Jones of unfairly browbeating the witness by asking him technical questions he is not qualified to answer. Jones shot back that "counsel has put witness in this position by using him to present a composite statement. I simply want to know if what he has said he can back up. And I resent the charge that I'm being unfair. The witness has attempted to answer every question I have asked him."

When Wheeler replied that "you and other Commissioners make public statements in which you use information from your engineers which you cannot know of your own personal knowledge," Jones retorted, "I've never laid an egg either, Senator, but I can make a fine omelet."

"I doubt it," muttered Wheeler.

Both Commissioner Webster and Chairman Coy quizzed Cosgrove in an effort to find out why the RMA report on color TV makes no recommendation with regard to standards. Webster termed the RMA report meaningless without specific recommendations on standards. Cosgrove said he was there to tell how RMA feels about the problem, but had no reply when asked how RMA felt about standards.

Cites Harm Of "Uncertainty"

Cosgrove said his membership would welcome the adoption of standards, or anything else to get it "off the anxious seat." Manufacturers are losing sales because of the uncertainty in their minds and

the public mind about the imminence of color, he said, adding that his members are "scared to death of converters and adapters." Their danger is that they will increase cost and make for bigger furniture. He spoke of possible need for three or four separate converters or adapters for various things.

What he really wants to see, Cosgrove said, is "a television set for the home at \$49.95."

"With color?" asked Miss Hennock.

Cosgrove said he believes color sets will always cost more than black and white, estimated that if black-and-white receivers get down to \$50, color sets will be \$80 or \$100. He estimated that modification of currently designed sets to receive color in the VHF bands as black-and-white would cost about \$15 at the factory, but \$30 to \$40 per set in the field. Crosley, he said, is turning out experimental adapters, but without commercial plans until standards are adopted.

Smith On Stand Today

Smith, who returns to the stand today, underwent questioning similar in nature to that thrown at Cosgrove. Again he was put in the position of calling for full speed ahead at the same time urging that the brakes be applied in the interest of sound judgment. Asked by Miss Hennock if Philco, of which he is a vice-president, is turning out any color sets, he replied, "We are not because you have not set any standards."

Miss Hennock asked if it did not seem time for the setting of such standards, and if the industry doesn't really want to delay the advent of color. "That is not true," Smith said.

The DuMont petition related that earlier in the month DuMont had written the Commission to point out the importance of keeping black-and-white performance capabilities in mind in viewing color tests. He asked permission to install a dozen or more commercial black-and-white receivers in the hearing room for demonstrations, suggesting that "such receivers operated in comparison with receivers for color display by other parties would allow all parties at the hearing to compare and evaluate relative performance of black-and-white receivers and color receivers of the several types, on the several types of transmissions which are being proposed."

DuMont Wants "Comparisons"

The letter further specified a normal range of program demonstrations permitting comparisons and observation of color equipment under conditions which it must encounter in any commercialization in the reasonably near future.

DuMont said yesterday that "responses of other parties make it clear that their written presenta-

FCC Attorneys Bypass Chi. Giveaway Case

(Continued from Page 1)

was no point in going ahead with the October 7th hearing since a three judge court at that time could only grant a preliminary or interlocutory decree.

The October 7th hearing would not have decided the merits of the law, and what Mr. Tinsley wants he said, is a decision as to whether the whole giveaway law was good or bad. Tinsley will have an order next week after further discussions with FCC attorneys, and at that time it is possible that a three judge court may be appointed by Judge Major of the U. S. Court of Appeals here. However, informed observers believe that there will be no more hearings in Chicago and that the entire giveaway matter will be decided in the New York court and ultimately in the United States Supreme Court.

Wins WFIL Steer

Philadelphia—A contest in which WFIL offered a prize yearling steer to the listener who came closest to guessing its weight has ended after two and a half months and 13,873 guesses. The winner is Clinton Evans, of Haddon Heights, N. J., whose estimate of 957 pounds, 12 ounces tallied exactly with the steer's weight, according to the station.

Conditions are wholly inadequate for the purpose of evaluating impartially the equipment and systems proposed. Provision has been made for RCA and CBS demonstrations, but no specific provision was included in the order for the allocation of time, on the dates specified, to DuMont, or to others for their participation in the aforesaid demonstration through the provision of standard commercial black-and-white equipment for comparative and reference purposes.

Opposes Deferment

"It is apparent that the deferment of all but individual, conditioned laboratory demonstrations until after a protracted period of weeks has elapsed, will defeat the essential purposes of the DuMont petition and result in an unmonitored demonstration lacking norms of compatibility and adaptability with current commercial black and white television. Such demonstrations while exciting and interesting, could serve no judicial purpose and would defeat the announced purpose of the selection of standards suitable for rule-making.

"The Commission must also consider the availability of the equipment employed by the sponsored systems for utilization under commercial conditions, its mobility, ease and efficiency of operation and the availability of essential accessory equipment of quality comparable with that contained in monochrome television."

TELEVISION DAILY

Section of RADIO DAILY, Wednesday, September 28, 1949—TELEVISION DAILY is fully protected by register and copyright

UNIONS MULL TV AUTHORITY PLAN

TELE TOPICS

THE FRED WARING SHOW, which returned to CBS Sunday night, is virtually the same as it was last season. This means pleasant listening for those who go for Waring's over-dressed music, but uninteresting viewing for everyone tuned in. So one can question Waring's mastering of his peculiar brand of music or the talents of his crew of 60. What must be viewed, however, is the wisdom of using such an organization as the basis of an hour-long program. Music is heard, not seen, and trying to watch 60 minutes of music can become mighty tiring. Of course, there were several productions and dance numbers to enliven the proceedings somewhat, but they did not provide the needed variety to sustain the show. If the stanza were cut to a half hour, it would be much easier to take, we think. . . . As we said before, Waring's entire crew is very talented. Among the principals, the fine voice of Joan Wheatley was most impressive. Other headliners, all excellent, are Jane Wilson, Stuart Churchill, Joe Marine, Daisy Bernier, Nadine Gae and Peter Hamilton and Morley Gearhart. . . . Sponsored by G. E., through Young and Rubicam, program is produced by Bill Gillett and directed by Ralph Warren.

UNITED WORLD FILMS, INC. will produce six one-minute television commercials for Lux Soap, as part of a promotional deal worked out with the J. Walter Thompson agency. . . . Roberts and Carr Productions has opened an East Coast office at 216 E. 49th St., New York. Bob Roberts and Paula Carr head the video package firm, which has 14 shows in the mill. . . . Capt. John G. Crommelin Jr., USN, key figure in the recent investigation of the B-36 bomber, will appear on "Meet the Press" over NBC-TV on Saturday night, 10-10:30.

DUMONT SAYS: "The largest collection of cameras ever assembled by one TV network for one production"—ten, count 'em, ten—covered the dedication of its new receiver plant at East Paterson on Monday. James V. Coddigan, DuMont program director, pointed out that while more cameras may have been used to telecast such special events as major political conventions, they represented a pool of networks and not an individual organization. . . . The G. Krueger Brewing Co., Newark, will sponsor weekly telecasts of the boxing card at Sunnyside Garden Arena over WABD, New York, Thursday at 9:30 p.m., starting tomorrow. The agency is Geyer, Newell & Ganger.

Televising Series Presents Problem

(Continued from Page 1)
York Yankees. Now they are thinking of terms of dividing their time commuting between St. Louis and Boston. Tentative plans for radio and TV pickups from the two cities have already been worked out. Radio aspect of the series coverage is not involved. With Mutual having the exclusive broadcast rights and Gillette sponsorship the network is prepared to originate the Series in any of the possible cities.

Movie Equipment Men See Theater-Tele Today

Chicago—RCA-Victor for the first time in television history today will televise a professional sports event directly from a studio here (NBC) and also for the first time has built a show expressly for the use of theater television. NBC is presenting the program from the television studios in the Merchandise Mart, for the closed circuit transmission to the annual joint convention at the Stevens Hotel, being conducted by the Theater Equipment and Supply Manufacturers Association and the Theater Equipment Dealers Association.

The show, a boxing match starring Harry "Kid" Matthews, promising young Seattle middleweight, and Joe Smith, Chicago middleweight, also will be the first professional sporting event ever staged in a television studio.

Upwards of 2,000 motion picture exhibitors and equipment manufacturers and dealers are expected to

Emphasis On Sports Indicated At WOR-TV

Indicating emphasis on sports in the TV program planning, WOR-TV announced yesterday that Roy Meredith will join the station as director of sports production on Monday, Oct. 3, and that Jimmy Powers, New York Daily News sports columnist, had been signed to do the blow by blow fights from the Westchester County Center, White Plains, this fall.

Meredith comes to WOR-TV from Philadelphia where he had been production manager and TV cinematographer for WCAU-TV. He has been in radio since 1928 and in TV since 1936. In 1939 he produced the NBC telecast of the opening of the New York World's Fair.

Powers, a sports columnist for many years, has gained popularity as a fight telecaster through coverage of Madison Square Garden bouts and championship fights in Detroit and Chicago.

'Press Club' On CBS-TV

CBS-TV will launch a news-and-discussion program titled "Overseas Press Club" on Sunday, Oct. 2, 5-5:30 p.m. Louis Lochner will act as chairman for the session, which will feature as guests each week three prominent newsmen, reporting and debating on subjects of timely interest.

see on a 20-by-15-foot TV screen in the Stevens ballroom this sample of the type of live entertainment that now can be shown instantaneously for theater audiences and the image quality that can be achieved on a theater-size screen.

Test Telecasts In Color Begun By CBS Over WOIC

Washington Bureau of RADIO DAILY
Washington — CBS-TV began a series of color video test broadcasts here on Monday night with a review featuring Paul Winchell and Jerry Mahoney, Ted Steele, and others. Observations and data obtained by the network as a result of the tests will be made available to the FCC, at the Commission's request, for use in the color TV hearings which opened on Monday and are now continuing.

The program originated in the studios of WTOP, local CBS radio affil-

ate, and was broadcast over the transmitter of WOIC, Bamberger Broadcasting Co. video station, and Washington affiliate of CBS-TV. The tests continued last night with a telecast of a special cooking show. Tonight the regular CBS network show, "Capital Cloakroom," will be simulcast in color.

Tomorrow afternoon CBS will telecast a football scrimmage between teams of a local high school, and on Friday night the regular CBS-TV program, "Vanity Fair," will be aired in color.

SAG May Oppose Talent Unions Merger

Plans for the establishment of a Television Authority among the talent unions is reported to be in for rough sledding as conferences of the presidents of AAAA and other union executives get under way in New York tomorrow.

Delegates representing the Screen Actors Guild arrived in New York yesterday from Hollywood determined that their union would not be taken over by any organization which is essentially interested in the welfare of artists appearing on the live talent programs. On the other hand the American Federation of Radio Artists is desirous of establishing the TV Authority for bargaining purposes and it has the pledged support of several other talent unions.

Difference of opinion between SAG and other unions seems to center around the importance of film programming and live shows in the TV program pattern for the coming years. It is the contention of SAG that the movie talent will play an important part in the production of TV films and about 80 per cent of the TV station programming will be film. The union therefore does not want the film players subservient to a TV Authority that is dominated by unions representing the artists appearing on live shows.

Presidents of the AAAA unions will confer tomorrow. On next Tuesday executives of the unions will meet.

Theater Signs For TV Showing Of World Series

The Pilgrim Theater in Boston, Mass. is the second to sign for rights to large-screen TV projection of the World Series. Mutual announced yesterday. The Fabian-Fox Theater in Brooklyn also will show the baseball classic.

Title Switch

"This is Broadway," originally known as "This is Show Business," currently on CBS-TV, will change its name to "Inside Show Business," with the Oct. 2nd telecast when Crosley Div. of Avco begins sponsorship. Producer Irving Mansfield said the 2nd change was made because of title similarity with preceding show, "Tonight On Broadway."

COAST-TO-COAST

Beard Joins WCOG

Greensboro, N. C.—E. N. Beard, Jr. has joined the sales staff of radio station WCOG. Beard is a graduate of Dartmouth College and did graduate work at the University of N. C.

Faculty Discussions Over WDRG

Hartford, Conn.—Faculty members of Teacher's College start a series of talks over WDRG, on October 23. They will discuss problems and issues with which they have close contact in their classroom work. The weekly program will be heard from 9:45 to 10:00 a.m.

Named WNBK Program Manager

Cleveland, Ohio—Philip L. Worcester has been named program and production manager of WNBK according to an announcement made by station manager Joseph A. Jenkins. Worcester, who joined the WNBK staff as program assistant, has been with the station since September, 1948.

Named To Aviation Post

Rock Island, Ill.—Les Johnson, manager of WHBF and WHBF-FM, has been appointed by Governor Adlai Stevenson as a member of the Board of Aeronautical Advisors in the State Aeronautic Department. Johnson is chairman of the Board of Commissions of the Metropolitan Airport Authority of Rock Island County.

Will Sponsor Games

Bethlehem, Pa.—The Lehigh Valley Cooperative Farmers will sponsor all games of the Local Liberty High School over WGPA and WGPA-FM. Local RCA dealers are cooperating on sponsorship of professional Bethlehem Bulldog games. Paul Boehm will handle play-by-play on a total of 27 airings with some Moravian College and Lehigh University games filling out the schedule.

Eleventh Anniversary

St. Louis, Mo.—The 11th year of broadcasting service to St. Louis was observed by KXOK on September 19. The first station went on the air with a power of 1,000 watts and a frequency of 1250 kilocycles. The frequency was changed to 630 kilocycles on October 28, 1940, and the power upped to 5,000 watts. On January 1, 1947, KXOK became a basic affiliate of the Blue Network of NBC, which became the ABC in June, 1945.

Will Discuss Securities

Morristown, N. J.—Lawrence B. Howell, manager of Morristown's Reynolds and Company, will give a five-minute talk on stocks and bonds from 12:15 until 12:20 p.m., each Tuesday and Thursday. The program is to help acquaint the common man with the financial workings of business.

WINDY CITY WORDAGE

By HAL TATE

THE CHICAGO SYMPHONY ORCHESTRA opens its fifth year of broadcasting today, Sept. 28, over WCFL. A new policy has been established on the program, with lighter music familiar to all listeners. Tanno Hannikainen directs the orchestra, and will be followed by guest conductors.

WBBM has made available its studio 10 to the Chicago Federated Advertising Club, for advertising study courses. Classes being held in the studio on Monday nights, from September 26 through December 5.

Change of time: Julian B. Bentley, news editor of WBBM, has switched his hours. Monday through Friday, his second broadcast will be heard from 2:45 p.m. to 3 p.m. Bentley is also heard Monday through Friday at 12:30 to 12:45 p.m.

A total of 195 sponsored radio listings were published by the Chicago Tribune in its radio and television directory, during the first two weeks after the service was made available to sponsors of radio and television programs on Sept. 6.

WLS, the Prairie Farmer station, will present three special Dinnerbell Programs direct from the Indiana State Fair grounds on Oct. 10, 11, and 12, when the International Dairy Congress is in session. Broadcasts will be a half-hour long conducted by Harold Safford and Larry MacDonald. In addition, they will tape special record material for later broadcasts from WLS during other farm service periods.

Ralph Edwards, emcee of NBC's "Truth or Consequences" and "This Is Your Life" shows, stopped off at the airport for a half-hour, on his way to Hollywood, where he will be toastmaster at the all-broadcast program for the Community Chests of America, on Sept. 30, at 10 p.m. "Red Feather" kids of the Chicago Community Fund greeted him at the airport.

A seminar on economics in the modern world, taught by Mrs. Helen Fisher Hohman, professor of social service administration, will be carried by NBC on Wednesday nights, beginning Sept. 28. The program is one of two courses developed by the University of Chicago Round Table, and is presented at the down-town center of the university at 19 S. La Salle St.

Bob Elson will wind up the night baseball season of the Chicago White Sox with the broadcast of the game with the Cleveland Indians at Comiskey Park on Sept. 27. This gives Bob the record of having called the entire night schedule of 46 games over station WFME. Bob moves to Champaign, Ill., where he will broadcast the Illinois-Wisconsin game on Oct. 1, with Red Grange at his elbow. The Elson-Grange combination will be heard on a "Football Huddle" for 15-minutes preceding the game, with a lot of anecdotes of the "Galloping Ghost's" spectacular career.

"Tom Mix and His Straight Shooters" returned to WGN on Sept. 26, from 5:30 to 6 p.m., and will be heard Mondays, Wednesdays, and Fridays. Curley Bradley, who has been "Tom Mix" since 1944, is again in the same role. The series is sponsored by the Ralston Purina Company, in behalf of its cereal products, and originates in the WGN studios in Chicago.

A lot of AFRA members got a nosefull of fresh air this season working in summer theaters, among them Buff Cobb, Stan Gordon, Studs Terkel, Sid Breese, Bob Hoffman, Ilka Diehl Keegan, and Geraldine Kay, at the Chevy Chase Theater at Wheeling, and Sunda Love, Dean Almquist, and Bonnie Heller at the Tenthouse Theater in Highland Park. Other summer activities of Chicago AFRANS, as reported in the latest edition of "On Cue," official bulletin of the Chicago local.

Johnny Hole (Cole), WBBM, was bitten by a dog, and is pretty mad about the whole thing, but isn't frothing at the mouth. . . . Mal Belaire, WCFL, promised he'd bring his pals a muskelonge home from his vacation, but is hoping they'll settle for a lake trout. . . . Frank Sweeney of WGN's "Starlight Serenade," actually got a banana split through the mail, packed in dry ice and quickly frozen.

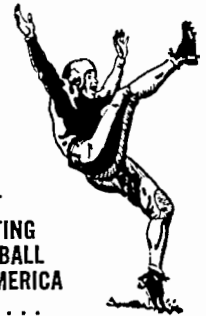
WBBM stars will do a show Sept. 30 before the Food Editors' conference at the Drake Hotel, for the Vacuum Foods Company during the "Minute Maid" (frozen orange juice) portion of the meeting. The program, "Answer, Please," will be recorded and broadcast Oct. 1, 8:15 to 8:45 a.m. In the show will be announcer Jim Conway, vocalist Louise King, and the King's Jesters, vocal and instrumental trio.

Special Foods Company, (Jay's Potato Chips) will sponsor the 7:15 to 7:45 a.m. time of WBBM's "Listen to Cliff" each Monday, Wednesday, and Friday, beginning today. The program features Cliff Johnson, his wife, and four daughters broadcasting from their home in suburban Oak Park. The 52-week sponsorship was placed through Kaufman and Associates Advertising Agency, Chicago.

Larry Lazarus, WBBM accountant, completed his twentieth year as a staff member of the CBS, last week. Head of the accounting department of WBBM since December of 1945, Lazarus worked in the CBS New York headquarters from 1929, until he came to Chicago.

Marshall V. Jewel, member of the engineering staff of WGN, is in Passavant Hospital, recovering from an automobile accident he suffered the other night. They took several stitches in his head. No report has been made on the seriousness of the injury.

SENSATIONAL TV FOOTBALL SHOW OPEN!



MOST EXCITING FOOTBALL IN AMERICA WITH . . .

HARRY WISMER COMMENTATOR

This spectacular half-hour TV program on film features thrill-packed highlights of the week's five outstanding games of the National Professional Football League. All-America stars provide 30 minutes of gridiron dynamite with the flashiest action ever pictured on a TV screen—punctuated with dramatic comment by a great sports announcer!

STILL AVAILABLE IN A NUMBER OF KEY MARKETS—ON A LOCAL BASIS. MAY BE PURCHASED FOR LESS THAN 13 WEEKS IF DESIRED.

FIRST RELEASE FOR VIEWING SEPTEMBER 30th. SCHEDULE RUNS THROUGH DECEMBER 19th—with such great drawing cards as Bobby Lane, Tommy Thompson, Bob Waterfield, Steve Van Buren, Charley Trippi, Johnny Lujack and others . . . This program is produced in cooperation with the National Football League.

COLLEGE FOOTBALL FOR TV . . .



A few markets available for the famous "Touchdown" show highlighting leading games coast to coast. Covers all home games of Notre Dame, Ohio State, Yale, Cornell, Penn, Navy. Already sponsored by dealers for Ford, Chrysler, Buick, Hudson, General Electric. **ACT AT ONCE!**

DON'T MISS THIS REMARKABLE OPPORTUNITY FOR A LEADING TELEVISION PROGRAM AT AN ATTRACTIVE PRICE. WIRE OR PHONE

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RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 48, NO. 63

NEW YORK, THURSDAY, SEPTEMBER 29, 1949

TEN CENTS

SHARP INCREASE IN BEER SPONSORS

Baseball Situation May Be Clarified

Washington Bureau of RADIO DAILY
Washington—Conclusion of a consent decree to make baseball broadcasts much more available to radio stations is seen as a possibility for the weekend by Justice Department officials. Although the strictest silence is being maintained, it was reported here that Baseball Commissioner A. B. Chandler is about ready to sign a consent decree to forestall anti-trust action by the Department of Justice.

It was believed unlikely that any decree which might be concluded
(Continued on Page 6)

Cantor Confirms Deal For NBC-TV In 1950

Chicago—Eddie Cantor announced yesterday that he has signed an exclusive television contract with Niles Trammell, president of NBC, to start on the NBC network in October of 1950. Cantor said at present he doesn't know if he will be televising a half-hour show weekly, twice monthly, or monthly. The telecast will depend on the circulation of television sets at that time. Cantor said that he doesn't feel that televi-

(Continued on Page 2)

Granik's Forum Program Moves To NBC On Oct. 30

Ted Granik's "American Forum of the Air," which recently concluded 21 years on WOR-Mutual, will begin as a simultaneous radio and television Sunday feature on the full NBC radio and TV networks on Oct. 30, 4:30-5 p.m., EST.

Four advertisers, Pennsylvania
(Continued on Page 2)

Still Going
Trenton, N. J.—Seventy-one sleepless hours have been chalked up by Ernie Kovacs, special events director of WTTM, Trenton, in his record seeking marathon at the WTTM mobile studio at the New Jersey State Fair. Kovacs has been at the microphone, day and night, since Sunday morning at 11:00 o'clock. So far as he has not missed one station break, has made 213 in all, nor any of his scheduled broadcasts and has played 326 records in his disc jockey programs.

Crosley Announces 2 Million 'Giveaway'

Details of a giant \$2,000,000 "giveaway" contest by the Crosley Division, Avco Mfg. Corp., were announced yesterday at a press showing of the company's 1950 line of radios and home appliances at the Hotel Commodore, New York.

Cash, completely equipped kitchens, and refrigerators will be
(Continued on Page 3)

New Los Angeles Station Authorized By The FCC

Washington Bureau of RADIO DAILY
Washington — The FCC has announced that it proposes to authorize a new five-kilowatt, daytime-only AM operation in Los Angeles, on the 1540 band, for the Coast Radio Broadcasting Corporation. Turned down were competitive applica-

(Continued on Page 6)

FCC Now Close To Decision On Color-TV Demonstrations

Washington Bureau of RADIO DAILY
Washington — A decision in the current color-television hearing was looked for today or tomorrow from the FCC on the request by DuMont that next week's demonstrations of color TV be scheduled to provide comparison with the best of black and white. DuMont asked Tuesday that this be done next week, rather than in November, arguing that otherwise the Commission might

Both Radio And TV Networks Report Heavy Time Buying By Major Brewery Companies

Comm. For Lehman Buying AM, TV Time

The Independent Citizens' Committee for the Election of Herbert H. Lehman to the U. S. Senate will sponsor a series of 15-minute broadcasts over a statewide CBS network, 6:15-6:30 p.m. Wednesday nights. The first program was aired last night. The Biow Co. is the agency.

Also in preparation by the Com-
(Continued on Page 2)

Michigan FM Network Carrying Football Sked

Ann Arbor — The Michigan FM Network has expanded this fall to carry University of Michigan football games throughout the breadth of the State.

Edward F. Baughn, general manager of radio station WPAG AM-FM,
(Continued on Page 6)

RMA Engages Publicists To Tell Public Of AM-TV

Washington—The RMA has announced that it has engaged Selvage & Lee, New York Public relations firm, "to assist RMA and the radio and television industry in acquainting the public with the facts on the

(Continued on Page 2)

Brewers and their distributors throughout the country, in recognition of the fact that home consumers constitute "the most rapidly expanding beer market," have more than tripled their use of radio and television, both nationally and locally, over any previous year, it was in-

(Continued on Page 5)

Urges Broadcasters To Watch Government

Des Moines, Iowa — Emphasizing the need of a strong industry trade organization, William B. Quarton, WMT, Cedar Rapids, Ia., as district director told the Tenth District NAB meeting here Tuesday that "hardly a week goes by that our friends in the government don't come up with some sort of a proposition that, if

(Continued on Page 3)

V. of A. Program Skeds For Overseas Mailed

The U. S. State Department has sent out to overseas listeners and U. S. Information offices throughout the world a total of 465,000 copies of the September-October program schedule of the Voice of America.

The issue was published in eight editions, as follows: English World-
(Continued on Page 2)

Listening Upped
Close baseball race in both the National and American Leagues have increased daytime radio listening this week and also hyped the television audiences when scheduled games have been televised. Cities garnering the largest daytime baseball audiences are New York, Boston, Brooklyn and St. Louis. Listening peak will come this weekend.

Knothole Preview
Kids surely know their baseball. Recognizing this fact, Mutual is turning over the last quarter (3:45-4 p.m.) of the Bob Poolo show next Tuesday to a group of youngsters led by the captain of the Boys Town (Omaha) team. They'll be interviewed by Bobby Benson, of MRS' "B-Bar-B" program, and Rebbitt Marinville, former World Series star shortstop.

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Phone: Riverside 5491

SOUTHWEST BUREAU

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Tower Petroleum Bldg.,
Dallas, Texas

Phone: Riverside 5491

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FINANCIAL

(September 28)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	7 3/8	7 1/4	7 1/4	- 1/8
Admiral Corp.	22 3/8	22 1/8	22 3/8	+ 1/4
Am. Tel. & Tel.	142 1/4	142 3/8	142 1/4	+ 1/8
CBS A	22 1/2	22 3/4	22 1/2	+ 1
CBS B	21 3/8	21 3/8	21 7/8	+ 1/2
Philco	29 3/8	29	29	+ 3/8
RCA Common	12	11 5/8	12	+ 3/8
Stewart-Warner	12 1/2	12 1/8	12 1/8	+ 1/8
Westinghouse	25 1/4	24 3/4	25 1/8	+ 5/8
Westinghouse pfd.	102 1/4	102 1/4	102 1/4	+ 1/4
Zenith Radio	27	26 1/2	27	+ 3/4

NEW YORK CURB EXCHANGE

Not. Union Radio. 3 27 1/2 3 + 1/4

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	13	14
Stromberg-Carlson	10 1/2	11 3/4

Wedding Bells

Dick Needin, WWRL announcer, married Lillian Saunders, non-professional at Our Lady of Assumption Church, Bronx, Sept. 18.

LIBEL and SLANDER

Invasion of Privacy
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INSURANCE
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OUR UNIQUE EXCESS POLICY
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V. of A. Program Skeds For Overseas Mailed

(Continued from Page 1)

Wide, French, Italian, German and Spanish for distribution in Europe; Portuguese and Spanish for Latin America; and Chinese-English for the Far East. Each edition lists times and frequencies for all V. of A. programs beamed to the particular areas concerned.

The program booklets, containing colored pictures and dressy covers, are more elaborate than previous publications for overseas listeners. A State Department spokesman said that most copies go directly to overseas listeners requesting schedule information with only a relative few being sent to U. S. Information offices.

The printing order for the November-December issue has been increased to 500,000 copies in anticipation of the additional requests which are expected.

Granik's Forum Program Moves To NBC On Oct. 30

(Continued from Page 1)

Railroad, American Airlines, Veterans of Foreign Wars and the Pennicillin Corp. are now dickering separately with NBC for possible sponsorship, it was learned shortly after the show was taken over by the network.

The program will originate, as previously, from a hotel in Washington. Granik will continue as moderator on the show.

Committee For Lehman Buying Radio, TV Time

(Continued from Page 1)

Committee's radio and television chief, Morris Novik, are another radio series on behalf of the ex-Governor, and a television series on film to be shown on New York state video outlets.

Motor Club Sponsoring Midwest Football Games

Chicago—Top 10 midwest football games will be broadcast over WGN-WGNB beginning Sept. 24, with Jack Brickhouse doing the play-by-play description and Harry Creighton the color. The broadcasts are sponsored by the Chicago Motor Club.

The kick-off game is Indiana at Notre Dame, at 1:45 p.m. The rest of the schedule is Wisconsin at Illinois, Oct. 1; Notre Dame at Purdue, Oct. 8; Michigan at Northwestern, Oct. 15; Illinois at Purdue, Oct. 22; Michigan at Illinois, Oct. 29; Wisconsin at Northwestern, Nov. 5; Colgate at Northwestern, Nov. 12; Northwestern at Illinois, Nov. 19; and Southern California at Notre Dame, Nov. 26.

The schedule was compiled by WGN sports director Frank Korch, who will also handle production of the games.

Cantor Confirms Deal For NBC-TV In 1950

(Continued from Page 1)

sion set circulation at this time warrants a regular weekly television show.

Cantor, who is here to star in the National Electrical Living and Television exposition which opens at the Coliseum Saturday, also said that he has signed a recording contract with RCA Victor and will record his first four sides at the RCA Victor studios here today (Thursday).

RMA Engages Publicists To Tell Public Of AM-TV

(Continued from Page 1)

television issues before the FCC." Selvage & Lee have had wide experience in handling public relations for other trade associations and corporations.

KGST, Fresno, Sold

Washington—Sale of KGST, Fresno, Cal., was announced this week by the Blackburn-Hamilton company, brokers who negotiated the sale price tag on KGST, Fresno, was \$55,000, with the station bought by Morris and Sidney Mandel and Joseph Gerloff of Chicago from John and George Baker, Peter Onnigian and Henry Martunian.

COMING and GOING

TOM HARKER, national sales manager of Fort Industry Company, is back at his office following a one-week trip to Chicago to confer with his national reps.

WALTER LAW, producer for WNBC, today will leave for Baltimore to record material for his "Stamp Club."

DAN D. HALPIN, television sales manager for RCA Victor, leaving on a business trip to San Antonio and Phoenix, the 49th and 50th markets to feature the organization's video.

BILL TUTTLE, director of radio and television for Ruthrauff & Ryan, is in Hollywood for the premiere of the Amos 'n' Andy show this Sunday. He'll return to New York October 7.

VAN FOX, of the production department at WNBC, today will leave for Boston for conferences regarding the broadcasting of the Frank Luther programs on the Yankee network.

TOM MALONE and ADAM YOUNG, of the letter's station-rop firm, are on a business trip to Toronto, Ont.

L. H. "HACK" THESMOR, general manager of WDAR, Savannah, Ga., is in New York on station business.

Will Address Conference

Pauline Frederick, ABC commentator - correspondent, will address the Conference of the Zonta International, a professional business women's group, in Jamestown, N. Y., on Saturday night, Oct. 1.

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.



BALTIMORE, MARYLAND

Tom Tinsley, President - Represented by Headley-Reed

Urges Broadcasters To Watch Government

(Continued from Page 1)

enacted, would be detrimental to broadcasting."

"Is the government eventually going to handle us as it does public utilities or the railroads?" Quarton asked. "Or are we a medium of communications, like newspapers, over which it exercises a very limited control?"

Quarton said the answer was not entirely with NAB headquarters. "Individual broadcasters can do much to help themselves and the industry, by getting to know their public officials better, and by familiarizing themselves with industry problems, so that when the opportunity presents itself, the broadcasters can tell their story convincingly," the speaker said.

Representatives of 110 stations were present at the two-day 10th District meeting. Quarton reported that the membership in that area now includes 74 AM stations, 34 FM stations and one TV station.

Reinsch Back At Desk

J. Leonard Reinsch, managing director of the Cox radio and television enterprises, has returned to his desk at WSB, Atlanta, after having undergone an emergency appendectomy.

FCC Now Close To Decision On Color-TV Demonstrations

(Continued from Page 1)

that he believes the Commission should be given every opportunity to make comparative studies.

FCC technicians have turned out adapters to permit reception in black and white of CBS color transmissions on present-day sets for as low as \$4.81 in parts cost, Commissioner Jones said yesterday during the third day of the hearings. Immediately Philco's vice-president Smith offered to test the equipment and tell the Commission what industry engineers think of it.

Jones' statement followed a lengthy recitation of estimates by various RMA member companies as to how long it would take to prepare such adapters and converters. Smith also talked in broad terms of cost, with a wide swing both in time and cost estimates among the various manufacturers.

The hearing did not go on yesterday afternoon, but will resume this morning with Smith still on the stand. All yesterday morning, as a technical spokesman for RMA, Smith offered to test the equipment by Jones and Commissioner Frieda B. Hennock. He will testify later on behalf of Philco.

Jones was pounding away at parts of the RMA statement in an effort

to get Smith to admit that it could not be supported in all respects. He did win from Smith the admission that so far as transmitters are concerned there need be no long delay. The industry could turn out VHF transmitters equipped to send color now, he said, and can probably be ready with UHF color transmitters just as soon as with UHF monochrome transmitters.

Smith told the Commission that ultimately it will have to choose between definition and color—that detail will have to be sacrificed for color. He said sports broadcasts in black and white will probably always be better than in color for those who wish to watch the fine points of the contest. He said at one point that he "would rather see where the ball goes than the color of the umpires clothes."

At another point Philco took a swipe at the AT&T intercity cable, on the ground that more satisfactory service is to be had from Philco and Western Union facilities.

Jones completed his questioning just as the hearing ended yesterday, with Miss Hennock to tackle Smith this morning.

As yet, observers here believe the intensive questioning by Jones has

Crosley Announces 2 Million 'Giveaway'

(Continued from Page 1)

awarded as prizes for the best letters on "Why I should be given a new 1950 Shelvador." The contest opens Oct. 15 and closes Nov. 30.

An additional two to three million dollars will be spent by Crosley during the coming year on advertising and promotion of its new line, according to W. A. Brees, Avco vice-president and Crosley general sales manager.

New Crosley radios shown at yesterday's preview include an FM-AM model, featuring a "seven tube-plus-rectifier chassis," and a white-enamel "kitchen radio receiver," designed to lighten the housewife's day.

Emerson Declares Div.

The board of directors of Emerson Radio & Phonograph Corporation last Wednesday declared the regular quarterly dividend of 30 cents per share on the 800,000 shares of stock outstanding, payable on October 15, 1949 to stockholders of record at the close of business on October 5, 1949.

Simply been setting the stage for further developments. The real battle will occur, it is felt, during the cross-examination to come.

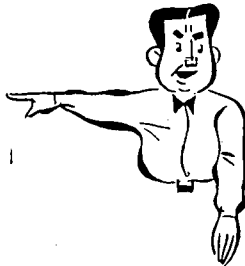
WOR'S OWN RULES FOR RADIO FOOTBALL

during the 1949 season



OFF-SIDE

Bill Fowler of Brecker & Brinker knew that WOR's news programs could perform miracles for his client's shoe polish. Thought he'd run around it; lost a market by doing so. PENALTY—a low cost WOR news show that outstripped all media used.



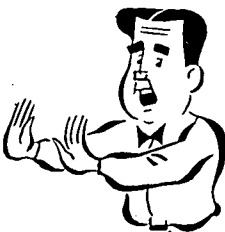
PERSONAL FOUL

Charlie Bricker of Lamson thought he'd out-think the client; skipped WOR in schedule set to boost candy sales. Forgot that WOR could do work of almost all media. PENALTY—he must read Peter Paul and Colonial WOR success stories.



PASS INCOMPLETE

The boys at Ajax thought they could run that product on a 20% sales gain in greater New York without using WOR. PENALTY—A WOR personality like Martha Deane, Stan Lomax, or Barbara Welles.



INTERFERENCE WITH PLAYER

Bill Grum disagreed with Harley Transfer regarding Hannibal Nail Polish's use of a WOR woman's show. Wasted 4 weeks on media duds. PENALTY — WOR participation that boosted sales more than 30% in less than 10 weeks.



CRAWLING BY BALL CARRIER

The v.p. in charge adv. for Cannonball Cleaner said his media list would run stuff to top position in jig time. Forgot to include WOR. PENALTY—a WOR news show that did the job in 8 weeks without other ad help.

—that all-american seller

at 1440 Broadway, in New York

WOR

AGENCIES

ARTHUR F. DERMODY, director of media and marketing research, Kelly-Nason Inc., will direct the Research Clinic of the Advertising and Selling Course, sponsored by the Advertising Club of New York. Among those who will serve as leaders at the various meetings are: Howard A. Stone, vice-president, Daniel Starch & Staff; Allen B. Sikes, service manager, bureau of advertising, ANPA; V. H. Pelz, managing director, Traffic Audit Bureau, Inc.; Paul K. Edwards, chairman, department of marketing, School of Business Administration, Rutgers University; Arthur J. McAnally, director of research, Newsweek Magazine, and H. James Gedinman, regional manager, Hearst Advertising Service.

HERSHEY CREAMERY COMPANY, INC., Harrisburg, Pa., makers of Hershey Ice Cream, has selected J. M. Korn & Company, Inc., Philadelphia, to handle their advertising.

MOGGE-PRIVETT, INC., Los Angeles, has been elected to membership in the American Association of Advertising Agencies.

A.F.A.'s Tenth District, at its conference held in Oklahoma City, September 18th to 20th elected E. Julian Herndon, advertising director of the Arkansas Democrat, Little Rock, as its new district governor. Other officers are: first lieutenant governor, A. B. Penny, Humble Oil & Refining Company of Houston; second lieutenant governor, Dale Rogers, Mid-Continent Petroleum Corporation of Tulsa. Alfonso Johnson of Dallas was re-elected executive secretary. The District voted to hold its 1950 conference in Amarillo, Texas.

GARDNER COWLES, president of Cowles Magazines, Inc., announces the appointment as of October 1st of C. S. Larry Hanson as advertising manager of Flair, the new Cowles magazine to be published next January. Hanson has been eastern advertising manager of the American Newspapers Advertising Network. Previously he was an account executive and assistant new business manager of McCann-Erickson.

WILLIAM N. DAVIDSON of the station relations department of the American Broadcasting Company, will join Free & Peters, Inc., station representatives, as an account executive on Monday, Oct. 3.

RADIO-TV EXECS—ATTENTION

Successful time salesman N. Y. 50,000 watt station desires niche where abilities can be fully exploited. 10 years diverse radio, heavy sales—excellent agency following—30, married. Write Box 273,

RADIO DAILY

1501 Broadway New York City



Windy City Wordage. . . !

● ● ● **PREXY WALT SCHWIMMER** of the victorious Radio Features forces (he beat the FCC in the 1st round) off to California to inaugurate his "Tello-Test" giveaway phone quiz over 45 Don Lee stations. This sale resulted directly from Judge Michael Igoe's anti-FCC decision. . . .

Chicago Kenneth Houston, v.p. of the same firm, bedded in Edgewater Hospital following a week-end operation. . . . E. R. (Ted) Lewis, president of London Records and "Tootie" Camaretta, musical director for the London label, arriving in town Wednesday to act as hosts at a press party for leading local disc jockeys. Purpose of the party, being held at the Sheraton Hotel, is to unveil London's new FFR recordings. Jimmy Martin, live-wire Chicago distributor for the London firm, acting as co-host at the deejay party.

★ ★ ★ ★

● ● ● **TELEVISION TOOK** the spotlight yesterday at the current TESMA (Theatre Equipment and Supply Manufacturers' Ass'n) convention at the Stevens Hotel. . . . Si Fabian, president of Fabian Theatres Corp., will discuss "Television in the Theatre." And he should know as he's showing the Red Sox-Red Birds (?) world series games in his New York theatre. . . . Also on the agenda is a large screen theatre television demonstration and explanation by Barton Kreutzer of RCA. . . . In addition to RCA's large theatre screen, two other manufacturers are making a bid for TV business here. They are Reeves Soundcraft's "Videon" with the new TV sales manager, "Monty" Lamont here from New York demonstrating the amazing clarity screen in Room 421 at the Stevens and Tradiovision's sales manager Alex Brown demonstrating his large screen in the Exhibition Hall.

★ ★ ★ ★

● ● ● **HAL RORKE**, radio director of J. Walter Thompson, hosting a cocktail party for the press at the Sherman Hotel to kick-off the agency's new "Big Ten" touch-down high-light film show on WGN-TV on behalf of the Chicagoland Ford dealers. . . . And the Race agency holding a similar party at the Palmer House to announce their football film highlights broadcast over WNBQ on behalf of the local Hudson Dealers. . . . NBC held a special preview showing of their new "Life of Riley" TV program at the Paramount screening room yesterday followed by a luncheon at the Blackstone Hotel. John Keyes of NBC says this is first time that a radio show has been recast and filmed expressly for TV.

★ ★ ★ ★

● ● ● **THE VARIETY CLUB's** Ralph Kettering telling about his son's "Your Date with Shirley" program in which several airlines are expressing more than a mild interest. His daughter-in-law, 20th Century-Fox star Shirley Dean, interviews passengers enplaning at the San Francisco airport. . . . Radio rep Donald Cooke planning to close his Chicago office October 1st. . . . Now that the linotype operators' strike is over, radio listings are taking on a clearer look. Local ad agencies reported up in arms about paying for listings. In the meantime the FM stations are welcoming the chance to have their programs listed—even if they have to pay for it. . . . Crowds watching the new "black tube" at Zenith's swank new "salon" at 333 North Michigan Avenue. . . . Don McCarty from Terre Haute, Indiana, is the new all-night disc-jockey for WCFL.

★ ★ ★ ★

LOS ANGELES

"CAVALCADE OF AMERICA" started its 15th year locally on NBC September 27, with Zachary Scott starring in "The Immortal Blacksmith" to open the season on the West Coast. Cavalcade has been aired in the East for a month, but no Coast time has been available during the period.

The World Broadcasting System announces that KGFN, Grass Valley, Calif., has signed a contract for the use of World's transcribed library service.

Four Hits and a Miss, former vocal group with Bob Hope, have joined CBS' Curt Massey musical as regulars.

Judy Canova returns to the air October 1, and will be heard over 144 stations on the NBC network, for the start of her seventh year on the air. Assisting Judy will be Mel Blanc, Ruby Dandridge, Joseph Kearns, Verna Felton and the Sportsmen Quartet. Joe Rines is the producer with the agency Ted Bates, Inc.

Venise Groves, wife of Larry Finley, has been doing guest shots on radio and TV while touring across country with the production chief on his survey for his transcription and TV firm.

Transit Radio Coverage

St. Louis—A total of 766 St. Louis buses and streetcars have been installed with Transit Radio equipment, according to an announcement issued by C. L. (Chet) Thomas, president of Transit Radio, Inc. and general manager of KXOK-FM, St. Louis.

There now are 587 buses and 179 streetcars, which are equally distributed throughout the city's transit lines, covering every section of St. Louis and the surrounding St. Louis County.

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

Increase In Beer Sponsors Both On Radio And TV Nets

(Continued from Page 1)

indicated in a RADIO DAILY survey yesterday.

The F. & M. Schaefer Brewing Co., one of many firms which has had its eye on an expanding market, is sponsoring both radio and television to introduce its products throughout New York State, Massachusetts, Rhode Island, New Jersey and Connecticut. The reverse technique, that of entering local competition in various areas, was noted in the present plans of Anheuser-Busch, Inc., maker of "Budweiser" beer, calling for the expenditure of a reported \$20,000,000 in the building of a new plant at Newark, N. J.

Pabst Buys Radio-TV Sked
Pabst Sales Co. currently is sponsoring "Life of Riley" under a 52-week contract with NBC, both radio and television. The agency is Warwick & Legler. Last year, the brewery sponsored Eddie Cantor, now under the tab of Eversharp. The two current shows of Pabst on NBC represent about \$1,500,000 in time charges alone.

Blatz Takes Roller Derby
According to an announcement released yesterday by the American Broadcasting Co., the Blatz Brewing Co. of Milwaukee, Wis., will sponsor, under a 52-week contract, the concluding portion of the "Roller Derby" over an 11-station ABC video network, beginning tonight, 10:30 p.m., EST. The stations to carry the telecast will be WJZ-TV, New York; WXYZ-TV, Detroit; WENR-TV, Chicago; WEWS, Cleveland; WFIL-TV, Philadelphia; WAAM, Baltimore; WNAC-TV, Boston; WTVN, Columbus, with WTMJ-TV, Milwaukee, carrying the event by video recording. The agency is Kastor, Farrell, Chesley & Clifford, Inc., of New York.

In 1948, ABC had no breweries on the network—AM or TV. This year, on the network, ABC has Miller Brewing Co., sponsoring the half-hour, once-a-week "Lawrence Welk" show. On ABC network co-ops, 16 brewers in 18 markets are sponsoring shows. On ABC-TV co-ops, there are four brewers in nine markets. Last year, ABC did not have any TV co-ops.

Blatz Buys Duffy's
Blatz is carrying the tab on WNBC's "Duffy's Tavern" on the radio network, one-half hour per week, representing an estimated \$1,000,000 in time charges. A television version of the show under the same sponsorship may begin in January, 1950, over NBC-TV. Blatz did not use either NBC radio or television last year. These sponsorships of evening shows, in addition to the usual heavy use of daytime sports shows, were used by industry spokesmen to illustrate the increased interest in home consumption, on the part of most brewers, in current beer advertising.

Schlitz Brewing Co. is expected to

make a decision within the coming week about its option on NBC's "Hall of Ivy." If the contract is signed, it will mean about \$1,000,000 in time sales. Schlitz would be a newcomer to NBC this year, if the deal goes through.

The Jacob Ruppert Co. currently is sponsoring a five-minute film which precedes the CBS-TV coverage of the Columbia University football games from New York City. Rheingold, Piels, Edelbrew and R & H Beer are other new additions to the radio and television users of the last two years.

P. Ballantine & Sons, which did not use CBS radio last year, carried one boxing bout, the Ray Robinson vs. Steve Belloise fight, on the radio network this year. In addition, Ballantine will again sponsor on CBS-TV for a period of 13 weeks the "Tournament of Champions" boxing bouts. J. Walter Thompson is the agency.

Says Market Splits 50-50

A spokesman for Batten, Barton, Durstine & Osborn, Inc., representing Schaefer beer, confirmed the present trend toward a three-to-one increase in the use of television and radio. However, he took issue with spokesmen for other brewers who maintained that the biggest market for beer is in homes. He said that Schaefer's market is a 50-50 split between bottle and draft beer. His client is sponsoring on CBS-TV the coverage of a minimum of 77 home games of the Dodgers.

For the third time, Schaefer's will sponsor the New York Rangers hockey games, starting in October, over WMGM, New York. The firm bought the coverage last year over WPIX, the New York Daily News television station. The firm is sponsoring over the same station one-half of the home and away games of the Dodgers and the New York Giants football games. The Dodgers' games have been signed for next year, representing another portion of the increasing beer business over local stations.

Schaefer's other sponsorships include the "John Feeney Show" over WINS, New York, two quarter hours per week for 52 weeks; "Continental Varieties," over WWRL, New York, one-half hour per week for 52 weeks; Negro band leader Ralph Cooper's show over WMCA, New York, one-half hour, six days per week, for an indefinite period; and three participations per week in the "Terry Long Show" over WBNX, New York.

Schaefer Schedule Heavy

Schaefer is now ending a four-week campaign involving one-minute spots on 18 different personality shows on practically every station in New York city. The campaign plugging the company's new pale dry beer involved 20-second films on

(Continued on Page 6)



Man Who Comes To Dinner Brews a Nightcap

He comes to dinner five times a week—and his hosts number about 13,500,000 listeners weekly. He likes his coffee and his news hot—and while he roasts no coffee, the subjects of his research are sometimes well-roasted. He finds grounds for comment in the many political pots which are always brewing in the nation's capital.

His nightly "top of the news as it looks from here" puts cream in many a sponsor's cup.

Lively, stimulating, widely followed, his broadcast—the Fulton Lewis Jr. program—is currently sponsored on more than 300 stations. It offers local advertisers the prestige of a network feature, at local time cost with prorated 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).

Beer Sponsors Rise On Radio-Tele Webs

(Continued from Page 5)

WCBS-TV, WPIX and WABD, all in New York City. Similar 20-second film was used on two Boston TV stations. A quarter-hour program, "The Ted Cole Show" over WHDH, Boston, has just completed a 26-week run under the sponsorship of Schaefer.

WJZ-TV, ABC's New York outlet, has three brewers: — Miller Brewing Co., sponsoring the wrestling matches; Ruppert Brewery, two weekly five-minute sports programs; and Blatz, a series of participations. WJZ, the web's AM outlet in New York, has the F. M. Schaefer Brewing Co. sponsoring participations in three shows; and Liebmann Breweries, a six-week campaign of 26 weekly announcements.

Three More On Mutual

The Mutual Broadcasting System reported to RADIO DAILY that it has three more breweries on its co-ops this year than last. The Hamilton Distributing Co., in behalf of Hudepohl & Wiedemann beers, is sponsoring Mutual's "Behind the Story" over WMOH, Hamilton, O. The Tivoli Union Co., for Tivoli and Lucky-U brand beers, sponsors MBS' "The Hunting & Fishing Club of the Air" over KSET, Trinidad, Colo., one-half hour per week. The A. L. Meyer Distributing Co., for Gluek's beer, sponsors the "Hunting and Fishing Club" over KSUM, Fairmont, Minn., once per week.

Web Stations Used Nationally

MBS' "Mutual Newsreel" is sponsored five times per week over KLUF, Galveston, Tex., by the Jackson Brewing Co. The web's commentaries by Fulton Lewis, Jr., is sponsored five times per week by the Home Brewing Co. over WSSV, Petersburg, Va.; by the Marathon City Brewing Co. over WIGW, Medford, Wis.; by the Sandusky Butter & Eggs Co. (beer distributors) over WLEC, Sandusky, O.; by Gus Schneider, Inc., distributors of Pickwick ale, over WKCL, Concord, N. H.; by Lake City Beverage Co., distributors for Ballantine beer, over WLNH, Laconia, N. H.; and the Atlantic Ale and Beer Co. over three Mutual stations: WKDK, Newberry, S. C., WAYS, Charlotte, N. C., and WDEC, Americus, Ga.

Roller Derby Telecasts Set

Plans for televising the Roller Derby which returns to the New York area today, Sept. 29, were announced last week by ABC-TV. The telecasts will begin at the 14th Regiment Armory and will continue nightly throughout October 14. On Oct. 20 the schedule will be resumed from the 69th Regiment Armory and will continue from there until Nov. 4th. The Derby telecasts move to the 22nd Engineers Armory on Nov. 10th and will be picked up from there until Dec. 1 when the action switches to the Philadelphia Arena for a 15 day stand.

New Los Angeles Station Authorized By The FCC

(Continued from Page 1)

tions from the Huntington Broadcasting Company, for Huntington Park, and the San Gabriel Valley Broadcasting Company, for Monrovia.

The San Gabriel application was ruled out because of the death of the chief stockholder since the record was closed in the matter, and the Commission preferred the successful applicant over the other on the ground that ownership is better integrated into the community.

Banker Chief Stockholder

President and 60 per cent stockholder of the Coast Radio Broadcasting Corp. is Hugh R. Murchison of Los Angeles, engaged in investment banking as partner in Maxwell, Marshall & Co., and active in local charitable work.

The Commission also proposed to reject the application of C. Thomas Patten for a new station on the 1010 band with ten kilowatts daytime at Oakland, Calif. It was reported that the Commission found a number of false statements in the testimony during the hearing.

Girard Renews 6 Stations

Since September 1st, Paul Girard Company, Dallas, regional representative firm, as renewed regional rep contracts with six stations in the Southwest. According to Paul Girard, stations which have renewed are: KOMA, CBS, Oklahoma City, KTUL, CBS, Tulsa, Oklahoma, both represented on the national level by Avery-Knodel Inc.; KWFT, CBS in Wichita Falls, and KEPO, ABC, in El Paso, both in Texas, and both represented nationally by John Blair; KGKB, MBS, Tyler, Texas, nationally represented by John Pearson Co.; and KTFS, Texarkana, with Everett McKinney Company as national reps.

Michigan FM Network Carrying Football Sked

(Continued from Page 1)

the key station, says the network includes nine AM and five FM outlets in nine cities.

They include WPAG AM-FM, Ann Arbor; WUOM-FM, University of Michigan station in Ann Arbor; WTHH AM-FM, Port Huron; WKNX, Saginaw; WBCK, Battle Creek; WKZO, Kalamazoo; WHFB AM-FM, Benton Harbor; WJEF, Grand Rapids; WTVB, Coldwater; and WABJ AM-FM, Adrian.

Visit WOR-TV Towers

A group of NBC division engineers headed by F. A. Wankel, assistant director of television engineering operations at NBC, yesterday visited WOR-TV's transmitter site and tower at North Bergen, N. J. They were taken on a tour conducted by J. R. Poppele, vice-president in charge of engineering for WOR-TV and WOR.

Baseball Situation May Be Clarified

(Continued from Page 1)

now would have much bearing on air rights for the World Series this year, but one of the important items of contention has been Chandler's right to sell exclusive World Series rights. Another has been the requirement that local club owners be permitted to veto broadcast of games of clubs from other cities, with the Western Union play-by-play rights.

The complaint against the organized baseball moguls has been pending for a long time, with reports here that former Attorney General Tom C. Clark had pledged not to file a formal complaint without first giving Chandler an opportunity to make a counter-offer.

Columnist Robert S. Allen will say this morning that the complaining stations are WISK, Butler, Pa.; WARRL, Arlington, Va.; WSOY, Decatur, Ill.; WATL, Atlanta; KLIF, Dallas; WDIA, Memphis; WDXB, Chattanooga; WSAY, Rochester, and KEMO, Hannibal, Mo.

Stork News

Steve Machcinski, of Adam Young Television, Inc., is the father of a girl born last week to Mrs. Machcinski. Baby weighed in at six pounds, 11 ounces, and will be named Victoria Lynn Machcinski.

Whirlwind


Speaking of promotion, things are really whirling these days in KYW-land! Take Reading, Pa. KYW's participation in the great Reading Fair included sixteen separate broadcasts.. embracing daily news reports from the fair grounds and on-the-spot coverage of races and other thrill-events.

Take West Chester, too! Special KYW presentations are high-lighting this week's Sesquicentennial Celebration, making still more friends for KYW advertisers!

Yes, things are whirling at KYW. And this constant promotion, aided by KYW's new extra-coverage antenna system, is giving sponsors more for their money. For availabilities, check KYW or Free & Peters.

PHILADELPHIA
50,000 WATTS
NBC AFFILIATE

KYW

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

Les Hafner & C. F. Vetter, Jr.

have moved their

Motion Picture Stages

to

3 East 57th Street New York City

PLaza 3-4840

Four Large Production Stages

TELEVISION DAILY

Section of RADIO DAILY, Thursday, September 29, 1949 — TELEVISION DAILY is fully protected by register and copyright

SUE TO HALT WEB-TV PROGRAM

TELE TOPICS

TEXACO STAR THEATER Tuesday night was as good as the season's opening as bad. Milton Berle was at his best, or close to it, throughout most of the hour, while the talent lineup was truly outstanding. Berle's opening monologue was very funny although not helped especially by his outlandish caveman costume. Opening acrobatic act, the Maxellos, was a good one, and the comedian's stint with them was hilarious. Berle followed this with a sock card trick routine. Bill Robinson was thrilling, as always, and his duet with Berle was fine entertainment. Ball player Jackie Robinson swapped a few tags with Berle, but his appearance amounted to little more than a walk-on. A horror-house skit with Bela Lugosi also drew many laughs and was climaxed by the unheralded appearance, in a mummy case, of Olsen and Johnson and one of their midgets. Finale—a vignette of Ziegfeld stars introduced by Billy Burke—seemed out of place, we think, because of impersonations of such departed greats as W. C. Fields, Marilyn Miller, Helen Morgan and Nora Bayes. Even Sid Stone's pitch was immeasurably improved being aided greatly by a glib self-assured youngster named Kenny Shapiro. . . . A sight gag about Ingrid Bergman displayed singularly bad taste, while the inference that Berle belonged in the same niche as Ziegfeld rubbed us the wrong way. . . . Ed Cashman produced and directed for the Kudner agency.

CHRIS RASHBAUM has been named Eastern sales representative for the Paramount TV stations—KTLA, Los Angeles, and WBKB, Chicago. He has served as an assistant representative in Paramount's New York sales office for the last two years. . . . Braille Bibles, recorded Biblical texts, and other methods of bringing religious teachings to an estimated 75,000 blind or blind and deaf persons in the U. S. will be demonstrated Sunday on "Television Chapel" over WPIX, New York, at 6 p.m. The half-hour program, sponsored by the American Lutheran Publicity Committee, will also feature singing by a choir of blind children.

CHICAGO VIEWERS will get a generous helping of scholastic football this Fall, with games of both public and Catholic high schools being televised. WENR-TV will cover a top game in the Chicago Public High School League each Saturday night, starting this week, at 8 p.m. WGN-TV will telecast six games in the Catholic High School League contest, and also a seventh clash for the City High School championship. The schedule opens Oct. 16 at 1:45 p.m. . . . Two hardy perennials of the band business share the spotlight on WABD tomorrow night when Duke Ellington guests on the Vincent Lopez show, at 7:45 p.m.

Tele View of the Week



Vice President Alben Barkley was the guest of honor at the opening of the KBTU studios in Dallas, Texas. Left to right in the picture are Sam Cuff, representing Adam Young Television, Inc.; the Vice President; Sam Potter, station owner, and Herbert E. Taylor, Jr., Allen B. DuMont Laboratories, Inc.

Color Video Problems Top Film Council Agenda

J. A. Maurer, president of J. A. Maurer, Inc., and vice-president of the Society of Motion Picture Engineers, will speak on "The Problems of the Film Producer, with the Advent of Color Television," at the second quarterly forum meeting of the National Television Film Council, to be held Thursday at the Hotel Astor, New York. Other forum speakers are John Mitchell, on Distribution; Henry Morely, on Production, and Ed Evans, on TV stations.

Red Cross TV Slides Available For Stations

Washington—A series of eight television slides including two featuring Al Capp's Li'l Abner, Daisy Mae, and the shmoos and designed to aid in recruiting blood donors is being distributed by the American Red Cross to TV stations in cities where its national blood program is operating. A kit of spot announcements for live narration with or without musical background accompanies the slides, which are available through local Red Cross chapters.

Say Howdy-Doody Canada Pickup Violates Pact

An injunction action was filed yesterday in New York Supreme by Joseph Balaber, claiming that his Canadian television rights to 100 Mack Sennett comedies are being destroyed because video receiving sets in the Dominion are picking up from NBC the "Howdy-Doody" tele show (which uses the Sennett subjects) from NBC affiliates in Cleveland, Buffalo and Detroit.

Naming NBC, Colgate-Palmolive-Peet and other sponsors of the program, Balaber claims that his license agreement with the network covers only continental United States. He seeks an injunction to halt the advertising, performance of exhibition of the shorts directly or indirectly in Canada.

The suit asks that the originating station, WNBT, New York, be restrained from telecasting the subjects, as well as WNEK, Cleveland; WBBN, Buffalo, and WWJ, Detroit.

A show cause order on a temporary injunction pending trial of the suit is returnable tomorrow.

Fishing And Hunting Club Bought As Video Feature

"The Fishing and Hunting Club of the Air," a four-year-old fixture on WOR, New York, will be seen on DuMont television starting Friday, 9-9:30 p.m., on behalf of the Mail Pouch Tobacco Company's Kentucky Club Pipe Tobacco and Melo-Crown Cigars.

The show will also be teletranscribed and sent to DuMont affiliates in Cincinnati, Cleveland, and Detroit. Bill Slater will act as m.c., assisted by well-known outdoor writers and sportsmen. Walker and Downing, Pittsburgh, is the Mail Pouch agency.

"Front Page" Debut Set On CBS-TV Web Today

"The Front Page," new series based on the play by Ben Hecht and Charles MacArthur, will start on the CBS-TV web on Thursday, Sept. 29, 8:00-8:30 p.m. EST. John Daly, CBS news analyst, has been cast in the role of managing editor Walter Burns, with Mark Roberts as reporter Hildy Johnson. Adaptations will be by Alvin Sapinsley. Show is a joint presentation by World Video and CBS, with Franklin Heller of CBS directing and Donald Davis of World Video producing.

PLUG TUNES

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

**WHERE ARE
 YOU BLUE EYES?**

Recorded on RCA-Victor #25-1134
 KNICKERBOCKER MUSIC PUB. INC.
 1619 Broadway New York, N. Y.

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

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

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

For This Year and Every Year,
 the Fabulous Novelty Song
**RUDOLPH the RED-NOSED
 REINDEER**
 by Johnny Marks
 Recorded by—
 GENE AUTRY EDDY HOWARD
 (Columbia) (Mercury)
 —More To Follow—
 In Preparation
HAPPY NEW YEAR, DARLING
 by Carmen Lombardo and Johnny Marks
 ST. NICHOLAS MUSIC PUB. CO.
 1619 Broadway, New York 19 Circle 7-2900
 CHICAGO HOLLYWOOD
 Paul Salvatori Danny Camaron
 NEW YORK
 George E. Schottler, Prof. Mgr.

**TOOT, TOOT
 TOOTSIE!**
 (GOOD-BYE)
 Featured By
AL JOLSON
 In The Columbia Picture
"Jolson Sings Again"
 on
Decca Records
 LEO FEIST, INC.

WORDS AND MUSIC

By PINKY HERMAN

● ● ● **TIN PAN ALLEY OOPS:**—The hottest firm in music business is still in high gear . . . Tommy Valando's Laurel Music soon starts on another winner, this one, "Meadow Of Heaven," by Joe McCarthy and Joe Meyer . . . you can look for this one on the Hit Parade some time in November. . . ● Lanny Ross opens a two-week stint at the Mount Royal in Montreal tomorrow . . . he'll fly to New York Sunday for the "Pet Milk" show then back to Canada. . . ● The New Jersey State Fair Ass'n will award a Blue Ribbon Monday to Chevrolet's "NBTele Theatre" seen every Monday at 8 p.m. . . series is produced by Victor McLeod and directed by Barry Bernard and Garry Simpson. . . ● Sotto Voce to Ben Bart:—Mack Goldman at Advanced Music has a number that's perfect for Dinah Washington, titled, "I Want A Man." . . (you're welcome). . . ● Haydn Broughton back from a tour of the midwest . . . his firm, Knickerbocker Music, clicking with "Where Are You Blue Eyes," recorded on Victor by Henri Reno's Musette Ork. . . ● Carroll Bratman, the drum expert, started his career back in 1925 at the Peabody Conservatory in Baltimore and in 1934 headed that school's Percussion Dep't. . .

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● ● ● **LAST TUESDAY** nite we visited Frank Dailey's Meadowbrook at Cedar Grove, N. J., to take a gander at an orchestra we'd been hearing about. . . Billy Bishop's band was making its first appearance in the East and after three hours of solid entertainment we came away with the conviction that this 11-piece aggregation is one of the finest small combos we've seen in many a moon . . . the band provides a dance beat that made the toes tap on the floor and under the chair. Thrush Alice Mann, not only can warble a ballad but can also toss in a torrid tempo'd tune and clown through a comedy number a la Judy Canova . . . the talented musicians singly or in groups, do turns that make the cash customers clamor for more. . . If a TV scout should run out to Meadowbrook some evening, he'd be wise to take along a filled fountain pen. . .

☆ ☆ ☆ ☆

● ● ● **REGENT MUSIC** may have the successor to "The Huckle-buck" in the Fred Wise-Boyd Raeburn number, "The Slider." . . ● Santly-Joy has started on "You're Diff'rent," penned by Marjorie Goetschius and Edna Osser, the gals who wrote "I Dream of You More Than You Dream I Do." . . ● The new Bing Crosby Decca platter of "You're All I Want For Christmas" will probably be played as often as Bing's "White Christmas." Porgie Music publishes the tune. . . ● Wooden you just know Charlie McCarthy would make a crack like "CBS stands for Charlie, Bergen and Snerd." . . ● Johnny Vocca, formerly at KECK, now dee-jaywalking on KOSA air lanes. . . "Music Pro-VOCCA-tive?" . . ● Herman Starr, Prexy of Warner Bros. Music firms, has acquired the American rights to the French hit, "La Seine," for Remick. . . ● Al Gallico's initial tune, "Blue For A Boy—Pink For A Girl," is already up there among the 'most-played-tunes.' Number was clefted by Arthur Altman and Hal David. . .

☆ ☆ ☆ ☆

● ● ● **ON AND OFF THE RECORD:**—MGM has a fine item in the new George Shearing platter pairing the standard "East Of The Sun" with the brighter-tempoed "Conception," supported by an all-star group of talented sidemen, Shearing's piano wizardry is definitely established. . . Vaughn Monroe's latest Victor Platter, pairing "Blue For A Boy—Pink For A Girl" with an Italian folk melody, "Vieni Su," will get plenty of deejay attention. . . ● Matt Moller, WFMDisk Jockey of Frederick, Md., spending two-week vacation in Gotham. . . ● Ardmore Music has landed the publishing rights to "Hot As A Two-Dollar Pistol," waxed for Capitol by Red Ingle & His Gang . . . novelty was written by Harry Stride and Jack Wilson. . . ● London Records has purchased the Ted Herbert-Marvel platter of "Take Your Finger Out of Your Mouth."

PLUG TUNES

I'LL KEEP THE LOVELIGHT BURNING
 (In My Heart)
 LAUREL MUSIC CO.
 1619 Broadway New York City

Bing Crosby, Gracie Fields,
 Sammy Kaye, Johnny Desmond,
 Jo Stafford, Doris Day
 Are All On
THE LAST MILE HOME
 LEEDS MUSIC CORPORATION

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

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

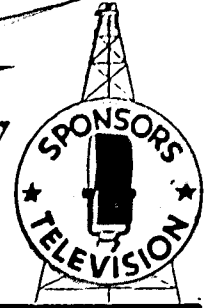
My Heart Goes With You
 by Thomas G. Meehan
 —◆◆—
JAMES MUSIC, Inc.
 1650 Broadway Room 709 N. Y. C.

Brand New Novelty!
**"If I Had A
 Million Dollars"**
 (I Would Give It All to You)
 TONY PASTOR'S
 Sensational COLUMBIA Record
 #38577
 RYTVOC, Inc.
 1585 Broadway New York 19, N. Y.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 48, NO. 64

NEW YORK, FRIDAY, SEPTEMBER 30, 1949

TEN CENTS

RCA WANTS FULL 'GREEN LIGHT' FOR TV

Ex-FCC Commissioner Dies In Washington

Washington Bureau of RADIO DAILY
Washington—Former FCC Commissioner Ray C. Wakefield, California Republican, died yesterday in Emergency Hospital here. He was ill of uremic poisoning contracted during a European trip. Wakefield was public utilities commissioner in California until his appointment to the Commission in 1940. He had been expected to serve a second seven-year term, and his name sent to the Senate for confirmation. (Continued on Page 2)

Aluminum Firms Renews 'Club Time' Over ABC

Chicago—The Club Aluminum Products Co. has renewed for the fifth consecutive year its sponsorship of "Club Time" over ABC, Tuesdays, 10:45-11 a.m., EST. The 52-week contract in behalf of the sponsor's aluminum household utensils becomes effective Nov. 1 and covers 66 ABC stations. Leo Burnett Co., Inc., of this city is the agency.

Colman Gets Release From Agency Contract

Ronald Colman has been released from his contract with Benton & Bowles, Inc., and the Prudential Insurance Co. of America, calling for exclusive network appearance on the coming season's "The Prudential Family Hour of Stars" on CBS, in order that he may sign the reported three-year deal with NBC for the feature role in "Halls of Ivy." Schlitz reportedly is huddling with NBC on the coast over a deal for. (Continued on Page 2)

Educational

Philadelphia—WFIL, the Philadelphia Inquirer station, announced the completion of arrangements for joint WFIL-RCA Victor presentation of the "Studio Schoolhouse" program series, designed for in-school listening. The plan has received the endorsement of the Philadelphia Board of Education and it is believed to be the first time a national advertiser has made local time available for a regularly schedule (five times weekly) public interest series.

Pabst Budgets 'Riley' At \$18,000 Weekly

Pabst Blue Ribbon Beer has earmarked close to \$1,000,000 on a yearly basis, for the new "Life of Riley" television show which it will sponsor on NBC-TV starting Oct. 4. The show, which is budgeted at \$18,000 weekly, was given simultaneous press previews Wednesday night in New York, Chicago, and Los Angeles. Starring Jackie Gleason as Riley and Rosemary De. (Continued on Page 2)

U. S. May Have To Share About 10 Clear Channels

Washington Bureau of RADIO DAILY
Washington—A strong possibility that the United States will have to acquiesce to Cuban demands for the breaking down of about 10 clear channels was seen here by industry observers returned from the Quebec. (Continued on Page 3)

Asks FCC To Lift Freeze, Open UHF, Authorize Color On Every Band; Smith, Goldsmith Also Heard

WCAR And UAW-CIO Turned Down By FCC

Washington Bureau of RADIO DAILY
Washington—The FCC announced its field decision yesterday refusing WCAR, Pontiac, Mich., permission to move into Detroit, and at the same time turning down the bid of the United Automobile Workers, CIO, for a station in Detroit. WCAR, on the 1130 band in Pontiac with one kilowatt daytime, had asked 50. (Continued on Page 3)

FM Network Arranged For Football Schedule

Pittsburgh—A network of fourteen FM stations in Pennsylvania, New York, West Virginia and Ohio will carry the play-by-play broadcasts of Duquesne University football games beginning with the Muhlenberg game Saturday, October 1. The network, which will be known. (Continued on Page 3)

N. Y. Units Spur Drive On Radio Set Repairs

Associated Radio-Television Servicemen of New York, Inc., will launch a month-long campaign to urge the public to have radio re-. (Continued on Page 6)

Washington Bureau of RADIO DAILY
Washington—Immediate action by the FCC to lift the TV freeze and open the UHF, authorize color on both VHF and UHF bands with the requirement that compatibility be maintained, and to set up a time schedule for the industry to recommend standards for colorcasting was. (Continued on Page 6)

Blackstone Planning New Radio Campaign

Inauguration of an intensive campaign on October 1 to get distributor and dealer co-operation in the placement of the transcribed series, "Blackstone—The Magic Detective," on 300 or more stations under Blackstone Corporation sponsorship, was announced yesterday by Charles Michaelson, New York package producer who is representing the washing machine manufacturer. The Blackstone factory at James-. (Continued on Page 3)

Benrus Buys AM, TV Spots Preceding Series Games

The Benrus Watch Co. has contracted for radio and TV spots before each World Series game in a special campaign tied in with local dealers. Television markets to be covered. (Continued on Page 2)

CBS Executives Upped In Station Operations

CBS yesterday announced four appointments involving three of its owned - and - operated stations—WCCO, Minneapolis, WBBM, Chicago, and KMOX, St. Louis. Wendell B. Campbell, general manager of KMOX, has been named to a similar post at WCCO. Erwin H. Shomo, sales manager of WBBM, will replace Campbell as general manager of KMOX. These changes

follow last week's appointment of Merle Jones, formerly general manager of WCCO, as general manager of KNX, Los Angeles, also Columbia-owned. In another switch Robert Livingston, WBBM representative in the New York office of Radio Sales, CBS, becomes sales manager of WBBM replacing Shomo. John. (Continued on Page 6)

Welcome News

Washington—The Senate voted last night to raise the pay of top officials of the executive branch of the Government. FCC members come in for raises to \$15,000, according to the Senate version of the bill, somewhat lower than the House version, which would have given them \$16,000. The difference will be ironed out between the two chambers.

Public Service

Modern Industrial Bank of New York will devote all of its paid broadcast time, two quarter-hour programs and six spots, over WMCA, to the United Jewish Appeal on Oct. 3 (Yom Kippur), it was announced yesterday by Henry Morgenthau, Jr., board chairman of the bank and general chairman of the United Jewish Appeal.



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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 Dahlonaga Rd.
Phone: Wisconsin 3271

CHICAGO BUREAU

Hal Tate, Manager.
360 No. Michigan Ave.
Phone: Randolph 6-6650
Phone: Riverside 5491

SOUTHWEST BUREAU

Paul Girard, Manager
Tower Petroleum Bldg.,
Dallas, Texas
Phone: Riverside 5491

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

FINANCIAL

(September 29)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	7 ³ / ₈	7 ¹ / ₈	7 ¹ / ₈	+ 1 ¹ / ₈
Admiral Corp.	24	22 ³ / ₈	23 ¹ / ₂	+ 1 ¹ / ₈
CBS A	22 ¹ / ₂	22 ¹ / ₂	22 ¹ / ₂	—
CBS B	22 ¹ / ₂	22 ¹ / ₂	22 ¹ / ₂	+ 5 ¹ / ₈
Philco	30 ¹ / ₂	29 ¹ / ₄	30	+ 1
RCA Common	12 ¹ / ₄	11 ⁷ / ₈	12 ¹ / ₈	+ 1 ¹ / ₈
RCA 1st pfd.	73 ¹ / ₄	73	73 ¹ / ₄	+ 1
Stewart-Warner	12 ³ / ₈	12 ¹ / ₄	12 ³ / ₈	+ 1 ¹ / ₄
Westinghouse	25 ¹ / ₂	24 ³ / ₄	25 ¹ / ₂	+ 1 ¹ / ₂
Zenith Radio	27 ¹ / ₂	26 ⁷ / ₈	27 ¹ / ₂	+ 1 ¹ / ₂

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	13	14
Stromberg-Carlson	10 ¹ / ₂	11 ³ / ₄
U. S. Television	5-16	1 ¹ / ₂
WJR (Detroit)	7	7 ³ / ₄

WNBC's 'Hi Jinx' Show Extended To 45 Mins.

In response to increased listener demand, WNBC will extend the time of the weekly "Hi! Jinx" program 45 minutes (8:30-9:15 a.m.) effective Monday, October 3rd, it was announced Friday by Harvey J. Gannon, program manager of the station.

The Sunday edition of "Hi! Jinx" will continue to be heard from 12:30 to 1:00 p.m.

RADIO EXECUTIVE'S APARTMENT

Ideal 3-room apartment beautifully furnished. Located on East 80th St. Combination office & living quarters, built in sound equipment, special lighting effects. Apartment could easily rent for \$250. Will take \$150 plus incidentals for equipment. Have Cadillac Club Coupe. Leaving for the Coast. Phone TR. 9-0961 before 12 noon.

Eighty To Go

Trenton, N. J.—Drenching rain failed to dampen the enthusiasm of Ernest Kovacs, WTTM's marathon announcer, who has now passed the one hundred-hour mark in his attempt to stay at the WTTM mobile studio microphone at the New Jersey State Fair in Trenton for a solid week of broadcasting. With 80 more hours to go, Kovacs plans a climax of twenty-four hours of broadcasting for the New Jersey Heart Association, beginning today.

Colman Gets Release From Agency Contract

(Continued from Page 1)

"Halls of Ivy," featuring Colman. It was understood that the chief obstacle to a final signing of the show by the brewery is an agreeable time segment. NBC is offering Schlitz three time periods: Saturdays, 7:30 p.m.; Fridays, 8 p.m., or Mondays, 10 p.m., all EST. Sid Strotz is handling the negotiations on the coast for the web.

In announcing the release of Colman from his pact with Prudential, Benton & Bowles said that it and its client gave the radio actor his freedom so that he and Benita Hume (Mrs. Colman) "might not be precluded from accepting a 'most unusual and advantageous' deal offered them by another advertiser." The agency added that it and Prudential have "always preferred to do business on a basis that is humanitarian rather than a mere literal interpretation of obligations."

Colman, whose release will become effective Oct. 28 with "no strings attached," will play the title role in Prudential's Oct. 9 presentation of "Berkeley Square."

Change Of Title

The corporate name of Radio Inventions, Inc., John V. L. Hogan's research and development laboratory which specializes in facsimile, changed to Hogan Laboratories, Inc.

Pabst Budgets 'Riley' At \$18,000 Weekly

(Continued from Page 1)

Camp as Mrs. Riley, the program is produced by Irving Brecher, who also handled radio and film productions of "Riley." (The radio version, starring William Bendix, returns to NBC on Oct. 7, 9 p.m.)

The video edition is shot in Hollywood by Filmtone Studios on 35 mm. film. It will be shown on 21 NBC stations interconnected by coaxial cable, and individually by 16 other stations. Warwick & Legler is the Pabst agency.

Ex-FCC Commissioner Dead In Washington

(Continued from Page 1)

mation in June of 1947. Suddenly without warning, President Truman withdrew his name and nominated Robert F. Jones, then a Congressman, to take the post.

Although a Republican, Wakefield was usually to be found lined up with the liberal bloc on the Commission as it was constituted during his service.

Benrus Buys AM, TV Spots Preceding Series Games

(Continued from Page 1)

include New York, Chicago, Detroit, Washington, Cincinnati, Cleveland, Toledo, Rochester, Syracuse, Columbus, New Haven, and Erie. Benrus has also bought an extensive AM schedule through its agency, J. D. Tarcher & Co., Inc.

RAM, Las Vegas, Joins Mutual Web On Oct. 2

Las Vegas, Nev.—KRAM will open its new studios and administrative offices in the Hotel Flamingo for public inspection on Oct. 2. The 1-kw station will join Mutual's Intermountain Network.

Ed Jansen is president of KRAM, and Truman Hinkle is manager.



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.



WITH
Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

50,000 watts at 800kc.

Now covering a 17,000,000 population area at the lowest rate of any major station in the Detroit Area!

CKLW
Detroit and Windsor
J. E. Campeau, President

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

WCAR And UAW-CIO Turned Down By FCC

(Continued from Page 1)

kilowatts day and 10 night in Detroit, while the UAW sought the same channel with less power. The UAW application was ruled out on engineering considerations without any determination of its qualifications. As to WCAR, the determining factor appeared to be the need for local service in Pontiac.

Jones, Sterling Dissent

Commissioners Robert Jones and George Sterling dissented, feeling that the WCAR shift should have been okayed. They wrote that, "In proceedings such as this, where an extensive area is proposed to be served, which includes communities of substantial size comprising integral parts of the same metropolitan district and where the operation proposed would provide service to the cities involved and to all or substantially all of the metropolitan district, with adequate provisions being made for local programming of the several communities therein, no distinction can be made as between the communities.

"Operating as proposed, WCAR would provide a daytime service to an area of 14,800 square miles with a population of 3,136,921, representing a gain of 10,275 square miles with a population of 1,031,487 over its present operation. At night WCAR would provide a new primary service to an area of 880 square miles with a population of 2,223,487. WCAR would provide a satisfactory service day and night to Detroit and the Detroit metropolitan area, and to the residential area of Pontiac, 15 miles away.

Sees Service Area Benefited

"A grant to WCAR would permit that station to render service to greater areas and populations; its signal strength would be improved in substantial portions of its present service area, a new nighttime service would be provided to Detroit and its metropolitan area, including the residential area of Pontiac, and a meritorious program service would be broadcast to meet the needs of WCAR's entire service area."

U. S. May Have To Share About 10 Clear Channels

(Continued from Page 1)

NARBA conference. Cuban stations are already causing interference on the 630 and 660 bands, with another threatened for the 880 band. It was thought not unlikely that in order to protect the remainder the United States might have to agree to share about 10 of the remaining clear channels.

With Mexico still not participating, the prospect is that economic pressures or other pressure might have to be applied to prevent the scuttling of the treaty.

★ AGENCY NEWSCAST ★

J. W. "JACK" BRADFUTE has been promoted to director of research and marketing of W. Earl Bothwell, Inc., and will be transferred from the Pittsburgh to the New York office of the agency on or about October 15th. Bradfute graduated from the School of Commerce of Northwestern University. He was employed for three years in the research and sales promotion departments of the General Outdoor Advertising Co., Chicago; then with the research departments of J. Walter Thompson Co., Chicago; and Maxon Inc., Detroit, before entering the Army. He joined the Bothwell agency in 1946 as head of research of the Pittsburgh office.

ADAM J. YOUNG, JR., has been appointed national representative for KLIF, Dallas.

HOWARD LANE has been named advertising manager of Ronson Art Metal Works, Inc., makers of lighters, etc.

HAL STECK has resigned as radio copy chief of McCann-Erickson, Inc., effective Oct. 1, to return to free lancing.

DON PONTIUS, formerly with the Chicago staff of Weed & Co., has been named manager of the Chicago office of Robert Meeker Associates, Inc., station reps, starting Oct. 1.

PROCKTER, PRODUCTIONS INC., on September 26 moved their offices to 221 West 57th Street.

DON GIESY & COMPANY, publicity and public relations firm, has moved to new offices at 62 West 46 Street.

FM Network Arranged For Football Schedule

(Continued from Page 1)

as "The University Broadcasting System," was formed by the Rev. J. A. Lauritis, C.S.Sp., director of WDUQ, Duquesne University's new FM station and Pittsburgh's first college radio station. It is expected that other stations will join as their schedules permit.

The broadcasts will originate at the various fields through the facilities of WDUQ with Stan Norman at the mike. They will be relayed from WDUQ's studios in the Administration building on campus to the first link in the network, WPIT, FM in Pittsburgh. From WPIT they will be beamed to: WBUT, Butler, Pa.; WWHG, Hornell, N. Y.; WPAR, Parkersburg, W. Va.; WSTV, Steubenville, Ohio; WCED, Du Bois, Pa.; WPDx, Clarksburg, W. Va.; WJTN, Jamestown, N. Y.; WJPA, Washington, Pa.; WCLT, Newark, Ohio; WWST, Wooster, Ohio; WKST, New Castle, Pa.; and WLEU, Erie, Pa.

SEENA HAMILTON, former publicist for MGM Records, has been appointed advertising and publicity director for the Edward B. Marks Music Corporation, New York City. Prior to her current position, Miss Hamilton handled radio and magazine promotion for MGM Records and was at one time affiliated with CBS publicity in Washington, D. C. and Columbia Records. She is also a magazine and record reviewer. She will take over the Marks' post formerly handled by Lawrence Fishbein, who was recently appointed general manager for the music publishing firm.

J. M. KORN & CO., Philadelphia, has been appointed by the Hershey Creamery Co., Inc., for Hershey Ice Cream.

TRELL YOCUM, vice-president of Fletcher D. Richards, Inc., has been named to the agency's board of directors.

L. CAMERON CHAIET, for several years a free-lance illustrator and sales representative in the art and design field, has joined Cinemart, Inc., as sales representative and story-board illustrator.

Blackstone Plans New Radio Campaign

(Continued from Page 1)

town, N. Y., has set up an incentive campaign whereby the 15 regional salesmen of the company will get special prizes for the sale of the transcribed program on stations in cities in their territory. Under the arrangements the factory will pay one third of the radio sponsorship costs, the distributor, one-third and the other third will be paid by the local dealer.

Each field salesman of the company has been furnished sample recordings and sales promotion information on the "Blackstone—The Magic Detective Series," a 15-minute program scheduled to be heard once a week.

At present the Blackstone organization is sponsored on 148 stations throughout the country mostly on stations beyond the metropolitan markets. It is hoped to increase this number to 300 stations.

Tenth Anniversary

Arthur Gaeth, currently sponsored over ABC on Monday nights at 10 p.m., EST, by the United Electrical, Radio & Machine Workers of America, observes his 10th anniversary as a commentator October 3.

• faces • facts • figures • wins •

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



BUSHELS OF FUN

Jack Lacy is a specialist in selling grocery products. Everyday on BUSHELS OF FUN (12:30 to 1:00 P.M.) Lacy reaches and sells a large housewife audience at home, where the budget money is kept.

Call your WINS-CROSLLEY sales office for participation availabilities . . . and while you're on the phone ask about the merchandising plus offered on BUSHELS OF FUN.

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

WINS

50KW NEW YORK

CROSLLEY BROADCASTING CORPORATION

CHICAGO

By HAL TATE

WGN's new five-hour early morning program which began Tuesday, September 27, at 1:00 a.m., featuring disc jockey Erv Victor, has been officially labeled the "Erv Victor Show."

"Ladies Fair," a new afternoon audience participation program on WGN, with Tom Moore as emcee, premiered Monday, September 26th in WGN's main audience studio with a record crowd in attendance.

A University of Chicago Round Table summer broadcast on "World Trade and the British Crisis," heard over NBC stations Sunday, August 14, will be rebroadcast in England by the BBC on October 15. This was one in a series of five broadcasts under the general title "How's Business?" The series was produced in cooperation with the United States Department of Commerce.

The Aaron Heating Service of Chicago has appointed Wright & Associates, Chicago, to handle their advertising. They have signed a 26-week contract to sponsor "Wake-up Music," across the board from 6:40 to 6:50 a.m. on WIND.

S. G. Topping, formerly with Schwimmer & Scott, Inc. has joined the staff of Wright & Associates, Chicago, as assistant to William E. Wright.

Add Oddities: Robert Baird, of the WGN engineering staff, reports that the license number on his car is 24-720, which adds up to quite a coincident at WGN—on 720, kilocycles. He goes into a 24-hour around the clock operation six days a week, starting Sept. 27, with the addition of the "Erv Victor Show" from 1 to 6 a.m.

The 1949 world series will be carried in its entirety over WGN-TV starting with the first game Wednesday, Oct. 5, at 11:45 CST. The broadcast will be carried by the Dumont network, and other networks, on a pool basis. Announcers of the games will be revealed at a later date.

On Sunday, October 2nd, WIND will broadcast Yom Kippur Services direct from the Rockefeller Chapel of the University of Chicago. This broadcast will be on the air from 7:45 to 8:30 p.m., with Dr. Louis Mann officiating. The WIND "Forum Of The Air" will move into the 8:30 to 9:00 p.m. spot for this date only.



Mainly About Manhattan. . . !

• • • WHAT'S DOIN': Reason WW chose Hudnut as his new sponsor (he had his choice of four bankrollers) is that Elmer Bobst, prexy of Hudnut, has a great interest in the Damon Runyon Fund and has contributed heavily toward it. . . . New ruling on World's Series broadcasters will have a home man from each winning city on the air. Thus, if it's Boston and St. Louis, it'll be Jim Britt and Harry Carey at the microphones. . . . The Sept. Telepulse substantiates WOR-TV's clear signal claim. During the week covered by Pulse, a larger audience watched the Bklyn Dodgers night games on WOR-TV than on either of the other two stations carrying the game. (When all 3 stations carried the game, WOR-TV averaged a 9.4 rating as against 8.8 and 4.0 for the two other outlets.) . . . Is WOV planning to drop its Italian language programming? . . . Norman and Irving Pincus, who have the "I. Magination" series on CBS, have acquired tele rights to Ellery Queen and are trying to land some H'wood names for the leads. . . . John Loveton, who produces "Mr. & Mrs. North," owns the TV rights to the Topper series and what's more has a bankroller interested, what's more. . . . Lanny Ross guesting on the Pet Milk show Sunday night. . . . Maxine Keith has a very modern heating at her home. No oil, no gas—merely has a comic come over and give her guests a studio warm-up talk.

★ ★ ★ ★

• • • PROF. QUIZ'S manager, Frank Small, is sparking agency interest in two new packages—one a television show called "It's A Fake," which has a Better Business Bureau tie-in, and the other a radio series called "Keys To Adventure," which deals with the experiences of the master locksmith, Chas. Courtney, who was known as the 'legal' Jimmy Valentine. Walter Gibson, creator of "The Shadow," and Gil Braun, writer of the Frank Merriwell series, will script the adventure yarn.

★ ★ ★ ★

• • • WITH THE LITERATI: Recommended reading: "God Wears A Bow Tie" penned by Lyle Stuart, former INS staffer. It's a hard-hitting, fast-moving novel on showbiz with plenty of inside stuff and situations not too hard to recognize. A combination of "The Hucksters" and "What Makes Sammy Run," radioites will be delighted at what Stuart DOESN'T say about them. . . . Look-alikes and sound-alikes: Madeline Carroll and Isabel (Aspirin Age) Leighton. . . . Paul Gardner currently has articles in Nation's Business, Argosy, Toronto Star Weekly, Sport Life and Stag. The piece in Argosy is on the Octopus of Sport, the story of the fabulous Norrises who control the new boxing empire. . . . Harold Robbins, whose first effort (Never Love A Stranger) hit the best-seller lists, will do even better with his forthcoming book on H'wood—"The Dream Merchants," a history of the industry from the nickelodeon days.

★ ★ ★ ★

• • • SMALL TALK: Ace gagwriter, Eli Lloyd Hoffman, has opened his own Fifth Ave. publicity offices. . . . John Harvey and Judy Parrish (Mrs. Harvey) have been assigned the leads in "Human Beginnings," Eddie Albert's documentary sequel to his successful film, "Human Growth." . . . Alimony, according to Peter Donald, is the purse of a breaking heart.

★ ★ ★ ★

• • • PURELY PERSONAL: You'll wait a long, long time before television offers you a more heart-warming and nostalgic bit than the Billie Burke spot on Milton Berle's stanza Tues. night, featuring highlights of the fabulous Ziegfeld era. Call him Mr. Berle or Mr. Television—he's still the Champ, in our book.

Masterson
Reddy
Nelson

The Three Johns
". . . they're Hollywood's
leading radio masterminds."

Look

". . . now the Trio is headed

for television . . ."

Newsweek

"AUCTION-AIRE"

ABC Network

9-9:30 Friday Nights

Starting Sept. 30

Sponsored by

Libby, McNeill & Libby

Featuring

Jack Gregson

with

Rebel Randall

Hollywood:

6331 HOLLYWOOD BLVD.

New York:

745 FIFTH AVE.

WBAL
means business
in Baltimore

AM TV EQUIPMENT FM FAX

Section of RADIO DAILY, Friday, September 30, 1949

Research Held Vital To Industry At NEC

Chicago—Stressing the importance of research to industry, especially in "all of the technological fields," and citing it as "the best insurance any industry can have against obsolescence," Dr. Haldon A. Leedy, director of Armour Research Foundation of Illinois Institute of Technology, told a gathering here at the National Electronics Conference that "Our exploitation of land frontiers and dwindling natural resources must be replaced by technological developments—new products, new processes, new machines, and new sources of power if we are to insure a sound economic future for our country."

Citing the values of research and development, Dr. Leedy remarked that benefits usually require many months, or even years, to realize as compared with the quicker results that executives have learned to expect from effective advertising and sales staffs.

"Because research dividends are rarely immediate, while those of sales promotion through advertising and a good sales staff are readily demonstrable, many industrial executives fail to appreciate the value of research in maintaining their positions in our competitive free enterprise system," he declared, adding:

"Of the 17,000 largest firms in the United States—those having annual gross sales of over \$500,000—only 2,500 or less than 15 per cent have any research laboratory."

ENGINEERS—CONSULTANTS

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Television Consultant

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NEW YORK 20, N. Y.

Tel.: CO. 5-6848

A. R. BITTER

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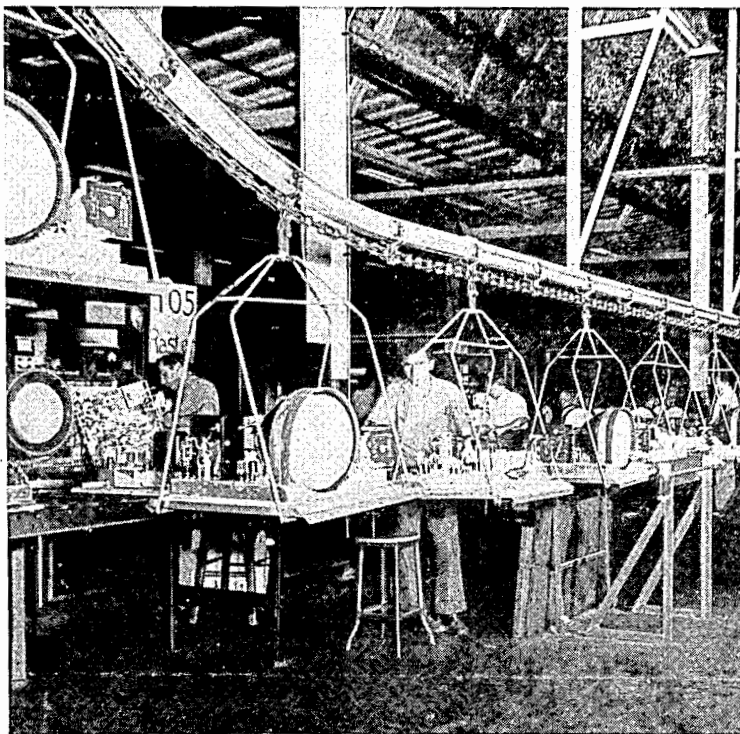
WILLIAM L. FOSS, Inc.

Formerly Colton & Foss, Inc.

927 15th St., N.W. REpublic 3883

WASHINGTON, D. C.

MODERN ASSEMBLY LINE



Special conveyors at the DuMont plant in East Paterson, N. J., largest of its kind in the world, bring receivers to teletest section from end of the assembly line. Once a chassis is placed on the assembly line it does not require any manual lifting during the entire assembly and test operation. At full production schedule, one set every 22 seconds will be turned out.

PRODUCTION PARADE

Finch New "Faxcard" Machine

A new business machine that permits the fast reproduction in facsimile form, of summary information typed or printed on the surface of a series of selected punched tabulating cards, has just been announced by Finch Telecommunications, Inc., Passaic, N. J. Based on a new principle of flat scanning, this device, called a "Faxcard" machine, "looks" at a single tabulating card at a time, then transmits this data by facsimile methods to one of more recorders, any given distance away from the scanner.

Zenith Creates New Post

Leonard C. Truesdell has been appointed sales manager for household radio and TV by Zenith Radio Corp., it was announced by H. C. Bonfig, vice-president and director of sales. Bonfig said that creation of a new office in the company was necessitated by Zenith's steadily expanding production in all of its manufacturing divisions.

Admiral Low Priced TV Sets

Admiral's newest entries in the TV field are a table model, occupying a little more than 1½ sq. ft., retailing at \$169.95. The second set, an adaptation of Admiral's all plastic "Wonder Set," will retail at \$199.95. Both models will feature Admiral's new built-in "Roto Scope" Directional Antenna. Screen size of both sets is 10-inches.

Emerson Appoints Two

Emerson Radio & Phonograph Corp. has appointed Frank Schroeder art director and Edward Kantrowitz advertising production manager, according to an announcement by Harold R. F. Dietz, sales promotion manager. Schroeder was formerly with Good Housekeeping Magazine and Kantrowitz with Foote, Cone & Belding.

Paper-Tube-Plastic Tubular

The Acrovox Corp., New Bedford, Mass., has announced its Type '87 capacitor, a plastic-molded type, available at a price closer to that of conventional paper tubulars.

Tele-tone Set Prod. At Peak For Year

Despite indications of shortages in radio set supply among some manufacturers, Tele-tone Radio Corporation of New York announced this week that their plant is currently at the highest production rate attained this year.

Morton M. Schwartz, general manager for the company, declared that demand for inexpensive table model radios and portables has been rising very rapidly and was decidedly better than last year. "We are just about able," he said, "to keep up with orders from our dealers and distributors all over the country."

"Radio obviously is a long way from being replaced by television in millions of American homes," Schwartz added. "Our outlets report that a strongly increasing business is being done in radio receivers for replacements, gifts, other rooms in the house, new homes and new families. The low price table set and the 3-way portables seem to be the models most heavily favored by the consumer today."

Free 45-RPM Record Kits

In a move designed to aid and help point-of-sale demonstrations of its 45-rpm record players, RCA Victor is making available to all dealers, kits of sample 45-rpm records with each 45-rpm phonograph shipped to the dealer.

ENGINEERS—CONSULTANTS

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TELEVISION DAILY

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COLOR TV CONVERTER SHOWN

TELE TOPICS

"LOOK PHOTOCRIME," new series on ABC based on the picture mag feature, brings to TV a near-anomaly, a quiet police detective with enough ability and intelligence to get his man. Could start a trend, we hope, to put the wise-cracking private eyes out of business and send their blonde secretaries back to—well, wherever it is that private eyes' blonde secretaries come from. All of which is a round-about way of saying that Photocrime is indeed welcome. Debut this week was interesting, moderately exciting, but unfortunately, totally implausible, and herein lies its big fault. Given a more believable script that gives viewers an opportunity to figure out whodunit, the show would be fine detective drama. That the opener succeeded is a tribute to slick production and good, restrained acting. . . . Chuck Webster was outstanding as Inspector Cobb, and the beautiful Diana Douglas gave as much life as possible to an almost incredible character. Others turning in fine jobs were Joe De Santis, Jimmy Van Dyke and Lyle Sudrow. . . . Program is a Mildred Fenton package, written and produced by Murray Burnett and directed by Babette Henry. Sets were by James McNaughton.

ARTHUR GODFREY'S recent junket to Latin America with Eddie Rickenbacker paid dividends in TV entertainment Wednesday night when the red-haired goldmine combined film travelogues with authentic South American dancers and singers to make his Chesterfield show on CBS 60 minutes of total enjoyment. Godfrey made the show a highly personal affair in which he mixed dialogue with his own film impressions of visits to the capitals of several Good Neighbor countries. Particularly interesting were his shots of a volcano in the Andes, the huge Constellation in flight and a visit to a bullfight in Mexico City. It was a startling departure from the usual Godfrey format and proved that skillful blending of educational film clips with live entertainment makes good video programming.

NBC WILL ANNOUNCE a sizeable rate increase within the next few days. . . . Total of 41 NBC stations have been signed by Lever Brothers to carry "The Clock," which goes commercial next Wednesday. J. Walter Thompson is the agency. . . . New forum show featuring members of the Overseas Press Club bows on CBS Sunday, 5 p.m. Leon Levine produces and John Peyser will direct. . . . One of the best publicity gimmicks for a show in years is the Playbill for "Inside USA With Chevrolet" prepared by Joe Bond, Jud Kinberg and Maurice Vanderwood, of Campbell-Ewald, and Nat Dorfman, Arthur Schwartz' press rep.

Camels Inks Mystery With Bellamy On CBS

R. J. Reynolds Tobacco Co. (Camels) has signed with CBS for sponsorship of "Man Against Crime," half-hour mystery series starring Ralph Bellamy, to be aired Fridays, 8:30 p.m., EST, beginning Friday Oct. 7.

Series will be scripted by Lawrence Klee and directed by Paul Nickell, director on the web's "Studio One" series, with organ music by Hank Sylvern.

To avoid conflict between the show and Bellamy's performance in the Broadway hit "Detective Story," first curtain of the legiter will be held off until 9 p.m. Fridays.

Contract was placed through William Esty agency.

Toy Company Buys Spots

Ideal Novelty and Toy Company have contracted for a series of one-minute film spots on WCBS-TV, New York, for showing immediately following each World Series game, B. F. Michtom, vice-president of the company, announced yesterday. Company expects to expand its campaign of film spots to national coverage by the first of the year.

New Homemaker Show

"The Homemakers' Exchange," daily series of video programs on household management, will bow on CBS-TV Oct. 10, 4-4:30 p.m., and the first daytime program to be aired over an interconnected CBS-TV web of 15 stations. The show will be available for participating sponsorship.

Suggests CIO-Type Of Union For Talent In The TV Field

A demand for the establishment of a CIO-type of industrial union in the amusement industry, a union which would have jurisdiction over all entertainers doing television work, was voiced yesterday by proponents of a "television authority" at a meeting of representatives of the Screen Actors Guild and Screen Extras Guild and the so-called president's committee of the Associated Actors and Artistes of America, on which are represented the eastern talent unions.

The SAG and SEG are opposed to

Extension

ASCAP yesterday extended the period for negotiations with TV broadcasters to October 15th. Time extension was made to work out a definitive per program basis.

New Zoom Type Lens Developed At KTSL

West Coast Bureau of RADIO DAILY Hollywood — Developments at KTSL of a new variable focus lens of the "zoom" type was announced this week by Willet H. Brown, president of the Don Lee Broadcasting System.

Known as the "Electra-Zoom," the lens was perfected by Joseph B. Walker, Columbia Pictures photographer, in collaboration with the Don Lee technical staff. It has an aperture of F 3.1 with a focal length varying from three to eight inches, and is push-button controlled by the camera operator. The effect, as with other "zoom" type lenses, is to bring the action closer to the spectator without moving the camera itself.

The lens is already in use on several KTSL shows, including "Lee's Lair," "It's A Neat Trick," "What's the Name of that Song," and the Norma Young home economics show.

WGN-TV Sells Boxing

Chicago—Peter Hand Brewery Co., through BBD&O, has signed with WGN-TV for Monday night boxing bouts from Marigold Gardens beginning Oct. 3. Jack Brickhouse and Harry Creighton will handle.

Hand-Portable Model Exhibited By Columbia

Washington Bureau of RADIO DAILY

Washington — A portable hand-sized converter which might cost no more than \$5 and would permit viewers to see in full color the color telecasts coming in through television sets equipped for black and white reception was demonstrated by Dr. Peter Goldmark of CBS here on Wednesday night.

The converter looks like a fat hand mirror with a diameter of about 4½ inches. It has a motor and color discs whirling in front of a 1½ inch lens, through which the viewers see the programs. The unit plugs into a wall socket.

It was pointed out at the demonstration that for the general public this would mean first a set adapted to bring in monochrome the CBS-type full color program. Then for an additional small outlay the set-owner could convert the program back to color.

Sightmaster Offering New Color TV System

Sightmaster Corp. yesterday announced development of a new color system said to be the simplest yet devised, adaptors for which can be sold between \$5 and \$25 depending on the size of the screen.

Michael Kaplan, president of the firm, said the new system works by means of microscopic prisms, 250 to the inch, placed behind a special screen. Addition of one screen in the camera and another before the picture tube in the receiver provides the color images, he said.

System contains no moving parts, Kaplan said, since a practical demystem using an additive screen. The firm will not present the system at the upcoming FCC hearings, Kaplan said, since a practical demonstration will not be ready for several months.

ABC Asks FCC's Okay To Switch Transmitter

ABC yesterday filed with the FCC in Washington an application for a construction permit covering the transfer of its New York television transmitter site to the roof of the Empire State Building at 34th Street and Fifth Avenue, it was announced by Mark Woods, ABC president. The present ABC television transmitter site is atop the Hotel Pierre, at Fifth Avenue and 61st Street.

NEW BUSINESS

WXYZ, Detroit: The Plymouth Dealers Association of Greater Detroit, through Powell Grant Agency, purchased a series of 15-minute programs, titled "Football Time" preceding the National Professional Football games. In addition, the Plymouth Dealers also ordered "Football Scoreboard," a five-minute program immediately following the games. The Chrysler Dealers of Detroit, through McCann-Erickson, ordered one half-hour weekly for "Touchdown," to be telecast Wednesdays, 7:30-8:00 p.m., EST. The program features films of outstanding football games of the previous week.

The following chainbreaks, spot announcements, and participations have been reported: Anacin, through Duane Jones Agency, three participations weekly in "Ross Mulholland" program, effective October 3, for 26 weeks. A & P, direct, ordered five one-minute spots and chainbreaks, effective October 5, for four weeks. Birdseye Frozen Foods, through Young & Rubicam, ordered five participations weekly in both the "Ross Mulholland" and "Charm Kitchen" programs, for 15 weeks. Grove's Bromo-Quinine, through Gardner Agency, St. Louis, ordered five participations weekly in "Ross Mulholland," effective October 3, for 21 weeks. Dodge Motor Company, through Ruthrauff and Ryan, Detroit, ordered 11 spots weekly, for four weeks.

Purity Bakeries (Grennan Cakes), through Young and Rubicam, ordered five spots weekly, for 29 weeks. Heintz Baby Foods, through Maxon Agency, ordered five participations weekly, for 18 weeks. Kellogg Company (Pep) through Kenyon and Eckhardt, ordered two chainbreaks weekly, for 52 weeks. Lever Brothers (Spry), through Ruthrauff and Ryan, ordered seven one-minute spots weekly in "Ross Mulholland," effective October 10, for four weeks. Schick, Inc., through BBD&O, ordered two one-minute spots weekly, for 13 weeks.

WCAX, Burlington, Vt.: Sold an additional half-hour to the time purchases of the Girard Baking Company of Burlington. The bakery renewed a fifteen-minute strip across the board, with "The Frank Parker Show," and added "The Runyon Theater" to its schedule, for broadcast Friday nights. Other local time purchases were the sponsorship of Saturday university and college Vermont football games by the Vermont Structural Steel Corp., for an eight-game schedule; three fifteen-minute segments of the morning wake-up stanza, "Risin' With Rocks," Tuesday, Thursday, Saturday, 7:45-8 a.m., by Morco, a painting and decorating establishment; a five-a-week, fifteen-minute portion of "Melody Matinee," afternoon record show by Vt. Hardware Company.

COAST-TO-COAST

Set Sports Features

Atlantic City—With the Shore resort playing host to heavy Pennsylvania and New York crowds due to balmy fall weather and the racing season, WFPG, arranged for plenty of "back home" sports to be aired. Special features included Villanova vs. Penn State (via WCAU) football game on Saturday Sept. 24, Philadelphia A's baseball on Sunday; the crucial New York Yanks vs. Boston Red Sox game (via WINS) on Monday; the A's-Yankee series on Tuesday, Wednesday and Thursday. WFPG has also lined up Philadelphia's Pro Eagles games, University of Penn football games, boxing bouts from Philadelphia, daily feature races from the Atlantic City Race Track (via WFIL), and all sports broadcasts from the parent ABC network.

Expert Discusses The Soviets

Hartford, Conn.—When Vera Dean, expert on Soviet Russia, arrived here to talk to the Foreign Policy Association, she was interviewed over WDRC on her opinions as regards to the Soviets. Attorney John Parsons conducted the interview.

Radio Man Operates In Everglades

Miami, Fla.—Scott Bishop, WIOD, program director, was first and only radio man to set up portable recording equipment on the much-publicized "Ghost Village" in the Florida everglades. Bishop, with a reporter and photographer from the Miami Daily News, arranged for the trip into the everglades with L. P. Harvey, the man who discovered the "lost city."

WCOP Promotes Children's Programs

Boston, Mass.—The promotion department of station WCOP has sent a letter to over 530 principals of high schools in the greater Boston area, calling attention to the current lineup of children's programs heard over WCOP. Second page of the letter, intended for posting on school bulletin boards, lists all WCOP programs planned for elementary school children.

Baseball Chatter

Hartford, Conn.—Sportscaster Jack Smith of WDRC has a speaking date at the Wethersfield Exchange Club, Tuesday, October 11. It's a baseball night at the club, and Smith will give some diamond lowdown.

Football Exclusive

Coral Gables, Fla.—The Orange Bowl's 1949 football season will see WTTT broadcasting play-by-play of the four leading Miami high schools exclusively. In addition to their high school coverage, WTTT will also broadcast the play-by-play of the University of Miami games. The station has also secured the services of sportscaster Merle Roberts to handle the play-by-play.

Contest To Advertise Movie

Des Moines, Iowa—Disc jockey Don Bell of KRNT has found that people are not mean—inherently or otherwise. He really "asked for it" when he conducted a contest calling for completion of the sentence, "One look at Don Bell and I . . .". The contest was conducted in cooperation with a theater's promotion of the Cary Grant-Ann Sheridan film "I Was A Male War Bride." Bell awarded tickets to 20 couples for a private screening of the picture.

Nagler Broadcasting Home Games

Detroit, Mich.—The complete University of Detroit football schedule for 1949 will be broadcast over station WJBK for the fourth consecutive year. Sportscaster Al Nagler will present play-by-play descriptions of all home games direct from the press box at University's stadium. The season of broadcasts opened September 23rd with the University of Tulsa.

Brotherhoods Vs. The Railroad

St. Louis, Mo.—Bruce Barrington, news director for KXOK, and moderator of the weekly discussion program "Wake Up, St. Louis," invited the railroad strikers and the brotherhoods to appear on last week's program to present their sides of the strike. The brotherhoods accepted the invitation, the railroad did not. The program was designed to inform the public of the issues of the dispute.

WWRL Promotes Americanism

In a move to further promote good citizenship and Americanism among foreign-language radio listeners, Fred Barr, program director of WWRL, New York, has offered the American Heritage Foundation the use of the station's facilities to write, produce and transcribe Americanism announcements in twelve foreign languages for distribution to outlets throughout the nation.

New Poetry Show

Riverside, Calif.—Starting Sunday, October 2, 3 to 3:30 p.m. and weekdays Monday through Friday, 6:45 to 7 p.m., a new show "Song at Twilight" begins over BCA Western Network. The program features Mr. and Mrs. Harold Slusher of Riverside. Program format is poetry, songs by both artists, piano by Mr. Slusher and xyloimba by Mrs. Slusher.

Named To Press Club Post

Cleveland, Ohio—Jacob E. Hines, program and production manager of WTAM, is the first radio representative to be elected an officer of the Cleveland "Press Club." Recent election results gave the nod to Hines as vice-president of the organization, members of which include working press and radio personnel.

PROMOTION

Baseball Contest

Baseball fans, in the heat of the hectic 1949 pennant races, currently are being offered an opportunity to vote for their favorite baseball player in a contest conducted by Jack Armstrong, the All-American Boy, whose program is heard over ABC Monday through Friday on alternate days with "Sky King" at 5:30 p.m., EST. Listeners have been invited by General Mills, Inc., of Minneapolis, Minn., sponsors of the Jack Armstrong series, to send in their votes for their favorite baseball player. The player winning the contest will be named "Champion of the Year" and will be presented with his portrait done in oil which will be hung in Baseball's Hall of Fame at Cooperstown, N. Y. The contest will close on Sunday, Oct. 16, 1949. Fans are requested to send their votes to Jack Armstrong in care of the ABC station to which they regularly listen to the half-hour program.

Will Salute Esso

The week starting October 2 will be observed as "Esso Week" by WJZ, New York, key station of the ABC, whose programs and personalities will salute the 15th anniversary of the Esso Reporter broadcasts as an exclusive feature of the station. Climaxing the week-long anniversary observation will be a reception and party for executives of both Esso and WJZ to be held on Friday, Oct. 7 in the Cottage Room of the Hampshire House, here, the actual date of the 15th anniversary.

Send Birthday Greetings To—

September 30

Kenny Baker Dorothy Goodman
Ruth Brinley Shirley Lewis
Nat Bruisiloff Spencer Hare

October 1

Curtis Arnall Joe Rines

Adele Hunt

October 2

Martha Atwood Cecil Ray

Groucho Marx Ray Shield

Joan Shields

October 3

Gertrude Berg Ben Gage

Jane Crusinberry Vincent Lorey

October 4

Kathryn Card James R. Curtis

October 5

James S. Appell A. A. Klingler

Bob Bryon J. W. Bixler, Jr.

Renée Bernstein

October 6

Charles Pearson George Crandall

Arthur H. Ashley John Reber